

Project Overview

INTOSPACE takes the traditional planetarium concept and reinvents it with a innovative and technology-based approach. Through augmented and virtual reality, INTOSPACE will establish an educational space that allows for our audience to cultivate their creativity, innovate new ideas and collaborate with individuals who share a similar goal of igniting a passion for space exploration.



Defining the Problem

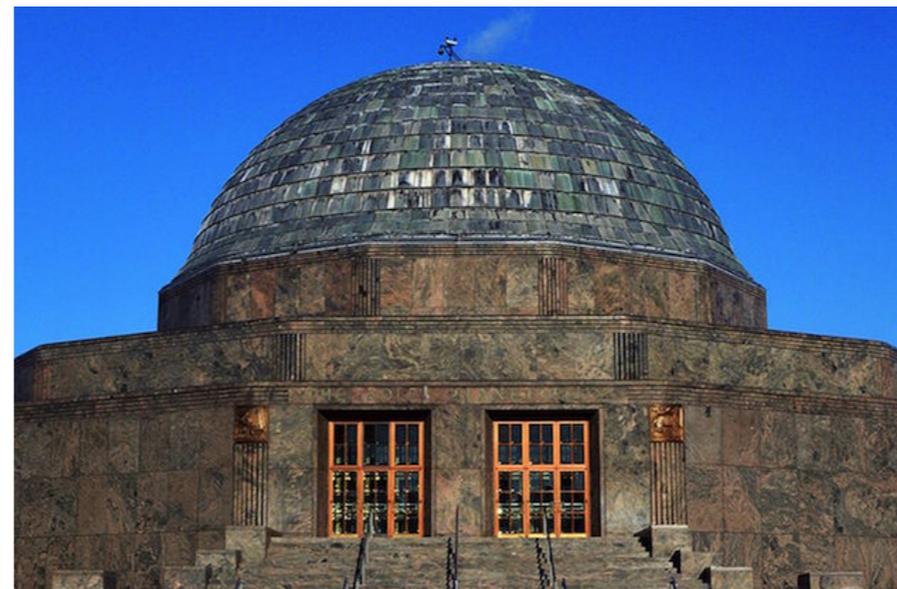
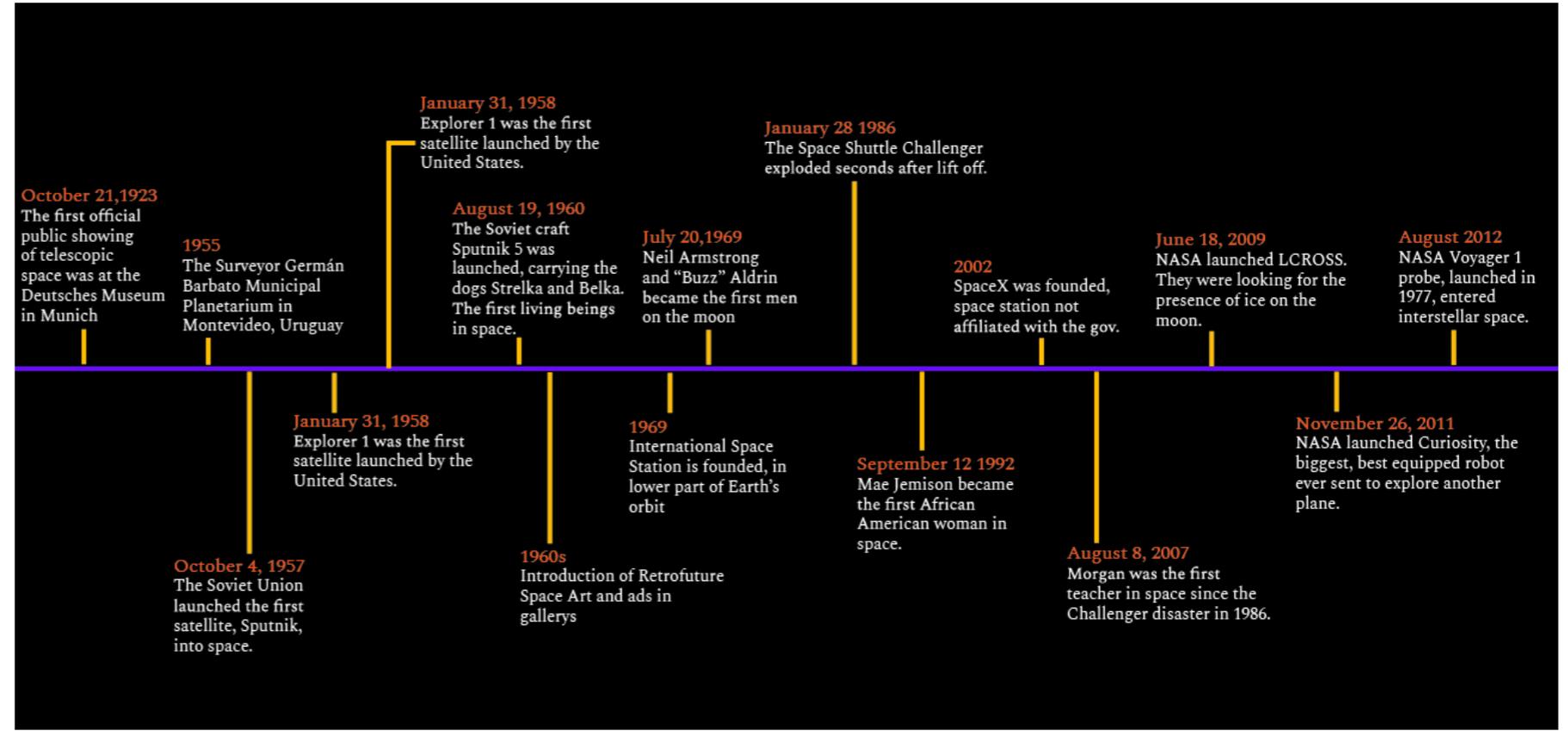
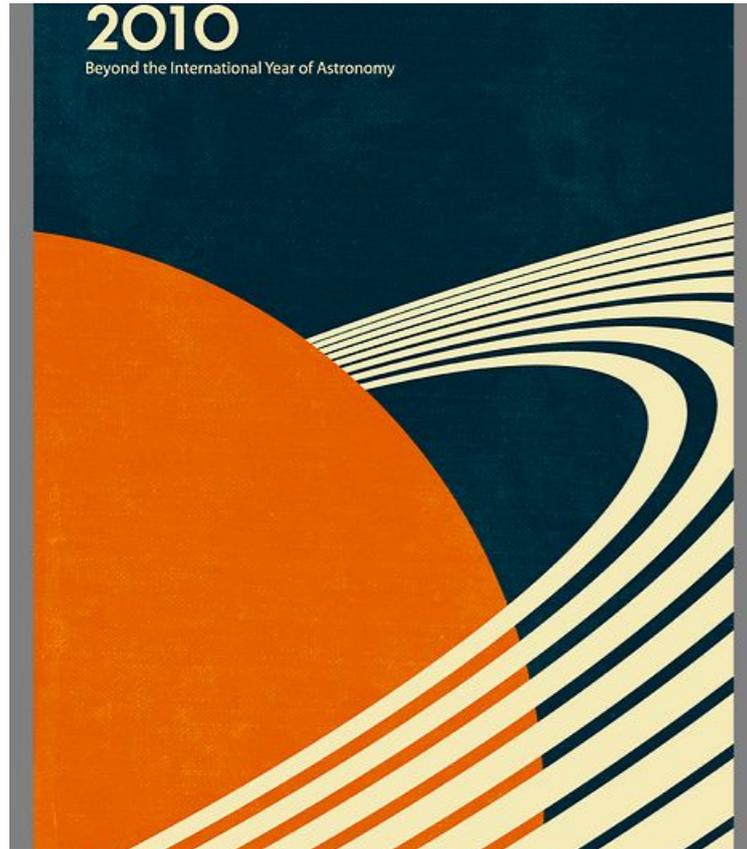
Planetariums don't appeal to the younger generation and are slowly losing business to more interactive-based entertainment. The goal of this project is to create a full identity and branding system with the purpose of attracting a new and young demographic to learn about space exploration while maintaining a modern, competitive edge.

Execution

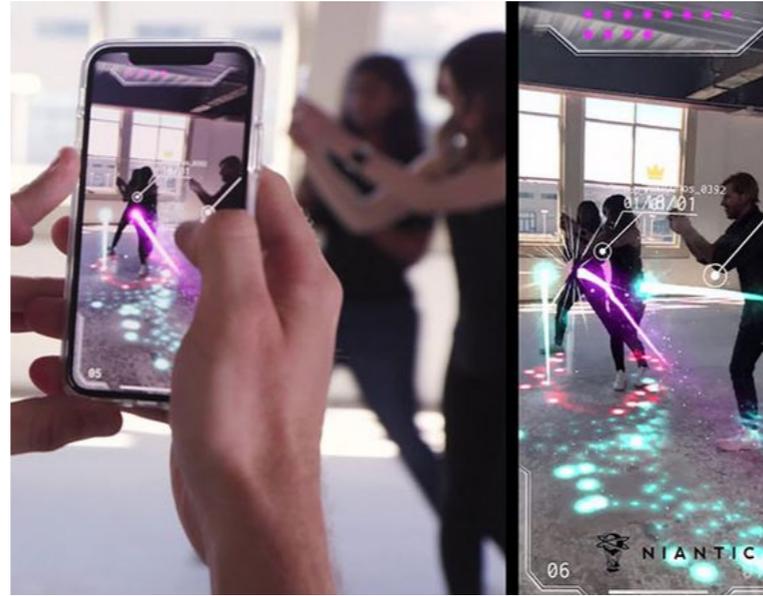
The approach for this brand was to keep the same essence of a traditional planetarium with a historical and educational style but add a technological and playful emphasis.



Visual Audit of Market



Visual Design Research



Logo Concept

The logo drew inspiration from the original mark and similarly the store sells space inspired merchandise which turned into a planetarium with the new mark.

Original

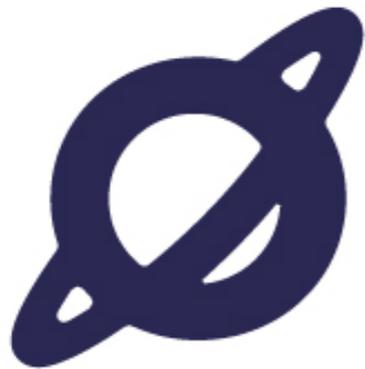


New

INTO SPACE

Color Palette

The color palette was inspired by different items that could be found in space. The blue and gold was selected as the primary because they still gave a friendly approach to the brand while still maintaining to be technological and educational.



Galaxy
#2D2E5C



Sun
#F69220



Black Hole
#000000



Moon
#484848



Comet
#FFFFFF

Typography

Gotham was chosen for the brand's typography and is used in the trademark because it matches the technological and education approach of the brand and offers different weights.

Gotham Bold

Innovate New Ideas in a World of Technology

Gotham Medium

The goal of INTOSPACE is to establish an educational space that allows for our audience to cultivate their creativity, innovate new ideas, collaborate with different individuals, and ignite a passion for more than space exploration but continuous learning as well.

Logo Variations

The logo is primarily INTOSPACE in the blue color but there is an white version as well as the favicon which is the saturn in the main mark.



INTOSPACE

Primary Logo



INTOSPACE

Secondary Logo



Favicon

Patterns

The pattern was designed to have a fun and friendly aesthetic that would appeal to children and families which is the primary audience and the background changes between blue or white but the pattern is in gold.



Company Branding



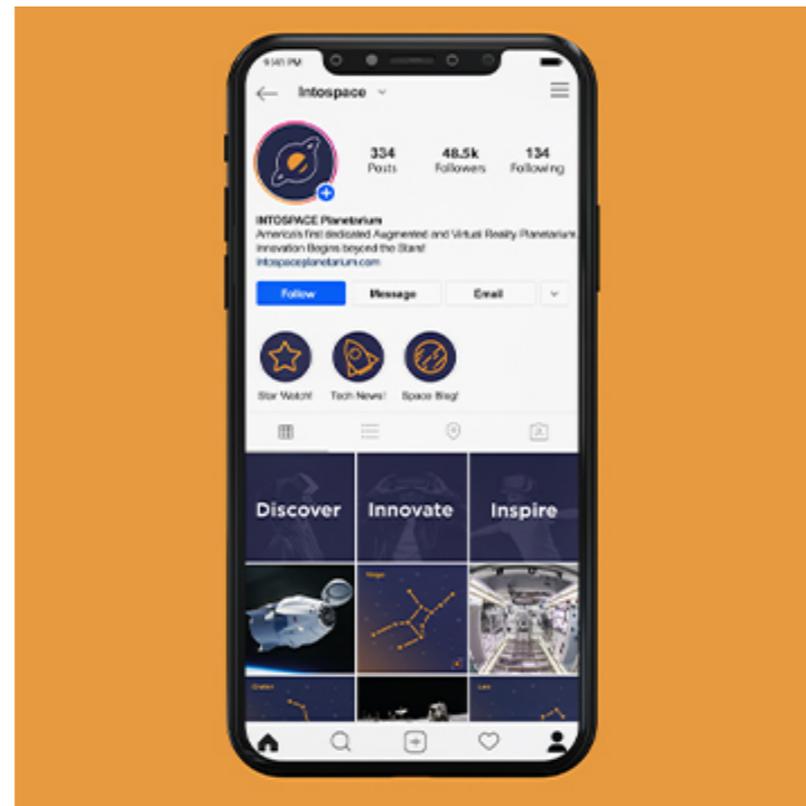
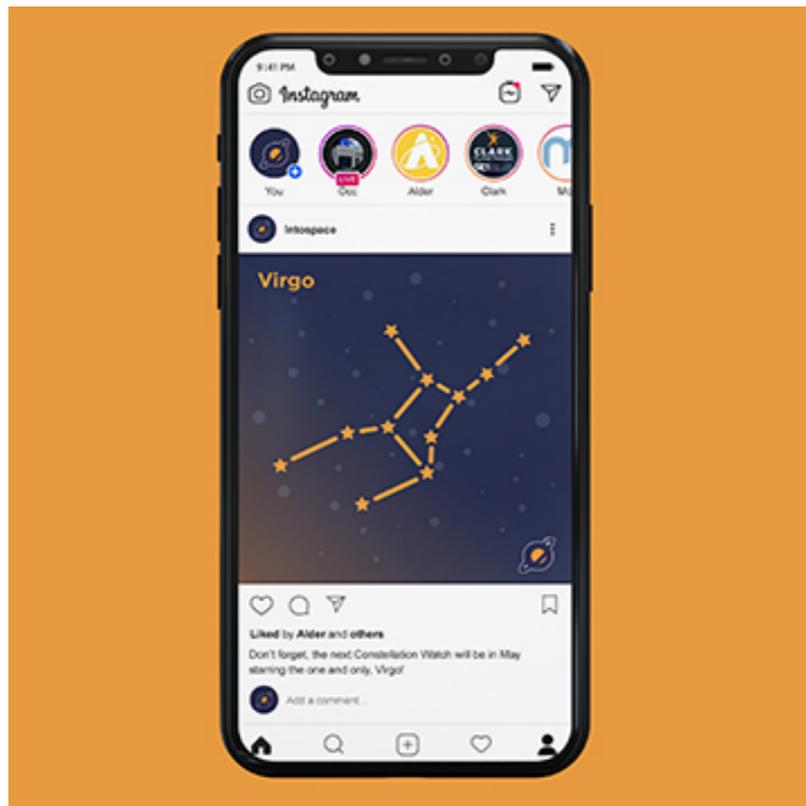
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Discover the Unknown in a New Environment

INTOSPACE is a augmented and virtual reality planetarium that is designed for students who have expressed an interest in STEAM (Science, Technology, English, Art and Math) based learning but also includes people who have a general curiosity of astronomy.



Innovate New Ideas in a World of Technology

We strive to create and amplify an open and innovative space engaged in the commercial entertainment industry. Our presence will explore, reposition, transform and promote the history of space travel with the goal of educating changing mindsets with the use of technology.

[About Us](#)

Website

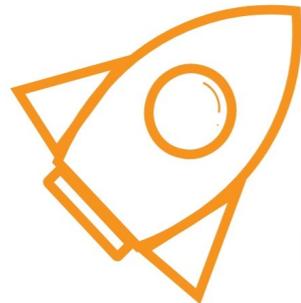
Inspire and Collaborate with the People Around You

The goal of INTOSPACE is to establish an educational space that allows for our audience to cultivate their creativity, innovate new ideas, collaborate with different individuals, and ignite a passion for more than space exploration but continuous learning as well.



Show Us your Experiences

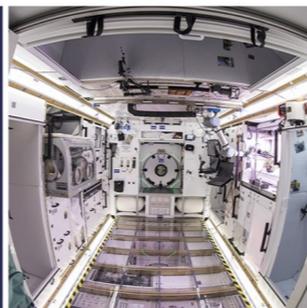
Your experience in our collaborative space is important and deserves to be shared! Follow us on our socials @Intospace and tag us to be featured as our next innovator!



Inspire



Virgo



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