

DEMAND.

Vodafone - Merging two visual languages through illustration

Vodafone, the world's second largest mobile telecommunications company by number of subscriptions, entrusted studiomem to develop a family of illustrations to describe the features offered by the upcoming Vodafone 2018 smartphone devices.

As the main challenge, the illustrations had to be part of the current Vodafone design language, while fully integrating with Google's Android interface design. Two complete distinct identities with their own color, style and theme.

The illustrations will be primarily applied for a point-of-sale home screen widget, but with expanding capabilities to be integrated into onboarding screens and marketing material.

OUR STORY.

A human-centered approach for technology

Our lives are permeated by smartphone technology in every single step of the day. Be it turning off the alarm in the morning, driving to work, recording events or sharing a laugh with friends, we are constantly connected and ready to share these precious moments with our loved ones.

Considering how impactful smartphones are in our lives, we wanted to draw a parallel of daily human-centered situations with useful smartphone features. Furthermore, we analyzed Vodafone's target market to understand how to best represent these situations, placing ourselves in their client's shoes.

STYLE.

How we did it



Monochromatic background with opacity variations. Gives 'out of the frame' context to the illustration.

Flat figure / Action happening on the foreground.

A subtle drop shadow detaches the main character from the background.

Accurate use of Vodafone colors palette to match the brand identity.

Analyzing Vodafone's visual identity in comparison with the Android System made us realize there were three shared fundamental aspects we would have to combine for perfectly synchronizing both interfaces:

- Flat design
- Simple color accents
- Background/foreground distinction

The final concept combines the story behind smartphone technology in our daily lives, while drawing attention to the foreground illustration using Vodafone's color scheme. All of it integrated into Android System through flat design and gray tone backgrounds.

Colour usage

— In addition to our primary colours of red, white and grey, our illustrative style uses our secondary colour palette to create a variety of colourful and vibrant illustrations against a backdrop of Vodafone red.

— Tints of the secondary colour palette are used to create greater consistency to our 2D and 2.5D illustrative style. Only the % values shown should be used.

— The use of shadows adds depth to our illustrations.

— Tints of colour can be multiplied onto our Red stage.

Primary colours

Vodafone Red Pantone® 485 CMYK: 100% 0% 100% 0% RGB: 255 0 0	White Pantone® 382 CMYK: 0% 0% 0% 100% RGB: 255 255 255	Vodafone Grey Pantone® 425 CMYK: 100% 100% 100% 0% RGB: 128 128 128
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Secondary palette

Red Violet Pantone® 253 CMYK: 100% 0% 100% 0% RGB: 153 0 255	Aubergine Pantone® 311 CMYK: 100% 100% 100% 0% RGB: 128 0 128	Aqua Blue Pantone® 375 CMYK: 100% 100% 0% 0% RGB: 0 255 255	Turquoise Pantone® 3145 CMYK: 100% 100% 100% 0% RGB: 0 255 255
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%
Strong Green Pantone® 563 CMYK: 100% 100% 100% 0% RGB: 0 255 0	Lemon Yellow Pantone® 116 CMYK: 100% 100% 0% 0% RGB: 255 255 0	Flash Orange Pantone® 131 CMYK: 100% 100% 0% 0% RGB: 255 0 0	Black Pantone® 382 CMYK: 100% 100% 100% 0% RGB: 0 0 0
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%

STORY TELLING.

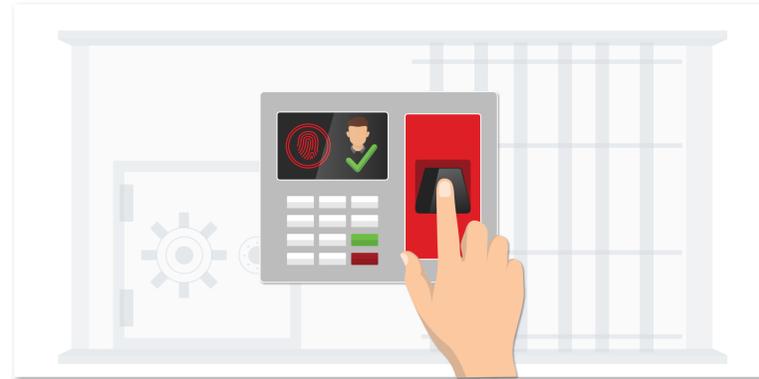
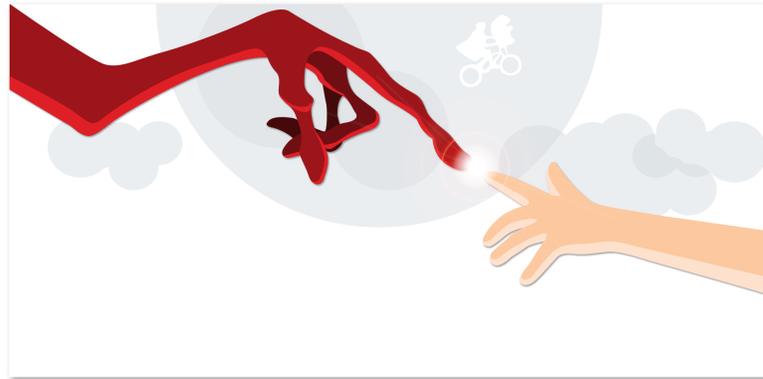
Different approaches

Humoristic

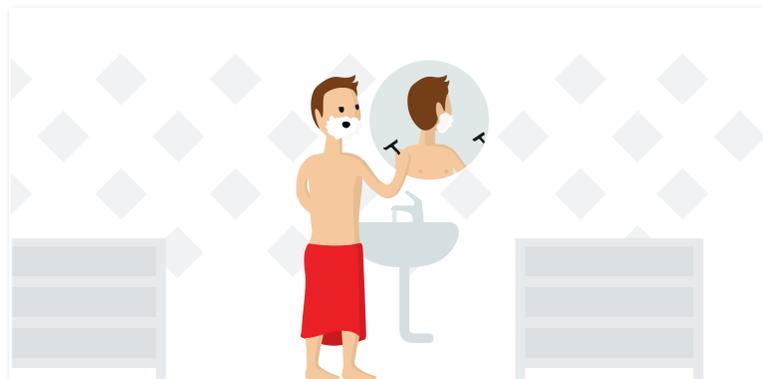
Pragmatic

Universal

Fingerprint Sensor



Private Space



Mute Switch



DETAILING.

Make it as understandable as possible

Concept

Refinement

Final

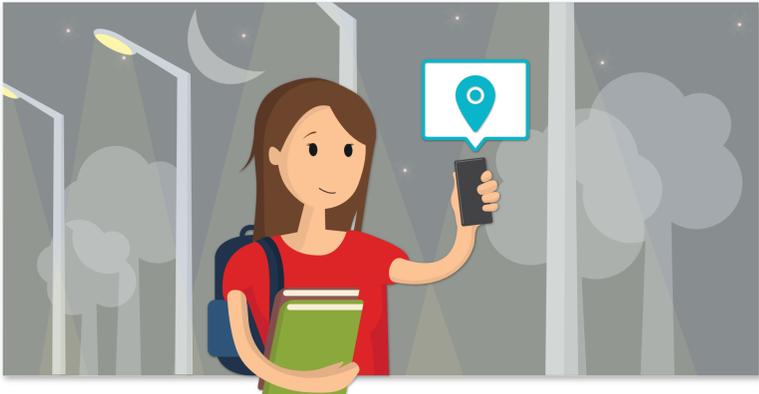
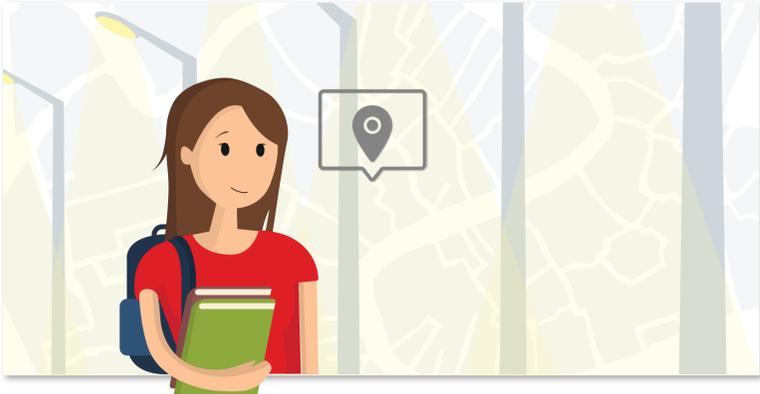
Fingerprint Sensor



Emergency Mode

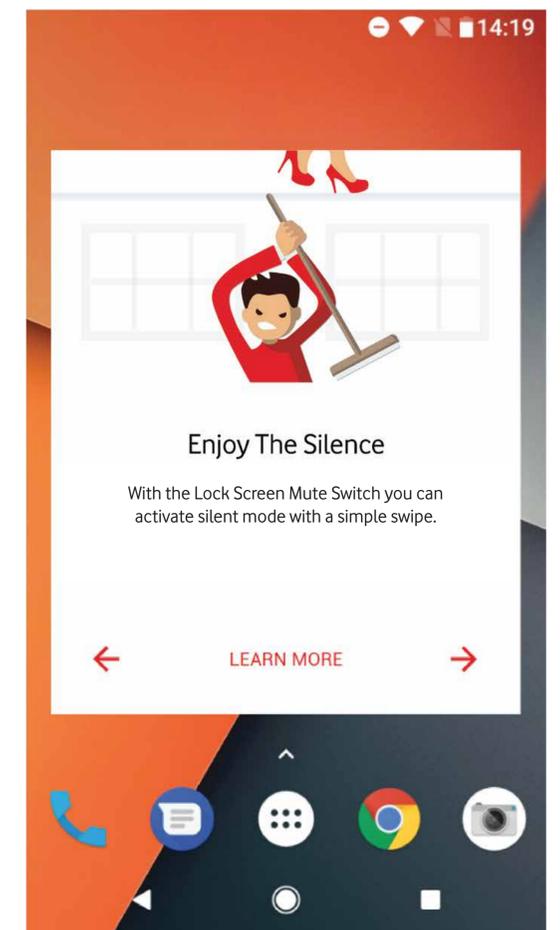
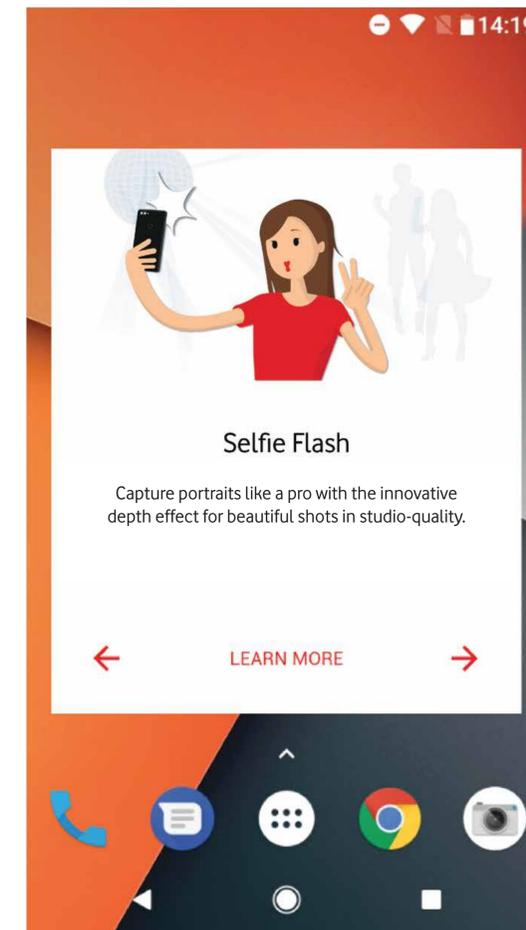
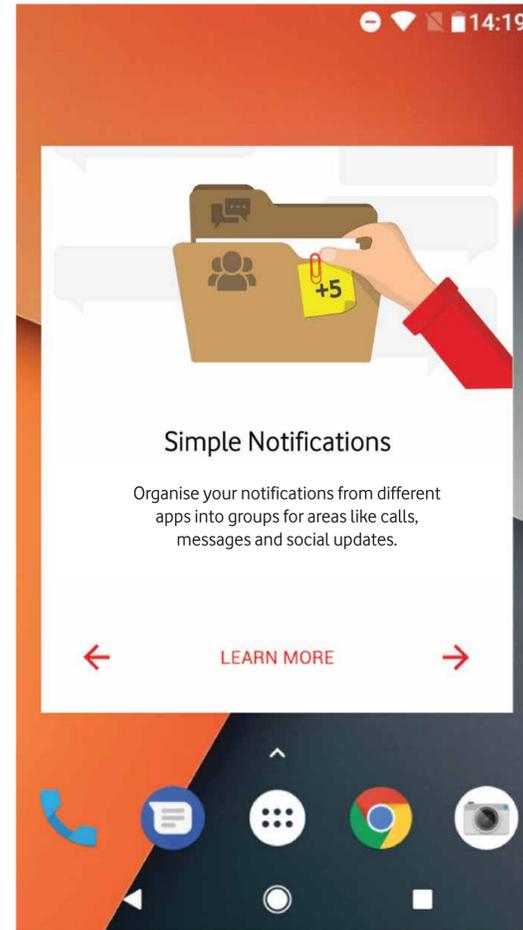
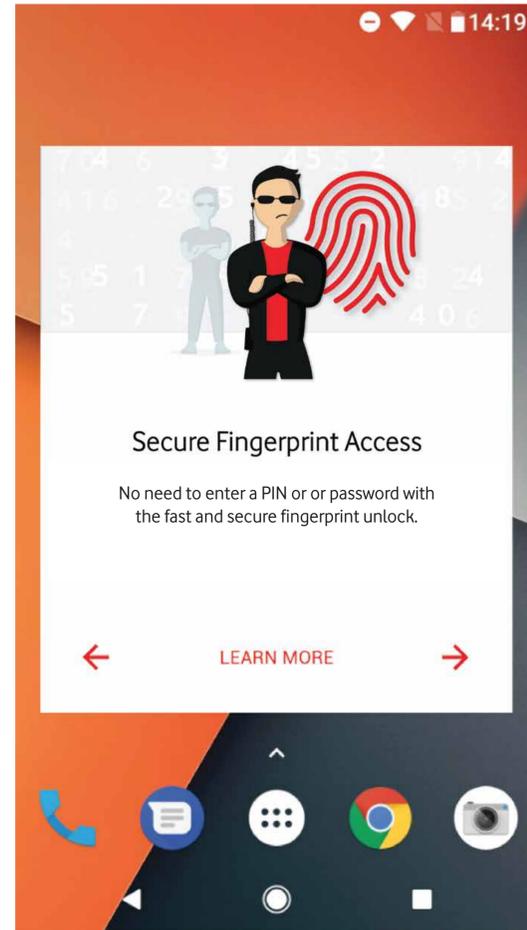
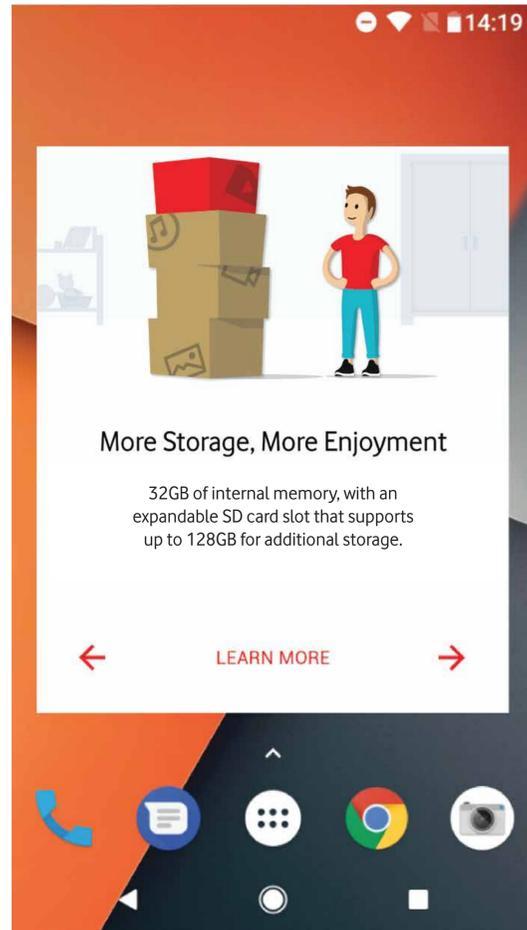


Share Your Location



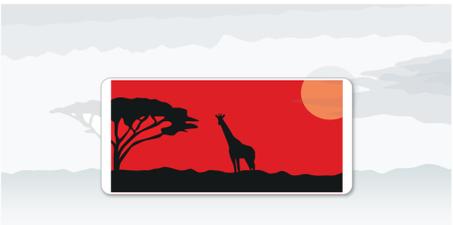
SCREENSHOTS.

Illustrations in context



OVERVIEW.

Illustration Language



AVAILABLE SOON.

On Vodafone devices

