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Challenge

Pr-existing Tour Goal: To teach existing students, prospective students, faculty, and community members important and interesting facets of UF History (*we still want to continue this!*)

Pr-existing Tour Problems:

- The opportunity to take Carl's tour is not well known
- The tour can only be taken when Carl is available
- Can only take the tour in person, no opportunities for a remote audience

Challenge: Digitizing Carl's historic walking tour in an innovative way and make it's existence clear to the UF community and the greater Gator Nation.

Project Goal

Solution: A mobile app with interactive access points that incorporate augmented reality (AR)

- To create a digital archive that is more creative and accessible to everyone, including off campus students
- To store the information in Carl's head someplace more permanent
- Make UF History more fun and factual
- Carl, Lourdes, and UF history are awesome, everyone should know about it

Brand Strategy

- > Showcase and integrate historic content in a clear, innovative, and fresh way
- > Design an aesthetic that will last :
 - > Strong, simple palette for simple organization
 - > Room for color coding different categories of information
 - > Very readable and simple to recreate across multiple platforms

What is C.A.R.L.?



C.A.R.L. is an immersive and interactive tour experience that guides users through the University of Florida campus. It was designed in collaboration with UF Libraries and MINT Design Studio.

C.A.R.L. stands for **C**ollections through **A**ugmented **R**eality **L**earning, and combines augmented reality technology with the university's rich history to create a tour experience like no other. The app can be used remotely or on campus, and follow along with the historian-approved digital tours.

C.A.R.L. Logo



Because the app stemmed from a historic campus tour, we centered the logo around a map marker icon. We combined it with a bold, sans serif C for C.A.R.L. The logo is easily reproducible and extremely flexible, and is clean, distinct, and timeless, like the app.

Alternate Logos

These logos feature the full C.A.R.L acronym, taking the typeface from the primary logo. They can be formatted to fit horizontal or square formats. These logos would be used on marketing materials for audiences that do not previously know of C.A.R.L., that way they can get to know the name of the experience.



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Peabody Purple

#502F88

RGB: 80, 48, 136

CMYK: 86, 99, 7, 1

Gator Gold

#F68B1F

RGB: 244, 138, 49

CMYK: 0, 56, 92, 0

Buckman Blue

#0156A3

RGB: 1, 86, 163

CMYK: 97, 73, 3, 0

Reitz Red

#E93925

RGB: 233, 57, 37

CMYK: 2, 92, 99, 0

Turlington Teal

#1F897E

RGB: 31, 137, 126

CMYK: 82, 27, 55, 6

Ben-Hill Griffin Black

#1E1E1E

RGB: 30, 30, 30

CMYK: 72, 66, 65, 75

Color Palette

The color palette utilizes variations of the visible spectrum (ROYGBIV) and the official UF secondary color palette to create an identity flexible enough to include every category we envisioned, while still feeling unified. The variety reflects the variety and vibrancy within UF's history. The names of the colors are also a tribute to UF's tradition and architecture. Because elements of the app are intended for use outdoors in Gainesville, it is designed on an off-black background to assist with visibility in bright sunlight.



Peabody Purple
#502F88



Buckman Blue
#0156A3

Turlington Teal
#1F897E



Reitz Red
#E93925



Gator Gold
#F68B1F



Gradient

The freeform gradient incorporates the entire color palette to allow for flexibility and is a visual asset that can be applied in various cases. It is showcased primarily in the loading screen to communicate to the users how C.A.R.L. has a variety of information yet comes together to create a unified whole.



Color Application



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CA
RL

CA
RL

CA
RL

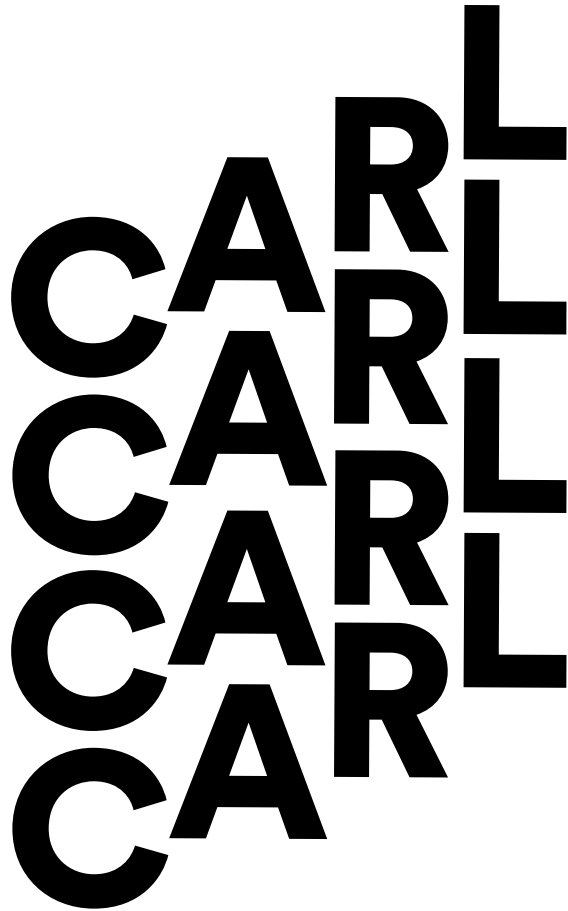
CA
RL

CA
RL

Pattern Textures

The pattern textures are used in the physical deliverables, like signage and the AR elements. They add dimension to the flat colored backgrounds, and unify all of the various collateral both on screen and in print, making it clear to students who may be seeing signage for the first time that it is a part of a larger branding system.

Original Print



Print Applied to C.A.R.L Palette



Annotation Marks

The circles and scribbles bring attention to the key takeaways in the body copy. They are to be used in instances where there is detailed or extensive body copy describing historic campus buildings and artifacts. Their intent is to bring a little more fun into the reading experience.

These marks are created with a textured brush to allow a break from the structure of the app.



Organizers

These shapes mimic the design of the GPS directional paths. We also utilize this look in the tour progress tracker map in the app. We use these shapes to organize layouts and guide readers eyes easily through information.



Typography

Header

Quadon

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9
_ ! @ # \$ % & * () + =

Subheader

Gentona

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9
_ ! @ # \$ % & * () + =

Accent

Steelfish

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z
1 2 3 4 5 6 7 8 9
_ ! @ # \$ % & * () + =

Body

Calluna Sans

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9
_ ! @ # \$ % & * () + =

Captions

NovelMonoPro-Medium

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z
1 2 3 4 5 6 7 8 9
_ ! @ # \$ % & * () + =

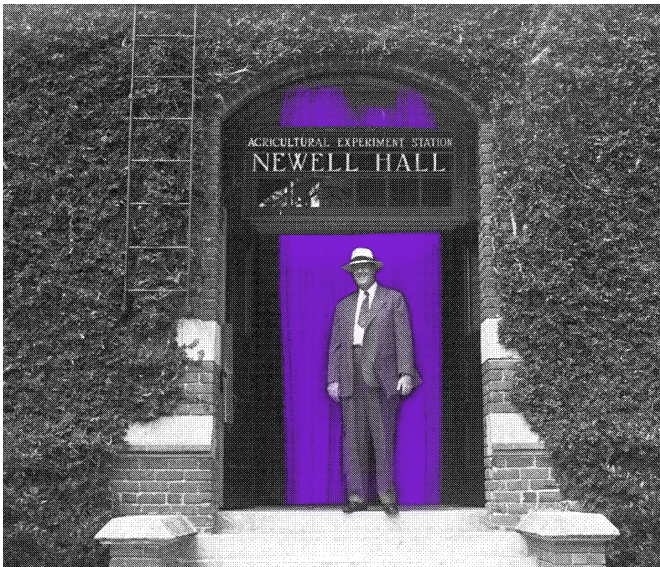
Image Treatments



Single Color Halftones

First, why halftones? For C.A.R.L. we are dealing with a large collection of images and documents. Half-toning images allows for a cohesive look and feel for a large collection of images that may be from various times, and that may be black and white or full color.

Single color halftones (pictured left), are utilized in C.A.R.L.'s categorization system. For example, half-toned images that are *Peabody Purple* are associated with the *Buildings + Spaces* category/tour.



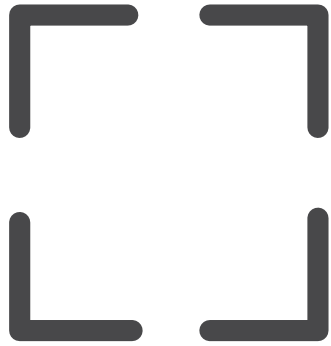
Halftones with Splashes of Color

These halftones are used in the tour section of the app, on the screens that provide more information about the building that the user scanned. The number of images is dependent on what the archivists see fit.

The color is dependent on what category or tour the information is organized within. They are intentionally placed to add a pop of color and extra layer of depth to the screen.

Menu Icons

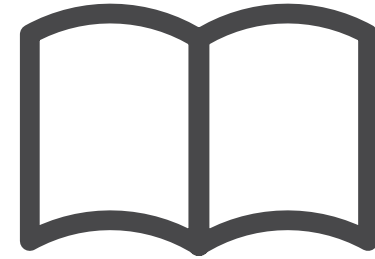
The menu icons were designed with simplicity, unity, and recognizability in mind. Each features a slightly rounded edge and a 5px rounded cap stroke. Their outline aesthetic contrasts from the black, content filled aesthetic of the app, creating breathability.



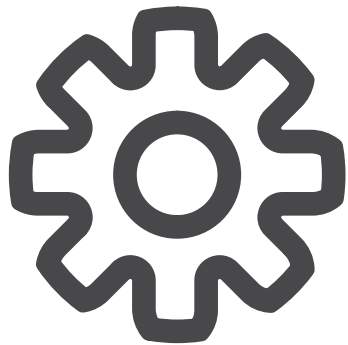
Scan



Linear Tours



Archives



Settings



Achievements



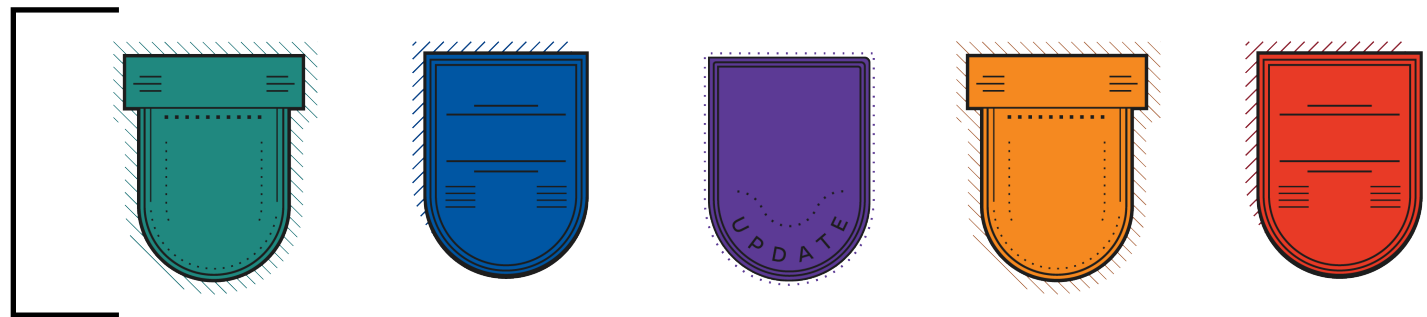
Map

Accomplishment Badges

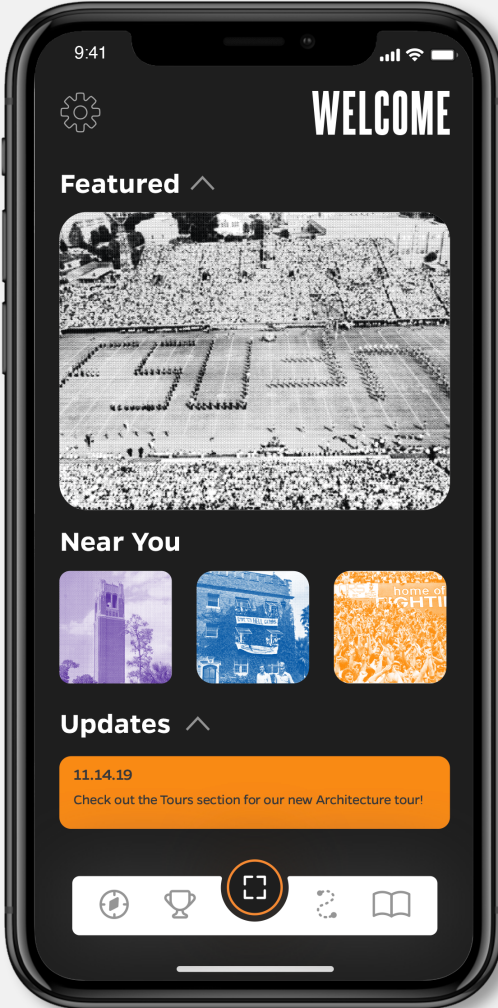
Badges are used to symbolize the user's accomplishments within the app. These collectible incentives can be earned for completing tours, scanning check points, following along with app updates, etc. After obtaining a certain amount of accomplishment badges, users can pick up commemorative stickers from the front desk at Smathers Library on UF's Campus.

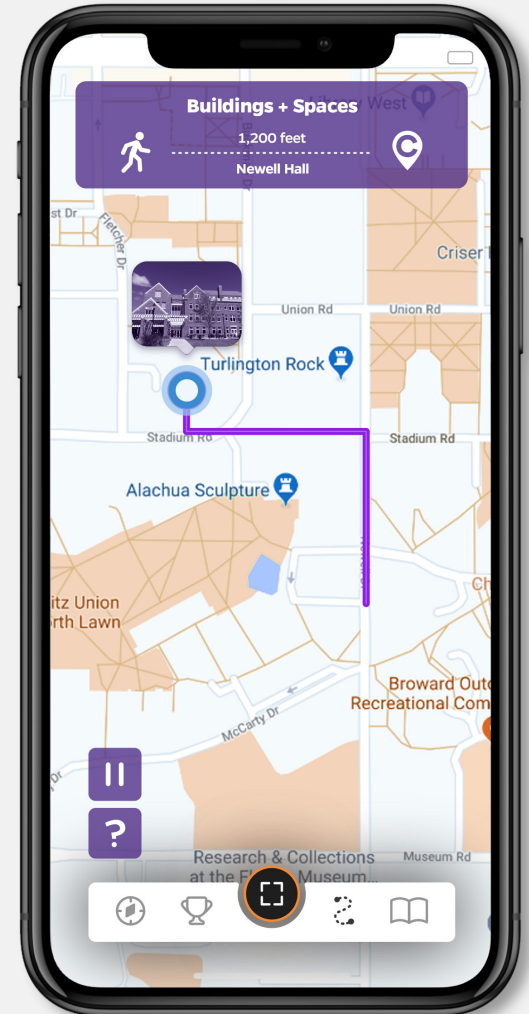
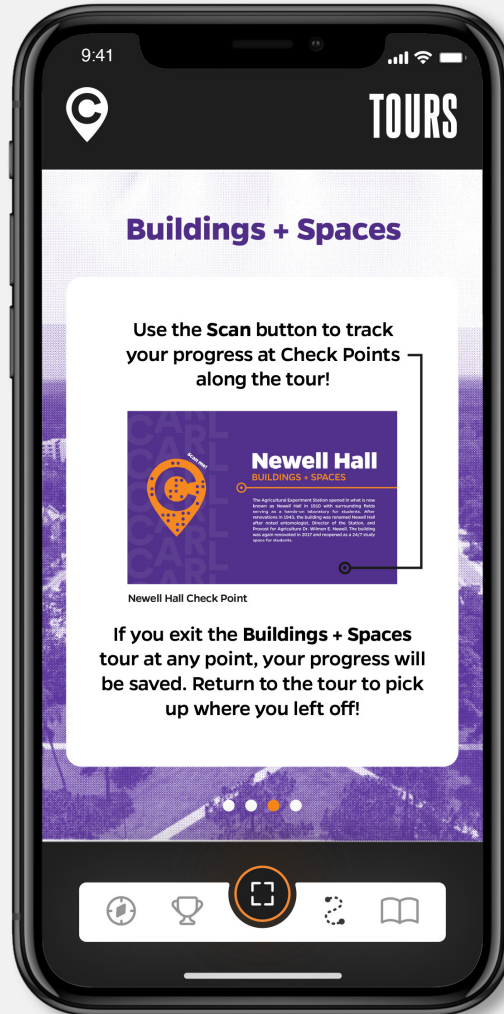


Blank badge templates for customizing any new updates and badges that become available for C.A.R.L. in the future!



System @ Work





Environmental Signage

The signage is located in front of historic buildings and notable places on campus and functions as an access point between the user and the augmented reality function of the app. They also educate passersby on the history of the building or place. The signs feature a scannable version of the logo and open an augmented reality timeline relative to the user's location. The background color of the sign coordinates with the color of the category in the app the building or place falls into.





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