

THE ART OF REVOLUTION



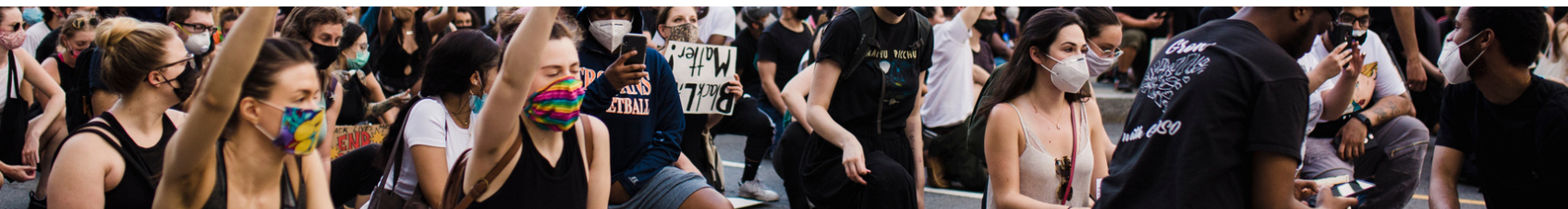
Kingdom Branding

**Can a Revolution
bring about change
to society?**

**Can Art send a
message so
profound, It could
move people to act?**



If you look back in history, significant changes have come through revolutions. The French Revolution, The Industrial Revolution, and The Renaissance (rebirth) are just a few. The French Revolution, Révolution française, was a period of social and political turmoil in France and its colonies. During this period, French citizens razed and redesigned their country's political landscape, uprooting centuries-old institutions such as absolute monarchy and the feudal system. The French Revolution (arts and culture) made a profound impression on the course of modern history. The people, inspired by liberal and radical ideas such as equality before the law, Declaration of the Rights of Man and the Citizen, Women's March on Versailles, the abolition of feudalism, and Ancien Régime, changed the course of history. Historians widely regard revolution as one of the most critical events in human history.



For instance, the early man would communicate non-verbally and other times they drew on rocks. These stories were passed onto future generations and this is where the art form frescos originated. We know that culture, art, politics, and economics had a significant shift during “The Renaissance Era” in Europe. The Renaissance period promoted the rediscovery of classical philosophy, literature, and art.

Art can be seen as a form of expression.

It evokes emotions like appreciation, creativity, love, inspiration, education, and fear, and it has evolved immensely over the years. One would say that Art and Design are one of the same.





There are very few designers across the globe who focus on the world's social issues, and it's shown by their work. The movement against social injustice through design has been growing for five decades and now, more than ever, there is a call for designers to effect change.

Here are ways
creativity brings
about change:



Art

Art plays an enormous part in everyday life and communication. We may perceive it with our eyes, however, it also makes a massive impact on our souls. If you've ever had the pleasure of visiting Claude Monet's museum, Picasso's museum, the Mona Lisa at the Louvre, or the Creation of Adam Michelangelo at the Sistine Chapel's ceiling; the emotions and sensations are far too overwhelming to put into words.

When Graffiti Art first started appearing on walls, buildings, trains, to name a few. People were upset. Although graffiti was vibrant, thought-provoking, and highly captivating, one could get arrested for doing this as this was considered vandalism.

**We can't separate the Art from Design
any more than we can separate the Art
from Revolution.**



Colors

PINK

THE COLOR OF LOVE AND COMPASSION. PINK IS KIND AND COMFORTING, FULL OF SYMPATHY AND COMPASSION, AND MAKES US FEEL ACCEPTED. ITS FRIENDLY, PLAYFUL SPIRIT CALMS AND NURTURES US, BRINGING JOY AND WARMTH INTO OUR LIVES. PINK IS ALSO A FEMININE AND INTUITIVE COLOR THAT IS BURSTING WITH PURE ROMANCE.

" IN THE PINK - MEANS BEING IN GOOD HEALTH

#860051 #A70064 #C60077 #E7008B

SYMBOLIZES
COMPASSION
LOVE
FEMININITY
PLAYFULNESS

EFFECTS
SYMPATHIZES
CALMS
NURTURES
COMFORTS

POSITIVE
KINDNESS
WARMTH
ROMANCE
INTUITION

NEGATIVE
EMOTIONAL
TIMID
IMMATURE
UNCONFIDENT



COLOR-MEANINGS.COM

Color is the most influential to our natural senses, followed by shapes, symbols, and finally, words. The meanings of color vary from culture to culture, and we have different reactions to color. Colors can affect your brand and how your target audience responds. Can Color effectively affect your brand? Well, take a look at this infographic.

Pink is notoriously the color that signifies femininity, and the color, pink denotes the following: romance, femininity, love, beauty, playfulness, passion, just to name a few.

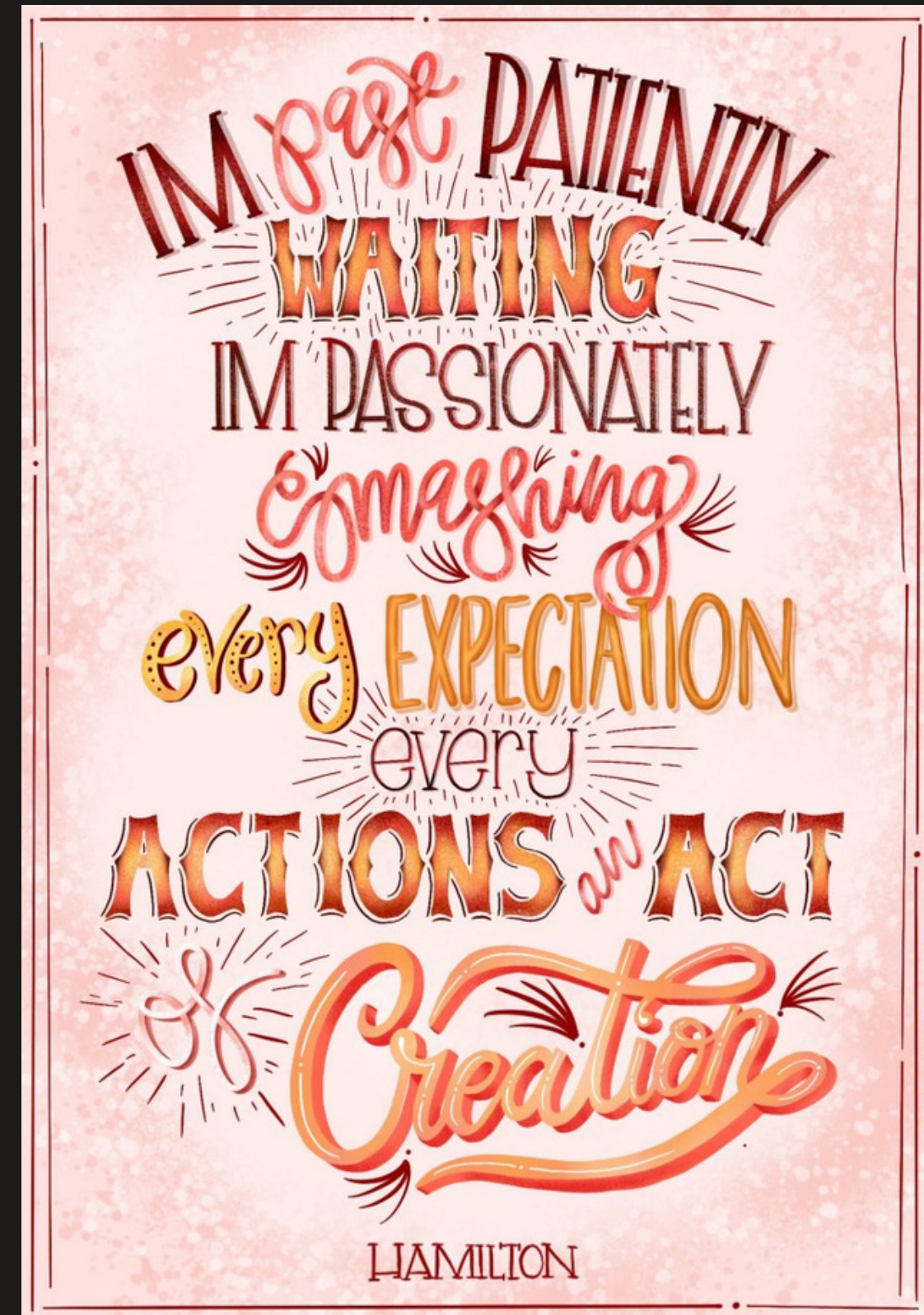
Take, for instance, The Women's March; there were worldwide protests in January 2017, and out of that March, the 'Pussyhats' came to be. It delivered a strong message to the ruling politician administration in the United States, and the world at large, that women's rights are fundamental human rights.



Font & Typography

The history of fonts they say started in the 1440s, in Germany, and the very first production printing machine came into existence. Fonts or Typeface consist of variations of letters, numbers, symbols, width, dimensions, and style. The fonts we choose to convey a message or feeling can affect more than just our sense of sight; we either are mesmerized or detested by it.

According to the Revolution Watch, Steve Jobs was the Godfather of fonts and created a New Font Revolution. How cool is that? It states that Steve Jobs dropped out of college and decided to take a calligraphy class. In 2005, he addressed students at a leading University, "I have learned serif and sans serif typefaces, varying the amount of space between different letter combinations, which makes typography great, which I found to be beautiful, historical, artistically subtle in a way that science can not capture, and I was fascinated." — Steve Jobs' 2005 Stanford Commencement Address



Right: Design Credit: Stephanie Picado





BLACK LIVES MATTER



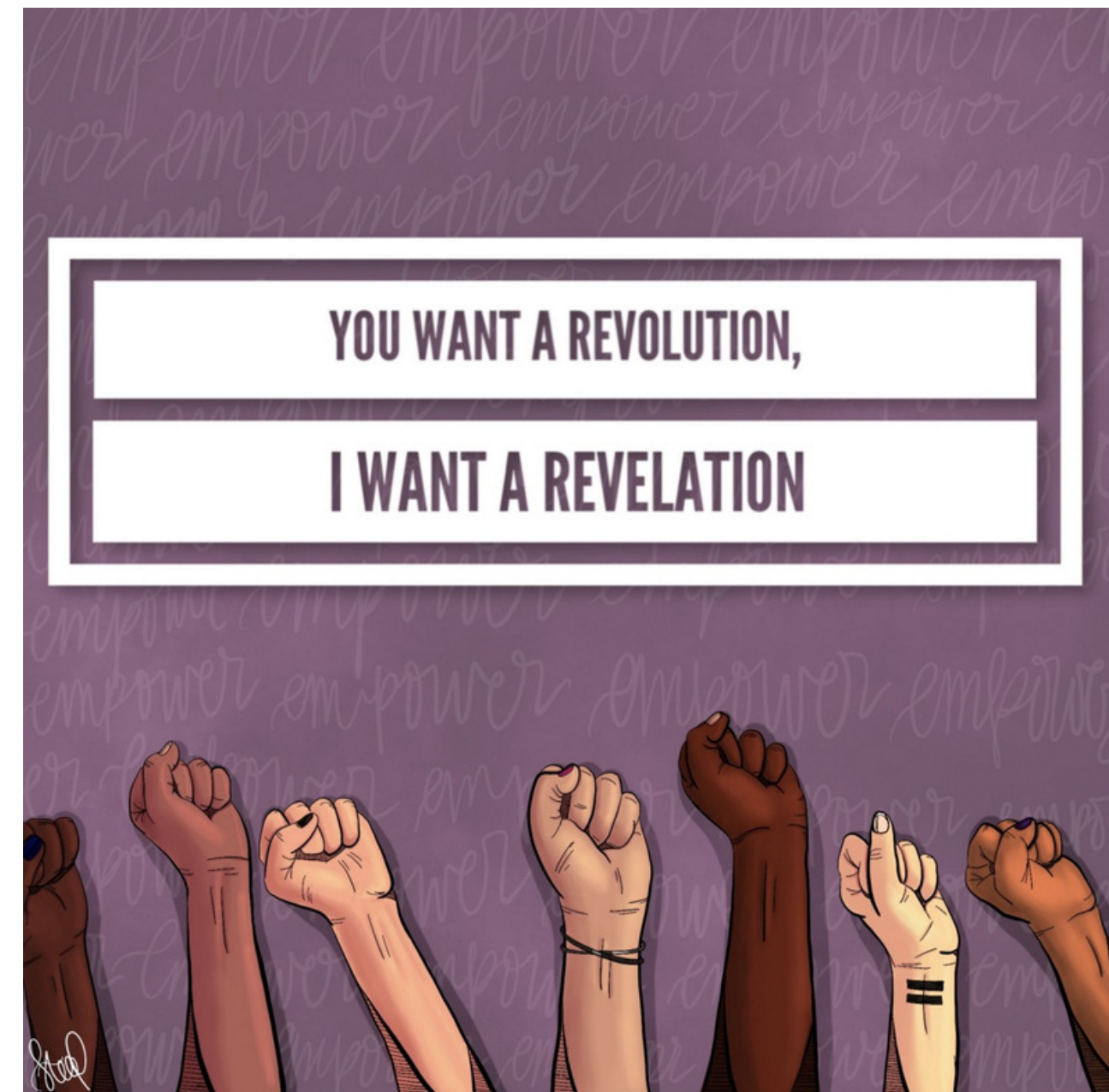
In this generation, there is nothing more predominantly powerful than the Black Lives Matter movement in the United States. It's not just words, letters, shapes, colors, and sizes. We look at 'Black Lives Matter' and it stirs an emotion so deep that we can not just sit on the sidelines and do absolutely nothing. We no longer can turn a blind eye to what happens around us.

The message is
clear: Black Lives
Matter.



If you would like to support a cause of your choice by purchasing merchandise, we recommend taking a look at Bonfire, which is an excellent place to start. You can buy goods and the proceeds go towards whichever cause that ignites your heart.

Most of us want to make a difference, and we want to be a part of that change. We are all called for a greater good, to act, to perform, to change, and to move so profoundly that we proffer SOLUTIONS.



Design Credit: Stephanie Picado




People
Power



**Let's talk about
a revolution
and let design
create fervent
change.**



A dark, atmospheric photograph of a city street at night, likely in Chicago. The background features several tall buildings. A prominent vertical marquee sign in the center reads "CHASE O" at the top, followed by "CHICAGO" in large, stylized letters. Below that, a horizontal marquee sign advertises "PAW PATROL LIVE! JANUARY 12-13 6 SHOWS" and "PAW PATROL LIVE! RACE TO THE RESCUE". To the right, another vertical sign reads "JOFFREY BALLET". The street is filled with cars, including a large white truck in the foreground, and streetlights are visible. The overall scene is dimly lit, with the primary light source being the illuminated signs and streetlights.

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