

Hypothetical Store / Environment Identity System

R A R E E A R T H L I B R A R Y + G A L L E R Y

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1: Identity Concept

MY CONCEPT FOR A HYPOTHETICAL STORE / ENVIRONMENT is **a combination library and art gallery**. Nucleus in Alhambra is a primary inspiration as is Heavy Manners Library in Los Angeles.

Much like Heavy Manners, this library / art gallery can also serve as **a teaching space**. Artists can hold exhibitions, talk about their work, or lead classes (for example, for life drawing). Writers or filmmakers can showcase their work, and scientists and other thinkers can give talks too.

It is meant to be **accessible to all people regardless of income**, and to **impart a love for art and science**. In addition, it can be a venue for young people interested in such topics to connect together.



1: Identity Concept



WHO?

Primarily mid-teens to mid-twenties, high school to college age. Young kids and older adults also welcome.

WHAT?

A brick and mortar library & art gallery. In addition to selling prints, merch, and books, also sells event tickets.

WHERE?

Located adjacent to University of Southern California in Los Angeles. Accessible to lower income neighborhoods.

WHEN?

Open 12pm to 9pm weekdays, and 10am to 10pm on weekends.

HOW?

Sell books, prints, and merchandise in-store, as well as gallery space and tickets for events.

WHY?

To make art and science accessible to thoughtful and creative young people regardless of income.

2: Persona



EXEQUIEL

-22 years old. Eldest son of two Central American immigrant parents. Attending college studying film. He also has interests in learning about climate change and its effects on developing nations.

-As a result, there is a lot of pressure he places on himself as the first to attend college. His younger siblings look up to him to lead the way.

-Grapples with anxiety and depression. Dreams of creating a short film series where he'd interview his extended family in Central America on what their feelings on world issues like climate change are.

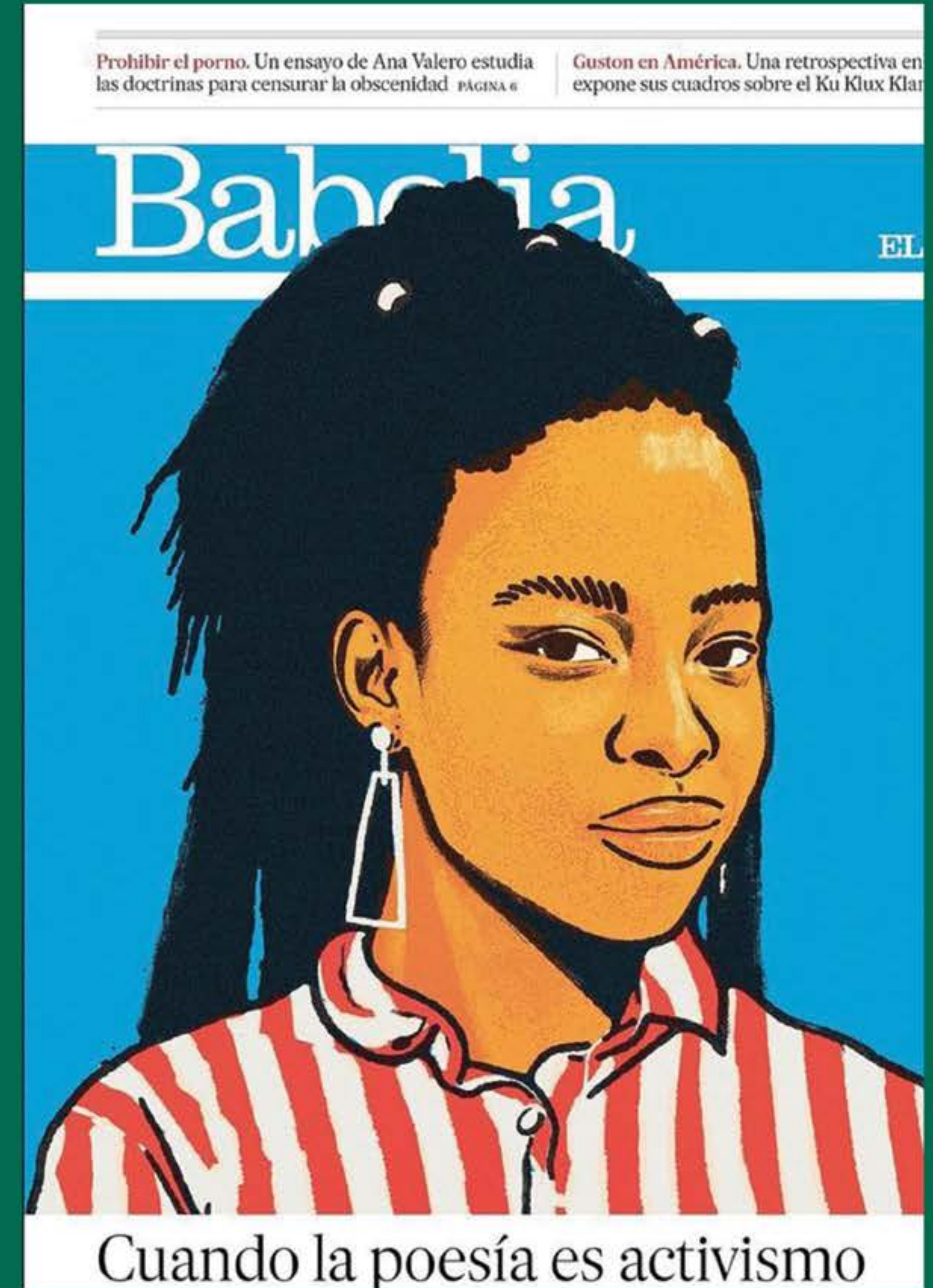
2: Persona

SERENA

-16 years old. High school junior deciding what college she will attend. She's struggling to care for her aging parents who have had a complicated healthcare experience during the COVID-19 pandemic.

-Loves graphic novels and books, particularly about young people struggling to find their place in the world. She often feels out of sync with her own friends, finding she usually has to wear a face hiding the deep concern and existential anxiety she feels over the state of things.

-Dreams of publishing her own graphic novel and being a visual artist. Her parents aren't totally convinced she can be financially sound this way, and question her dreams as much as they support her.



3: Environmental Research

nucleus 



3: Environmental Research



3: Environmental Research



3: Environmental Research



4: Creative Guardrails



i: ENVIRONMENTAL

4: Creative Guardrails



ii: COSMIC

4: Creative Guardrails

“Siri what’s the meaning of life?”



iii: MEANING

4: Creative Guardrails



iv: EXISTENTIAL

4: Creative Guardrails



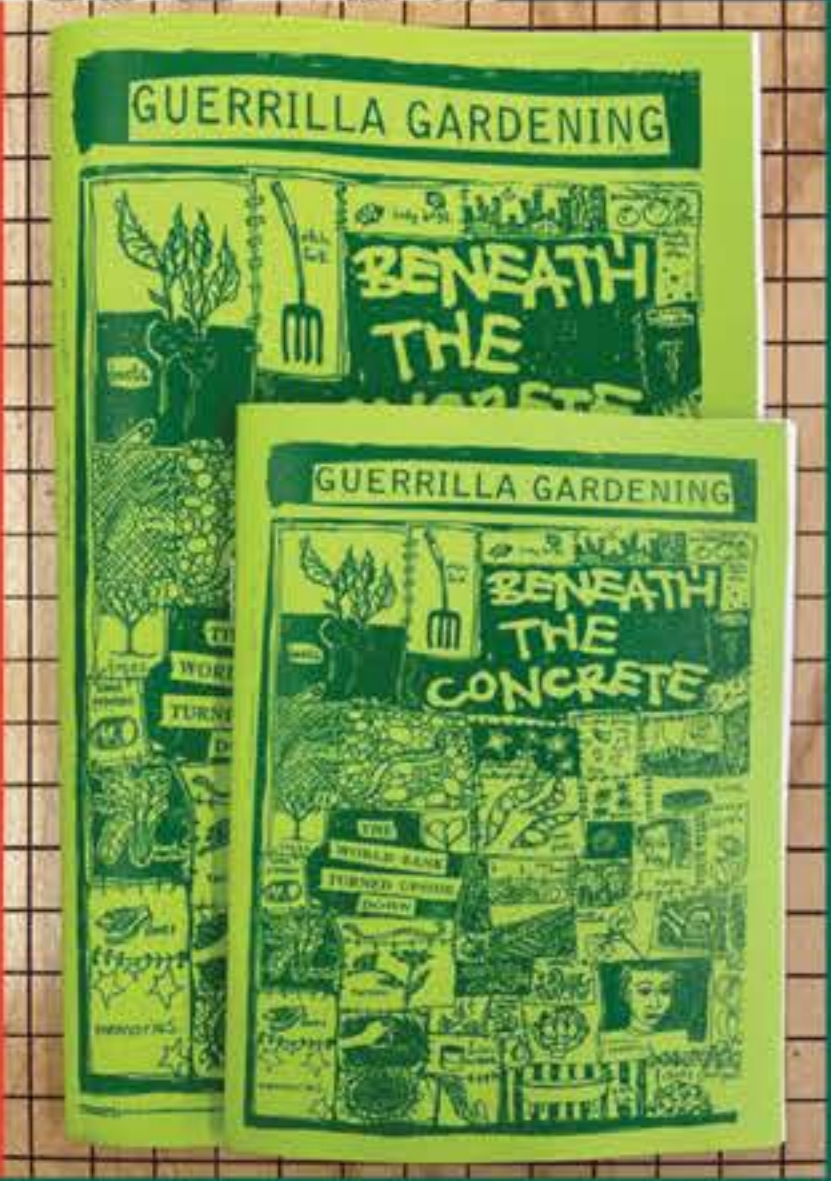
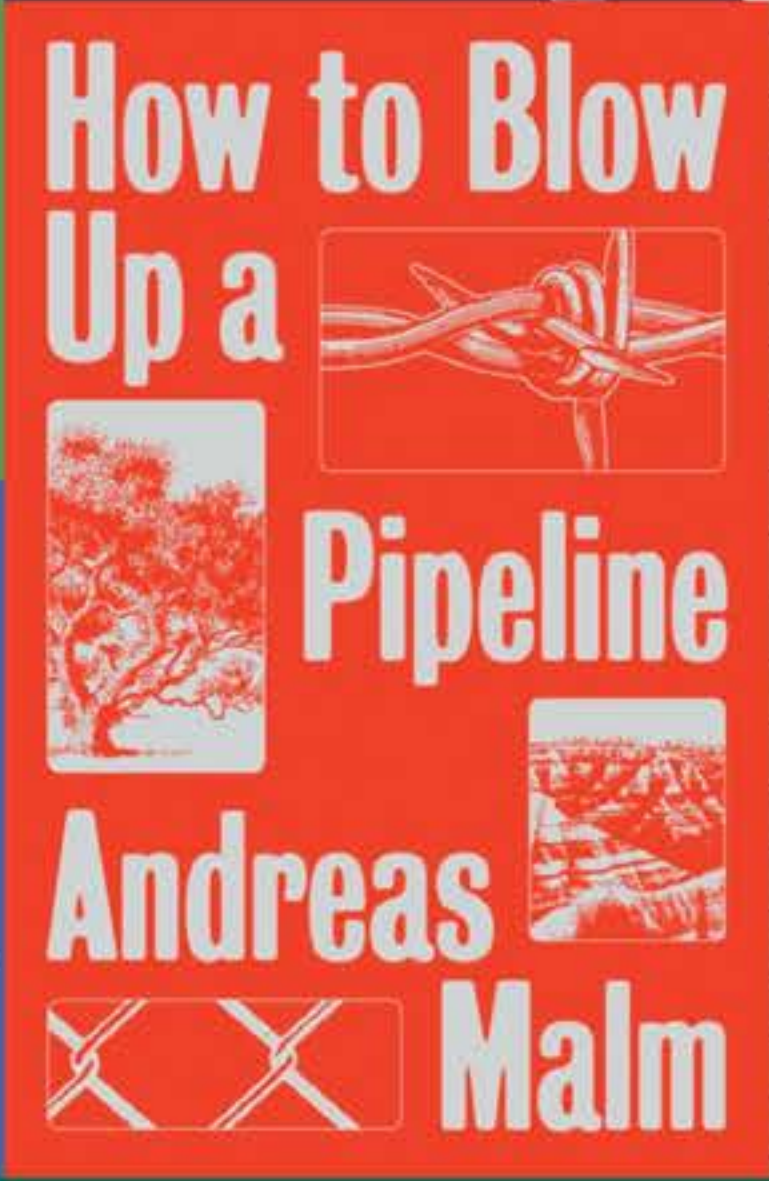
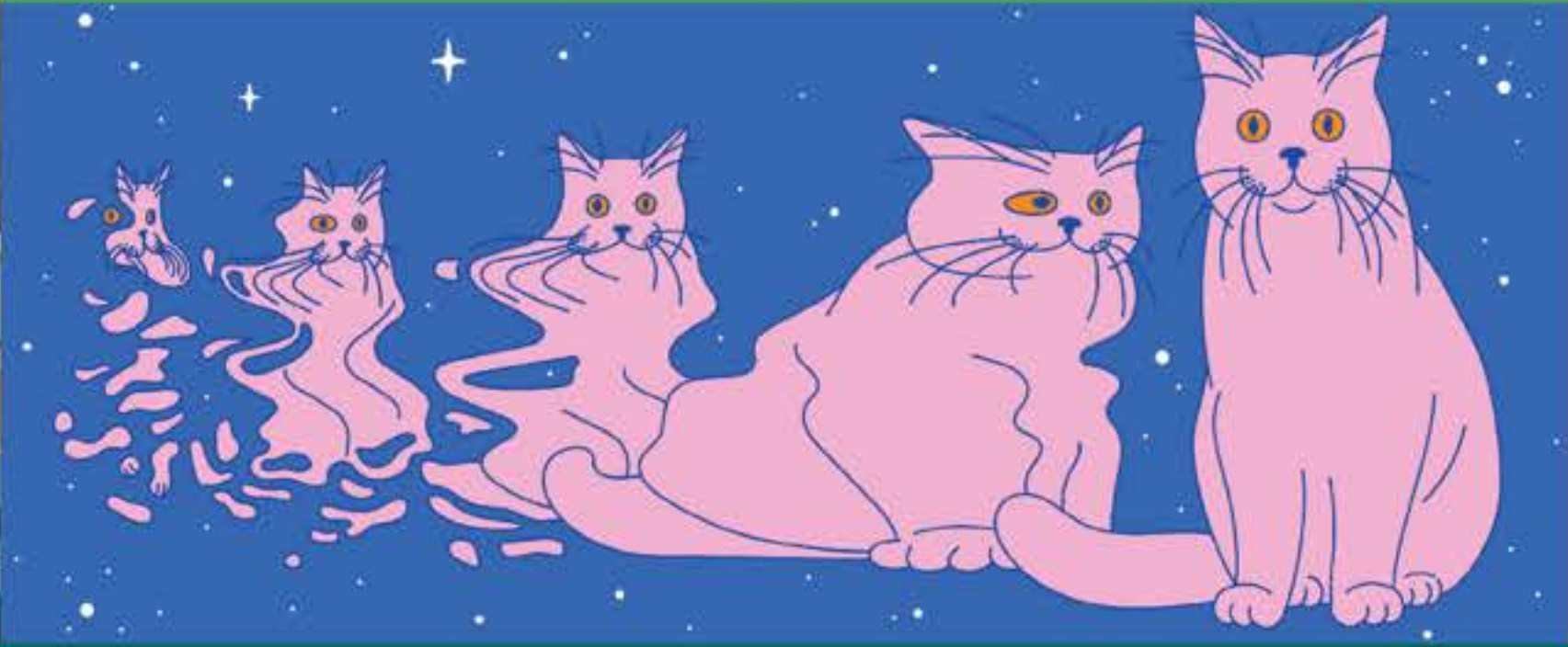
It always was

Wait, so its just a small pale blue dot and all of the fighting between nations is pointless?



v: LIFE-AFFIRMING

5: Moodboard



6: Prospective Names

1 Ecotone

2 Taikonaut

3 RARE EARTH

4 Global Village

5 Pale Blue Dot

6 Earthrise

7 Overview Effect

8 Hox Genes

9 Kingdom of Life

10 Supermoon

11 Monolith

12 Odyssey

13 Blobform

14 Far Future Friends

15 Quantum

16 ZIGGURAT

17 Pathos

18 Neutrino

19 Oort Cloud

20 Heliopause

21 Sputnik

22 Lightyears

23 Nostos

24 Dark Matter

25 APOGEE

26 EJECTA

27 PARALLAX

28 Zenith

29 Penumbra

30 Zodiac

6: Prospective Names

31 Protozoa

32 Neuropolis

33 Equilibrium

34 Synesthesia

35 Meteora

36 SUPERCOLLIDER

37 Totality

38 EXISTENZ

39 HUMAN NATURE

40 QUINTESSENCE

41 Eudaemon

42 Trinity

43 Megafauna

44 Ariadne's Ocean

45 Epimetheus

46 String Theory

47 Titanomachy

48 Ichthyosaur

49 Enkidu

50 Epoch

51 Quantum Age

52 Fibonacci Sequence

53 Golden Ratio

54 Trimurti

55 SCHRÖDINGER'S CAT

56 Dirac Sea

57 SUPERMASSIVE BLACK HOLE

58 Turing Test

59 PULSAR

60 Quetzacoatl

6: Prospective Names

“Even the most dedicated SETI* researcher would have to admit that...our efforts to find life elsewhere in the universe have been met with an uncomfortable...silence. But why?”

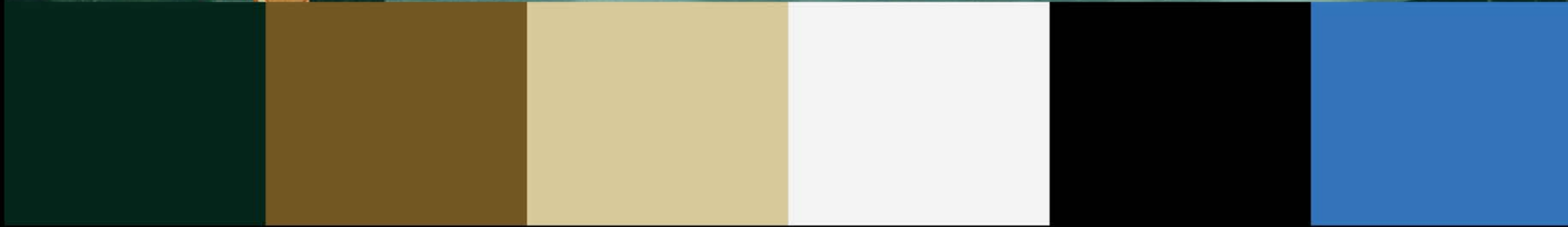
Simply stated, the **Rare Earth hypothesis** suggests that the very unique conditions of Earth that allowed complex life to rise and flourish are exceptionally uncommon - and they're unlikely to widely occur throughout the universe.”

“Rare Earth hypothesis: why we really might be alone in the universe”, by Doug Adler, astronomy.com

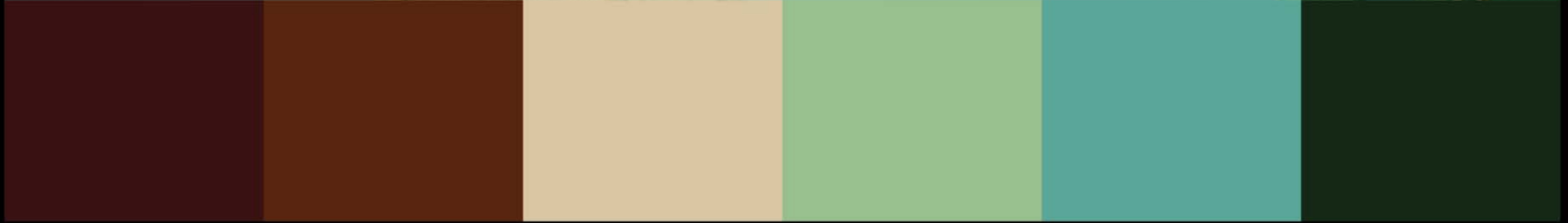
**SETI stands for Search for Extraterrestrial Intelligence*



7: Exploration: Palette



7: Exploration: Palette



7: Exploration: Palette



7: Exploration: Palette



7: Exploration: Palette



7: Exploration: Typeface

KODOMO ROUNDED

rare earth
Rare Earth
RARE EARTH

RONDE B

rare earth
Rare Earth
RARE EARTH

ARTERIA COMPRESS

rare earth
Rare Earth
RARE EARTH

AB ANZU R

rare earth
Rare Earth
RARE EARTH

NEW ORDER

rare earth
Rare Earth
RARE EARTH

GOTHIKS ROUND

rare earth
Rare Earth
RARE EARTH

PLAKATO PRO REGULAR

rare earth
Rare Earth
RARE EARTH

MONTE STELLA BOLD

rare earth
Rare Earth
RARE EARTH

ZCOOL QINGKE HUANGE

rare earth
Rare Earth
RARE EARTH

7: Exploration: Typeface

BD CONSOLE

rare earth

Rare Earth

RARE EARTH

SAMBIA

rare earth

Rare Earth

RARE EARTH

HUMANE

rare earth

Rare Earth

RARE EARTH

CHEVIN PRO

rare earth

Rare Earth

RARE EARTH

BICYCLETTE

rare earth

Rare Earth

RARE EARTH

APERTURA

rare earth

Rare Earth

RARE EARTH

ANTARCTICAN HEADLINE

rare earth

Rare Earth

RARE EARTH

GRENZE GOTISCH

rare earth

Rare Earth

RARE EARTH

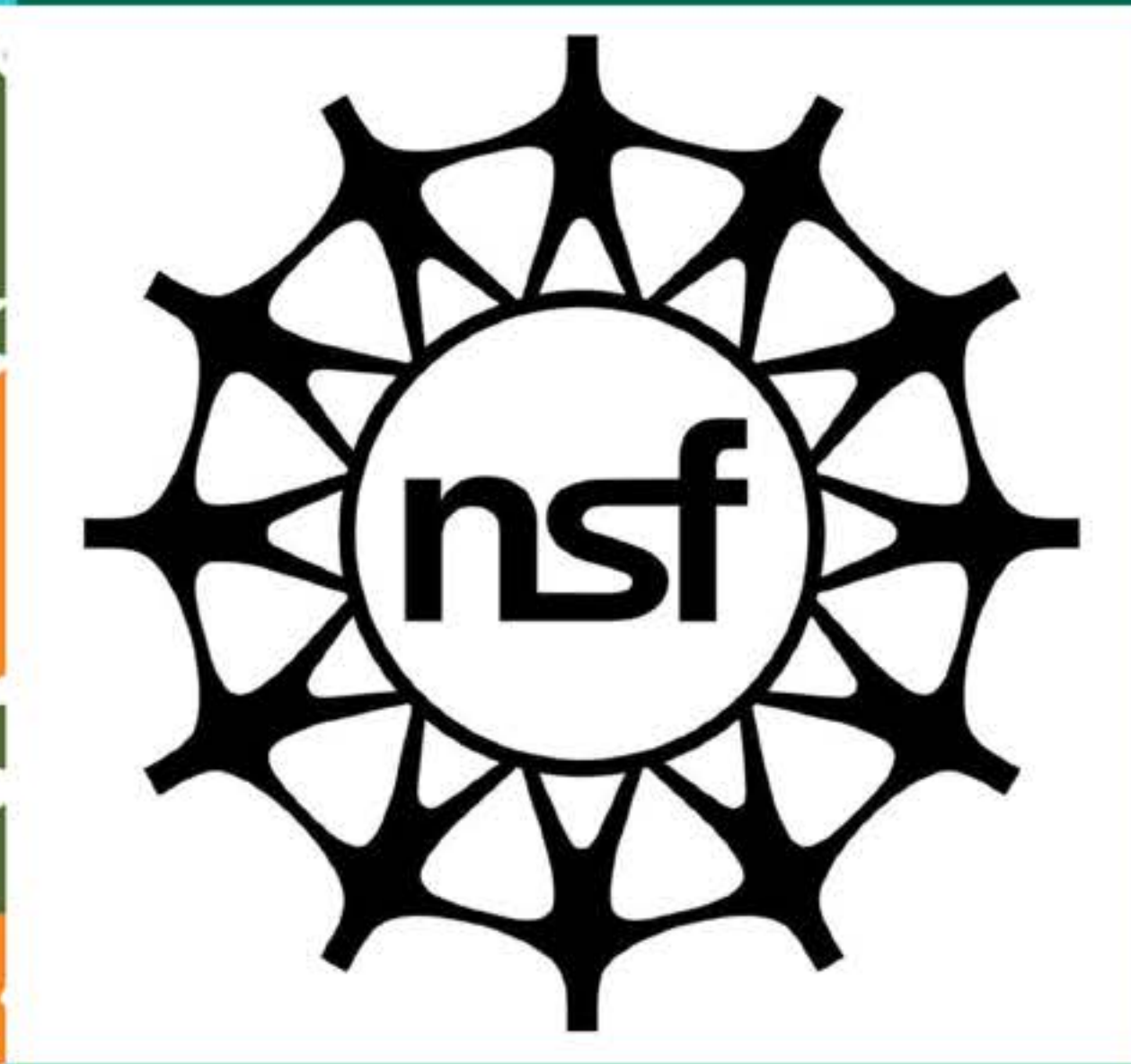
KRISTAL

rare earth

Rare Earth

RARE EARTH

8: Logo: Research



8: Logo: Concepts

RARE EARTH

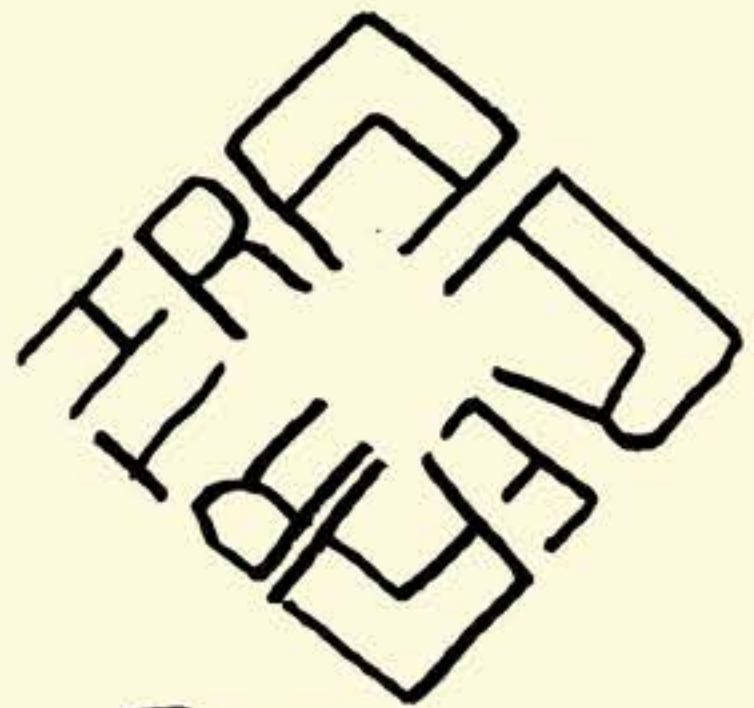
RARE EARTH
RARE EARTH
RARE EARTH



● rare

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RRR



RARE EARTH
RARE EARTH

rare
earth

rare
earth

RRREEE

rare
earth

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RARE
EARTH

RRREEE

8: Logo: Concepts



astronaut

Rare



Neanderthal

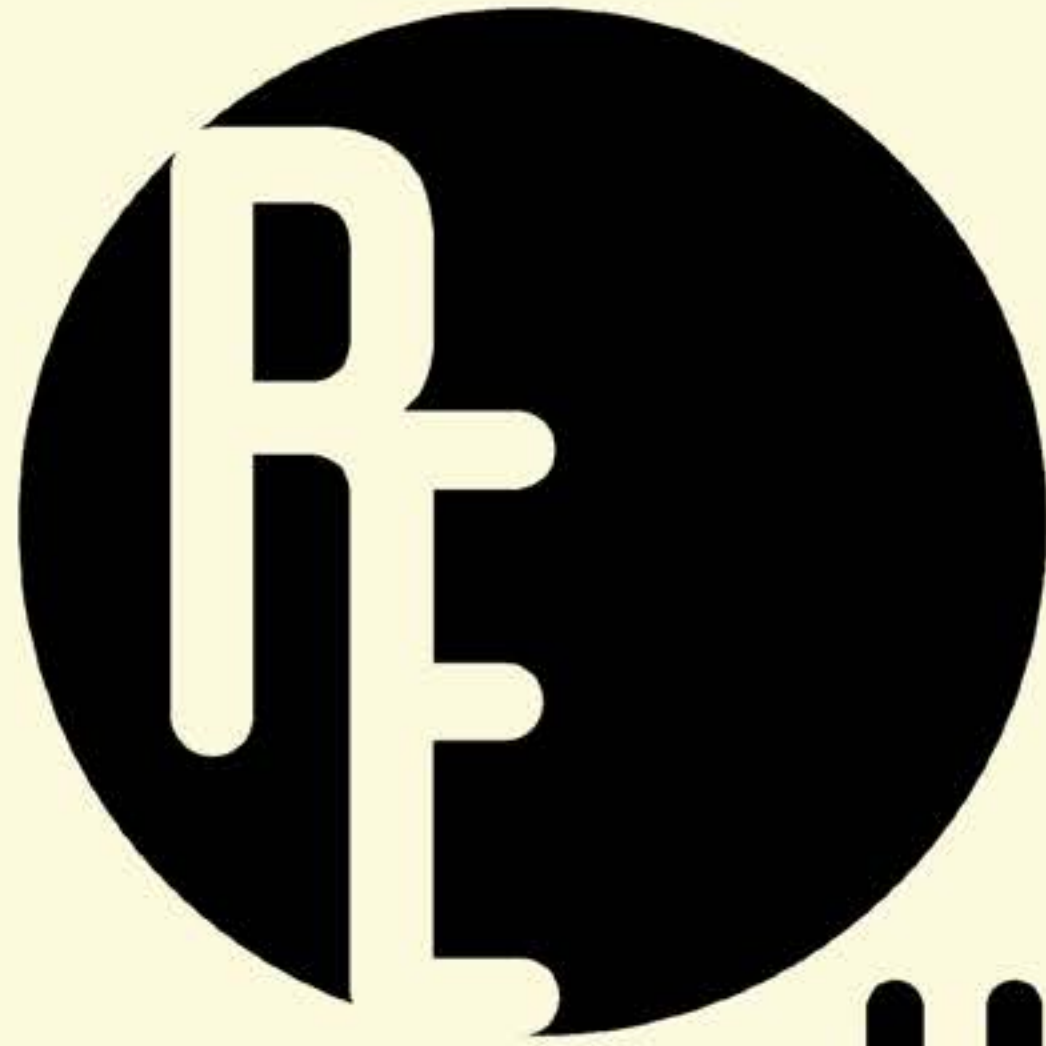
Earth



8: Logo: Concepts

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R RE R

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EARTH

RARE
EARTH

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9: Sketches for Applications

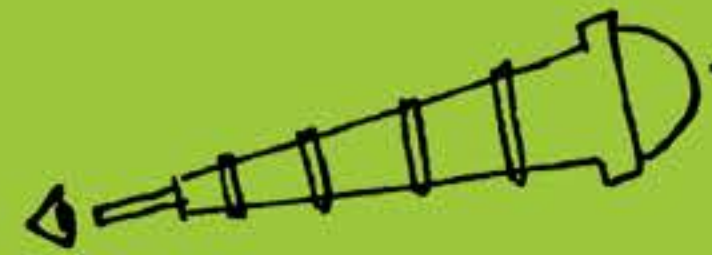
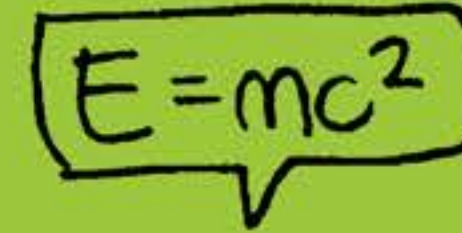
humanity



art



science



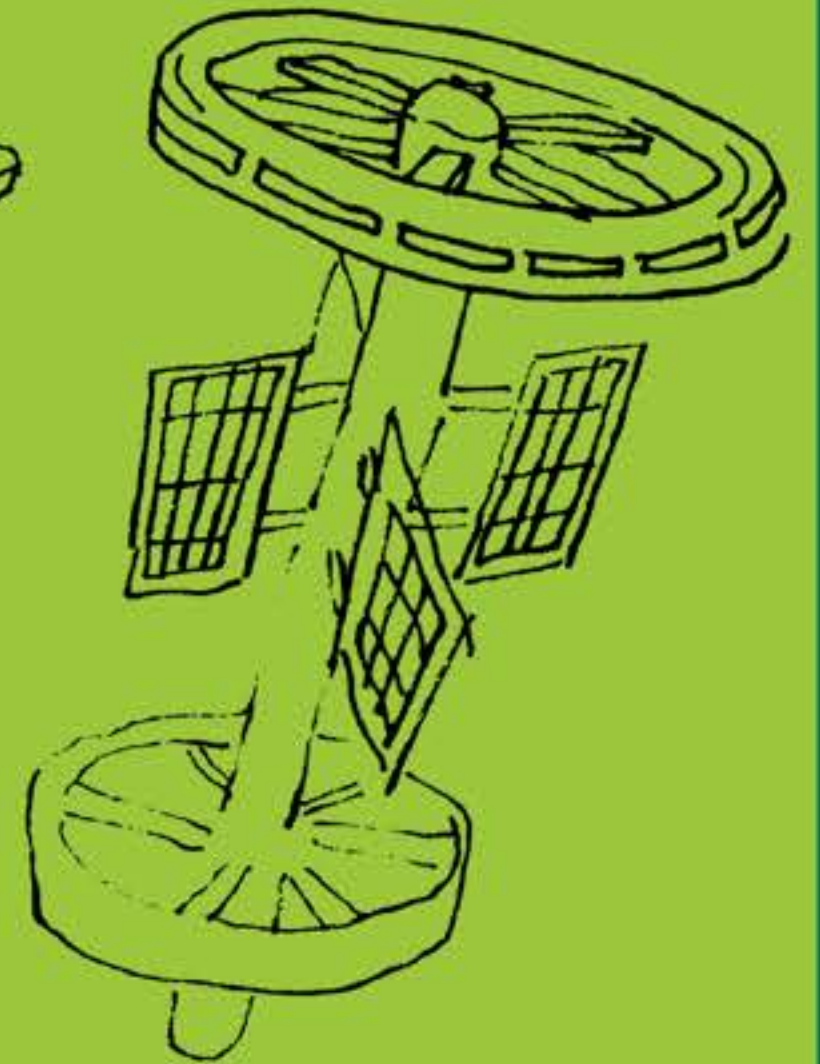
learning



earth



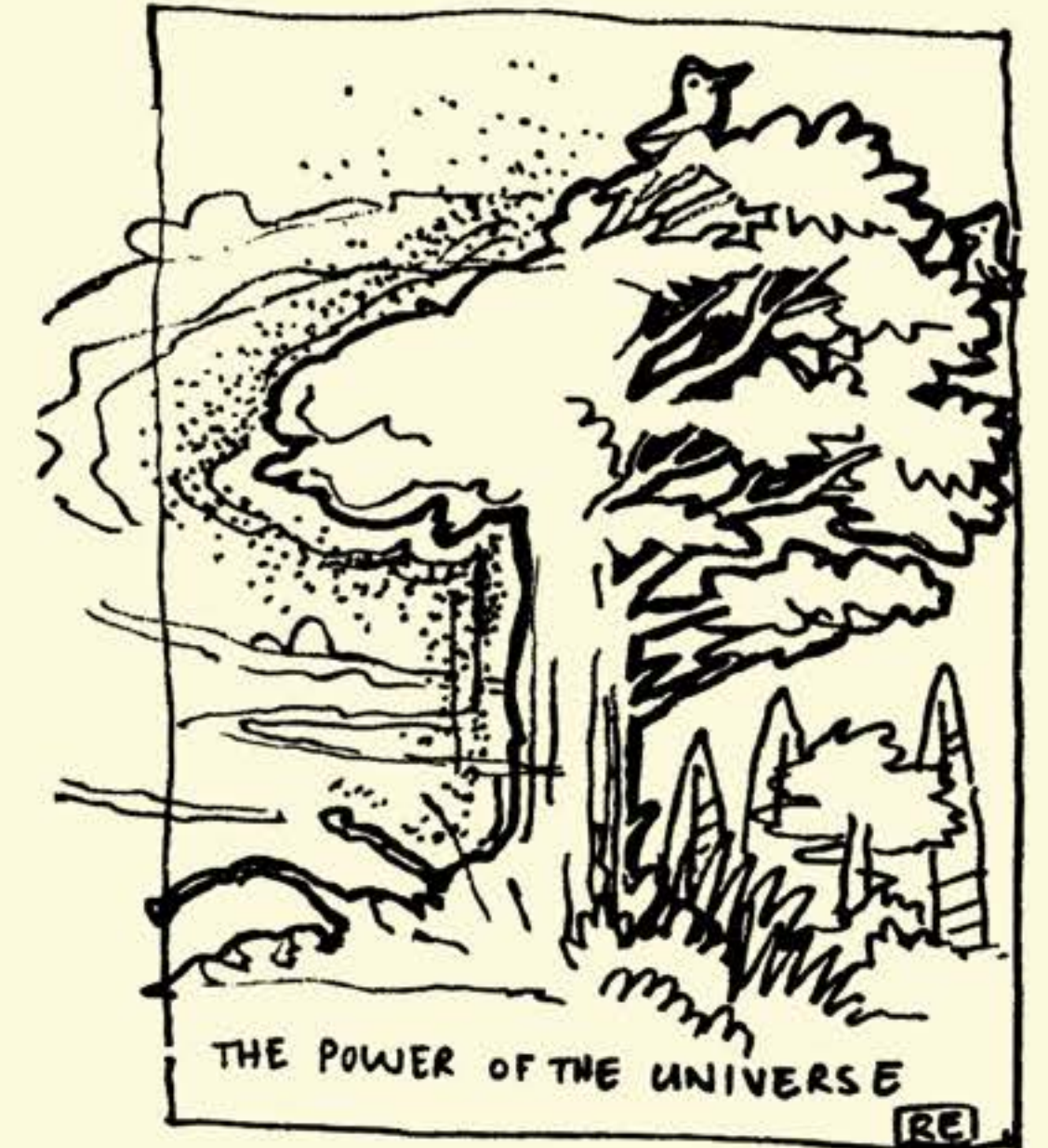
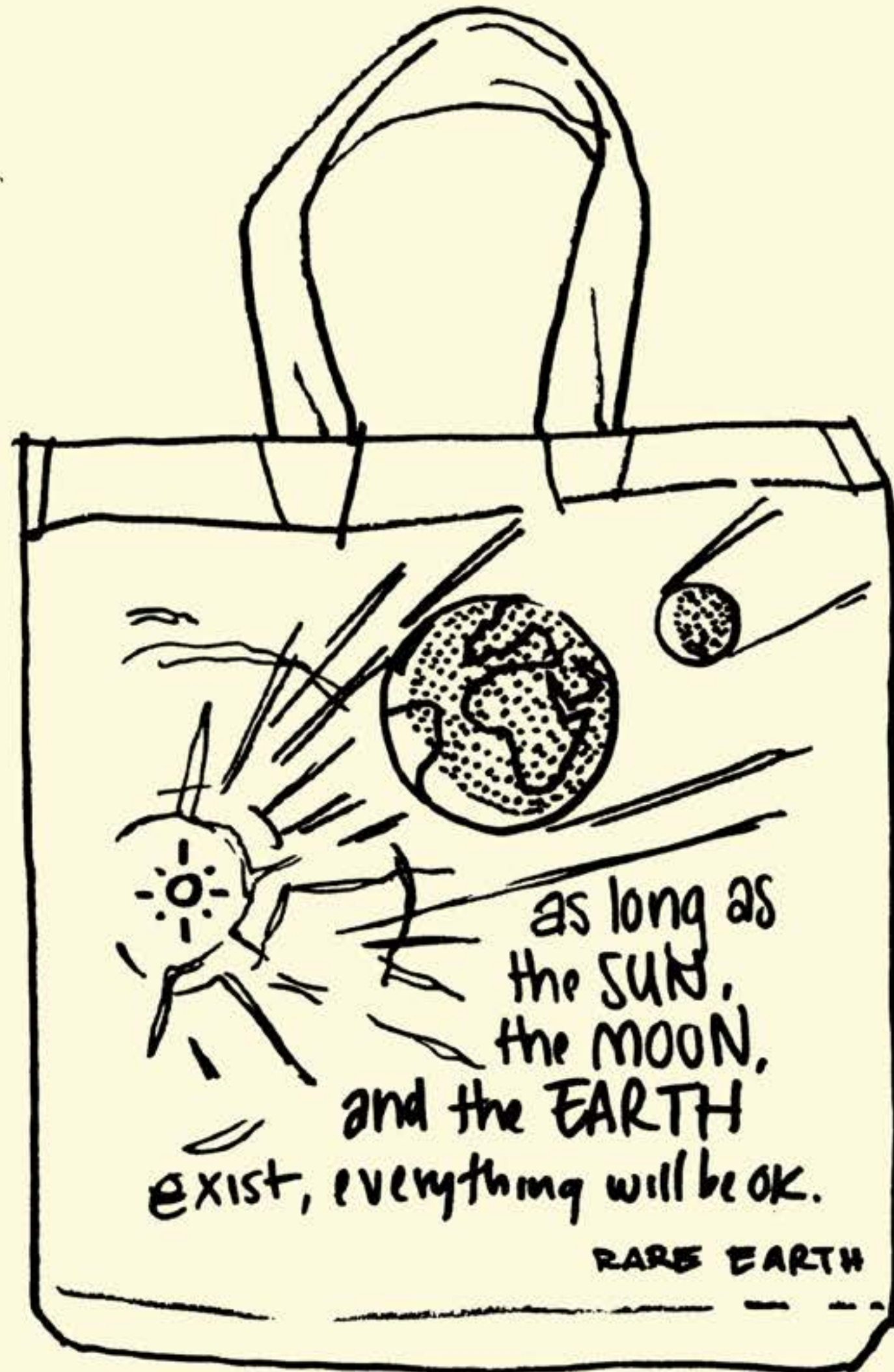
future



9: Sketches for Applications

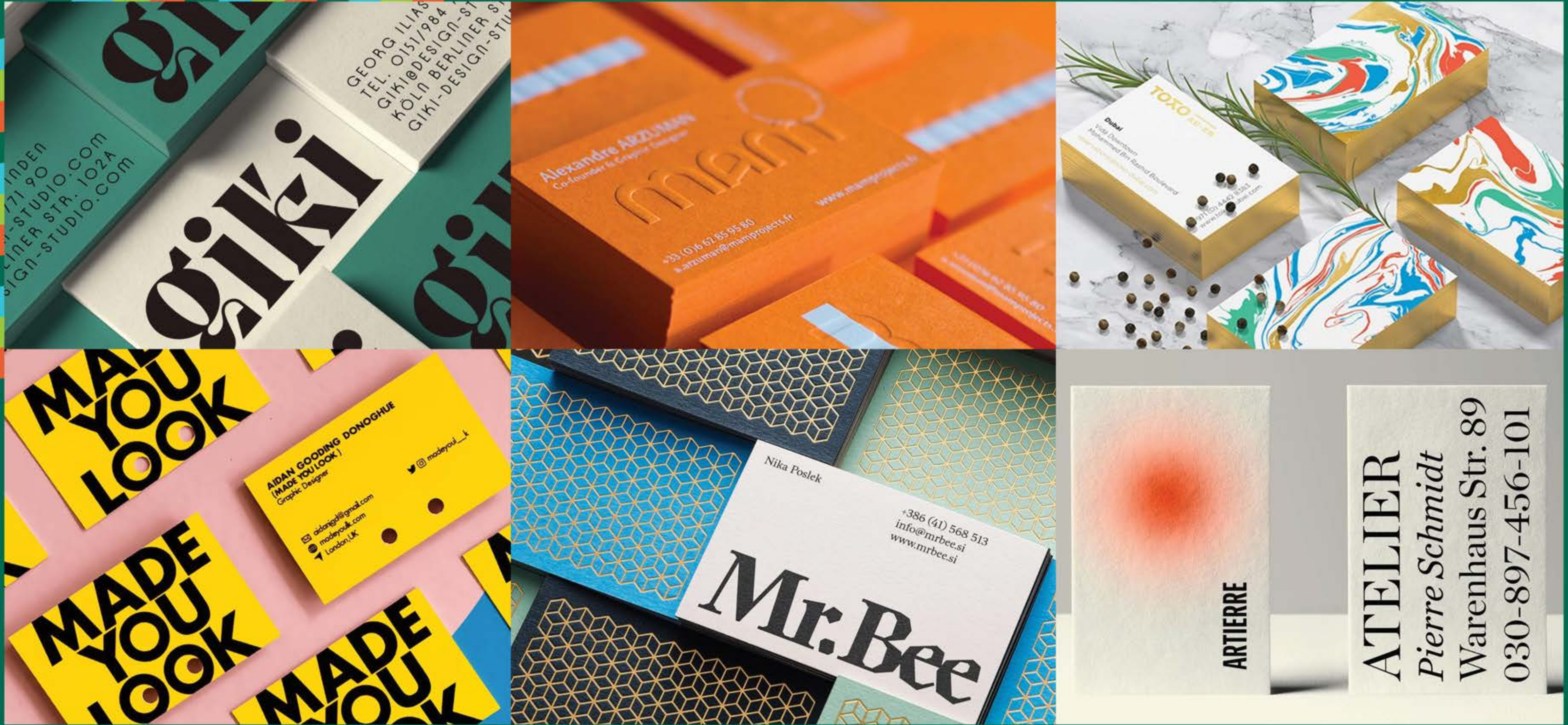


9: Sketches for Applications



RARE EARTH	CLIMATE CHANGE	NUCLEAR POWER	CAPITALISM	ARTIFICIAL INTELLIGENCE
a summary of existential issues for humanity	problem bullet point facts	explosion	\$	AI icons
	Solution(s)? what can we do about it?			

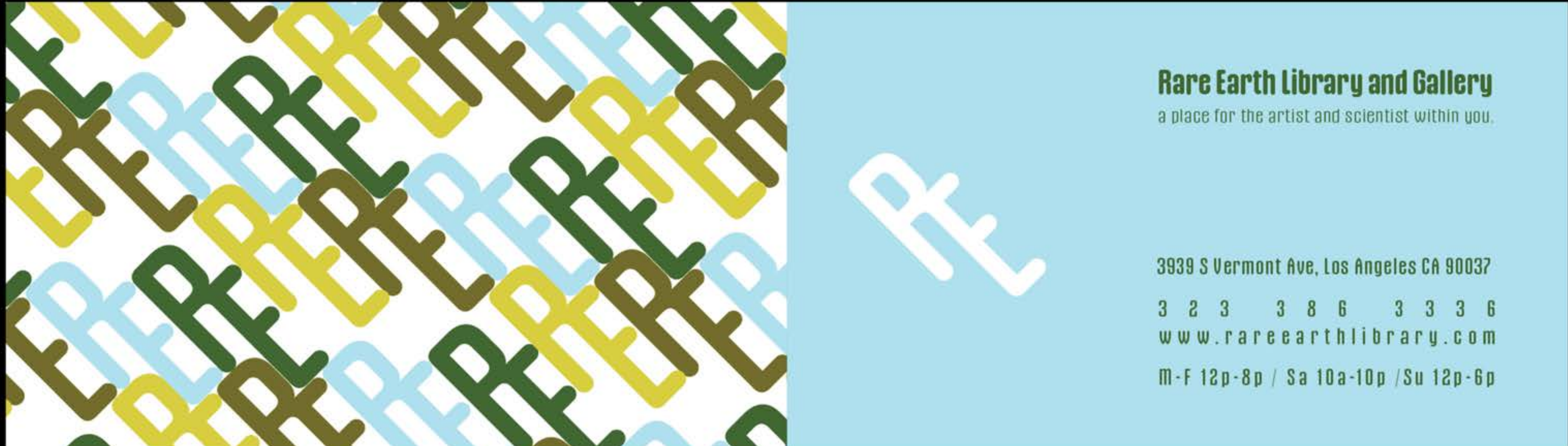
10: Collateral Res: Business Cards



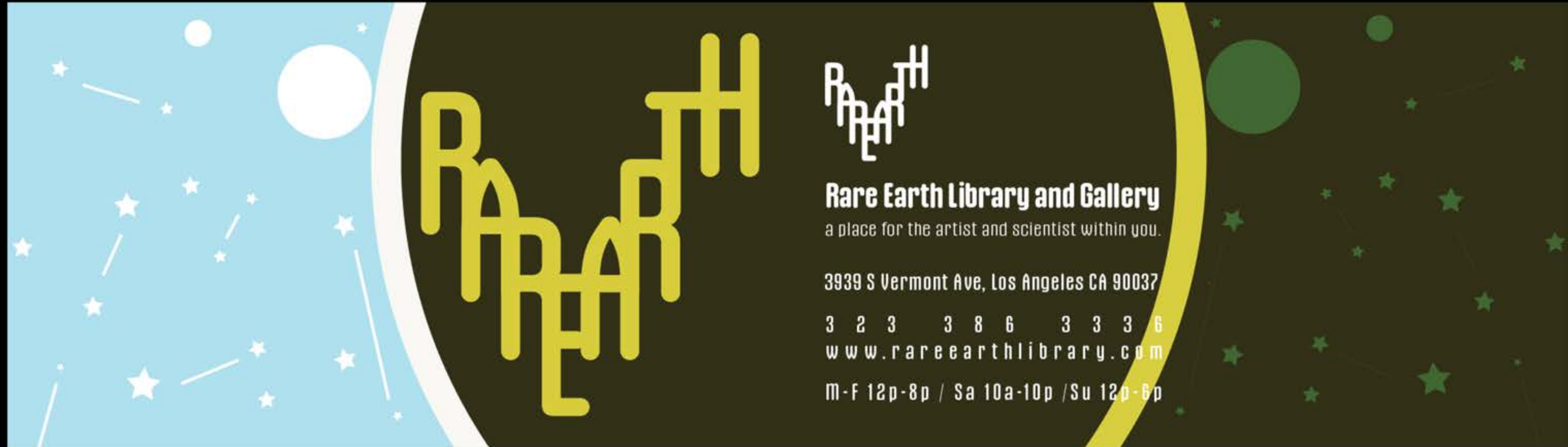
10: Collateral Res: Stationery



11: Business Card Ideation



11: Business Card Ideation



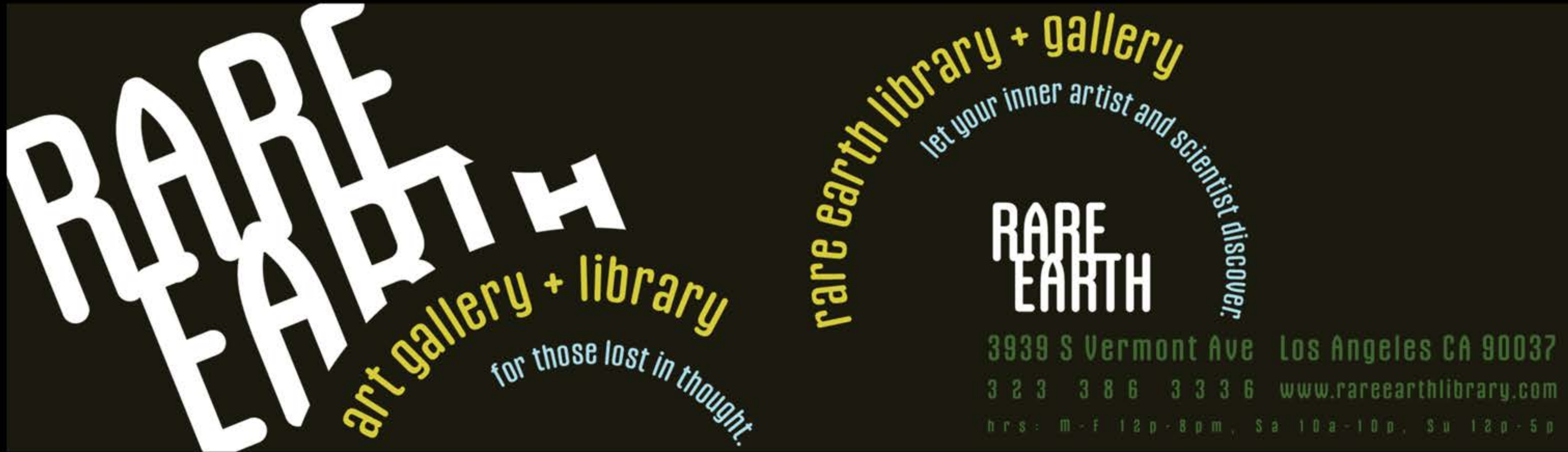
11: Business Card Ideation



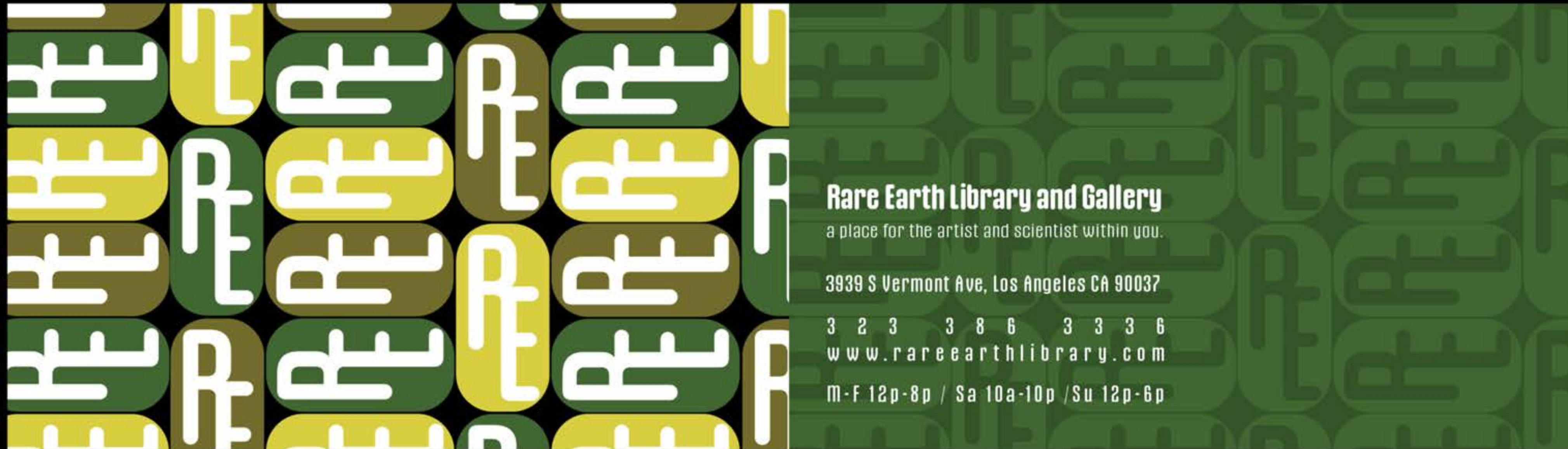
11: Business Card Ideation



11: Business Card Ideation



11: Business Card Ideation



11: Business Card Ideation



11: Semitight System 1



11: Semitight System 1



**Rare Earth
Library + Gallery**

where art and science
become one.

3838 S Vermont Ave
Los Angeles, CA 90037

323 386 3336
inquiries@rareearthlibrary.com

Ms. Nidhi Ferrier 15 July 2027

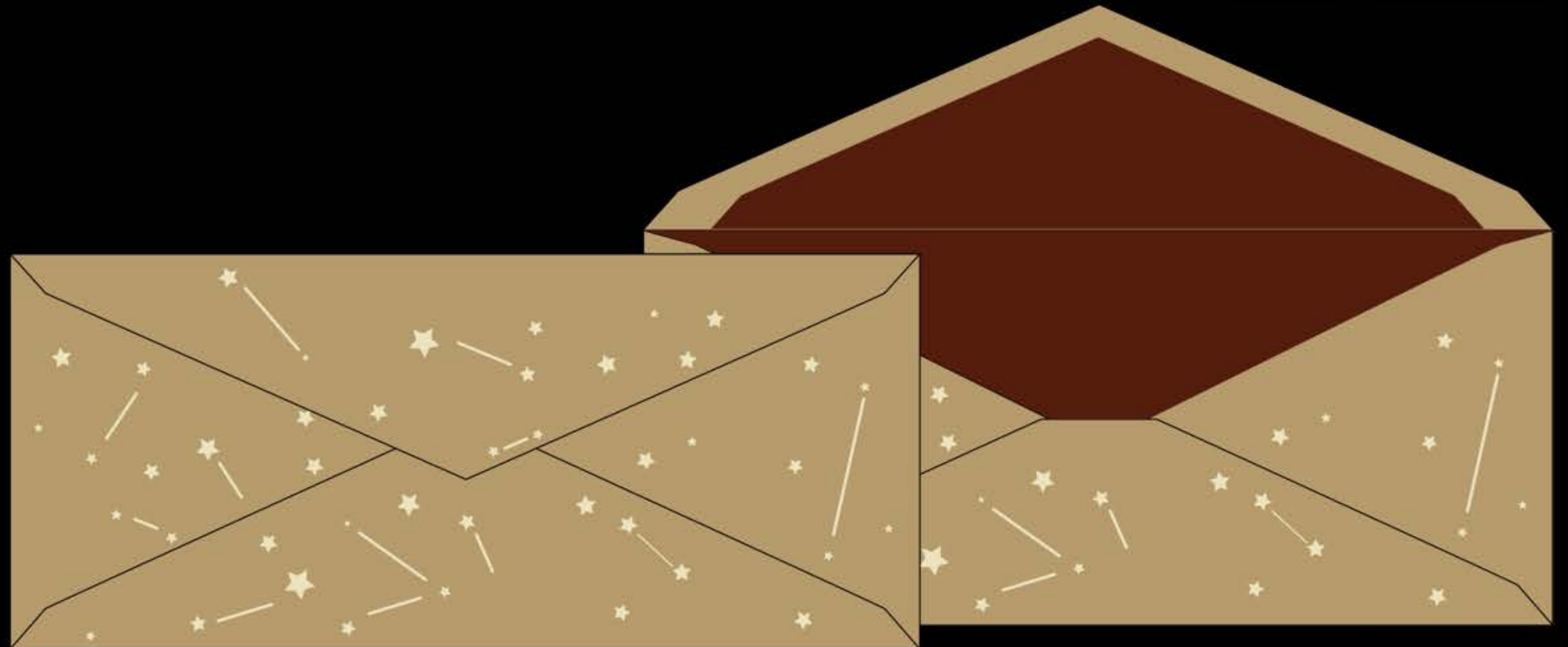
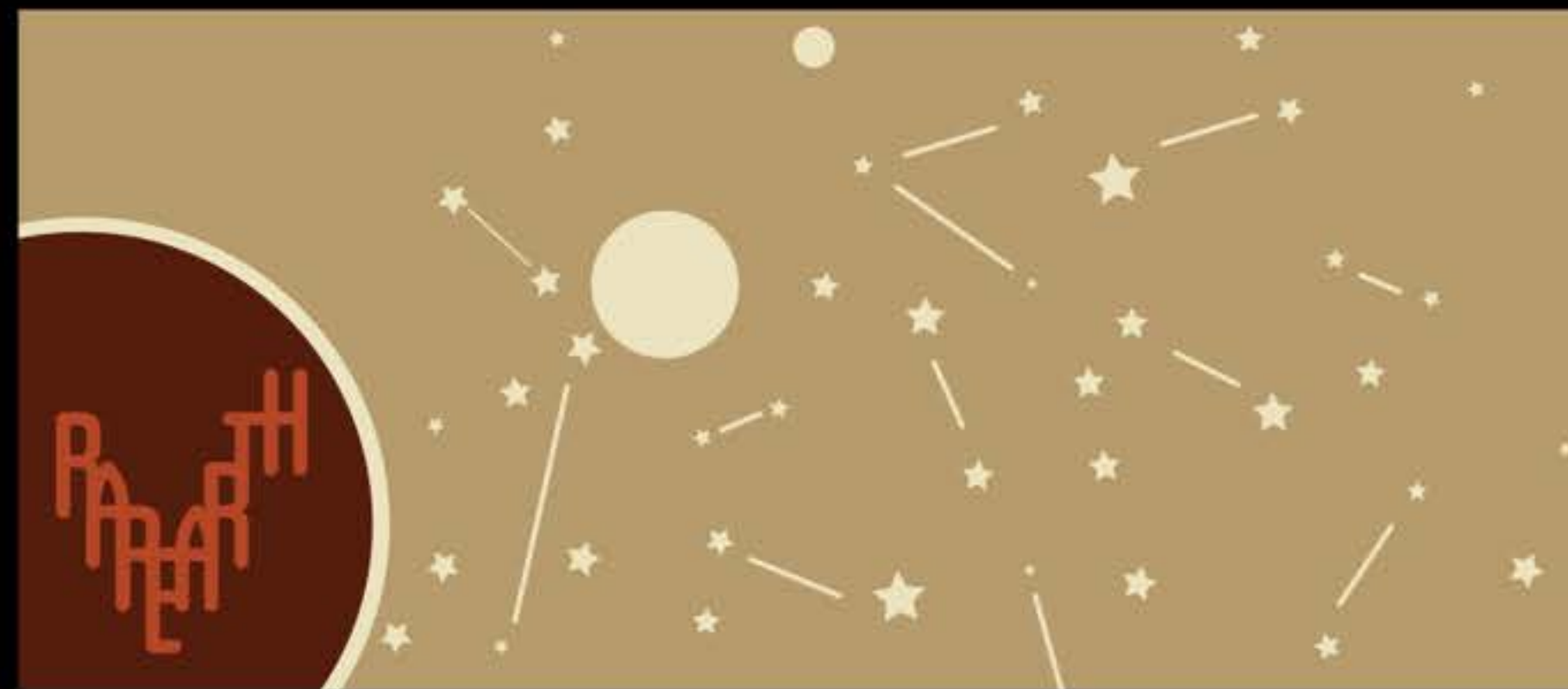
Corps 3, Mars Microbe Research
Jet Propulsion Laboratory
4800 Oak Ridge Drive
Pasadena, CA 91109

The Library is sending this letter to you in order to confirm your booking for lecture time alongside Dr. Sarang and Ms. Xi on the evening of Thursday 5 August at 7pm. It has been such a pleasure to have you speak in our space these past years and we also wanted to express our gratitude to your continuing generosity and beneficence to the Library. Your lectures have drawn such diverse audiences and we are hoping such an amazing turnout will continue this year.

Please give me a call or email me for any questions you may have. And thank you again. We are looking forward to hearing your talk!

Sincerely,

Alisha Taylor
Events and Lectures
(323) 567-8912
alishat@rareearthlibrary.com



11: Semitight System 2

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art gallery + library
where art and science become one.

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EARTH**

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3 2 3 3 8 6 3 3 3 6 www.rareearthlibrary.com
hrs: M-F 12p-8pm, Sa 10a-10p, Su 12p-5p

11: Semitight System 2

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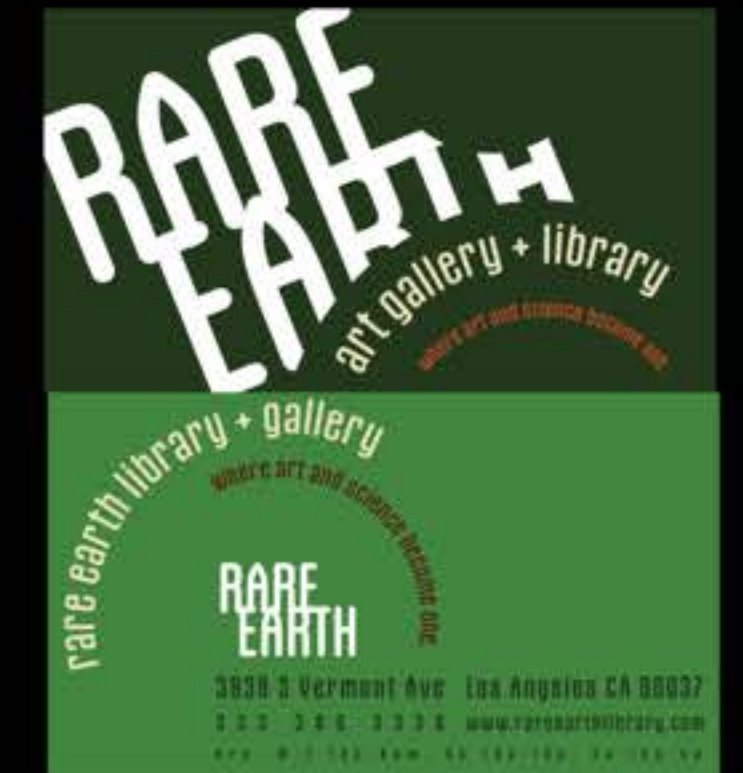
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11: Semitight System 3



11: Semitight System 3

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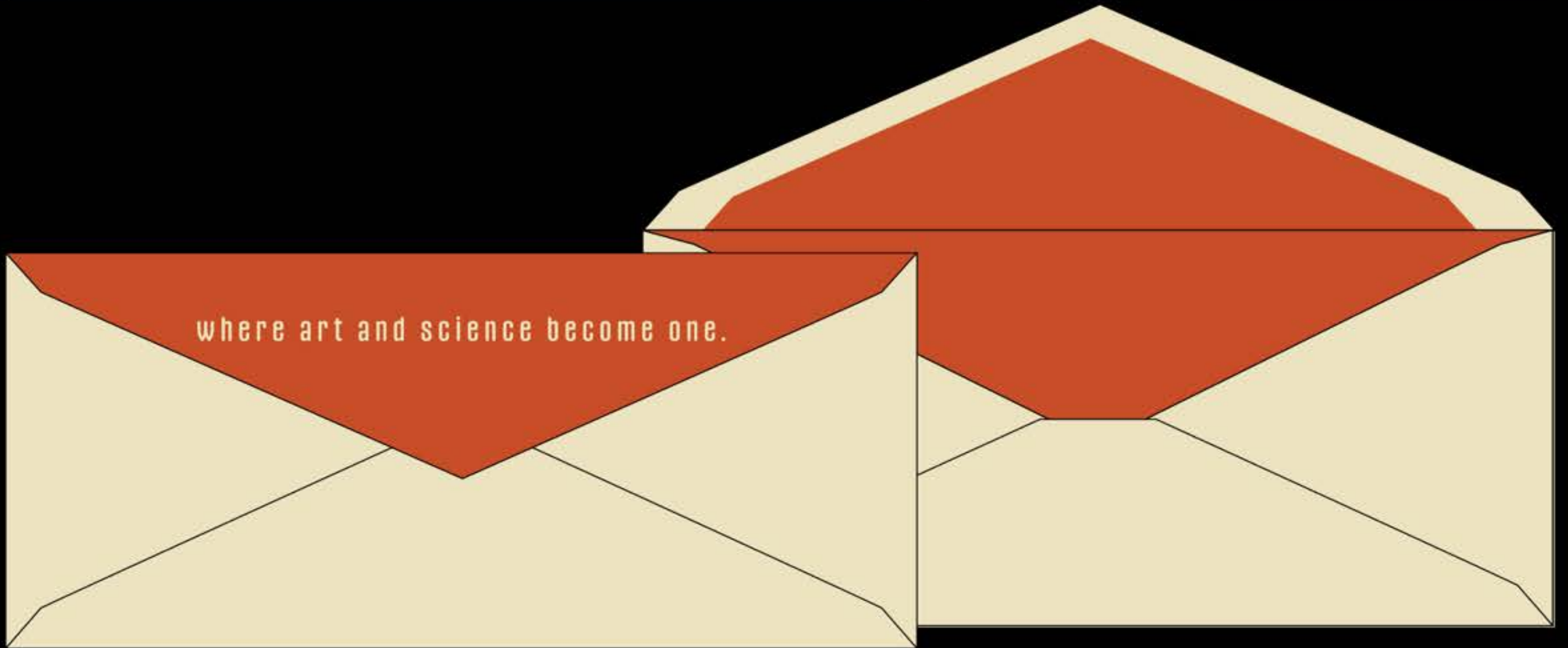
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12: FINAL DIRECTION

12: Final Direction: Typeface



“Rare Earth is located just a few blocks from the campus of the University of Southern California in Los Angeles. It is within walking distance of several elementary, middle, and high schools as well.”

Gothiks Round can be found in the Adobe Fonts Suite. It is available in 12 different weights ranging from thin to very bold.

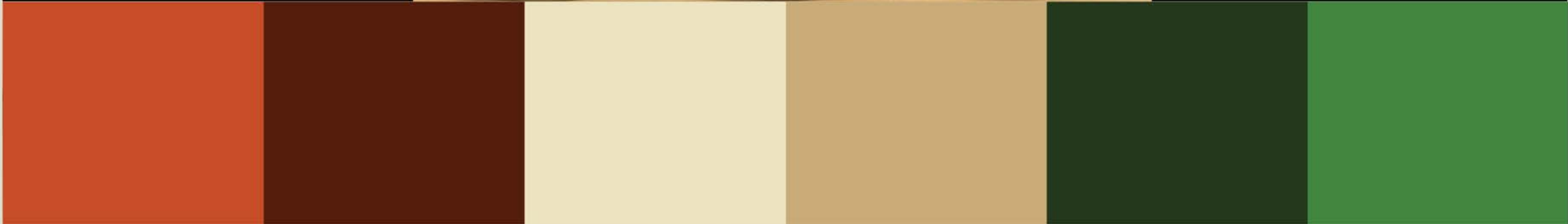
DISPLAY TEXT

For display text, use GOTHIKS ROUND BLACK in all caps with tracking open to 30 for optimal readability.

BODY TEXT

For body text, use GOTHIKS ROUND BOOK in regular lower and upper case punctuation. Color of text can change according to background values.

12: Final Direction: Palette



Pantone: **718 C**

Pantone: **4625 C**

Pantone: **7499 C**

Pantone: **466 C**

Pantone: **5605 C**

Pantone: **363 C**

HEX: **C94B09**

HEX: **551B09**

HEX: **ECE4BF**

HEX: **C9AB78**

HEX: **213818**

HEX: **408527**

C: **15**

C: **38**

C: **7**

C: **22**

C: **76**

C: **77**

M: **83**

M: **86**

M: **7**

M: **30**

M: **50**

M: **26**

Y: **100**

Y: **92**

Y: **92**

Y: **60**

Y: **90**

Y: **100**

K: **5**

K: **60**

K: **60**

K: **1**

K: **62**

K: **11**

12: Final Direction: Logo



12: Final Direction: Stationery System



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Los Angeles CA 90037

323 386 3336

www.rareearthlibrary.com

12: Final Direction: Stationery System



12: Final Direction: Stationery System



12: Final Direction: STYLEGUIDE



LOGO [WITHOUT TAGLINE]

Use in smaller applications like business cards or letterhead.



LOGO [WITH TAGLINE]

Use in larger applications like window signage or exterior signage.

DISPLAY TEXT:

For display text, use GOTHIKS ROUND BLACK in all caps with tracking open to 30 for optimal readability.

Art and science are two sides of the same coin.

BODY TEXT:

For body text, use GOTHIKS ROUND BOOK in regular lower and upper case punctuation. Color of text can change according to background values.

Art and science are two sides of the same coin.



MARTIAN SUMMER

Pantone 718 C / HEX C94B09
C 15, M 83, Y 100, K 5



MIDNIGHT ON MARS

Pantone 4625 C / HEX 551B09
C 38, M 86, Y 92, K 60



LUNAR DUST

Pantone 7499 C / HEX ECE4BF
C 7, M 7, Y 92, K 60



QUANTUM TAUPE

Pantone 466 C / HEX C9AB78
C 22, M 30, Y 60, K 1



GARDEN OF EDEN

Pantone 363 C / HEX 408527
C 77, M 26, Y 100, K 11



ORIGINAL POLLEN

Pantone 5605 C / HEX 213818
C 76, M 50, Y 90, K 62

12: Final Direction: PAPER INDICATION

LETTERHEAD / A4 8.5" x 11"

Neenah Environment Papers

PC 100 White

Smooth

24P

ENVELOPE #9, 3 7/8" x 8 7/8"

Neenah Environment Papers

Ultra Bright White

Smooth

80T

BUSINESS CARD 3.5" x 2"

Neenah Botanical Paperworks

Plantable Seed Papers

White

Smooth

130P

POSTER 16" x 20"

Neenah Environment Papers

PC 100 White

Smooth

80C

POSTCARD 4" x 6"

Neenah

Bright White Cardstock

65 lb.



12: Applications: Exterior Store Sign



12: Applications: Window Sign



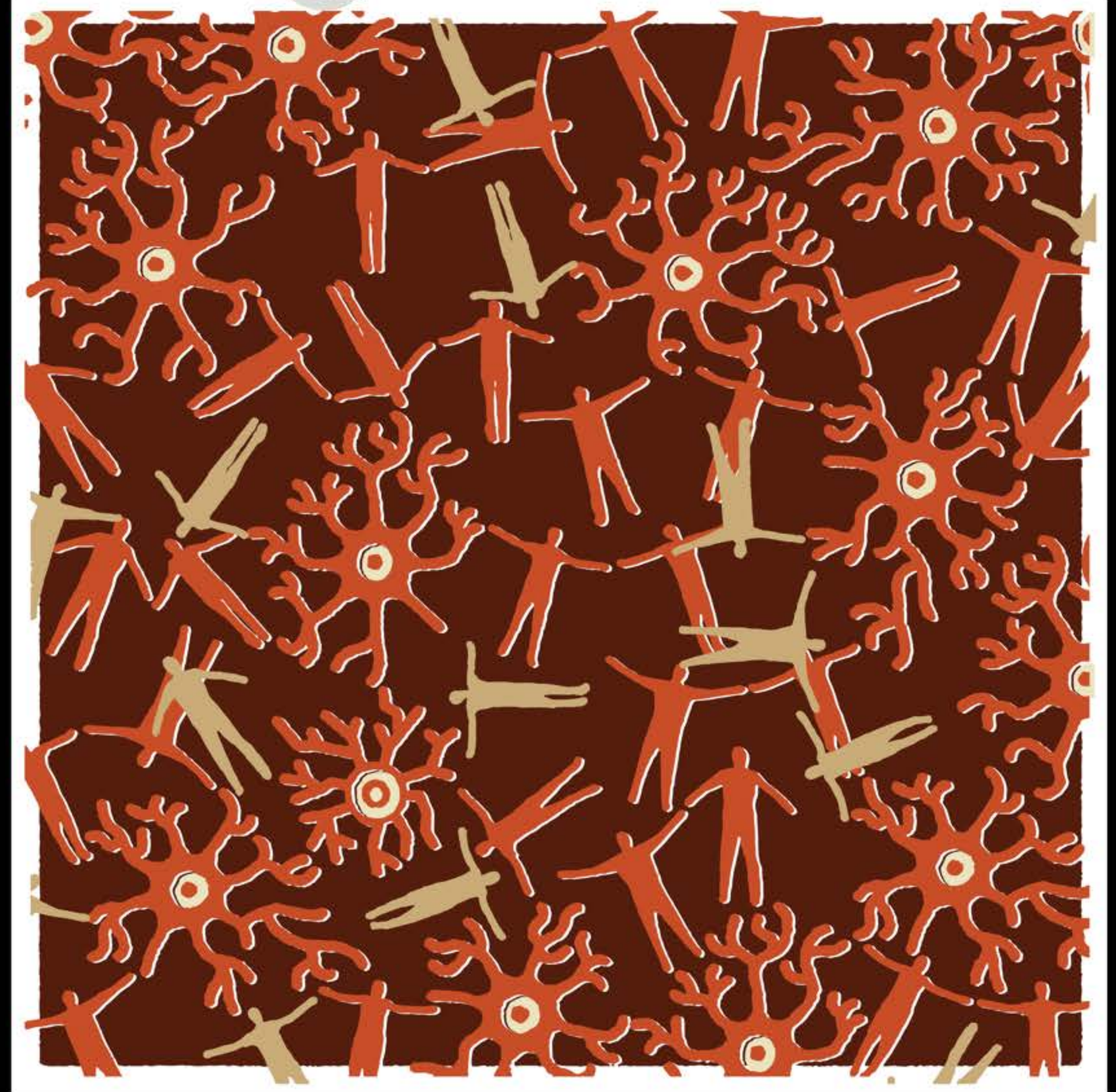
12: Applications: Totebag



TOTEBAG

Pattern 1: Humanity as Brain Cells

16"x16" size, can be sized down
screenprint image on canvas



12: Applications: Totebag



12: Applications: Poster



POSTERS

Poster 1: Choices

16"x20" size, can be sized down for prints or postcards
screenprint image on printmaking paper



12: Applications: Poster



12: Applications: Postcards



12: Applications: Wall Mural



INTERIOR WALL MURAL

Cave painting hands transforming into stars, space stations, and planets. 6' x 12' or 12' x 24' size

12: Applications: Wall Mural



Thank you for your time! Any questions?