

Designing a visual identity for  
Erika Senft Miller, a multi-sensory  
experience artist.

# ERIKA SENFT MILLER

## ● DYNAMIC LOGO

The identity primarily lives on Senft Miller's website. For the identity and site to make sense, it couldn't just be a container for her work, it needed to feel like an Erika Sent Miller art piece. Multi-layered, ever-changing, versatile and where the user is encouraged to explore the train guided by their own fearless curiosity.

The Logo line allows Senft Miller to differentiate what she is.

ERIKA  
SENFT  
MILLER  
*Artist*

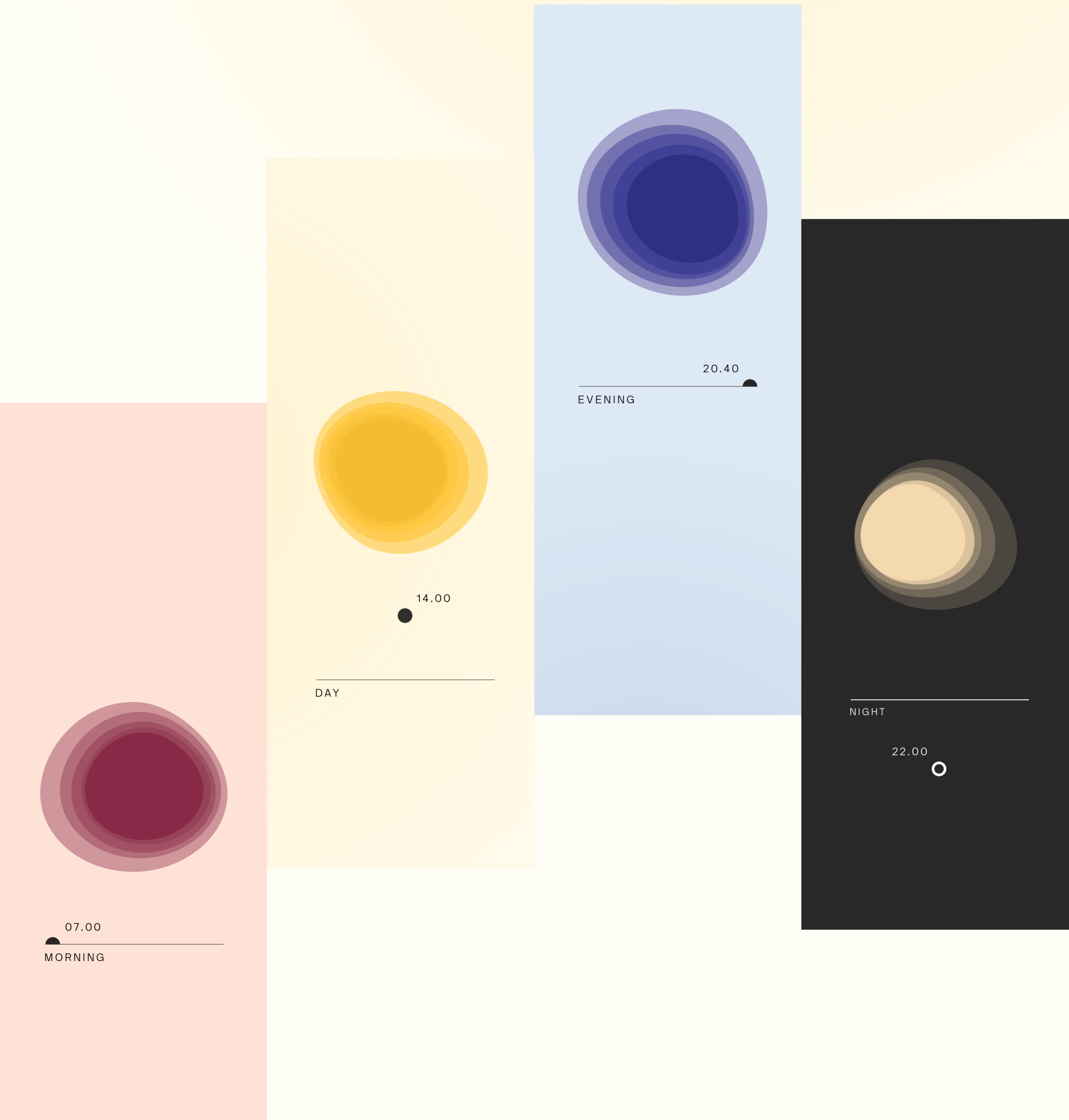
ERIKA  
SENFT  
MILLER  
*Performer*

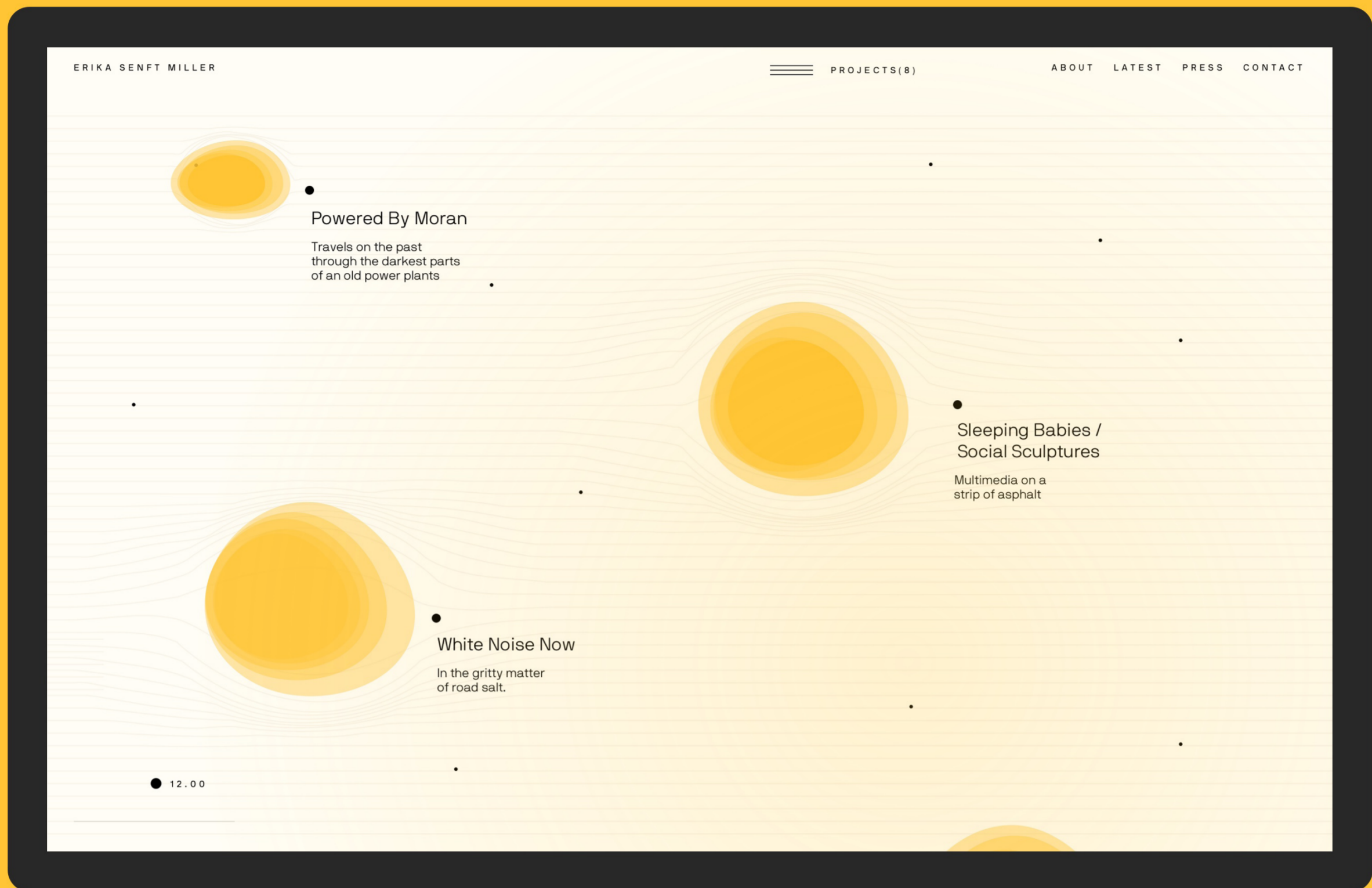
ERIKA  
SENFT  
MILLER  
*Human*

ERIKA  
SENFT  
MILLER  
*Creator*

● COLORS REFLECTS TIME OF DAY

The color palette is picked from a day cycle - sunrise to sunset. The time of the day is essential to all Senft Miller's performance art pieces. Throughout the identity the element of time is represented by the change in color and the little day cycle icon helps tell the story.





WEBSITE

- The organic bubbles floating around in the universe cause friction in the lined terrain. They work to signify portals into Senft Miller's work and invite the viewer to stop and explore.



BUSINESS CARD

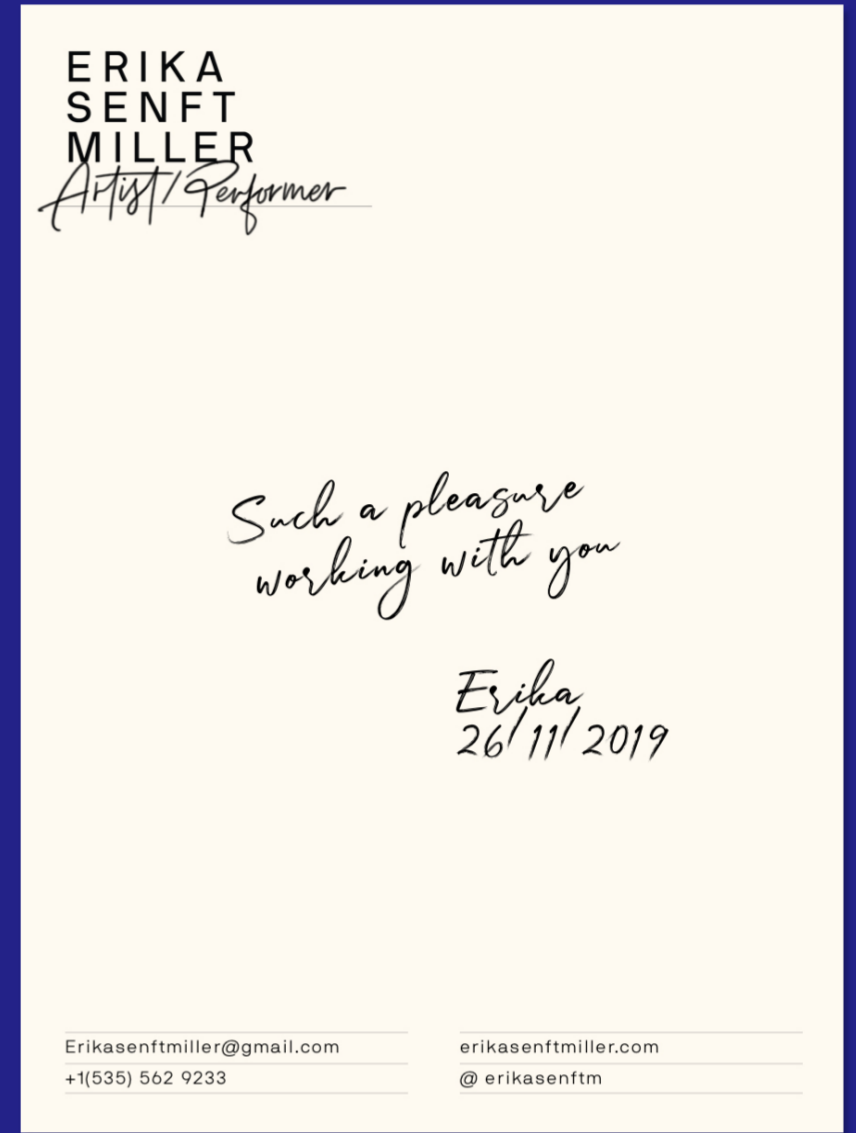
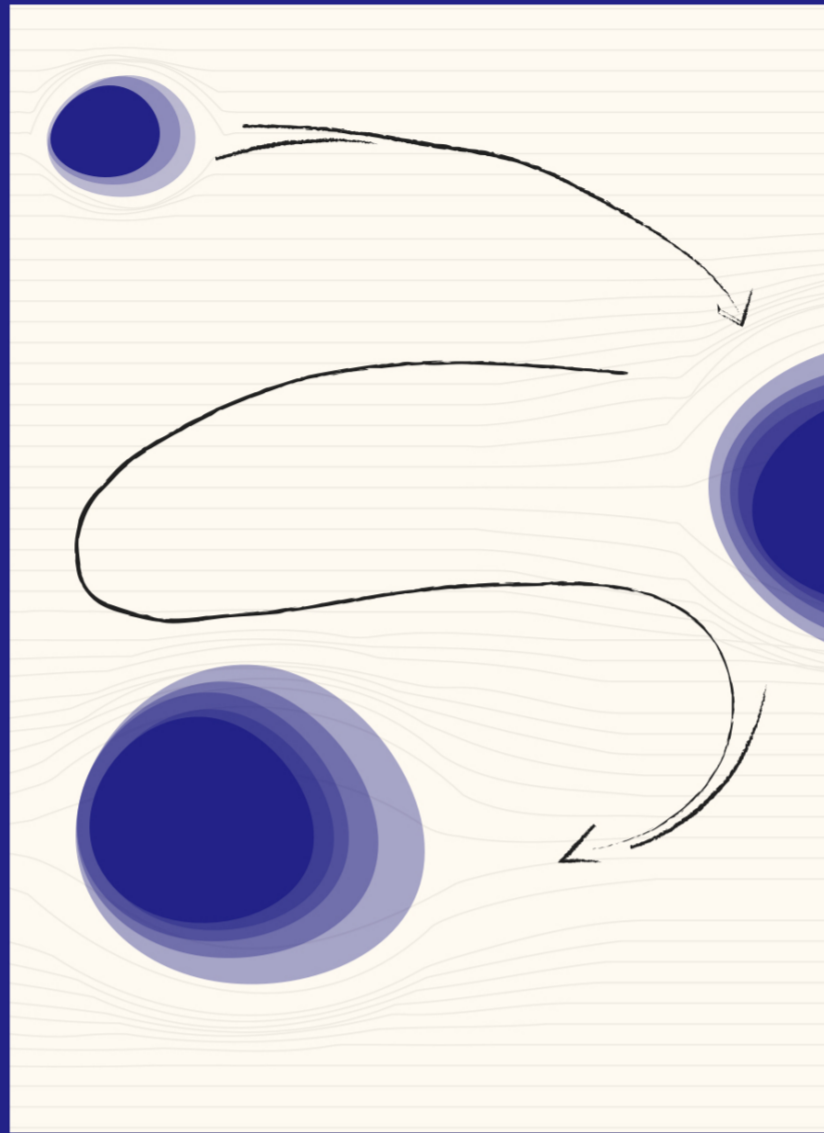
## ● BACKGROUND

Artist Erika Senft Miller creates multi-sensory art experiences intended to be explored freely. Combining elements like space, sound, performance and even time of day, a true Senft Miller experience is an exploration that unfolds in layers, drawing in visitors and pushing them to go beyond the visible edges.

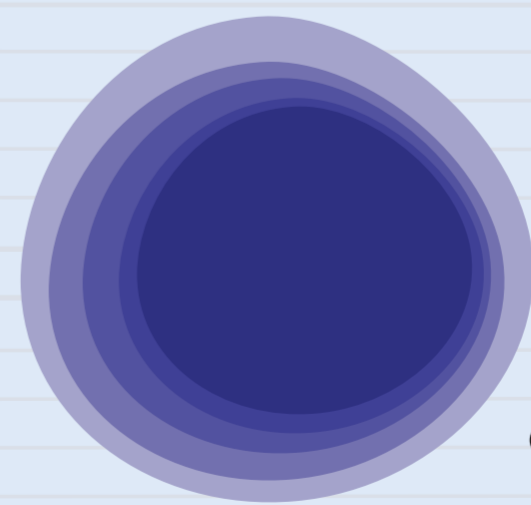
## ● CONCEPT

Erika Senft Miller's identity is a toolbox that allows for an ever changing visual appearance. The toolbox consists of a logo lockup, a color palette, and a lined terrain constructed of organic shapes that signify portals into Senft Miller's work. The role of the identity is to work as part archive and part digital performance space.

The identity lives primarily online but even on printed materials it should feel multifaceted and endless. Continuously allowing both Senft Miller and the user to add layers to the experience - from the moment of first interaction to the handing out of Senft Miller business card.



POSTCARD



● White Noise Now: SALT

# White Noise Now: SALT

OCTOBER 09  
VERMONT RAILWAY  
SALT SHED

BURLINGTON, VERMONT



ERIKA  
SEFT  
MILLER

*Artist*



22.00

