



VISUAL Identity.

TRACED ARTS PROGRAMME

The project is designed to raise awareness of the history of the slave trade in Deptford and to increase engagement with MoSAF's longer term ambition to establish a permanent museum within the area.

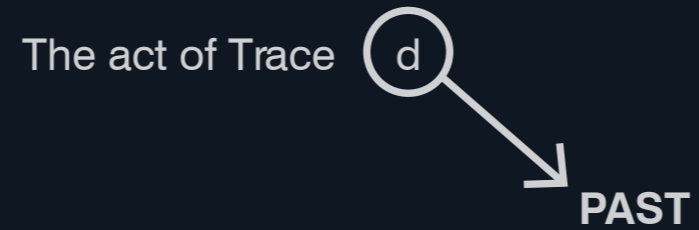


**EMPATHY
& RISK**

**Sheffield
Hallam
University**



A visual language for TRACED...



TRACED *To trace*

"Trace the past" Traced **OVER**

Cartography Recontextualise (*The past*)

To draw new lines... *over* →

An image, **TRACED**

Subject, below, obscured *Re-highlighted* LINES DRAWN

An actor, drawing **OVER**

RE-TRACED steps.

Re-mapping. Exposure.

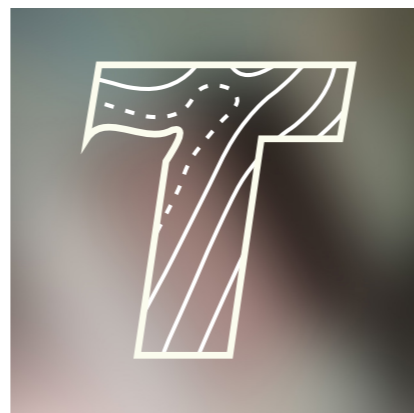
OVER-exposure.

Lines, exposing/recontextualising, over (obscured) image.

RE-TRACED STEPS

Contours imply a practice of mapping, documenting place and re-contextualising shared histories. Ripples and nautical suggestions locate the visual identity in Deptford, avoiding explicit shipyard symbolism.

*T*raced



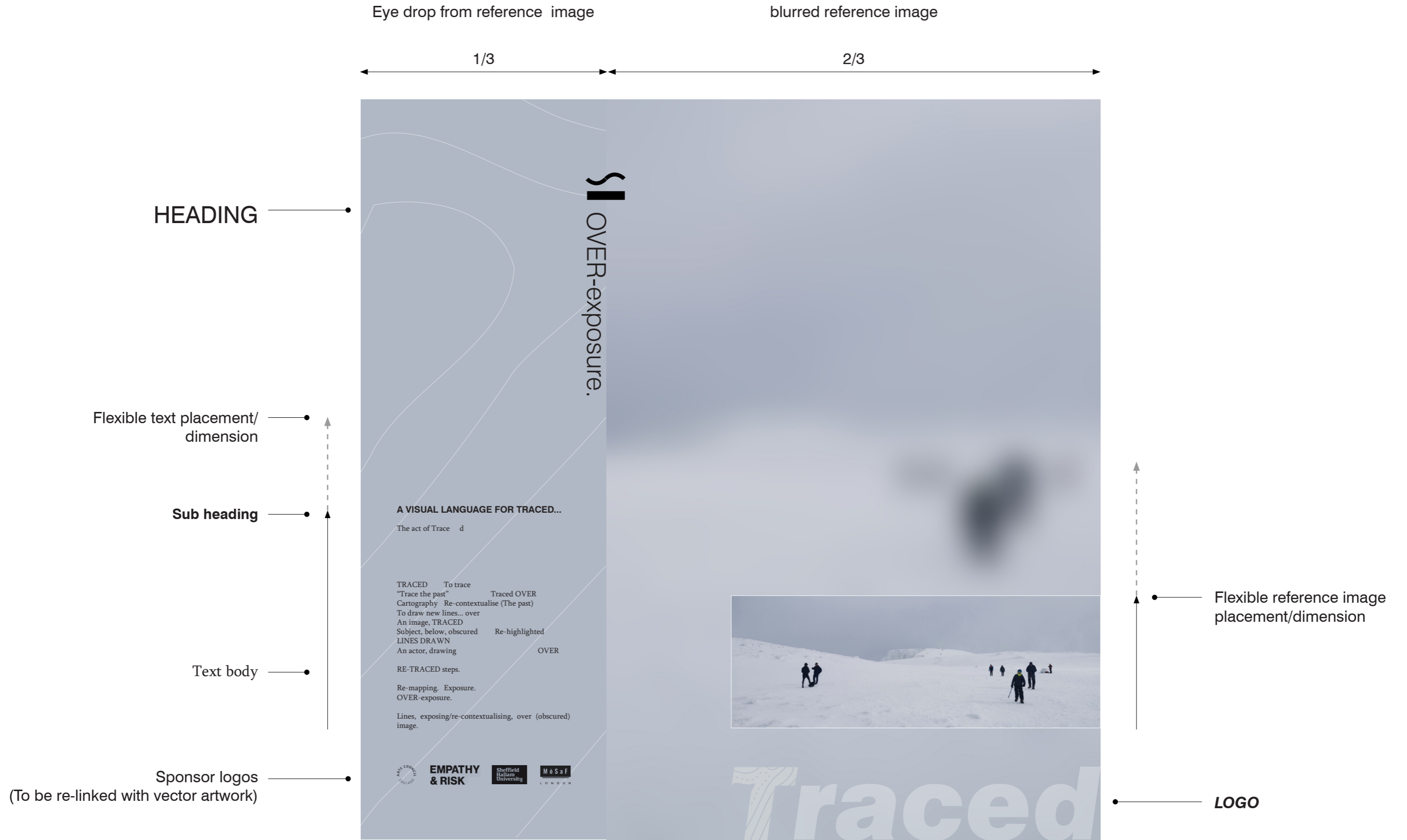
A MALEABLE PALETTE

This visual strategy is designed with the intent to accommodate a broad colour range, as to match the diverse imagery and bodies occupying the TRACED project. Colour palettes are drawn directly from the content, rather than strictly predetermined. In line with this, selected colours should generally be muted, and complimentary with skin tones, as to not detract from content imagery.



DESIGN STRATEGY

EXAMPLE IMAGE





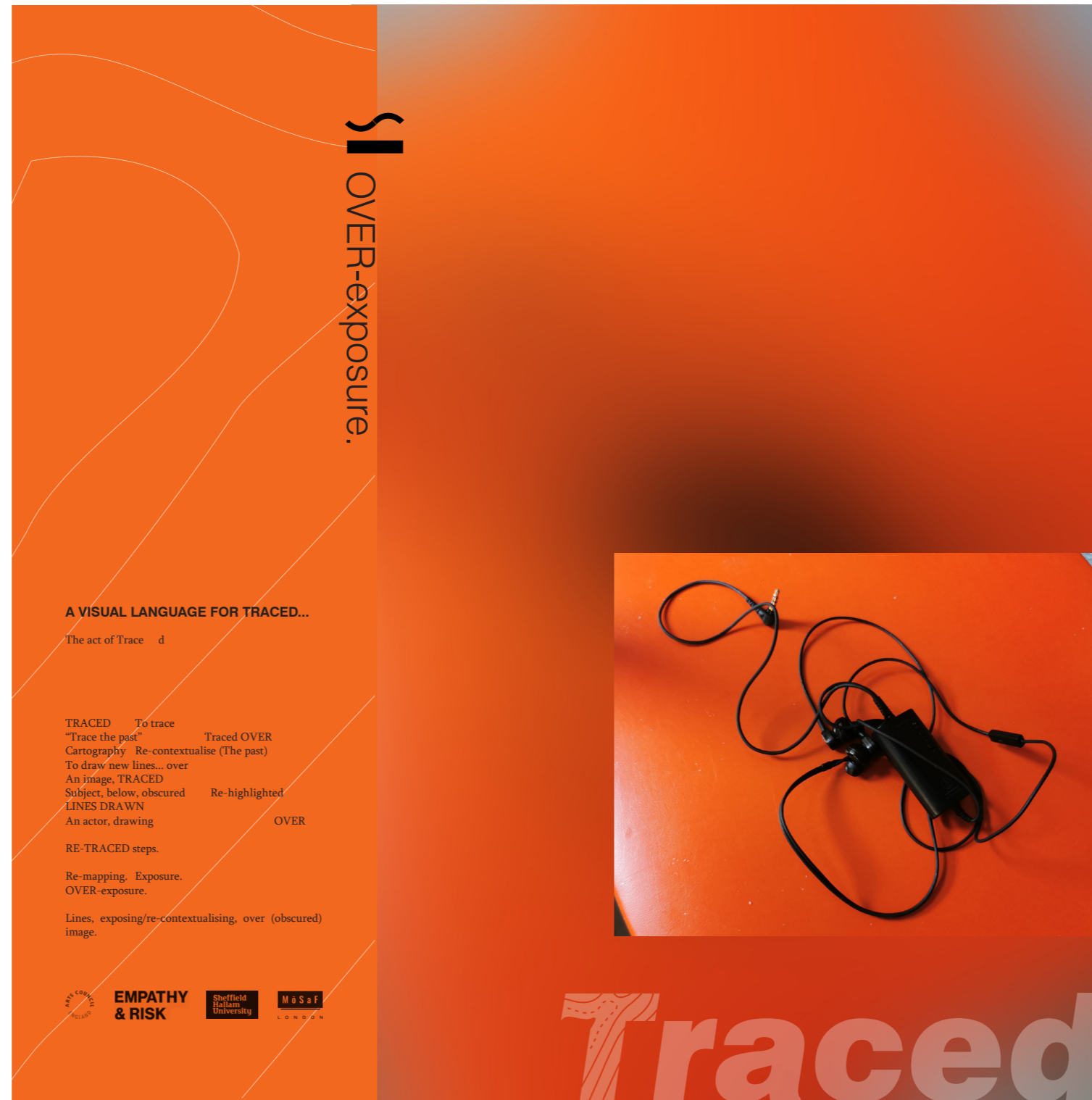
● ————— Backdrop doesn't contest Busy imagery

Text inverts over dark imagery





Image can be moved to work compositionally



Bold imagery produces bold results.

SQUARE DESIGN EXAMPLES

IMAGE & TEXT

Instagram Posts

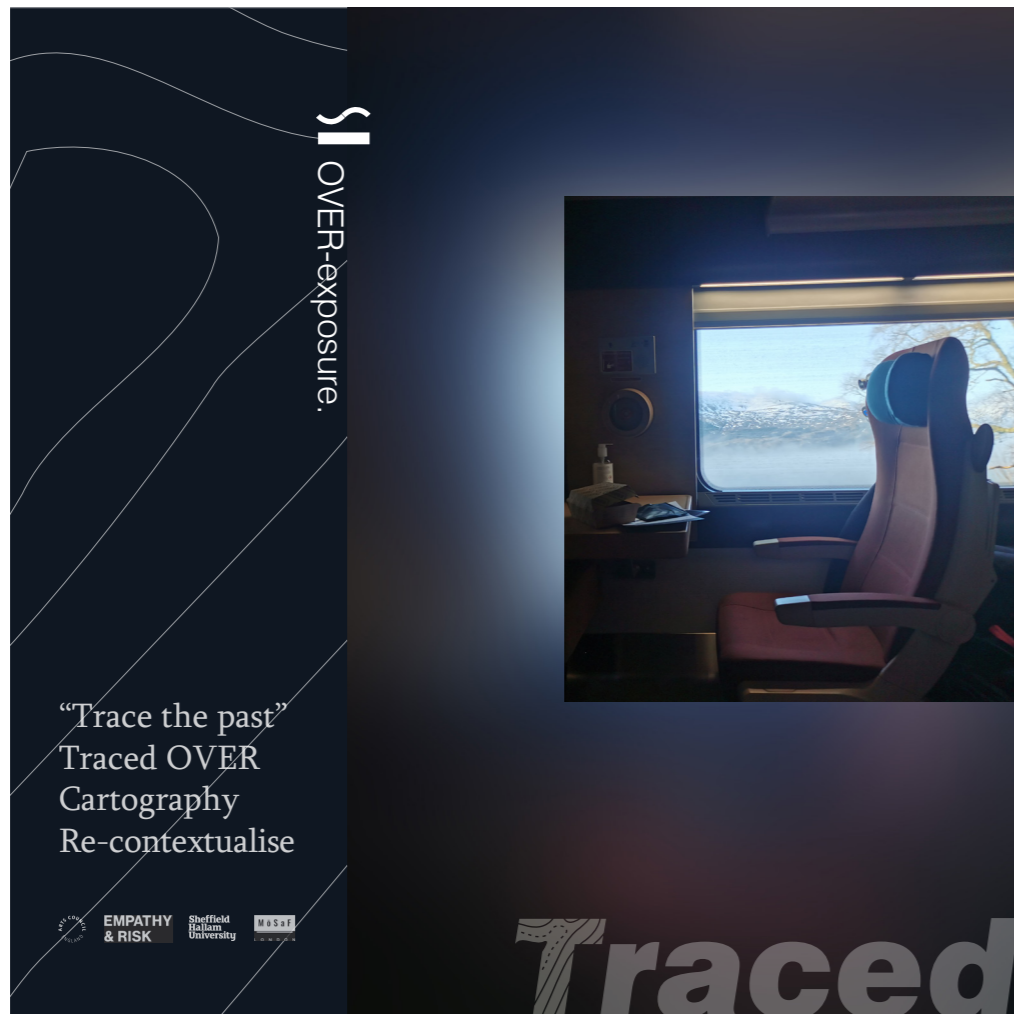
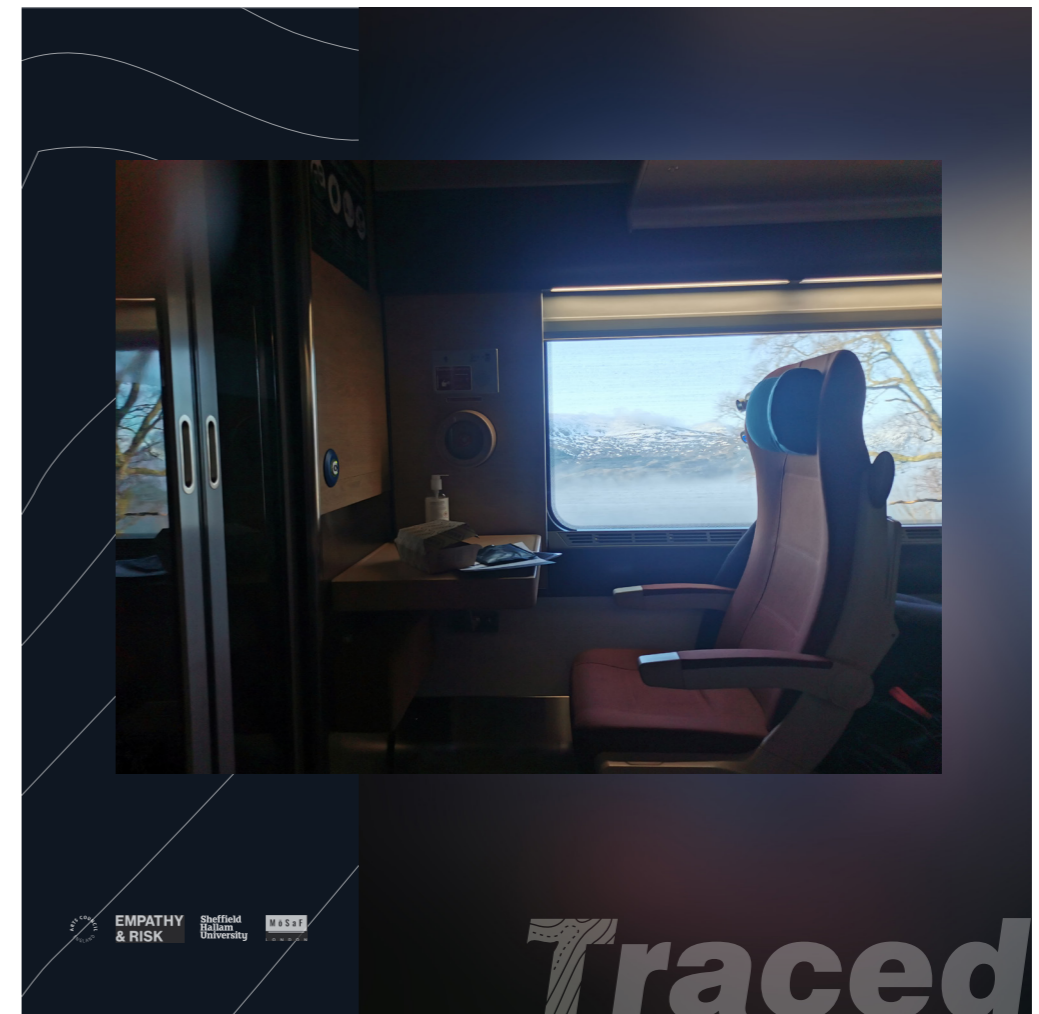


IMAGE ONLY

Instagram Posts



PORTRAIT DESIGN EXAMPLES

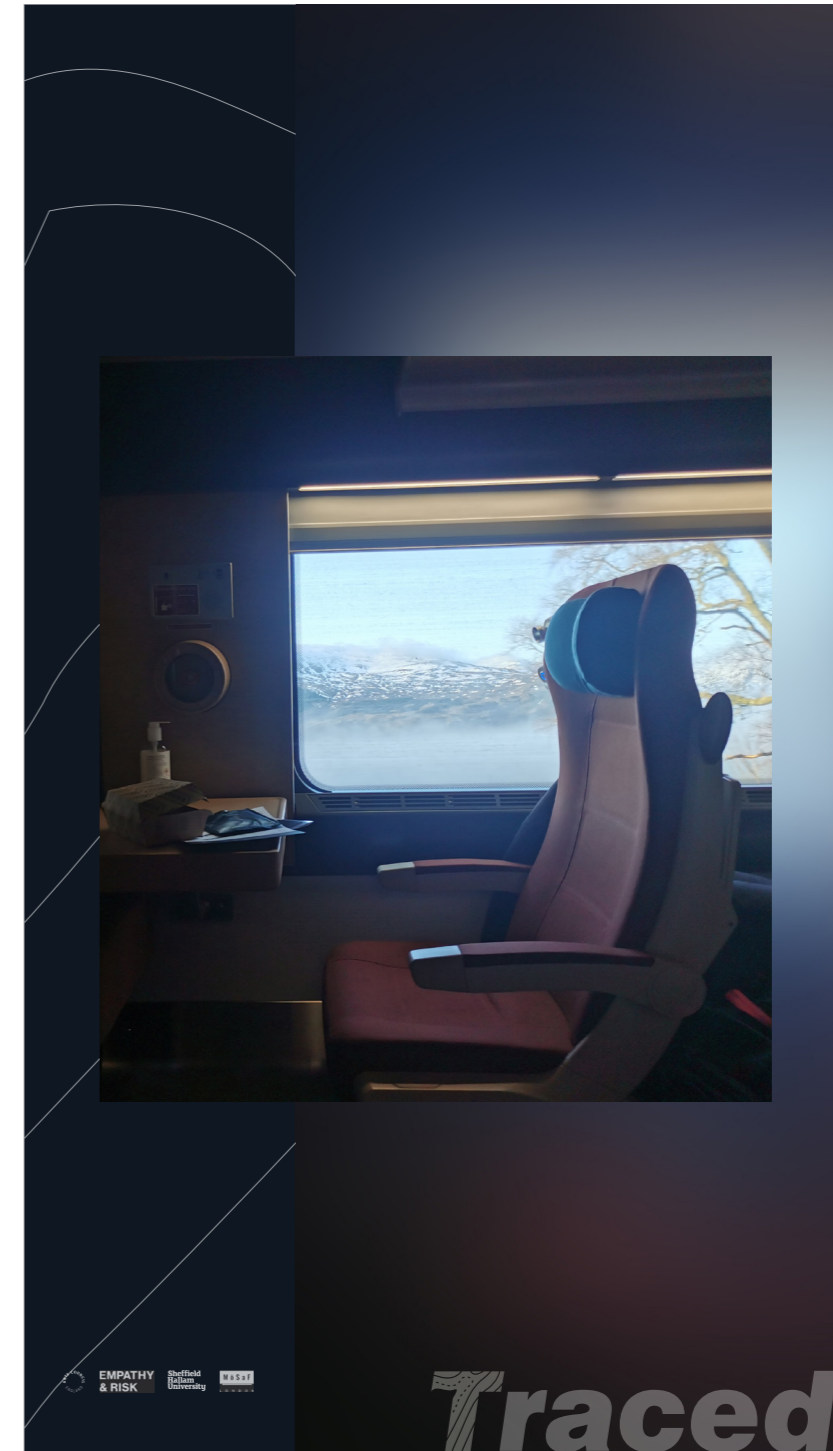
IMAGE & TEXT

Posters / Physical media



IMAGE ONLY

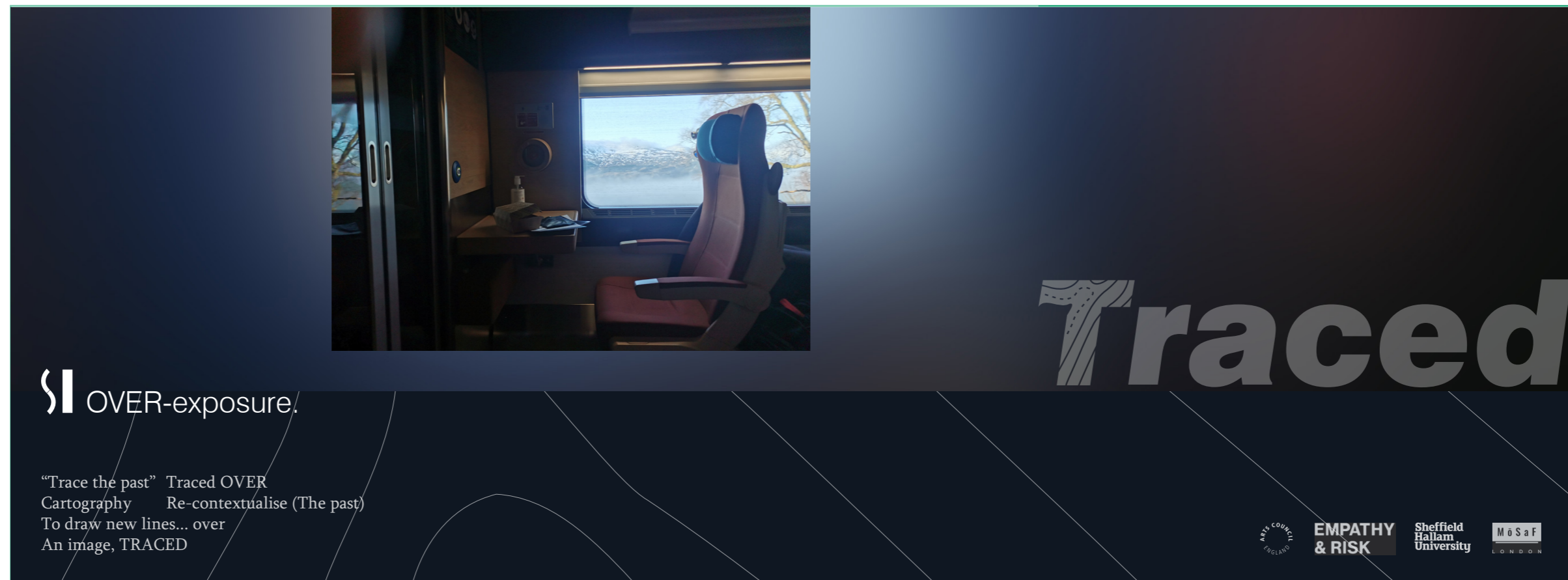
Instagram Reels / Stories



BANNER DESIGN EXAMPLES

IMAGE & TEXT

Facebook Banners



OVER-exposure.

“Trace the past” Traced OVER
Cartography Re-contextualise (The past)
To draw new lines... over
An image, TRACED

ARTS COUNCIL
ENGLAND

EMPATHY
& RISK

Sheffield
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