

As a founding member and Director of Communications, I created the logo concept and color scheme, media content for marketing and publicity purposes, official event invitations, Tommy Talks stickers, the organization's one-pager mission statements, and recruitment materials.



Initial Drafts

I first sketched "T" in the bulb and a microphone as a "T." Liking both ideas, I found a way to transitively implement the two. The microphone that was the "T" then became the "T" in the bulb.

Brainstorming also included a shattered light bulb, to indicate many fragments for a talk or speech – the different facets that are explored, and, inversely, the different ideas that make up an innovative community.



Once I settled on the light bulb and microphone combination concept, I was set to pick a signature color. Orange was chosen to match the Tommy Talks idea of exuberance and possibility. Tommy Talks could set itself apart from the USC traditional cardinal and gold, but remain in that familiar color family.



I then explored the different formats possible: a bolder, filled-in microphone to make it more commercial and accessible, a more tangerine orange background when inversed to avoid being too loud, and – my personal favorite – a sleeker outline of the microphone (shown here, bottom) to complement the sleeker Tommy Talks type, with a white background for versatility.



TOMMY TALKS
WHO WILL YOU INSPIRE?

Marketing materials such as Facebook cover photos, posters for events and recruitment, and stickers allowed me space to visually explore Tommy Talks' breadth. The organization's mission is of an idea formulating, and a developing with it to inspire. "Who Will You Inspire?" lent space to create stickers (next page) of different shapes.



WHO WILL YOU INSPIRE?
TOMMY TALKS



Aside from the light bulb shape, circles and speech bubbles were chosen to maintain a clean and official feel to the brand. This is where the Tommy Talks speakerphone filled in was useful to catch attention in a condensed space.

