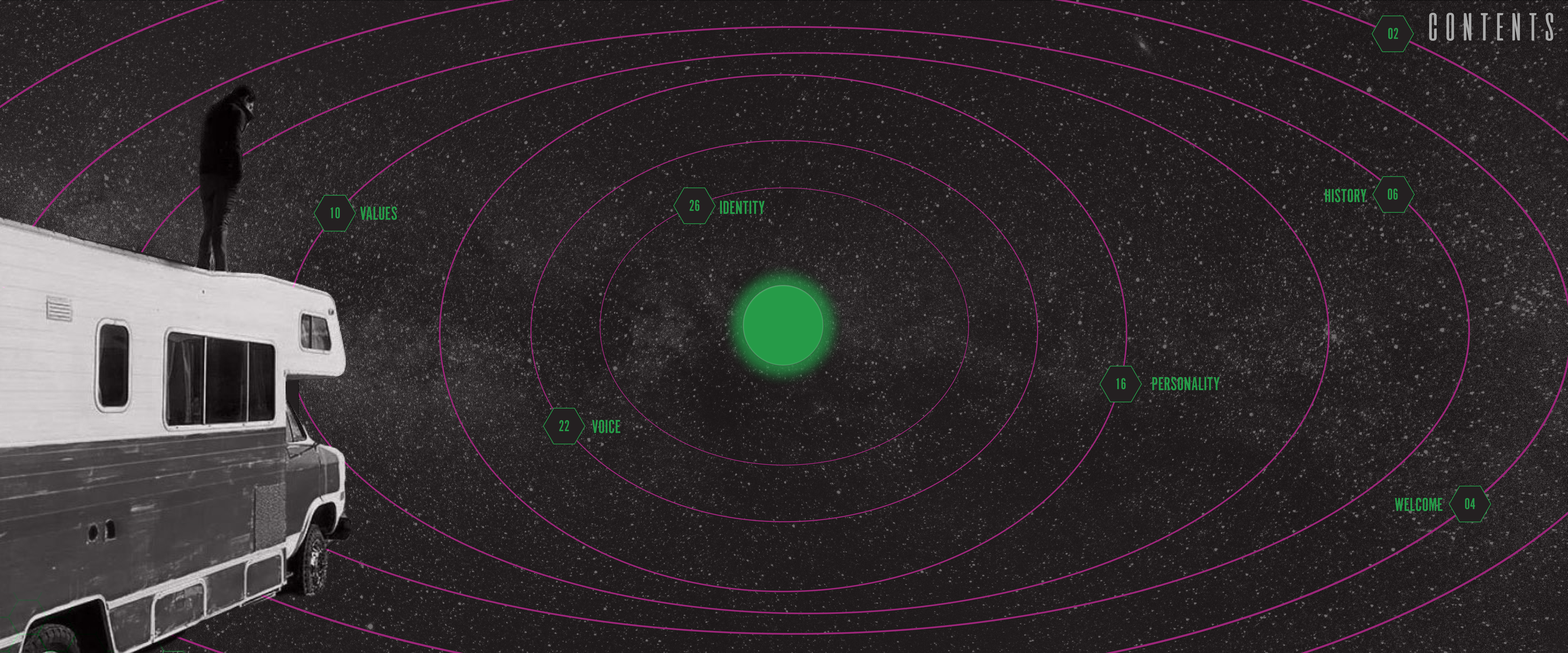


# TYLER ANDERSON

HUMAN  PERSON





02

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WELCOME





# WELCOME

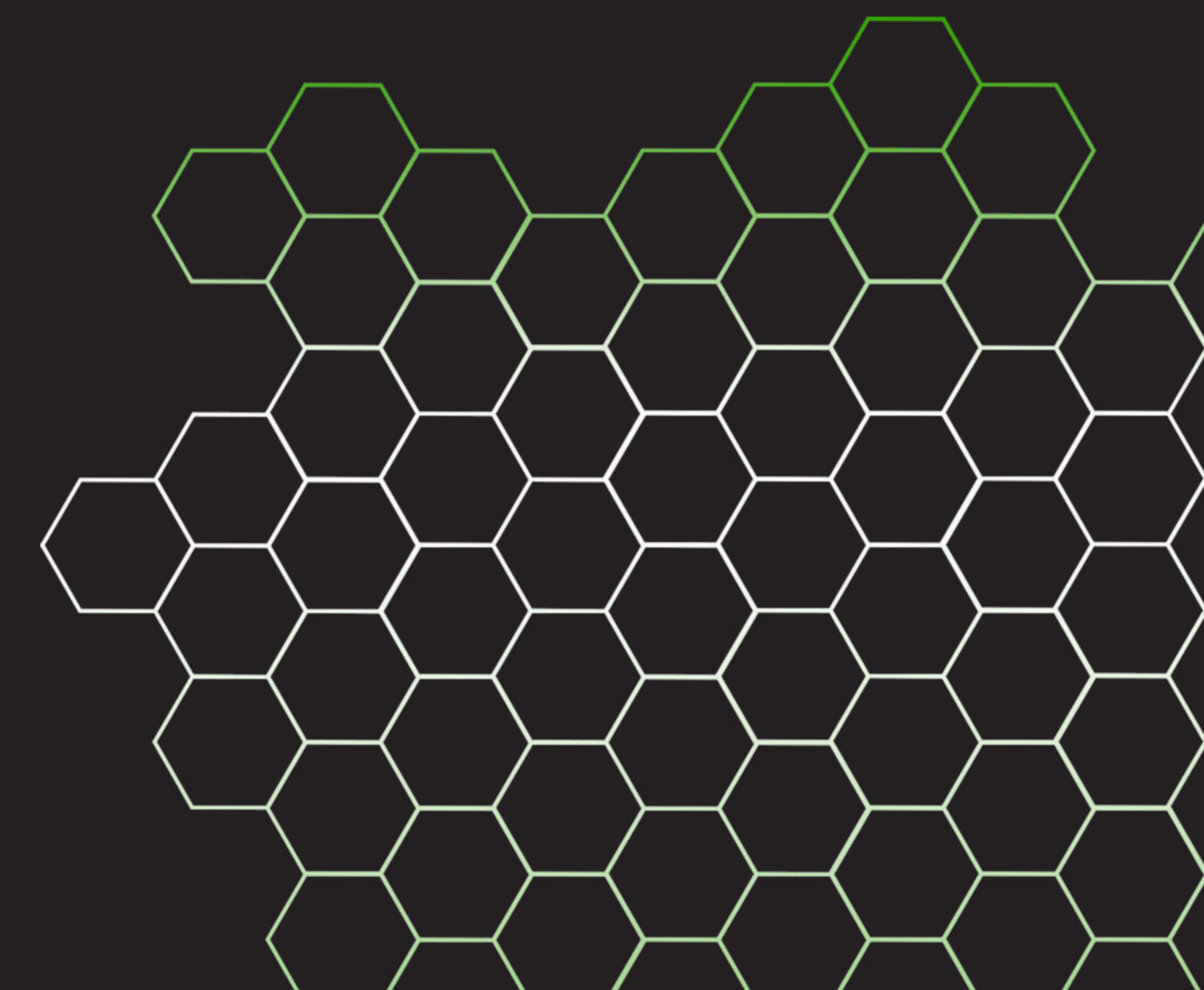
## A NOTE TO THE READER OF THIS PLANETARY DOCUMENT

Please enjoy this research document highlighting the dynamic makeup of one human person on planet Earth during the 21st century. The specimen of this document has been carefully researched to better understand their motivations, inner workings and source code.

SUBJECT CONTEMPLATING SCALE OF SPACE IN A FAMILIAR ENVIRONMENT  
34.6464° N, 112.4291° W



# HISTORY





# OBSERVATION TIMELINE



**Y-3**  
Earliest Memories formed during trip to Orlando, Fl generating life long love of theme parks

**Y-10**  
Subject receives game ball in little league. Highlight of otherwise lackluster sporting career

**Y-19**  
Subject suffers laughable accident resulting in fractured vertbrae

**Y-24**  
Subject acquires skiddish rescue dog

**Y-27**  
Subject meets life partner at Launch Pad

**Y-0**  
Subject is born at point of origin

**Y-5**  
Subject becomes an older brother

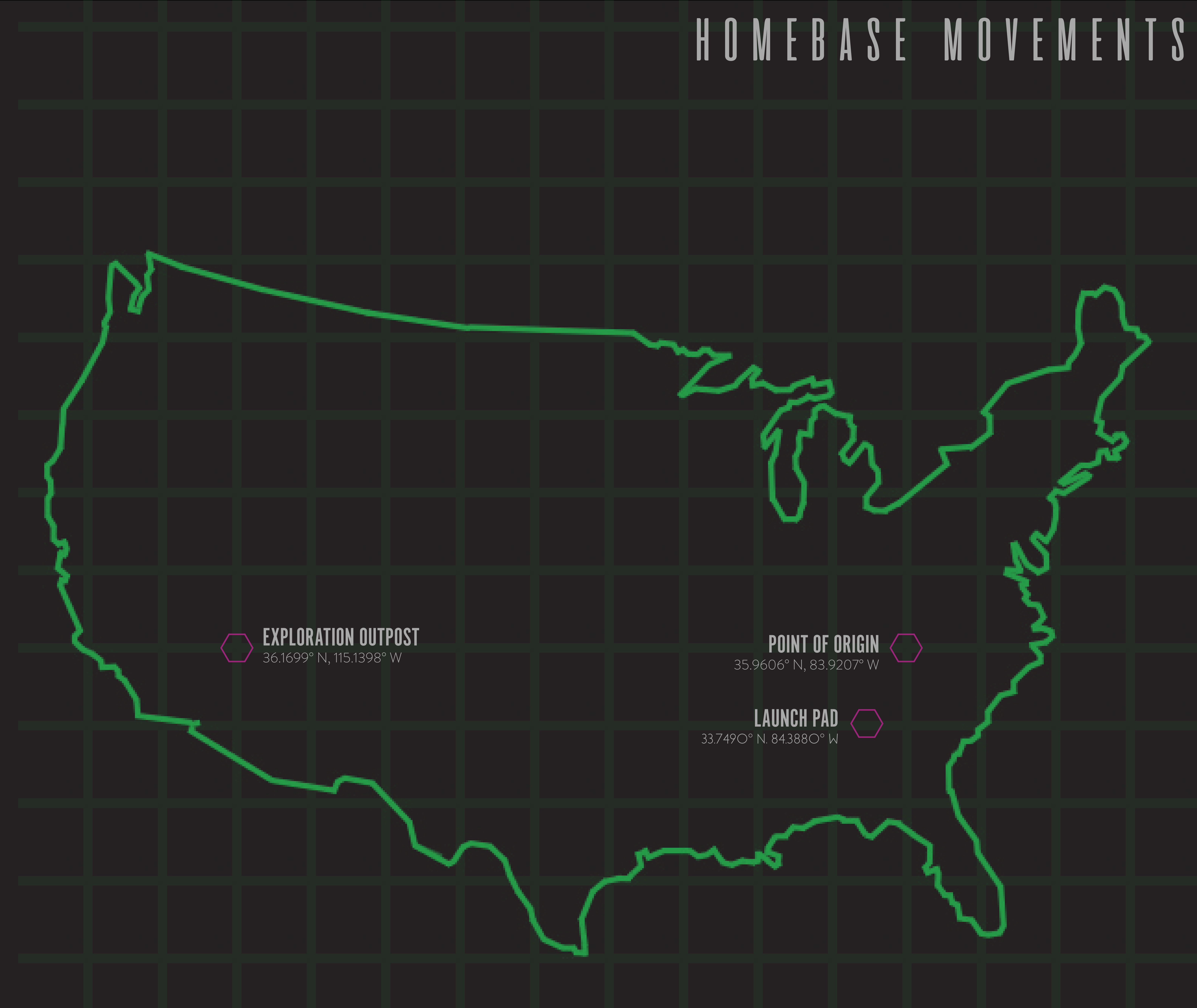
**Y-15**  
Subject begins first job at local ice cream shop

**Y-20**  
Subject takes 2.5 month trip around U.S. while sleeping in car

**Y-25**  
Subject relocates to Launch Pad

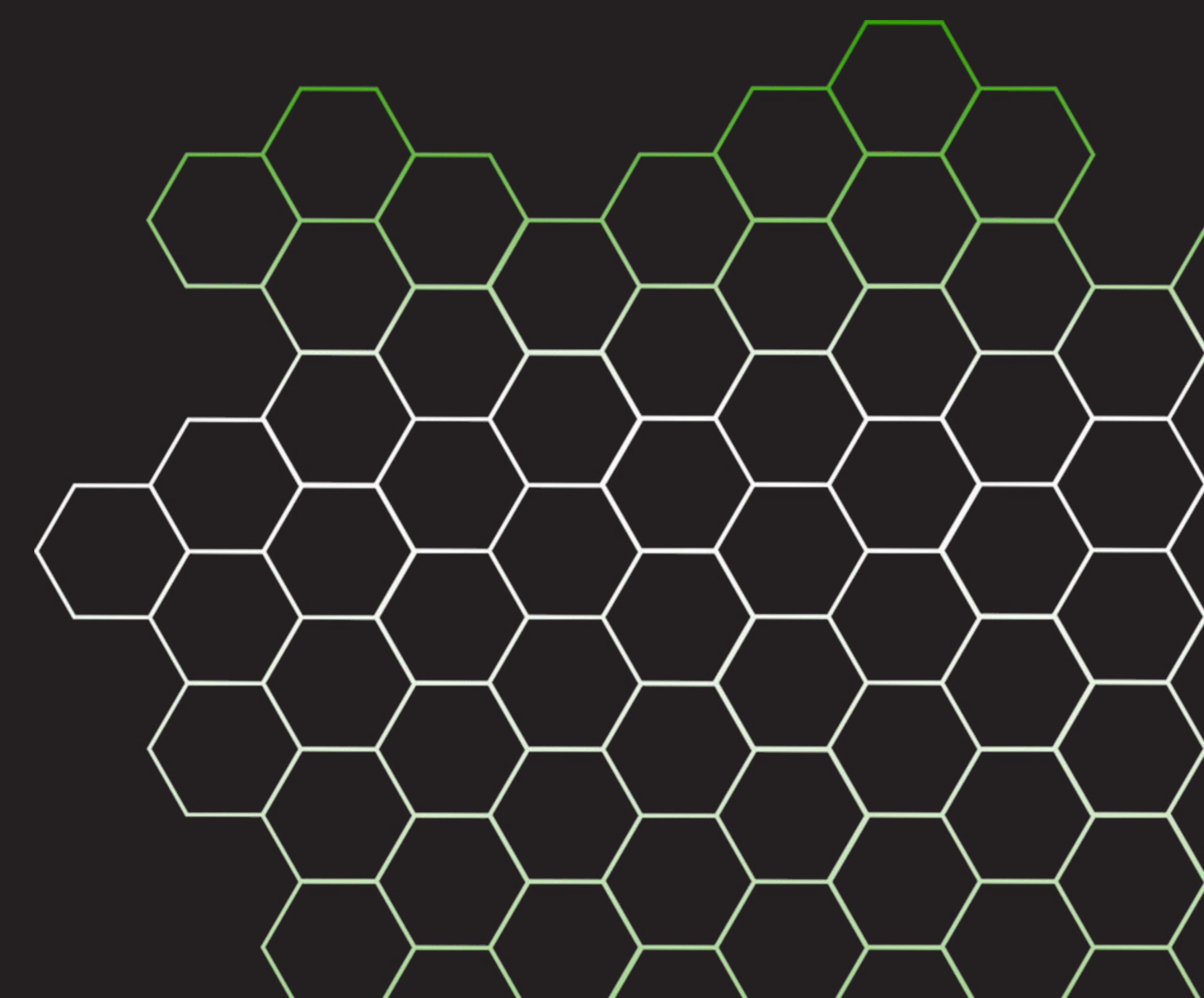
**Y-28**  
Subject relocates to Exploration Outpost after many scouting missions

# HOMEBASE MOVEMENTS





# VALUES





# SUBJECT MISSION

## MISSION

Use the short time gifted in this world to explore as much of it as possible and to harbor personal talents, natural and acquired, to leave a legacy.

# CORE VALUES

EXHIBIT UNLIMITED CURIOSITY

DRIVE INSPIRATION THROUGH EXPLORATION

MAKE SMALL IMPACTS FOR THE GREATER GOOD

DO BETTER TODAY THAN YOU DID YESTERDAY

ENJOY THE BEAUTY IN THE EVERYDAY

SHARE CREDIT, ADMIT MISTAKES AND CELEBRATE SUCCESS



SUBJECT EXAMINES WHAT LOOKS TO BE REMAINS OF ANCIENT CRASH LANDING  
35.1872° N, 101.9871° W

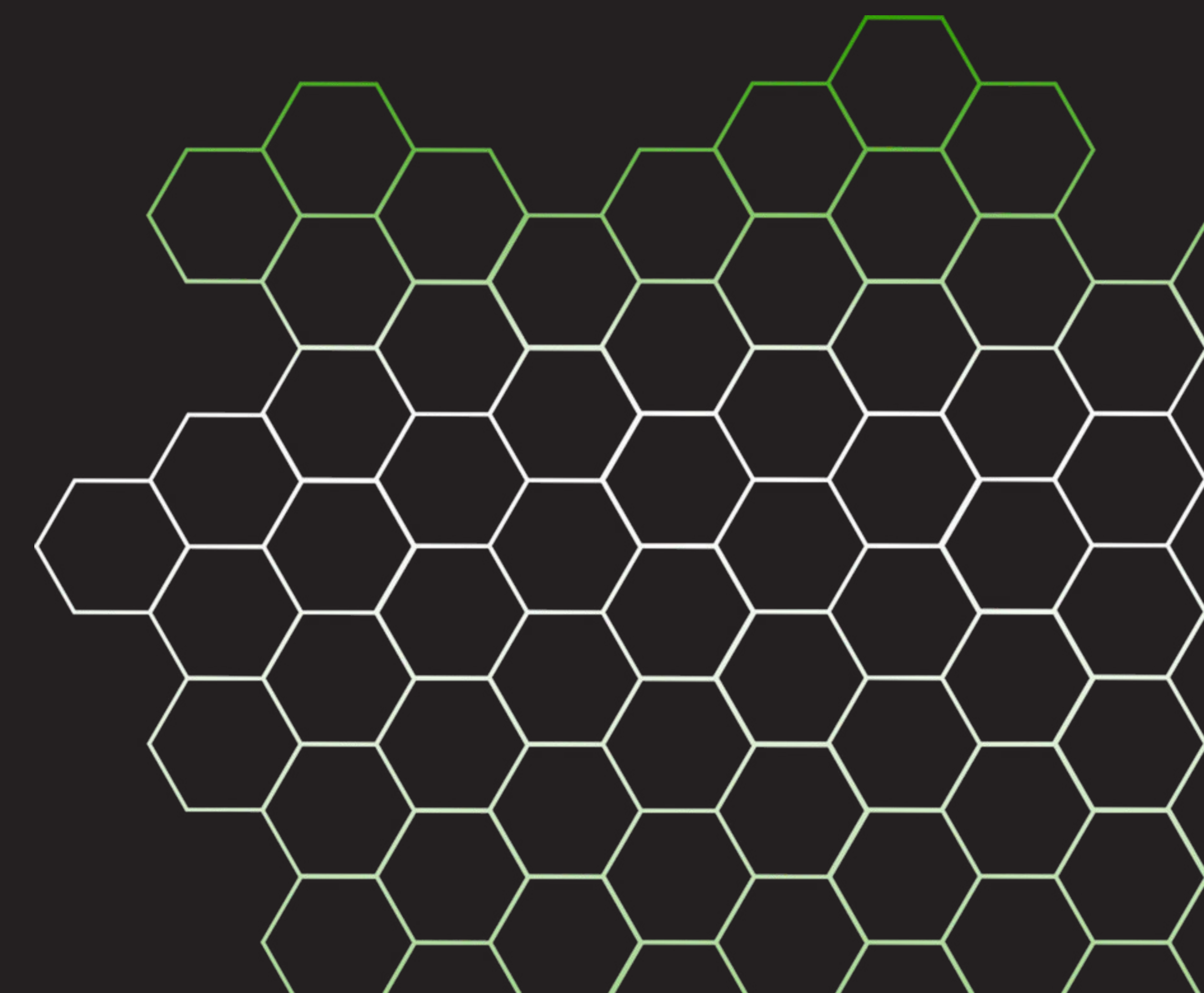


UNSTRUCTURED LIST ON SPECIMEN'S PLANETARY INSPIRATION AND ADMIRATION

FAMILY WES ANDERSON LORD HURON THE HOLD STEADY ALEX TREBEK IRA GLASS THE CONSULATE ATL CHARLES  
TOMBRAS FALLON PARKER NIKKI ANDERSON MIMI AND PAPAW ADDIE THE DOG DOLLY PARTON FRANKLIN  
DELANO ROOSEVELT BILL BERNBACK CONAN O'BRIEN AMY OWENBY SCOTT HARRISON HALF DOME SHERYL  
SANDBERG JACK KEROUAC SIMON SINEK DEATH CAB FOR CUTIE GREGORY ALAN ISAKOV MALCOM GLADWELL  
THE WILD REEDS LEO BURNETT JENNIFER GORMAN EMILI SANDE ROD SERLING GRAND CANYON SLYVAN ESSO SHAKE  
SHACK WALT DISNEY YAYOI KUSAMA CHARLES ALDERTON FORD FRY IRIS MURDOCH DONALD GLOVER BARACK OBAMA  
DAN ROMER NIKOLA TESLA DAVID OGILVY BENH ZEITLIN JOHN MUIR SMOKY MOUNTAINS SCOTT DURAND MARTIN  
LUTHER KING ID ZION NATIONAL PARK US NATIONAL PARKS SERVING THE TWILIGHT ZONE MALCOM GLADWELL



# PERSONALITY





# ANATOMY OF PERSONALITY

While much study has been done on human personalities and traits, we have realized that the normal human cannot be grouped into a simplistic matrix that would consolidate them into 15–20 types. Human personality is, in reality, too complex to codify. Humans, however, seem to enjoy these tests and games.

As such, we have compiled a list of the subject's personality matrices from a variety of sources taken at various institutions and employers during the observational period.





# HIERARCHY OF NEEDS

Subject seems to have an unwavering need for music and an unnatural knack for useless trivia. To fulfill the subject's needs, the perfect day would consist of an outdoor adventure. The evening would be spent at a new restaurant or a concert. The day would close watching the most recent episode of Jeopardy! with legendary host and fellow human person Alex Trebek.



FOOD

MUSIC

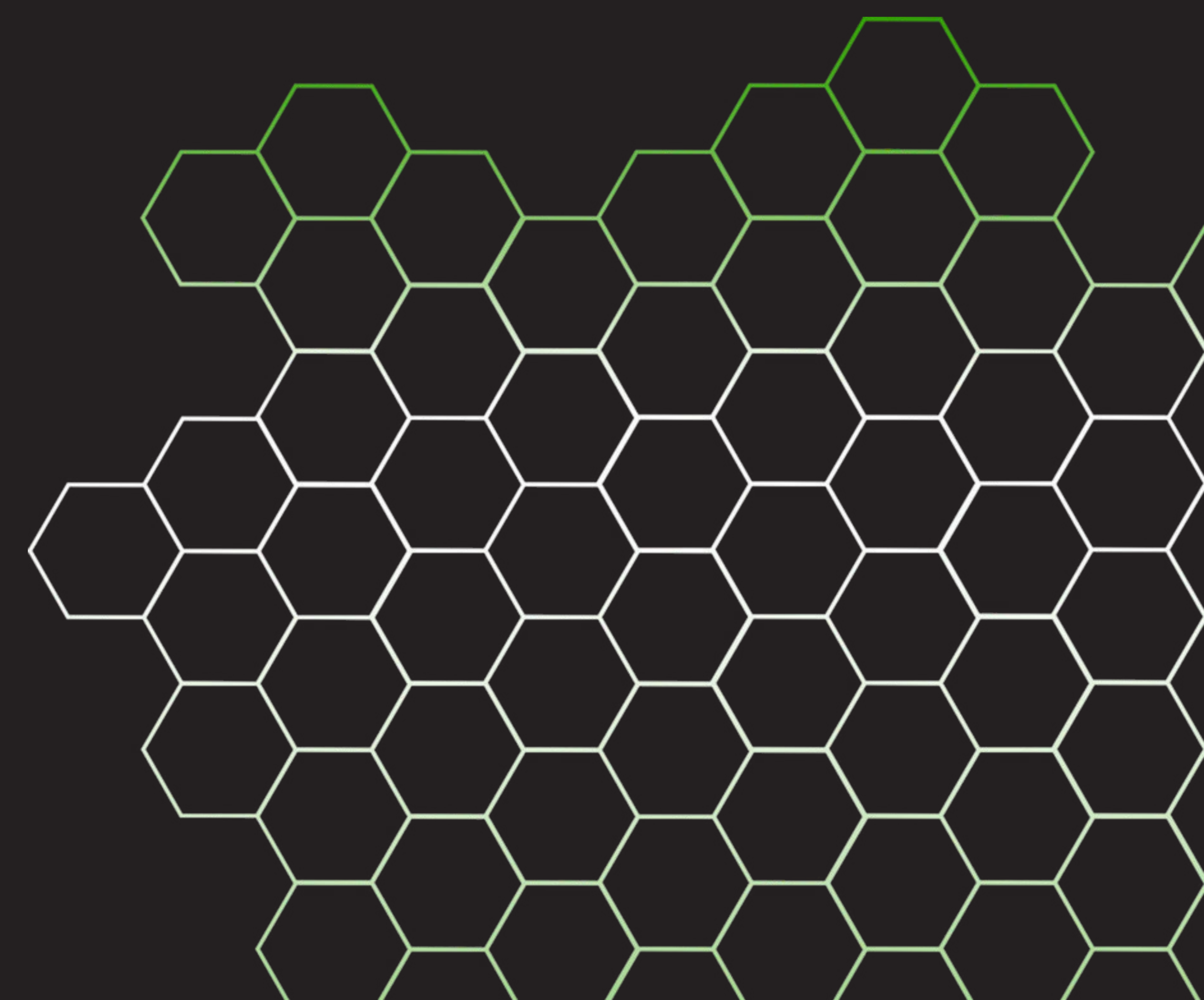
TRIVIA

THRILLS

NATURE



VOICE





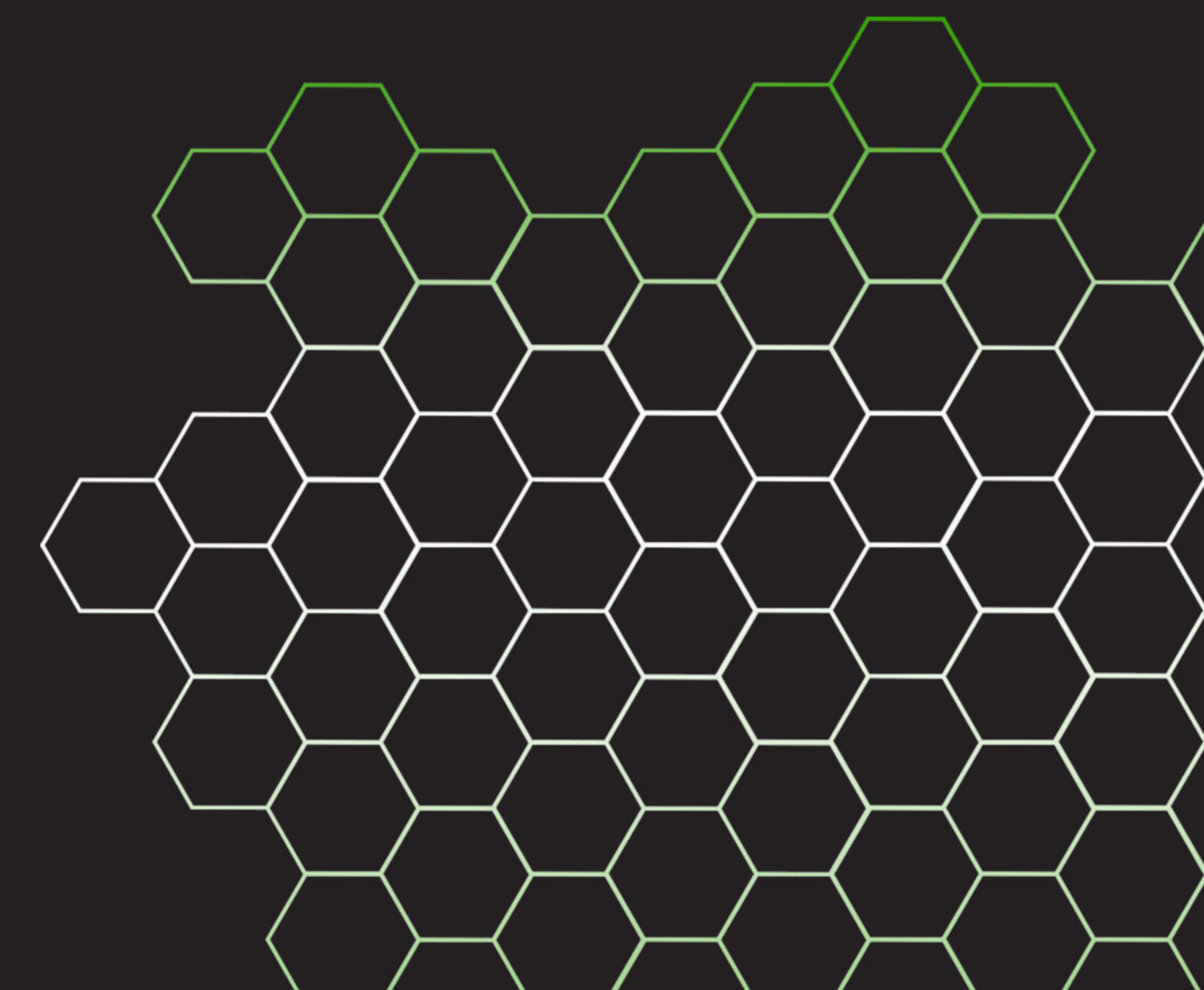


## GENERAL BRAND VOICE

The brand voice is defined by the subject and evolves frequently. The voice is generally light and brief. The voice can occasionally come across as moderately aloof or sarcastic but is generally genuine. A brand trademark is the overuse of pithy one-liners and redundant phrases such as “cool cool” when not sure how to leave a conversation. The brand voice is never overtly unagreeable but is always curious and inquisitive. Meaningful conversation is valued ten-fold over small talk, which generally comes across as inauthentic.



# STRUCTURE



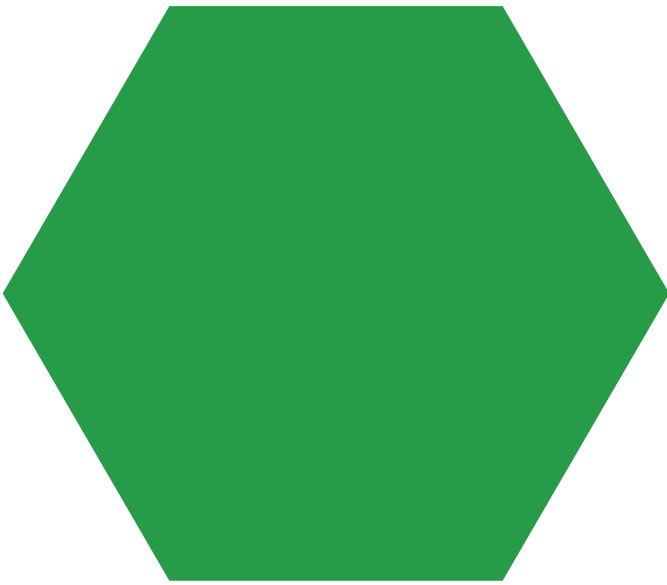


# Light Refraction Guide

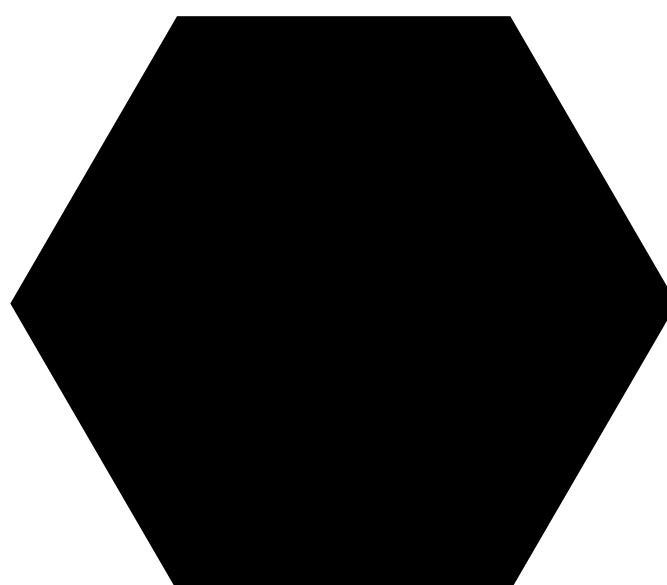
## Brand Colors

The main color palette focuses heavily on x-Green. This is the brand’s most recognizable shade. Four grayscale colors help round out the main and background color palettes. The accent color palette should be used for additional emphasis or to bring brighten collateral. Accent colors should be used appropriately, and sparingly, with satellite as the predominant accent used.

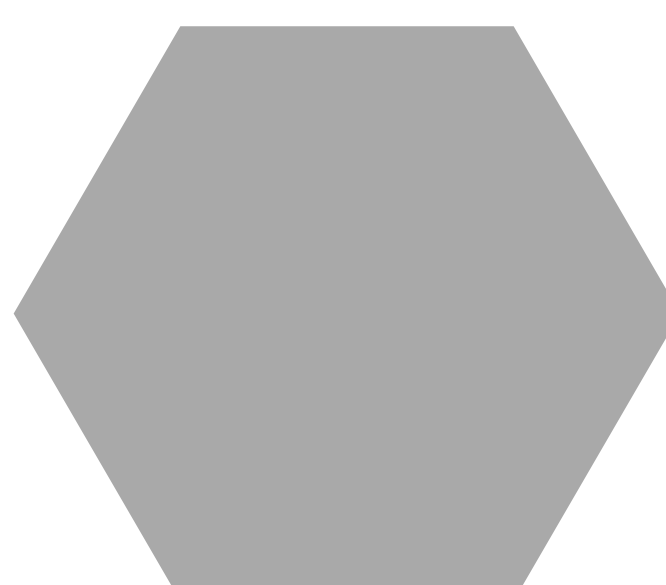
### Primary Palette



**X-GREEN**  
C: 82 M: 14 Y: 100 K : 2  
R: 38 G: 155 B: 72  
#269b48

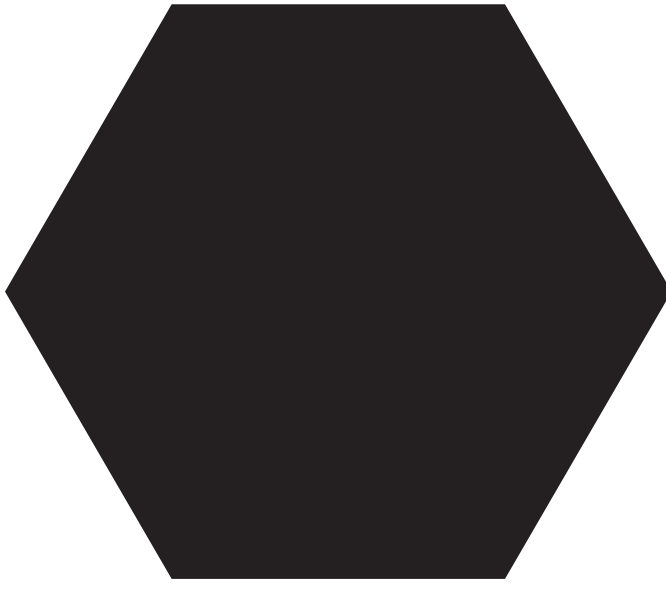


**BLACKHOLE**  
C: 0 M: 0 Y: 0 K: 100  
R: 0 G: 0 B: 0|  
#000000

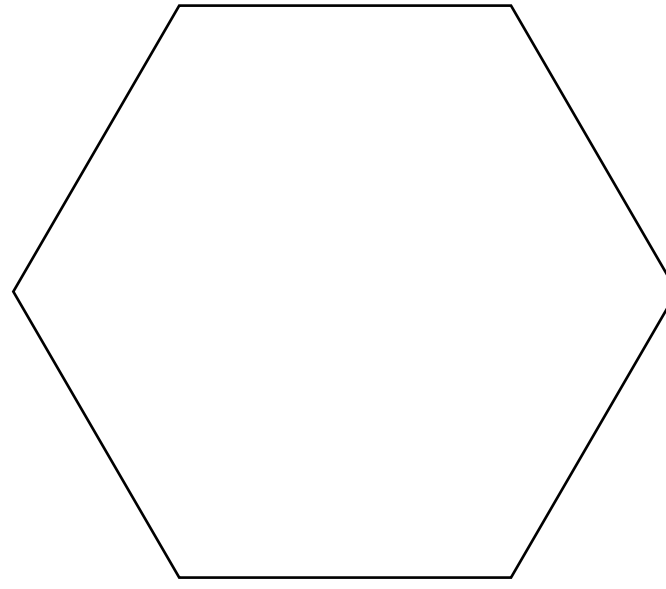


**INTERSTELLAR**  
C: 35 M: 28 Y: 29 K: 0  
R: 169 G: 169 B: 169|  
#a9a9a9

### Background Palette

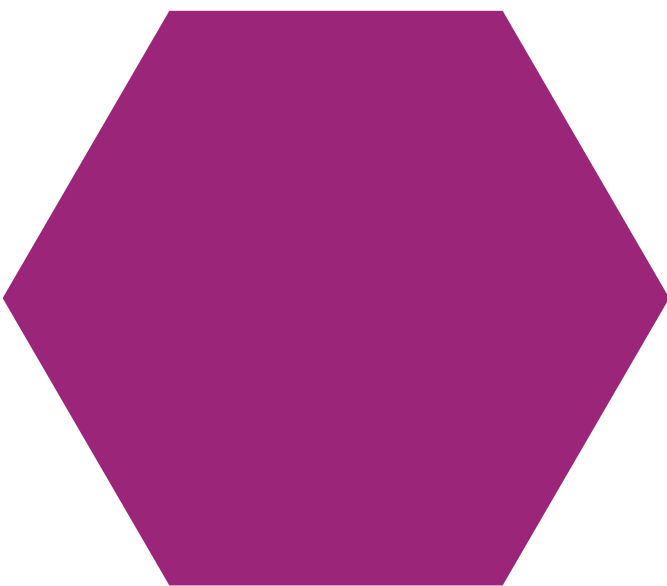


**DEEP SPACE**  
C: 70 M: 67 Y: 64 K: 73  
R: 36 G: 32 B: 33  
#242021

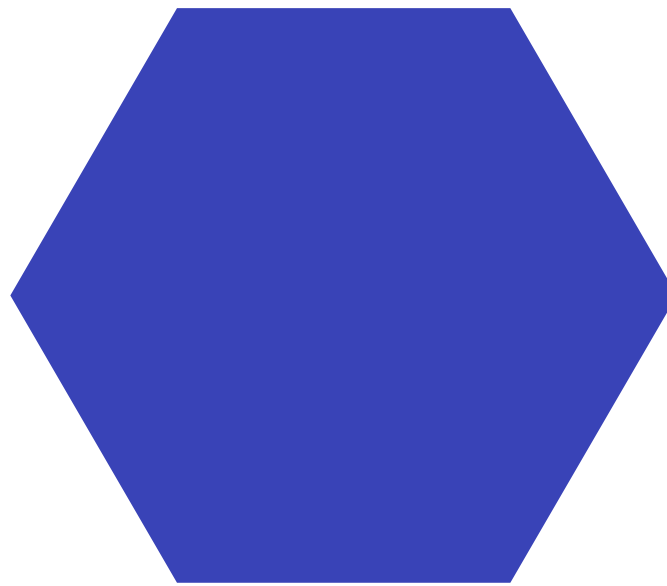


**WHITE**  
C: 0 M: 0 Y: 0 K: 0  
R: 255 G: 255 B: 255|  
#ffffff

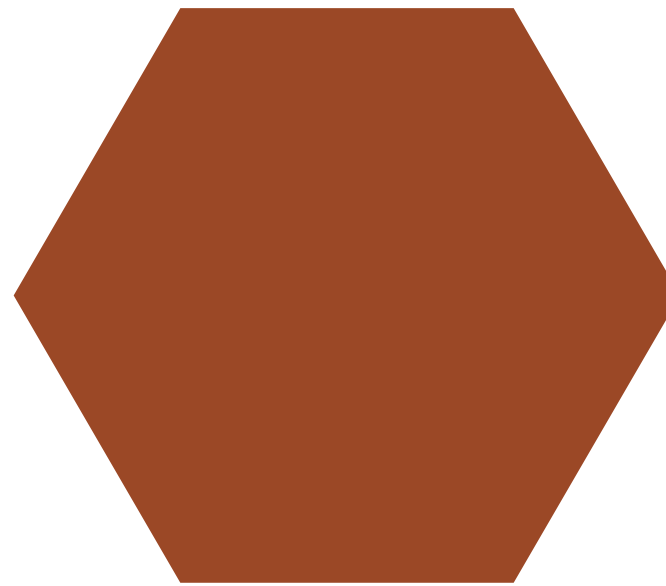
### Accent and Alt. Palette



**SATELLITE**  
C: 43 M: 99 Y: 19 K: 2  
R: 155 G: 38 B: 121  
#9b2679



**RIGEL**  
C: 86 M: 81 Y: 0 K: 0  
R: 57 G: 67 B: 183  
#3943b7



**RED ROCKS**  
C: 27 M: 79 Y: 96 K: 21  
R: 155 G: 72 B: 38  
#269b48





# LOGO ASSEMBLY

## PRIMARY LOGO

The primary logo has been designed to be the initial visual representation of the brand. The logo presents the name and main mission of the brand. The green bounding box highlights the primary brand color, and the break represents outside the box thought leadership delivered in the strategy and storytelling to clients.

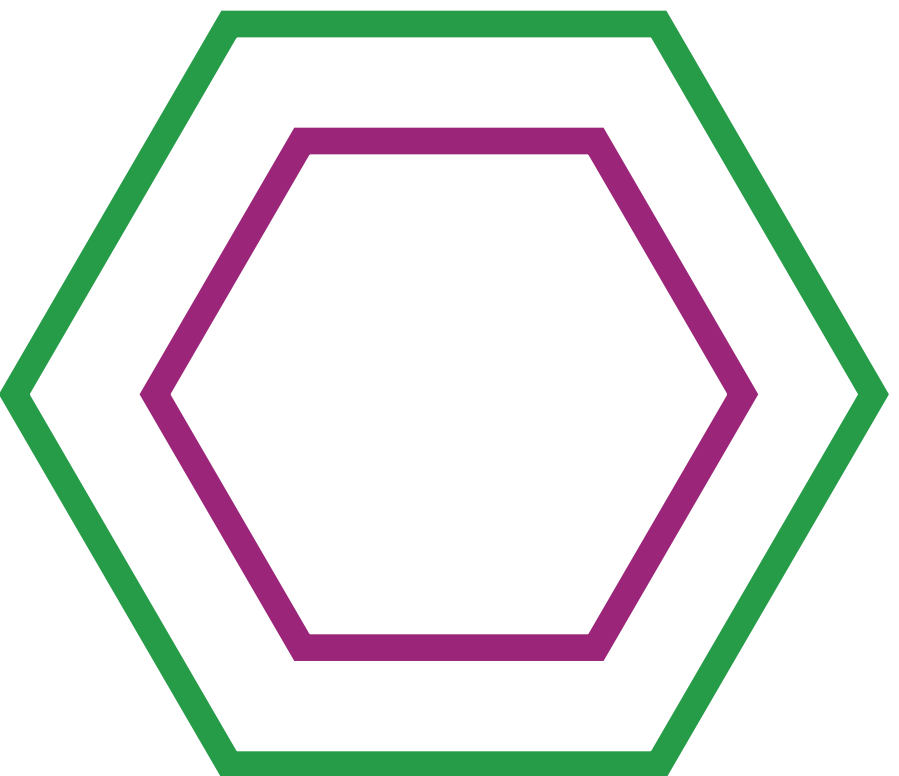
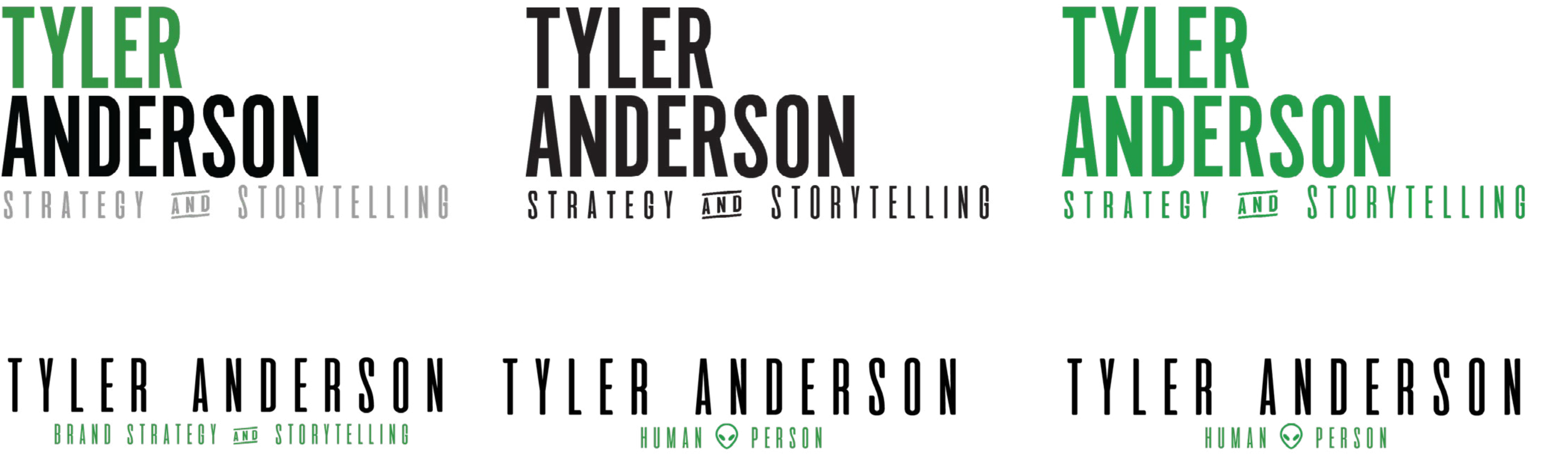


## LOGO USAGE

The main logo should only be used on single-color contrasting backgrounds and the green outer bounding should never be changed. Type colors can be alternated between primary and background palette colors as needed. The logo should always maintain full readability in collateral.

## SECONDARY LOGOS AND ICONS

The secondary logos have been built to be used in executions requiring clean typography or in left-aligned collateral. These logos can be multi-color or one-color using the primary and background color palette. The subheader also provides alternate positioning based on need or sub-branding. Icons are available but should be used sparingly.







TYPEFACE STRUCTURE

Typefaces should follow a standard structure and should stay consistent in any collateral used. The style should always present as modern and future-focused. Tracking on headlines should be maintained at a minimum of 25 while body copy should be set at 50. Headlines should use Alternate Gothic No1 D. Body copy should complement in Brandon Grotesque. The headline to body copy ratio should be maintained at 1.6:1 with any subheadline at 1:3:1. Leading should never be lower than font size.

Alternate Gothic No1 D

This is a headline at 80 px.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grosteque

This is body copy at 50px.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z



TERMINATE TRANSMISSION...