CI Name : Voices Foundry

Voices Foundry

CI Description :

Voices Foundry is a design studio dedicated to amplifying underrepresented perspectives through impactful, authentic visuals. We partner with clients from diverse backgrounds to forge powerful narratives that challenge norms and bring untold stories into the spotlight. By blending creativity with purpose, Voices Foundry creates designs that connect, inspire, and celebrate every voice.

MESSAGING INTENTIONS

1. Grab attention

2. A solution for a specific audience.

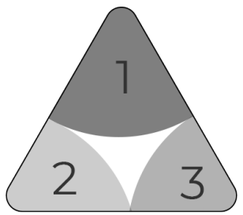
3. To encourage participation

4. To visually reinforce the idea of inclusivity and emphasize that the product is designed with underrepresented users.

5. Access to Survey to gain user input.

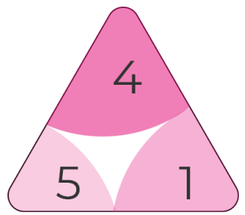
6. To gather user feedback for potentially improving helmet designs for people with curly hair, addressing ergonomic or comfort issues

DELIVERABLES



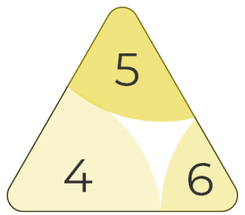
NARRATIVE

This booklet introduces Voices Foundry, a design studio focused on empowering underrepresented communities. We create impactful visuals that amplify diverse stories, challenge norms, and inspire change. Join us in making every voice seen and heard.



SERIES

A series of three posters for Voices Foundry will highlight and introduce custom solution, and visually emphasize inclusivity.



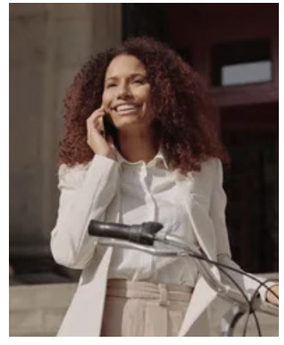
DIGITAL

A mobile website for Voices Foundry will visually emphasize inclusivity by showcasing diverse users with curly hair. It will feature easy access to a survey where users can provide input and feedback, helping to improve helmet designs with a focus on ergonomic comfort and specific user needs.

AUDIENCE

PERSONA 1 : Hannah

Office worker living in a busy city who commutes daily on a bike or scooter. They have curly hair and often struggle to fit their hair comfortably into a standard helmet, making the commute less enjoyable. They value convenience, safety, and inclusivity in their products and would be drawn to solutions that cater to their specific needs.



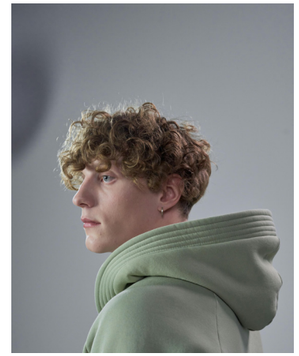
PERSONA 2 : Huey

Fitness enthusiast with thick, curly hair who regularly cycles for exercise. They are very safety-conscious but find traditional helmets uncomfortable or restrictive. They appreciate products that enhance their comfort while promoting safety and are always on the lookout for equipment that can improve their riding experience.



PERSONA 3: Quinton

University student with a passion for sustainability and fashion. They use an electric scooter to navigate campus and the city, opting for eco-friendly transport. With a head full of curls, they find it challenging to maintain their style under a helmet, so they are keen on finding a solution that is both functional and stylish.

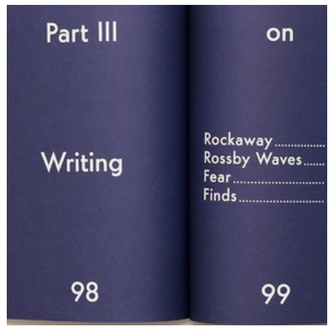


KEYWORDS :

URBAN
Minimal lines, flowing curves, metallic accents, spiral-inspired dynamic shape.

SLEEK
Geometric structure, sharp edges, symmetrical forms, mathematical precision.

Moodboard : Urban



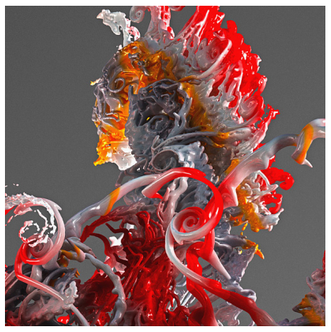










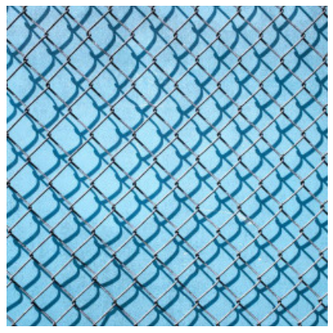
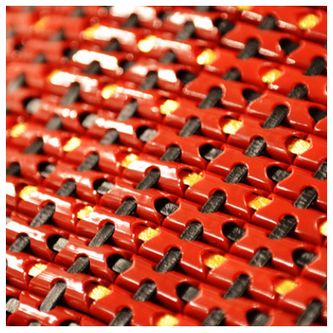










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Typefaces :

Neue Haas Unica Pro

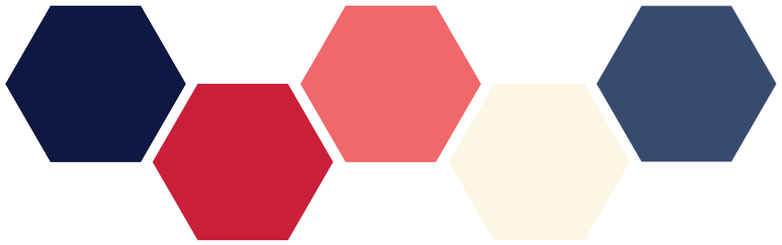
Ultralight *UltraLight Italic* Thin *Thin Italic* Light *Light Italic* Regular *Italic*

Medium *Medium Italic* **Bold** ***Bold Italic*** **Heavy** ***Heavy Italic*** **Black** ***Black Italic***

ExtraBlack ***ExtraBlack Light***

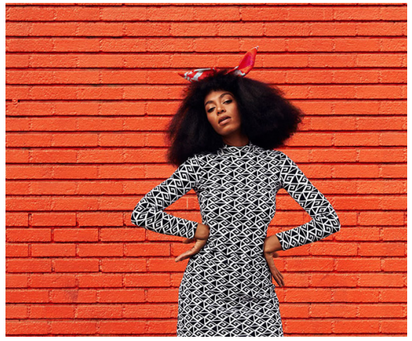
BLOGH REGULAR

Color :



#0C1844	#C80036	# FF6969	# FFF5E1	# 384B70
R - 12 G - 24 B - 68	R - 200 G - 0 B - 54	R - 255 G - 105 B - 105	R - 255 G - 245 B - 225	R - 56 G - 75 B - 112
C - 100 M - 94 Y - 39 K - 48	C - 15 M - 100 Y - 82 K - 4	C - 0 M - 74 Y - 50 K - 0	C - 0 M - 3 Y - 11 K - 0	C - 86 M - 73 Y - 33 K - 17

Imagery :



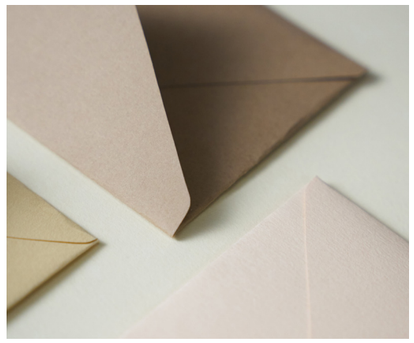




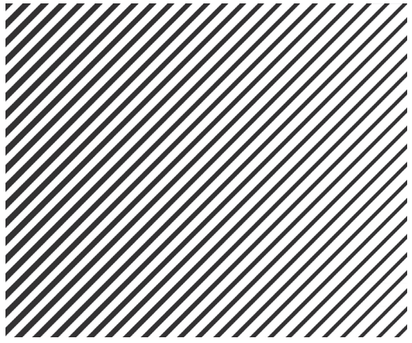
Textures :

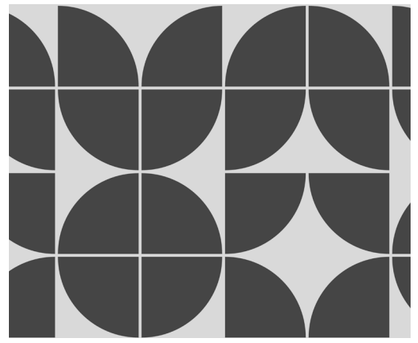






Graphic Elements :







ATHARV
BHAGWAT

GR_618_01
Visual Literacy

**PROJECT
TWO**

Ordinary to
Extraordinary

Narrative



Series


YOUR PERSPECTIVES MATTER, LET'S SHARE THEM.
Your experience shapes our work. Be part of the process.
Ready to bring your story to life? Join Voices Foundry and help us shape a world where all perspectives are seen and heard.
Connect with us at thevoicesfoundry.com
Voices Foundry
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WHAT PERSPECTIVES ARE WE MISSING?
Underrepresented communities often face barriers in media, design and storytelling.
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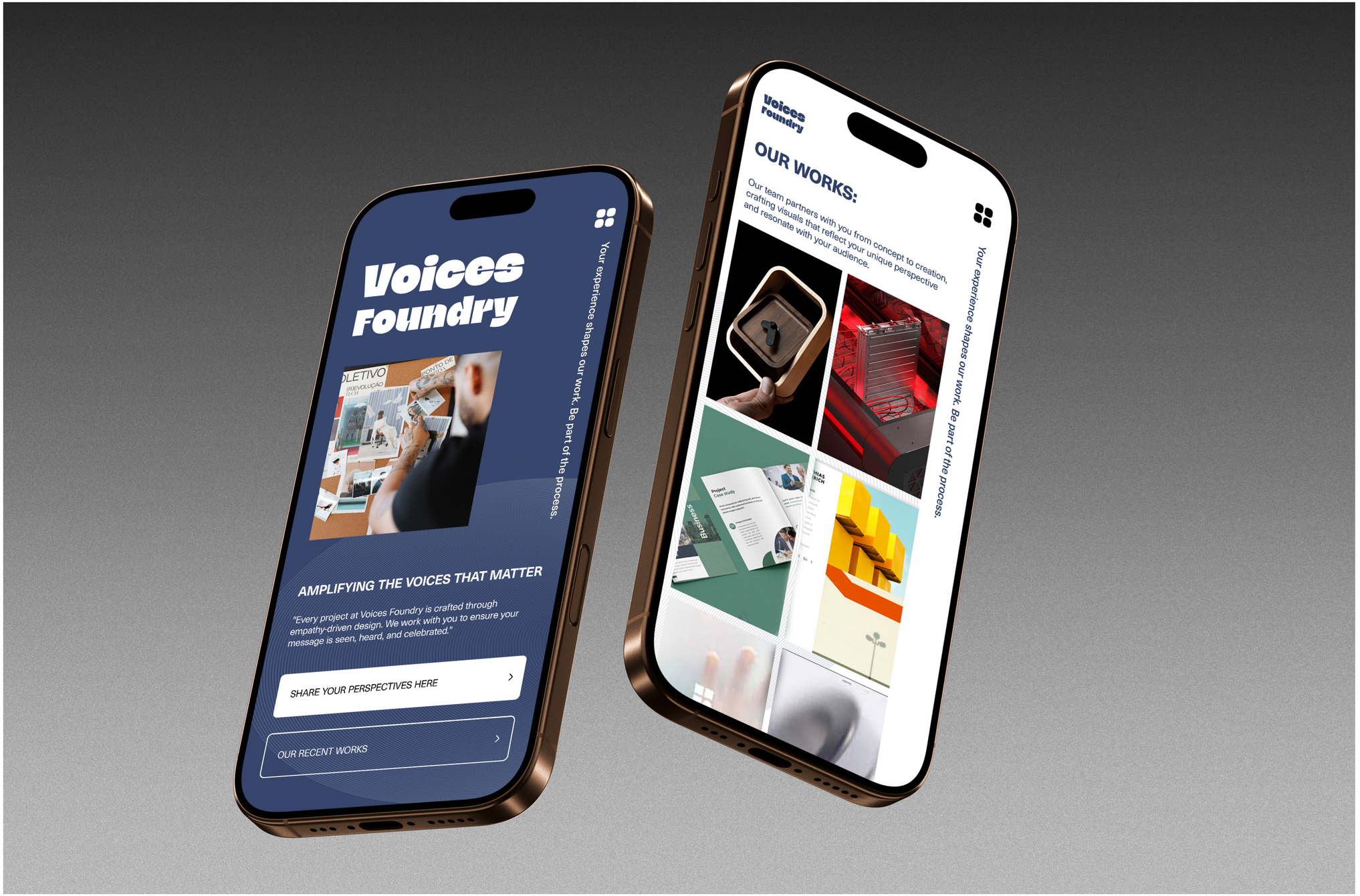
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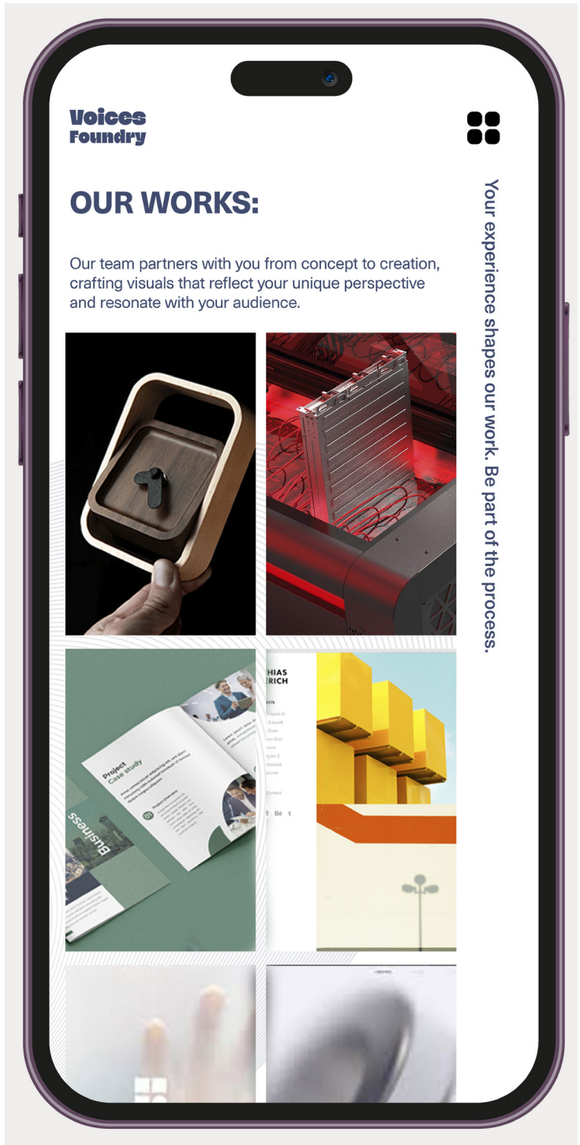

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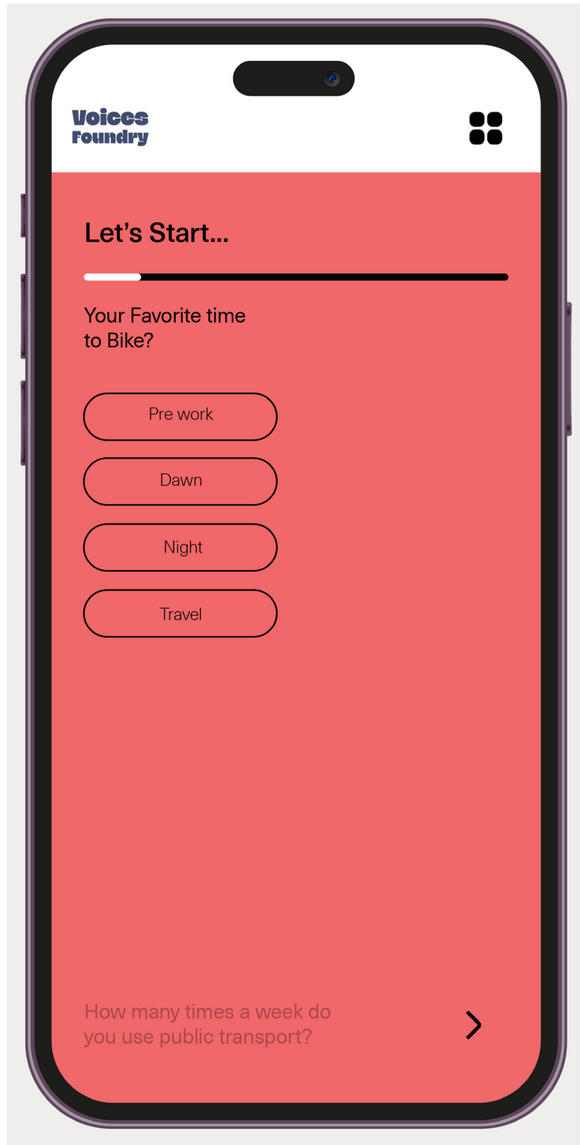
Digital


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AMPLIFYING THE VOICES THAT MATTER
"Every project at Voices Foundry is crafted through empathy-driven design. We work with you to ensure your message is seen, heard, and celebrated."
SHARE YOUR PERSPECTIVES HERE
OUR RECENT WORKS
Voices Foundry
OUR WORKS:
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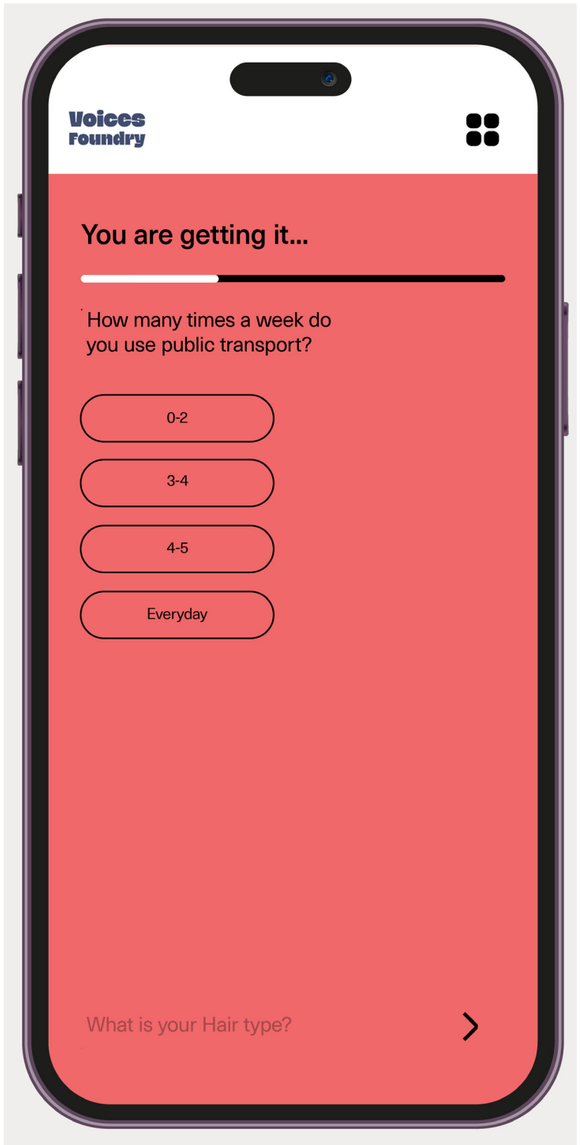
Digital

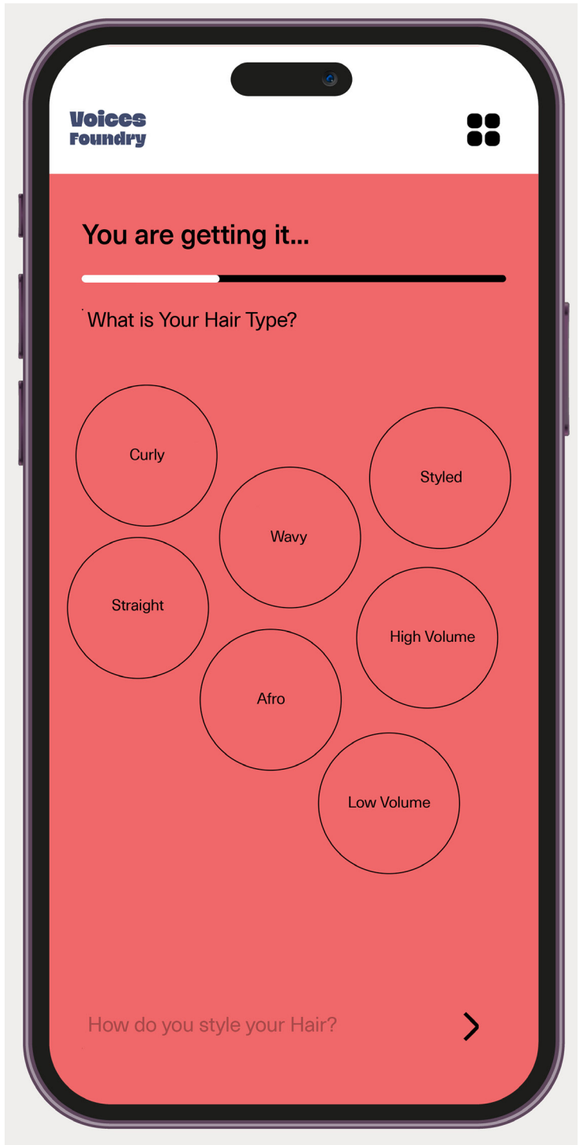

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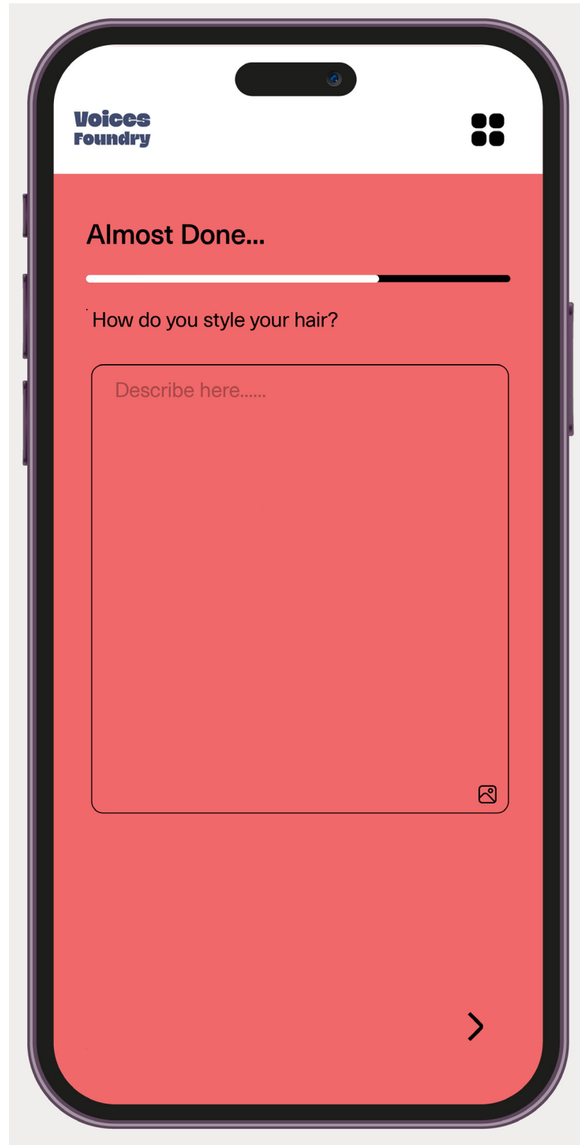

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Voices Foundry
Let's Start...
Your Favorite time to Bike?
Pre work
Dawn
Night
Travel
How many times a week do you use public transport?

Digital


Voices Foundry
You are getting it...
How many times a week do you use public transport?
0-2
3-4
4-5
Everyday
What is your Hair type?


Voices Foundry
You are getting it...
What is Your Hair Type?
Curly
Wavy
Styled
Straight
High Volume
Afro
Low Volume
How do you style your Hair?


Voices Foundry
Almost Done...
How do you style your hair?
Describe here.....