

CREATIVE MINDS

Creative Conference

ABOUT THE PROJECT

The Client

The Creative Minds Conference brings together artists and designers of all kinds of creative fields to learn from each other. The conference mainly targets older crowds who need to re-fresh their education and re-implement the skills that may have slipped away through years of work. It also serves as an opportunity for long-time designers to help other designers understand strategies that come through professional experience.

The conference is blunt, complex, and strategic. It communicates a welcoming yet calculated environment that complements the attitude of a professional work environment, one that older designers may be used to.

The Challenge

The conference is being built from the ground-up, meaning there is a lot of material that is needed. Not only that, but the brand had to establish its voice and its style. Given the many existing creative conferences, it was important to help Creative Minds stand out with a unique proposition and goal.

It was important to keep the theme in mind for the many deliverables of this project. The overall style is quite simplistic but with a degree of complexity, as well as keeping information blunt and easy to understand.

The Deliverables

The conference requires one full-color logo, three promotional items (a shirt, a pen, and an ID badge), three advertisements (half-size print ad, digital banner ad, and an Instagram ad), and three banners (Registration, Info Desk, Sponsors).

All physical designs are to be accompanied with mockups.

Maya Jones

Head Designer, Researcher, and
Conceptualizer

Timeline

January 15th :

- Research Document
- Logo Thumbnails & Roughs

January 22nd :

- Revised Digital Logos
- Brand Style Sheet

January 29th :

- Three Promotional Items
- Three Advertisements
- Three Banners

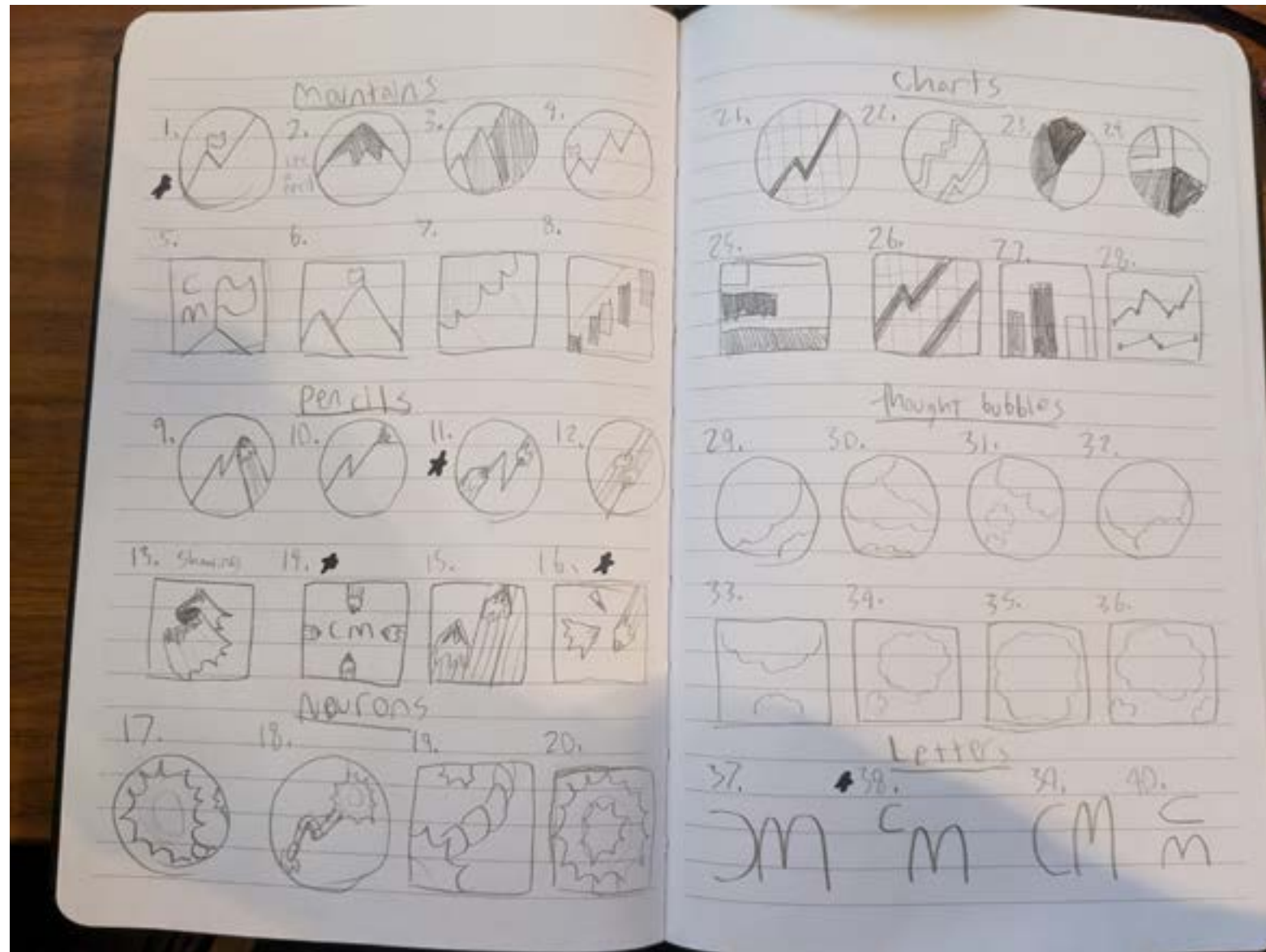
February 5th :

- Case Study Presentation

Completion Date:
February 10th, 2026

DESIGN SOLUTION

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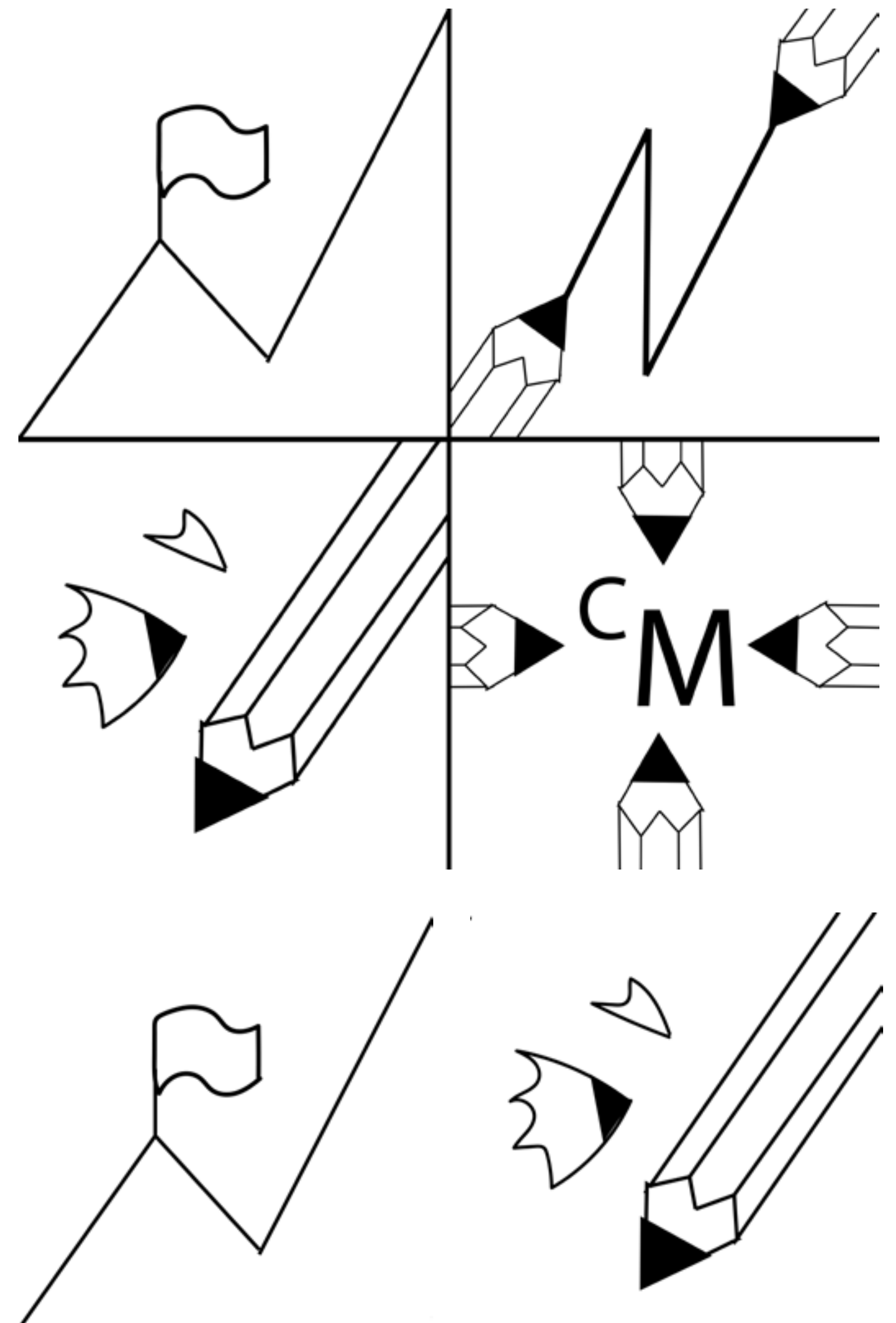


Left:
The forty thumbnail sketches

Right (Top):
The four digital roughs

Right (Bottom):
The two digital rough finalists.

Note: Both were ultimately combined in the final logo.



Week One: Thumbnails & Roughs

The design process began after establishing the brand's voice (as elaborated on in "About The Project"). The logo thumbnailing started first, with several quick ideas relating to the brand being conceptualized and drawn out.

Once 40 thumbnails were sketched out, the 4 best picks were turned into digital roughs. Out of those four, 2 more were picked as the favorites, in which one final would be picked and completed in the next step.

The final logo pick best suited the brand's goal and style whilst coming across as unique among competition. Starting in black and white, the final pick was made...

DESIGN SOLUTION

Week Two: Final Logo & Style Sheet

Once the final digital roughs were complete, one winner was finalized as a full-color logo. Alongside this logo, the typography, color palette, and a pattern were established. These all culminate into the brand's style sheet.

The color purple was chosen as it is a color regularly associated with creativity. Additional colors nearby on the color wheel were picked to complement the primary brand colors.

The finished logo depicts a freshly sharpened pencil drawing an upwards graph, representative of a mind being re-sharpened to the trajectory of success.

The typography choices were made to be blunt with a bit of creative flare, as well as to complement one another as primary and secondary typefaces.



The finished logo alongside an alternative variant, all-black version, and all-white version.

The brand pattern.



Eras Demi ITC
Titles

Chaparral Pro

Slogan

Bookman Old Style

Subtitles

Minion Pro

Body Text



DESIGN SOLUTION

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Image courtesy of Unsplash



Images courtesy of FreePix

Week Three: Conference Items

The first conference items designed were the promotional items. These consisted of a shirt, a pen, and an ID badge that conference-goers would wear.

The shirt and pen were designed to not only signify involvement with the conference by using the name and logo, but also to be multi-purpose by using a simple phrase, "Creative Mind At Work".

The specific items were chosen to appeal most to the brand goal of engaging creativity (the pen and ID badge notably), as well as being universal items.



Left to Right:

T-Shirt Design.

Conference ID Badge Design.

Pen (or Pencil) Design.

DESIGN SOLUTION

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The second items designed were the advertisements. This consists of a half-page print ad, a digital banner ad, and an Instagram ad.

The print ad was a requirement for the conference. The digital banner and Instagram ads were attempts to appeal to different platforms besides the print ad, helping the conference gain a lot of reach. The ads are all designed similarly so as not to muddle the audience that the conference is ultimately targeting.

Left to Right, Top to Bottom:
Instagram Ad.
Magazine Half-Page Print Ad.
Digital Banner Ad.

DESIGN SOLUTION

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The third and final items are banners to be used within the conference itself. This is to help attendees locate the Registration, the Info Desk, and Sponsors Area.

All of these banners intentionally look similar so as to be easily recognized from afar. The emphasis is also placed highly upon the text rather than the brand name, as the style and logo can likely already be recognized.

Image courtesy of FreePix

Left to Right:

Info Desk Banner.

Registration Banner.

Sponsors Area Banner.

RESULTS

Success Metrics

All of the deliverables required for the Creative Mind Conference were successfully completed and finalized. They all suit the brand's voice, style, and goal of bringing together creatives to sharpen their skills anew. The conference has also formed its own identity throughout this process, helping it stand out amongst its competitors.

Reflections

The work done throughout the project felt effective, but somewhat imbalanced at times. The digital roughs and thumbnails on week one comparatively did not take as long to complete as all of the conference items on week three. The workload could have been balanced better throughout the time spent on this project.

Overall, the project came out quite successfully. With all deliverables met, a lot of different skills were attained throughout the process, such as creating case studies and brand guides, as well as designing for various items and editing them onto mockups.

Next Steps

The future of Creative Minds depends on how well it can continue to stand out and deliver on its goal. This could involve expanding the scope of the conference to include more promotional items and advertisement variations.

