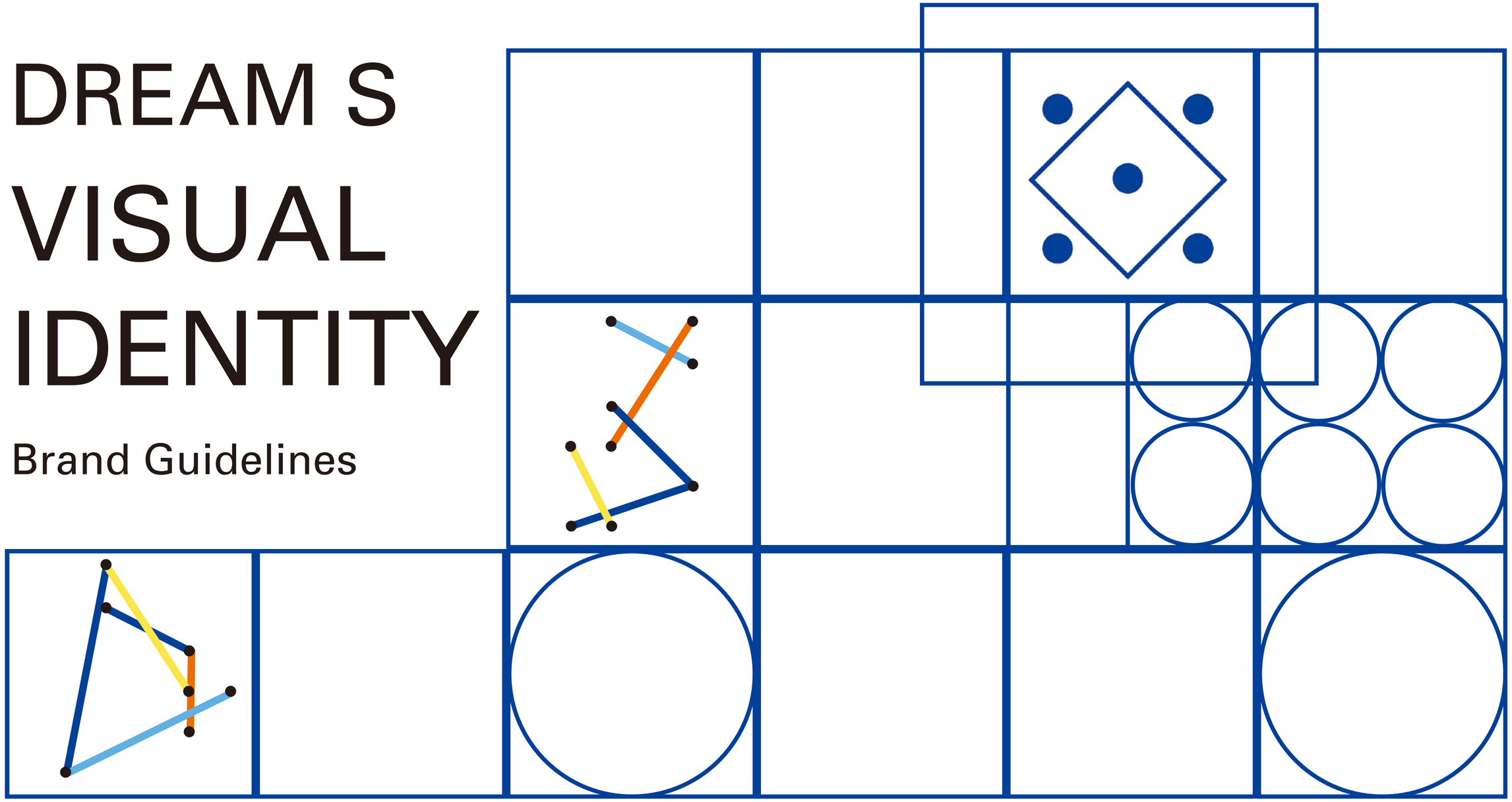
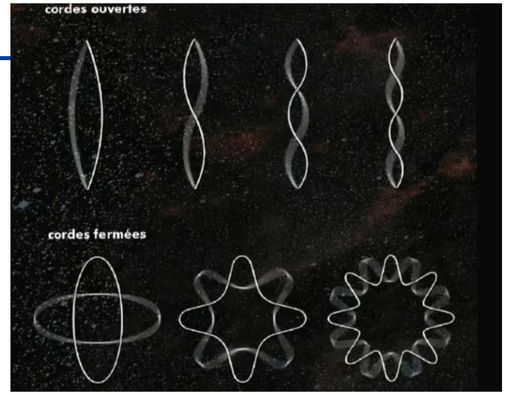
DREAM S VISUAL IDENTITY

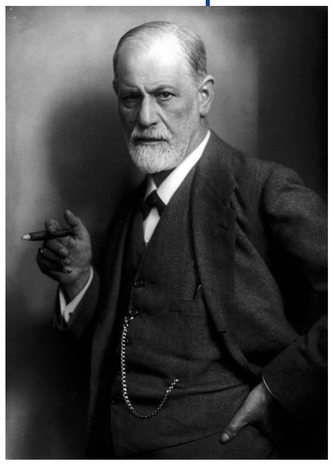
Brand Guidelines

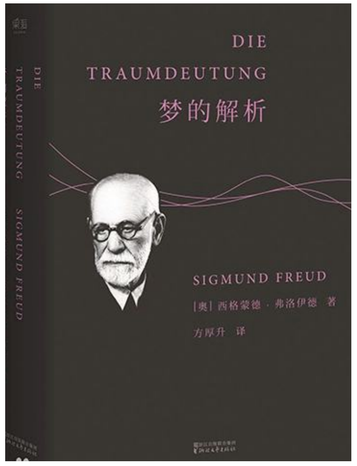


BRIEF

String theory holds that the basic unit of the universe is not a particle, but because strings move through space, various particles are produced. The different particles are just different modes of vibration of the string. All of the interactions that happen in the world, when we take a violin and we play different strings, the strings vibrate because we play them, and different vibrations make different sounds. Behind every dream is a unique "melody".







Die Traumdeutung

"Dreams are not accidental associations, but repressed desires. It may represent the source of the emotion that is important to the treatment, including the cause of a certain psychological. So dreams are a bridge to the subconscious mind."

The book introduces the concept of ID and describes Freud's subconscious theory, which is used to analyze dreams, and extends to psychology to interpret people's subconscious images in dreams.

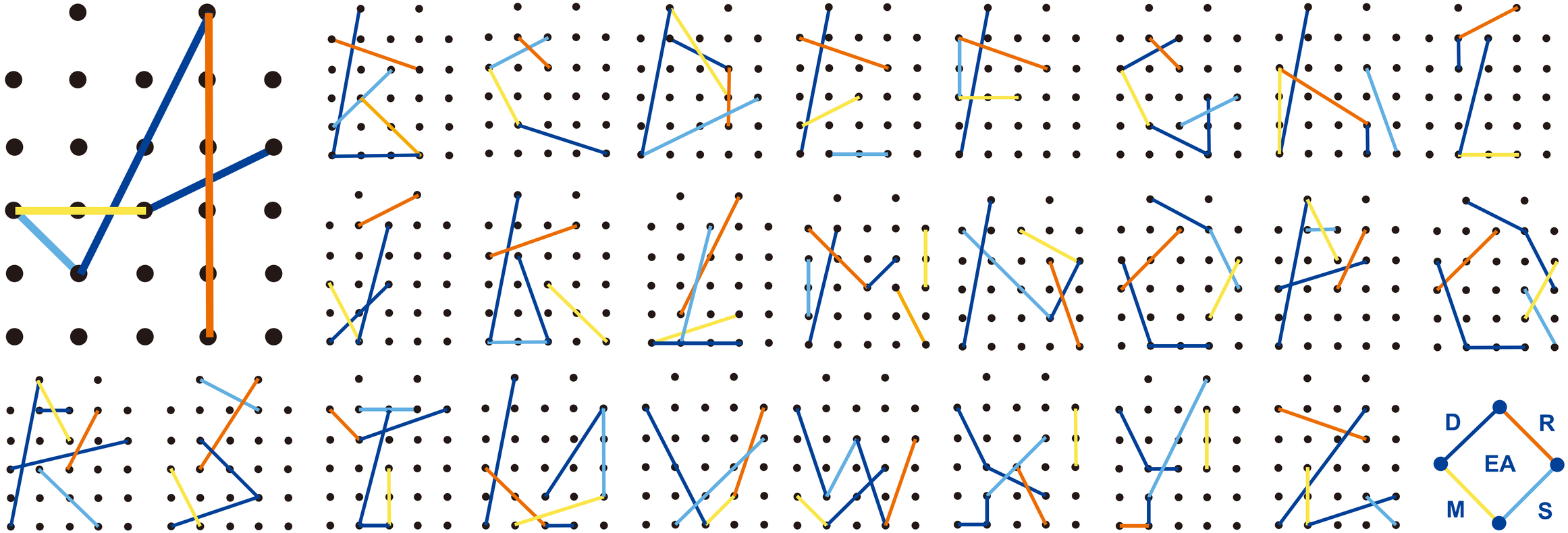
BACKGROUND INTRODUCTION

Everyone dreams. Dreaming is one of the most everyday states of consciousness. Every time you leave reality, close your eyes, and enter a dream, you enter a separate space of personal energy, a world that is the secret source of many of our thoughts, emotions, and actions.

If we want to truly understand ourselves and interpret ourselves, we have to dig into this subconscious secret channel, return to see the real self, balance the heart, and let out the deepest emotions. In today's increasingly competitive, information overload, fast-paced society, many people are under pressure and anxiety from different directions, followed by a variety of mental, health, relationship problems have also broken out, the future people need to work together to cope with the challenges and pressures of modern social life, dreams can be a breakthrough.

Dream rope can help people express the subconscious in dreams into reality by artistic means. Based on string theory, we use rope to actually show the energy relationship between dreams and psychology, and find hidden wishes in the interweaving of colors.

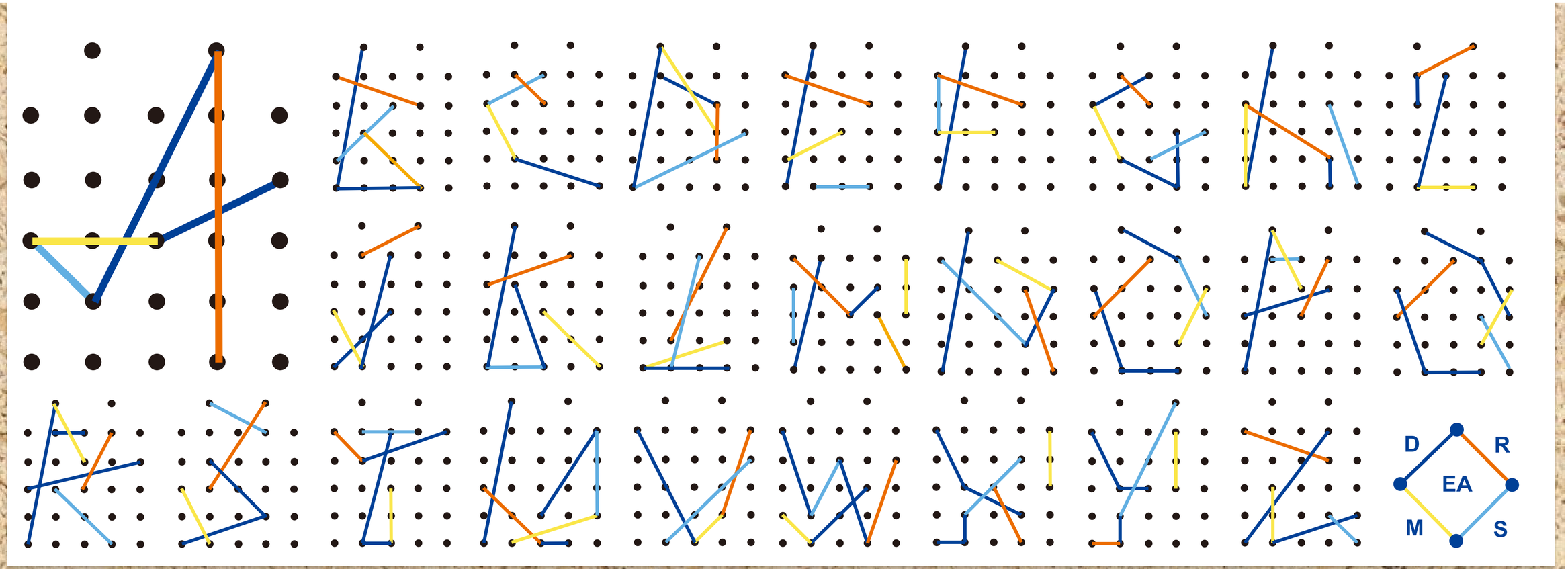
VISUAL DESIGN



VISUAL DESIGN

主视觉以点线为主，色彩选择了蓝橙配色，代表了梦境的荒诞与冲突。线条的形态与主题梦境绳索相对应。

The main vision is based on points and lines, and the color is chosen to match blue and orange, representing the absurdity and conflict of dreams. The shape of the lines corresponds to the theme dream rope.

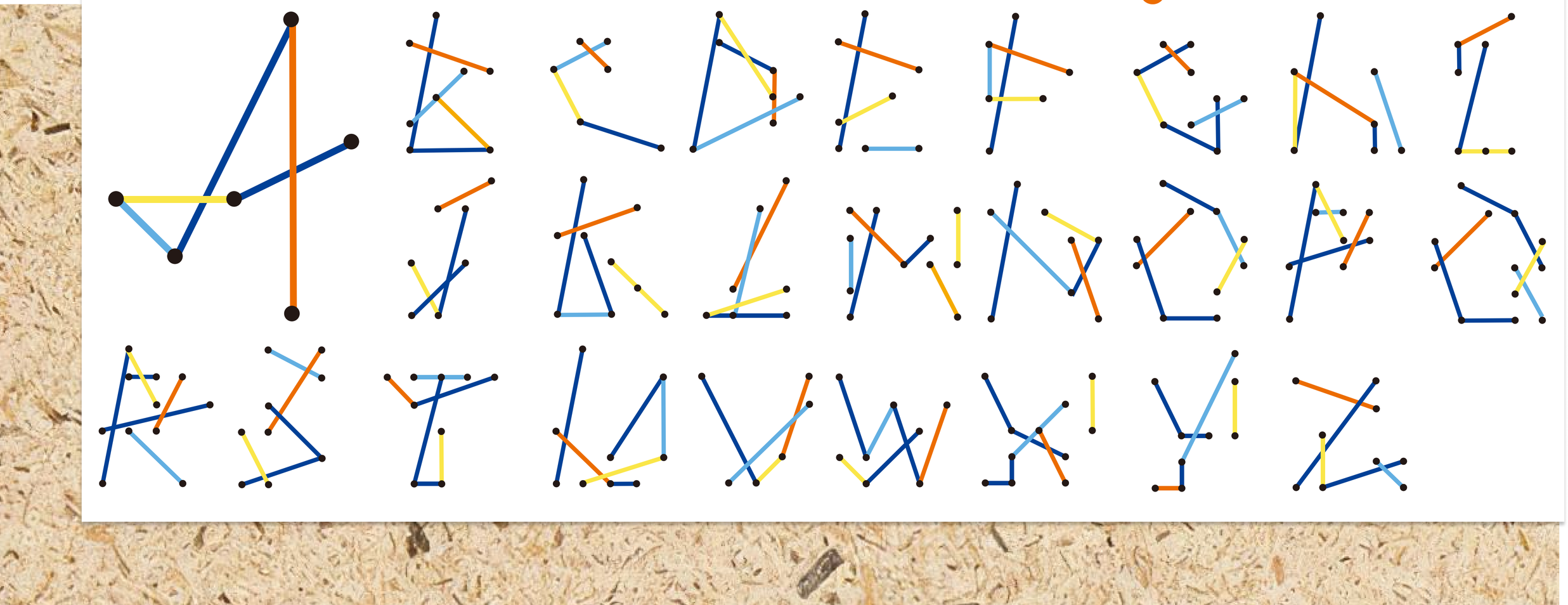


27个点分别代表不同的情绪，选出代表梦境的那些关键词并将它们用线连接，组成新的闭合视觉。

The 27 dots represent different emotions, select the key words that represent the dream, and connect them with lines to form a new closed vision.

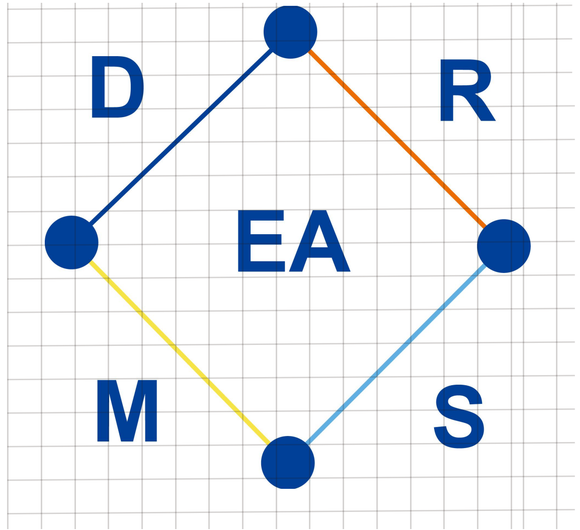
衍生视觉使用方式：去掉除了连接部分的其他点。

Derived visual usage: Remove points other than the connecting part.



LOGO

Logo&Colour



HEX：
#004098

HEX：
#62B0E3

HEX：
#ED6C00

HEX：
#FAE748

蓝橙的对比用于表现梦境与现实的对立统一。

The contrast of blue and orange is used to show the unity of opposites between dream and reality.

Font

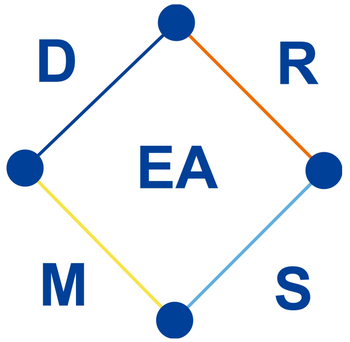
标准字体 —— 思源黑体 regular 48pt

Font ———— Univers regular 48pt
Font ———— Univers Bold 48pt

Font ———— Univers regular 36pt
Font ———— Univers Bold 36pt

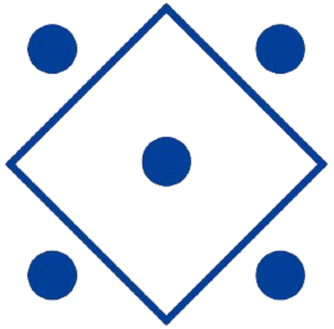
Font ———— Univers regular 24pt
Font ———— Univers Bold 24pt

Logo development

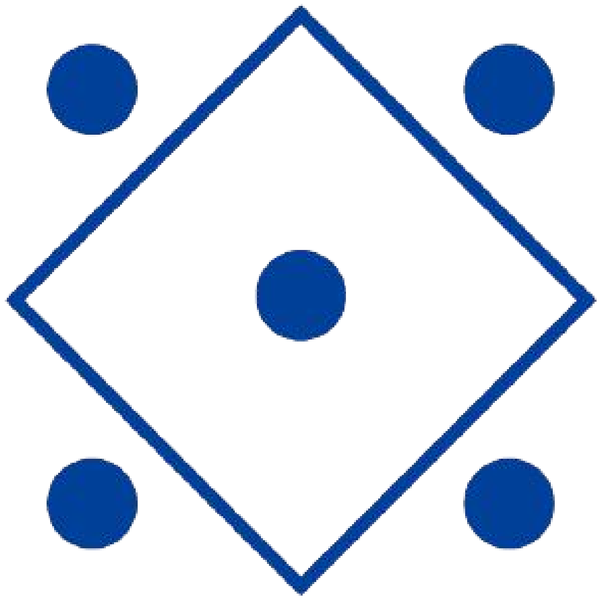


用于图像的动态变化

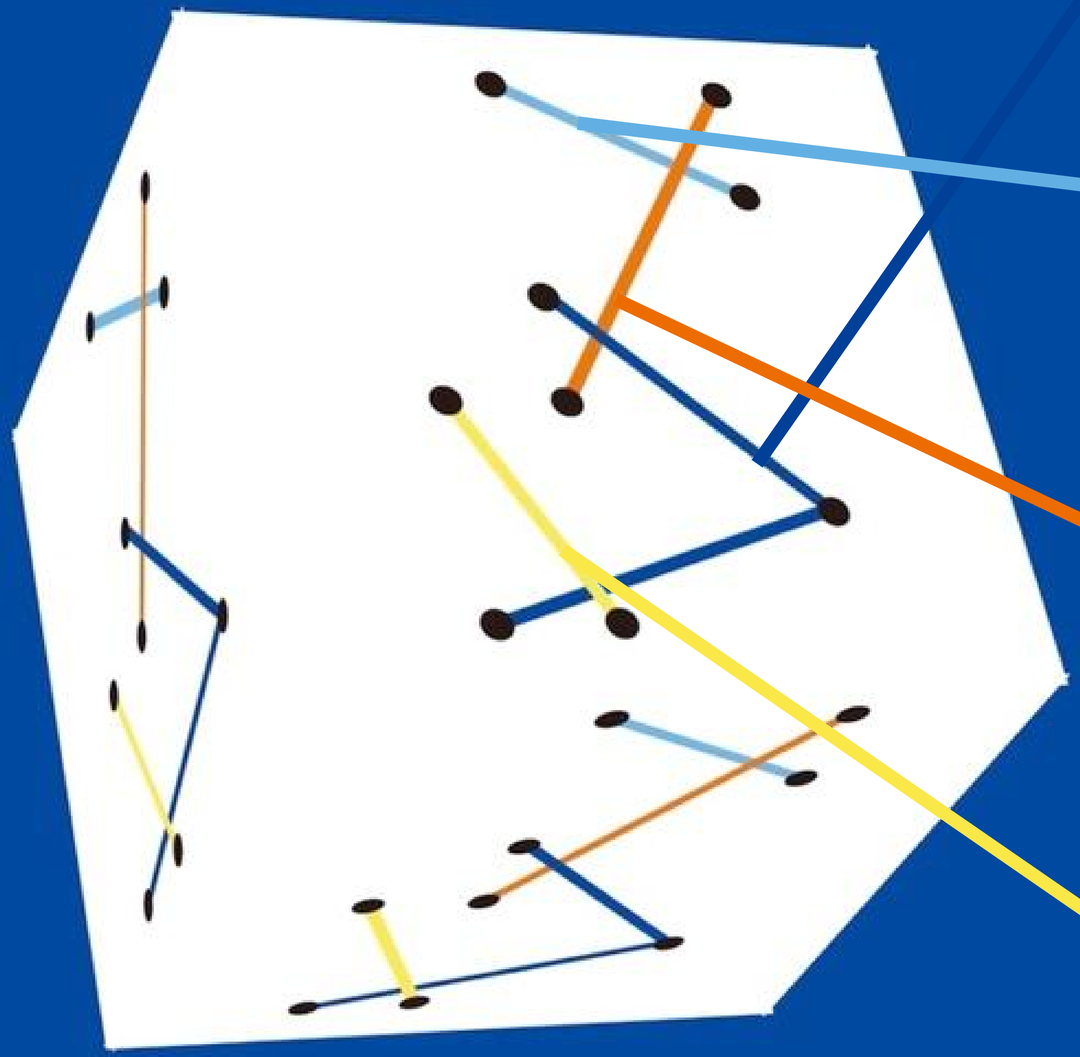
Used for dynamic changes in images



USAGE



COLOUR



HEX：#004098

HEX：#62B0E3

HEX：#FFFFFF

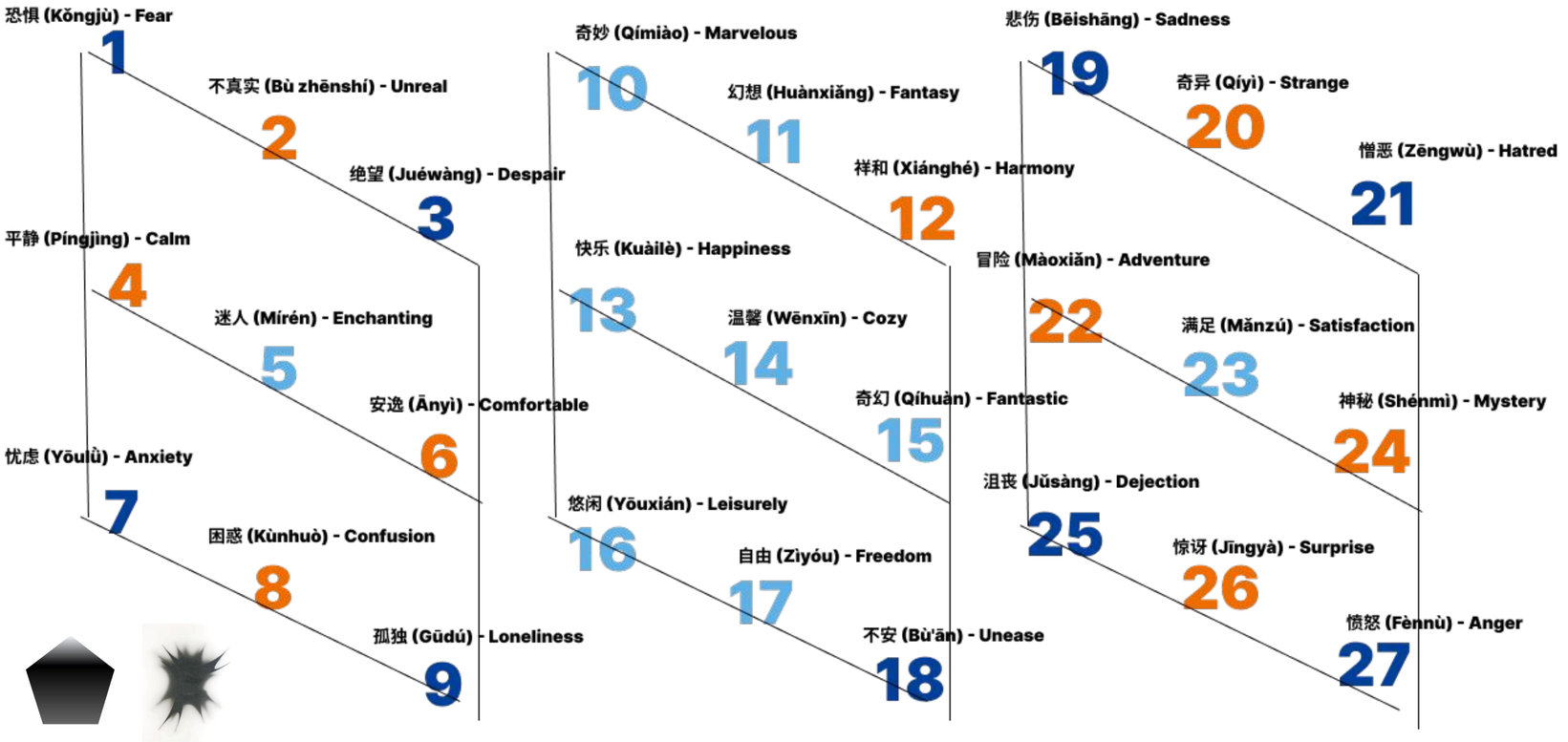
HEX：#ED6C00

HEX：#FAE748

RULE

27个点分别代表不同的情绪，请选出代表你梦境的那些关键词，并将它们用线连接。按数字将梦境绳连接。属于你的潜意识梦境检测报告就会呈现。从良性到劣性梦境会呈现从圆滑到尖锐的变化

The 27 points represent different emotions. Choose the key words that represent your dream and connect them with a thread.
Connect the dream rope numerically. Your subconscious dream test report will be presented. From benign to bad dreams can vary from slick to sharp.



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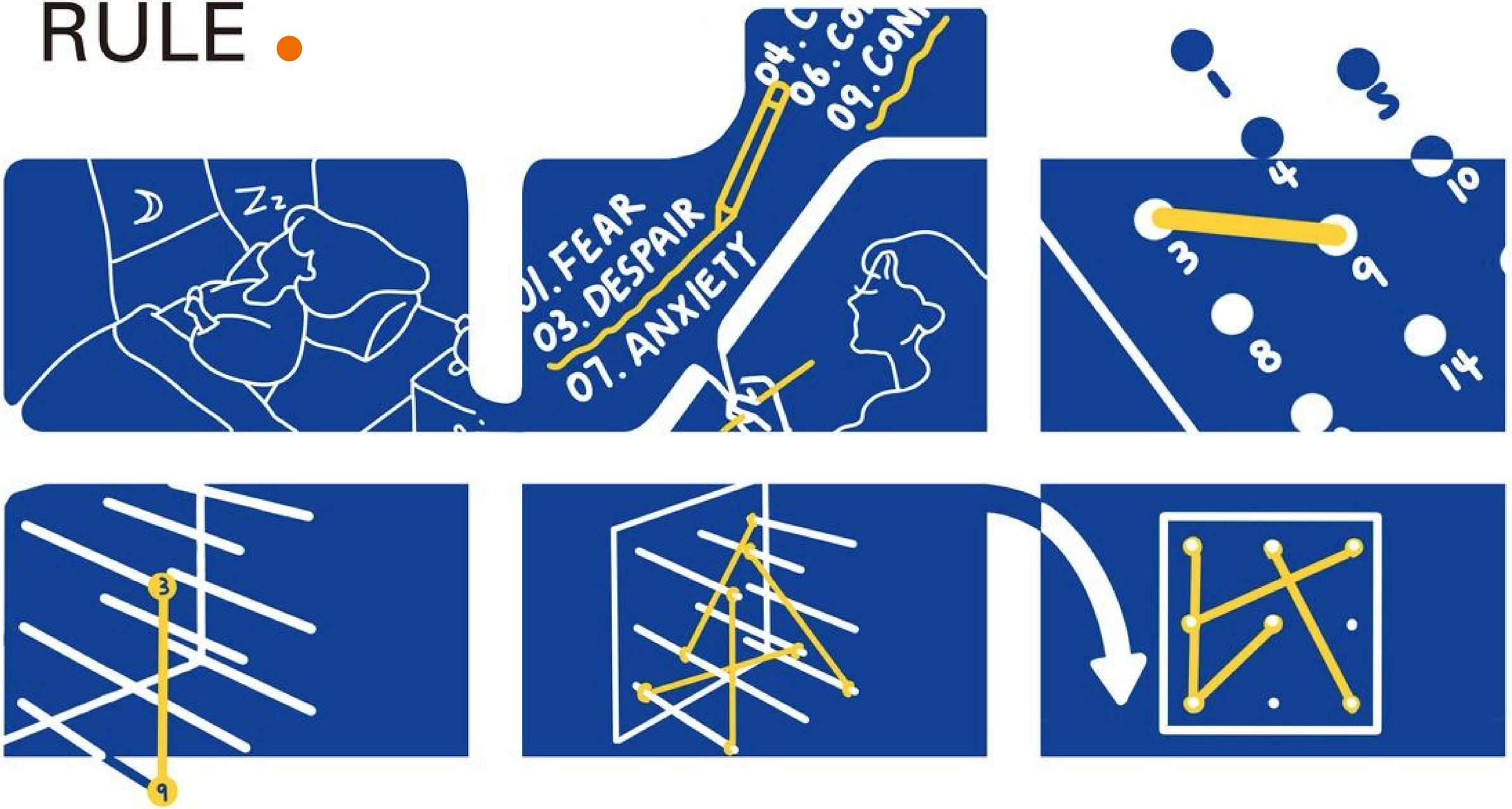
Mapping out your dreams on string!
将你的梦境用绳索绘制出来吧！

Bad	Medium	Good
01. 恐惧 - Fear	02. 不真实 - Unreal	05. 迷人 - Enchanting
03. 绝望 - Despair	04. 平静 - Calm	10. 奇妙 - Marvelous
07. 忧虑 - Anxiety	06. 安逸 - Comfortable	11. 幻想 - Fantasy
08. 孤独 - Loneliness	08. 困惑 - Confusion	13. 快乐 - Happiness
18. 不安- Unease	20. 奇异 - Strange	14. 温馨 - Cozy
19. 悲伤 - Sadness	12. 祥和 - Harmony	15. 奇幻 - Fantastic
21. 憎恶 - Hatred	24. 神秘 - Mystery	16. 悠闲 - Leisurely
25. 沮丧 - Dejection	26. 惊讶 - Surprise	17. 自由 - Freedom
27. 愤怒 - Anger	22. 冒险 - Adventure	23. 满足 - Satisfaction

RULE.



POSTER

Dream string

Dream Rope helps people to express the subconscious of their dreams into reality by artistic means.

《梦绳》帮助人们用艺术的手段将梦境中的潜意识表达成现实。

Design

Explore the visual emotion of lines

Based on the string theory, we use the rope to practically show the relationship between dreams and the energy present in the psyche, and to find the hidden desires in the interweaving of colours.

我们以弦理论为基础，用绳子实际地展现梦与精神能量之间的关系在色彩的交织中寻找隐藏的欲望。

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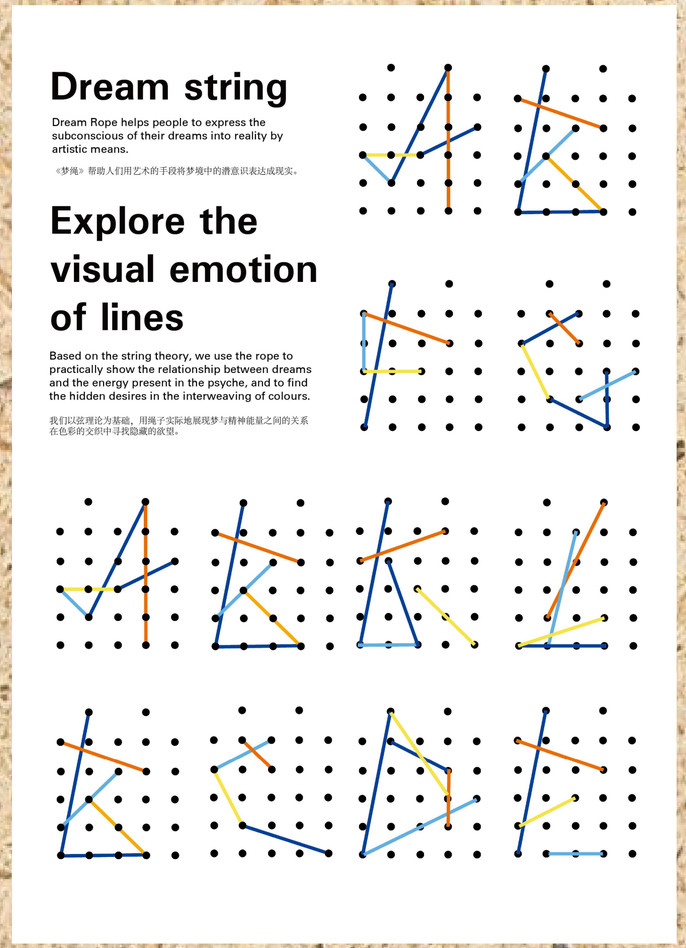

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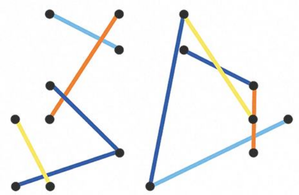

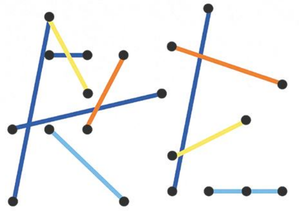

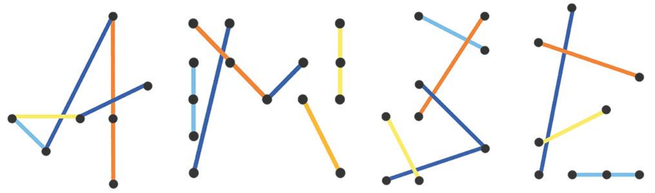

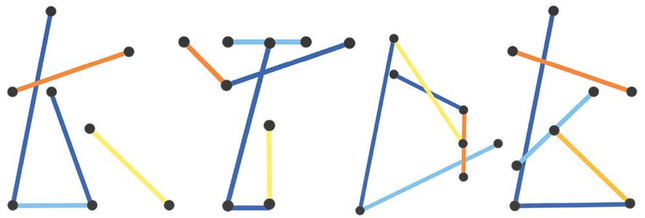

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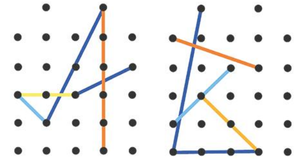

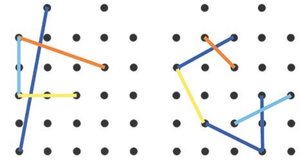

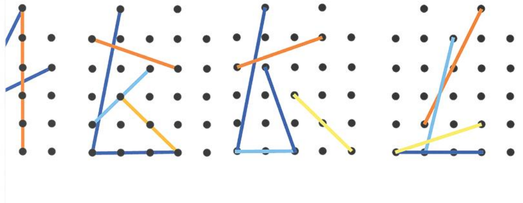

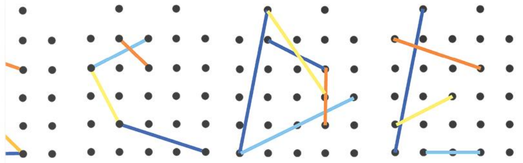

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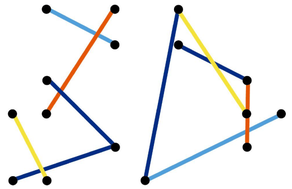

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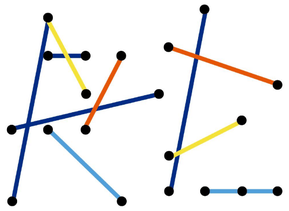

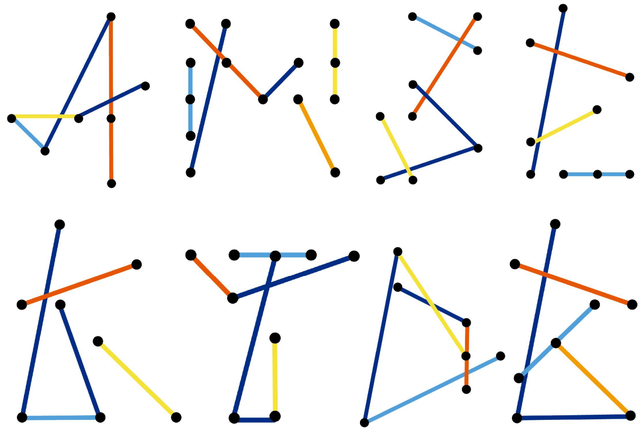

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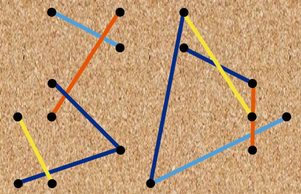

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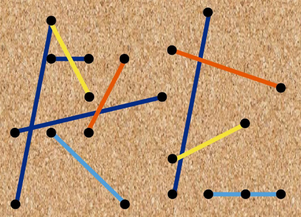

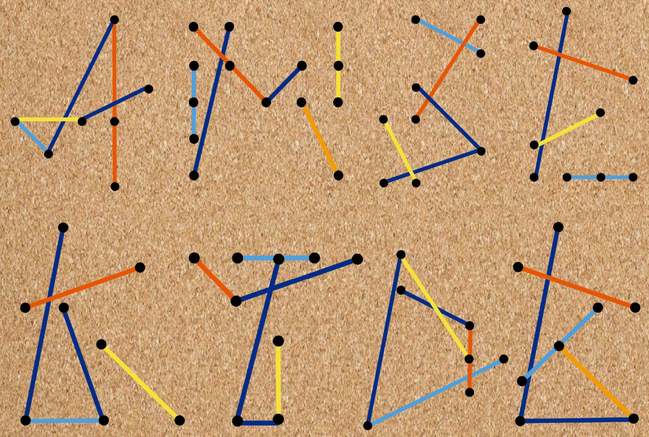

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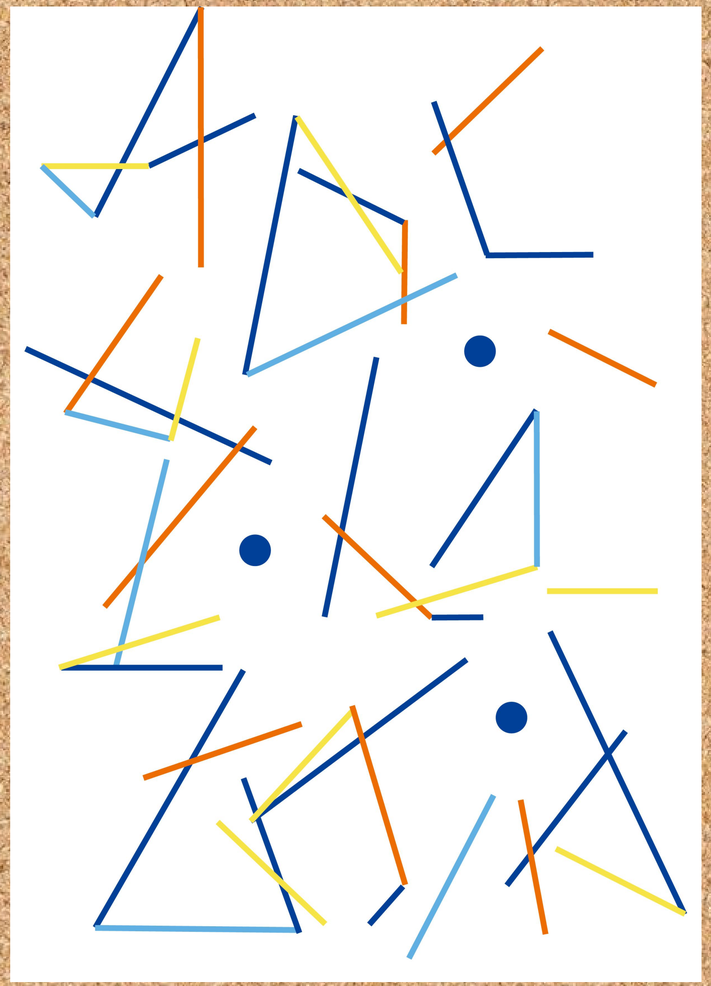
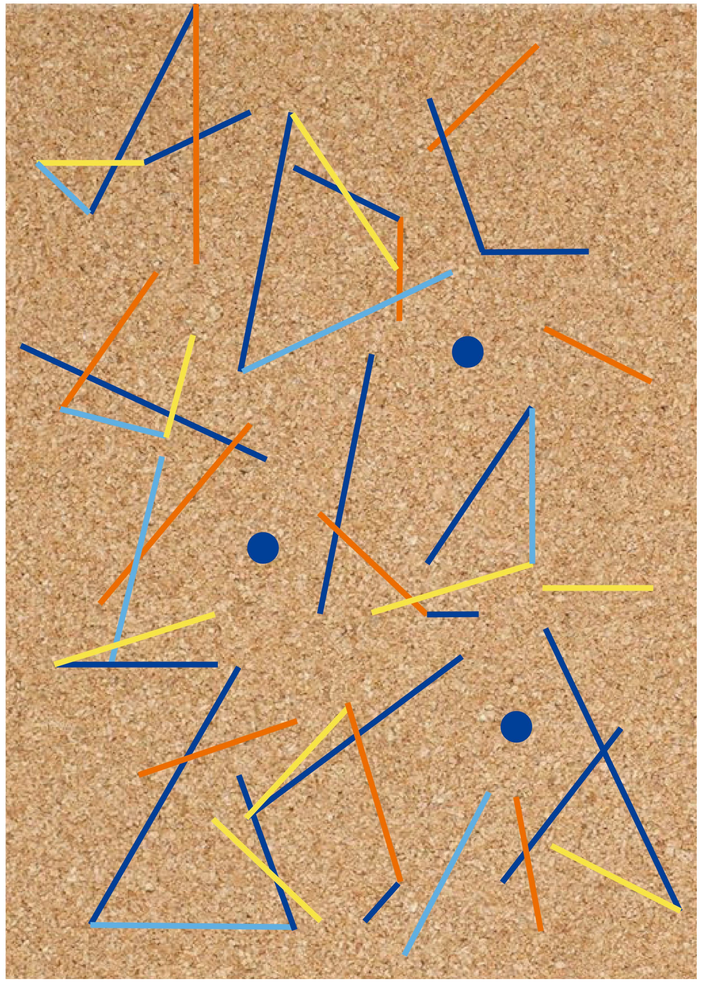
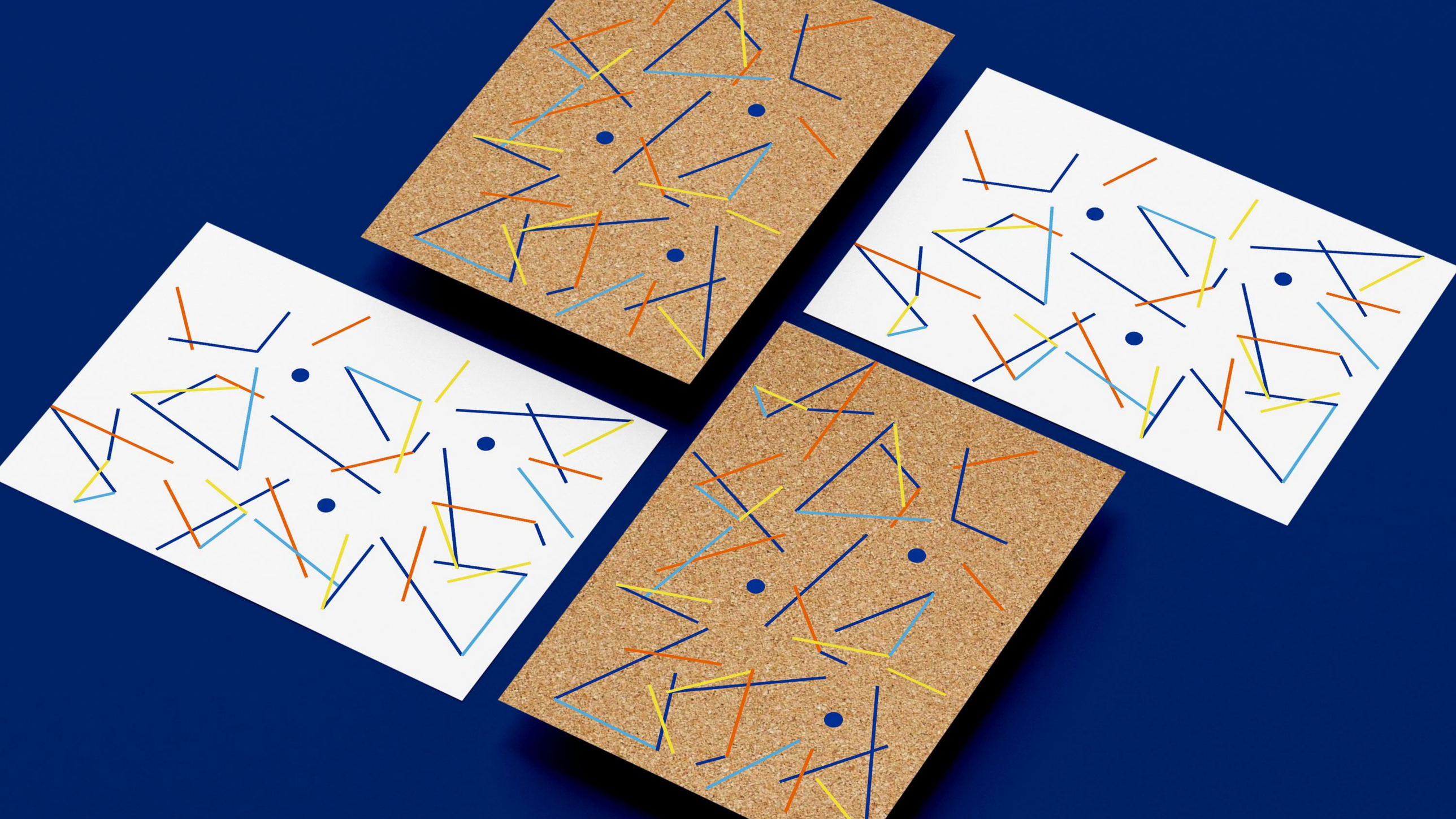
YOUR DESIGN

DECORATIVE PICTURE







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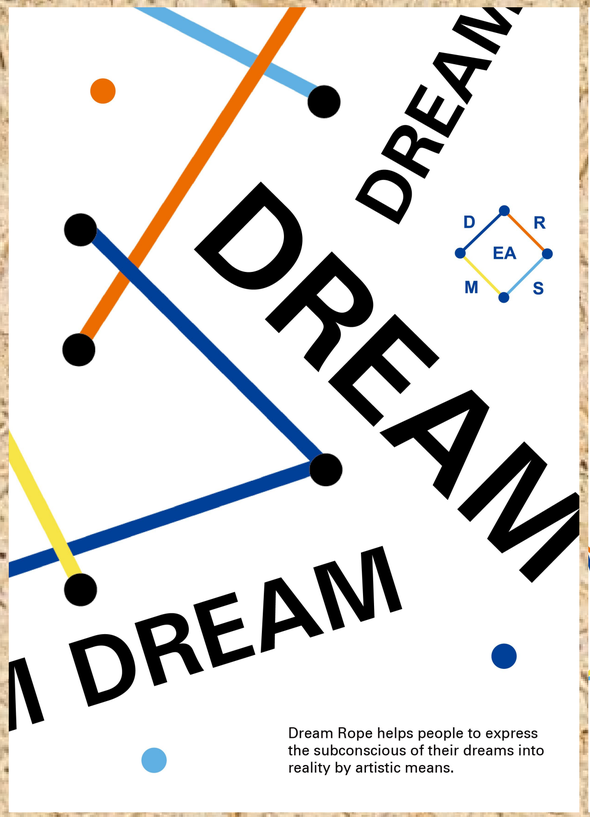
DREAM POINT

ZINE



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Dream S

Rules of use

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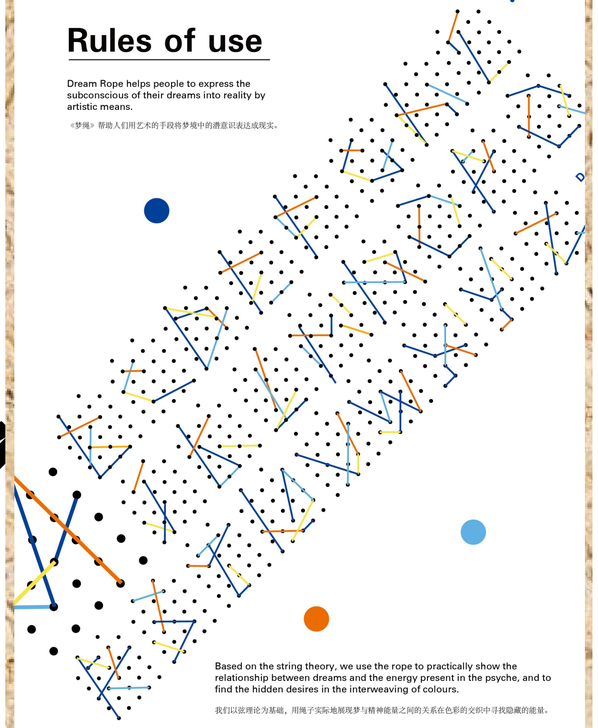

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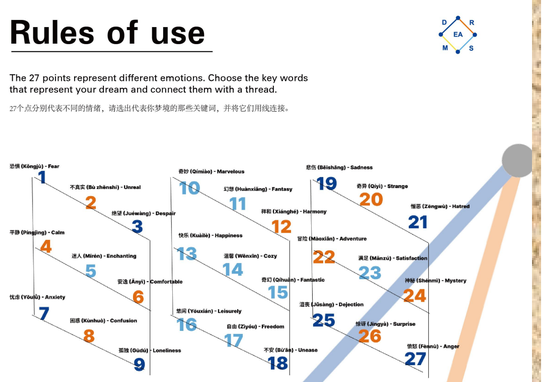
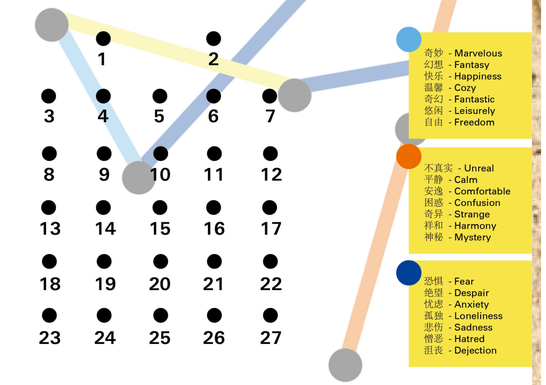




奇妙 - Marvelous
幻想 - Fantasy
快乐 - Happiness
温馨 - Cozy
奇幻 - Fantastic
悠闲 - Leisurely
自由 - Freedom

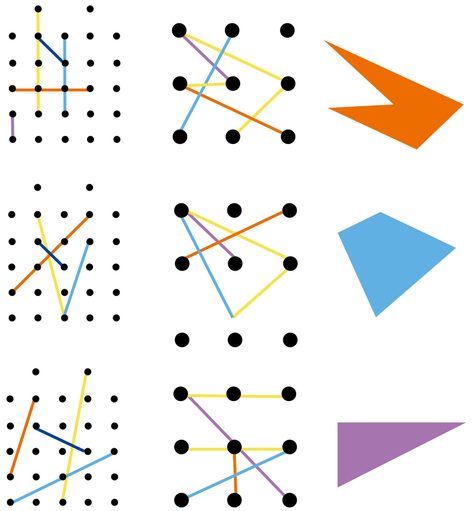
不真实 - Unreal
平静 - Calm
安逸 - Comfortable
困惑 - Confusion
奇异 - Strange
祥和 - Harmony
神秘 - Mystery

恐惧 - Fear
绝望 - Despair
忧虑 - Anxiety
孤独 - Loneliness
悲伤 - Sadness
憎恶 - Hatred
沮丧 - Dejection

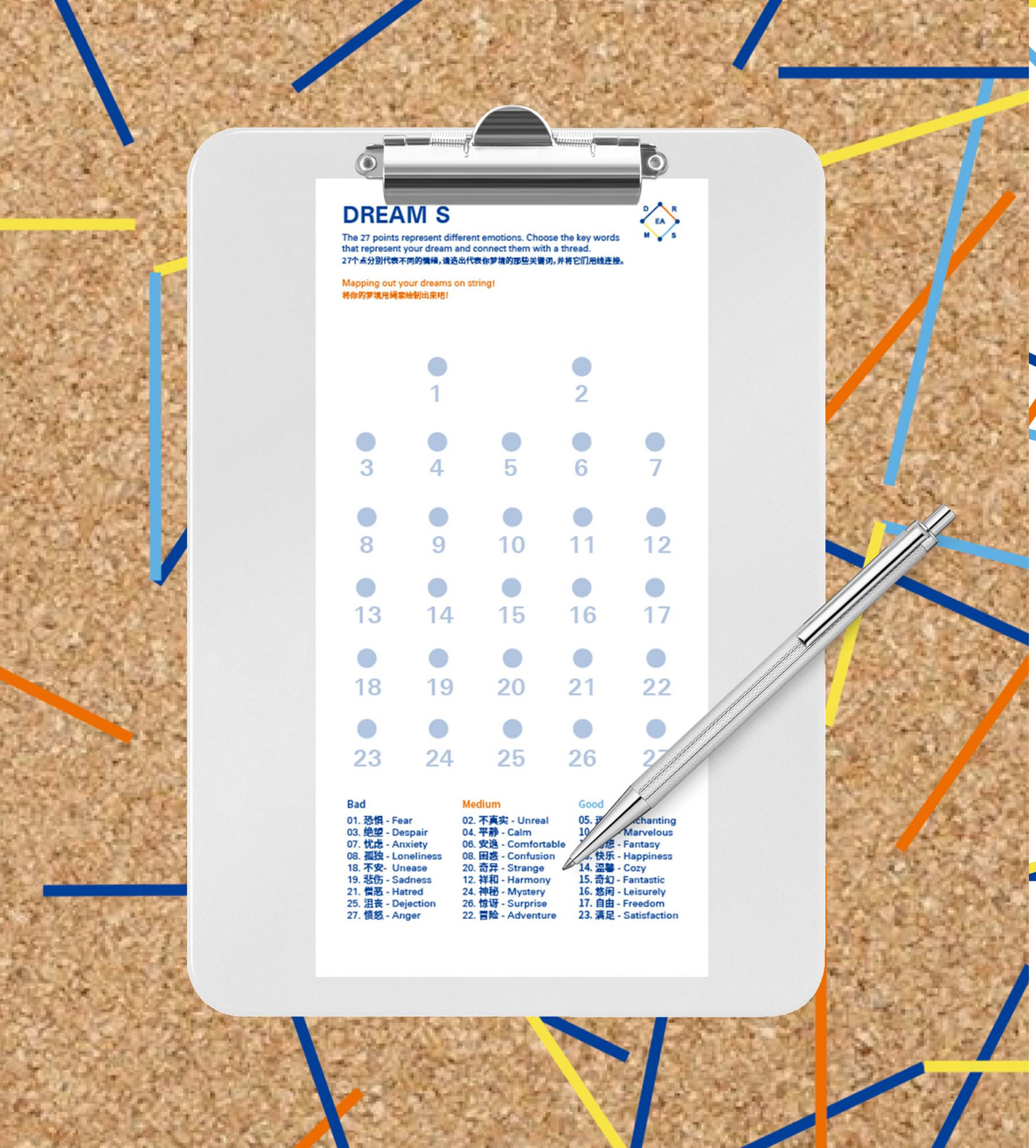
Rules of use

Connect the dream rope numerically. Your subconscious dream test report will be presented. From benign to bad dreams can vary from slick to sharp.

按数字将梦境绳连接。属于你的潜意识梦境检测报告就会呈现。从良性到劣性梦境会呈现从圆滑到尖锐的变化。



Dream S
Rules of use
DREAM
DREAM
DREAM
Dream Rope helps people to express the subconscious of their dreams into reality by artistic means.
Dream S
Rules of use
Rules of use
Rules of use
DREAM
DREAM
DREAM
Dream Rope helps people to express the subconscious of their dreams into reality by artistic means.
悲伤 - Loneliness
憎恶 - Sadness
沮丧 - Hatred
- Dejection


DREAM S
The 27 points represent different emotions. Choose the key words that represent your dream and connect them with a thread.
27个点分别代表不同的情绪，请选出代表你梦境的那些关键词，并将它们用线连接。
Mapping out your dreams on string!
将你的梦境用绳索绘制出来吧!
1 2
3 4 5 6 7
8 9 10 11 12
13 14 15 16 17
18 19 20 21 22
23 24 25 26 27
Bad
01. 恐惧 - Fear
03. 绝望 - Despair
07. 忧虑 - Anxiety
08. 孤独 - Loneliness
18. 不安- Unease
19. 悲伤 - Sadness
21. 憎恶 - Hatred
25. 沮丧 - Dejection
27. 愤怒 - Anger
Medium
02. 不真实 - Unreal
04. 平静 - Calm
06. 安逸 - Comfortable
08. 困惑 - Confusion
20. 奇异 - Strange
12. 祥和 - Harmony
24. 神秘 - Mystery
26. 惊讶 - Surprise
22. 冒险 - Adventure
Good
05. 迷人 - Enchanting
10. 奇妙 - Marvelous
11. 幻想 - Fantasy
13. 快乐 - Happiness
14. 温馨 - Cozy
15. 奇幻 - Fantastic
16. 悠闲 - Leisurely
17. 自由 - Freedom
23. 满足 - Satisfaction

DREAM POINT
The 27 points represent different emotions. Choose the key words that represent your dream and connect them with a thread.
Mapping out your dreams on string!
Fear
1
Despair
3
Calm
4
Enchanting
5
Confusion
8
Loneliness
9
Marvelou
10
Happiness
13
Cozy
14
Fantastic
15
Unease
18
Sadness
19
Dejectio
20
Satisfaction
23
Mystery
24
Dejectio
25
DREAM S
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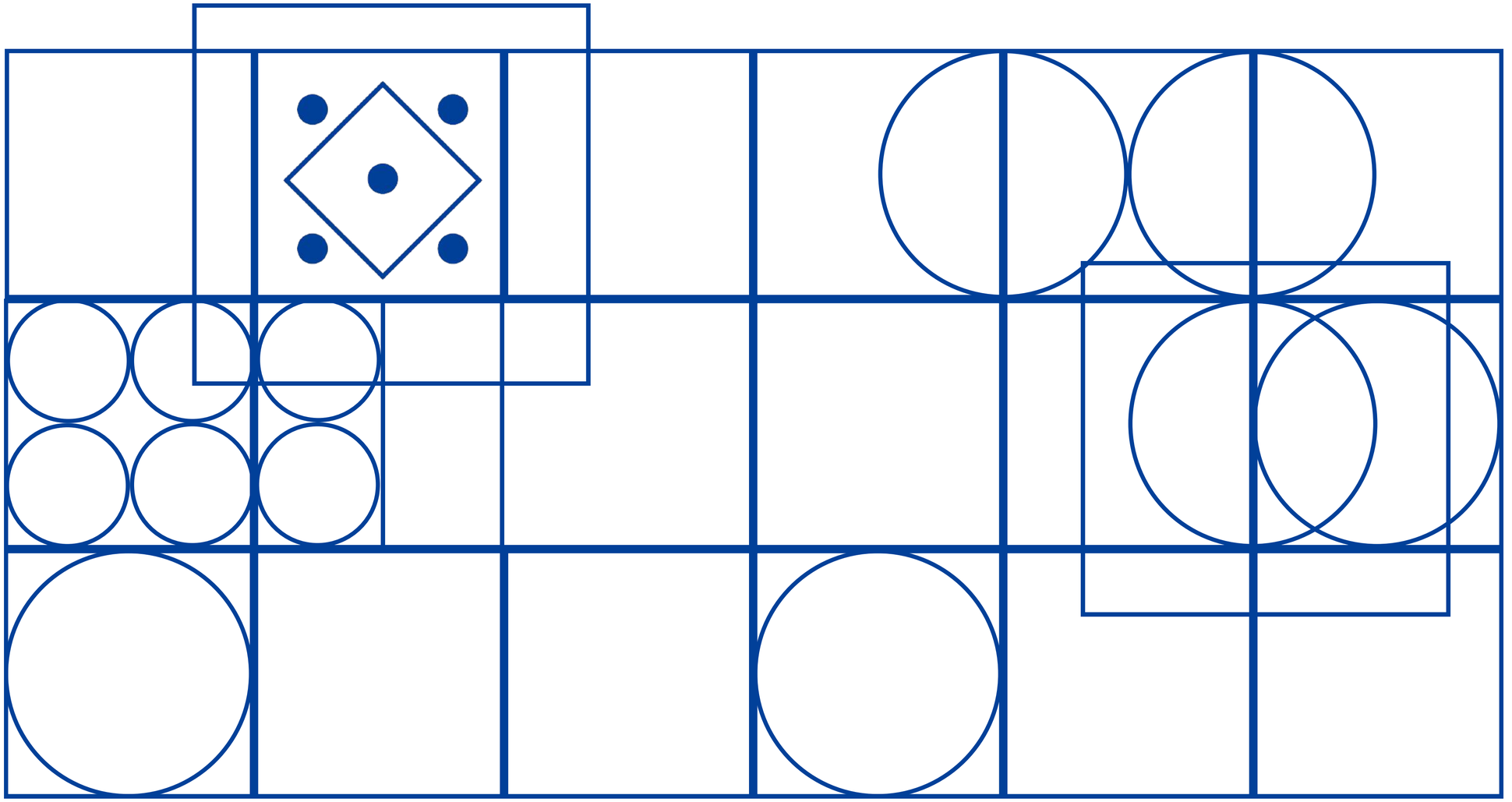
16. 悠闲 - Leisurely
17. 自由 - Freedom
23. 满足 - Satisfaction

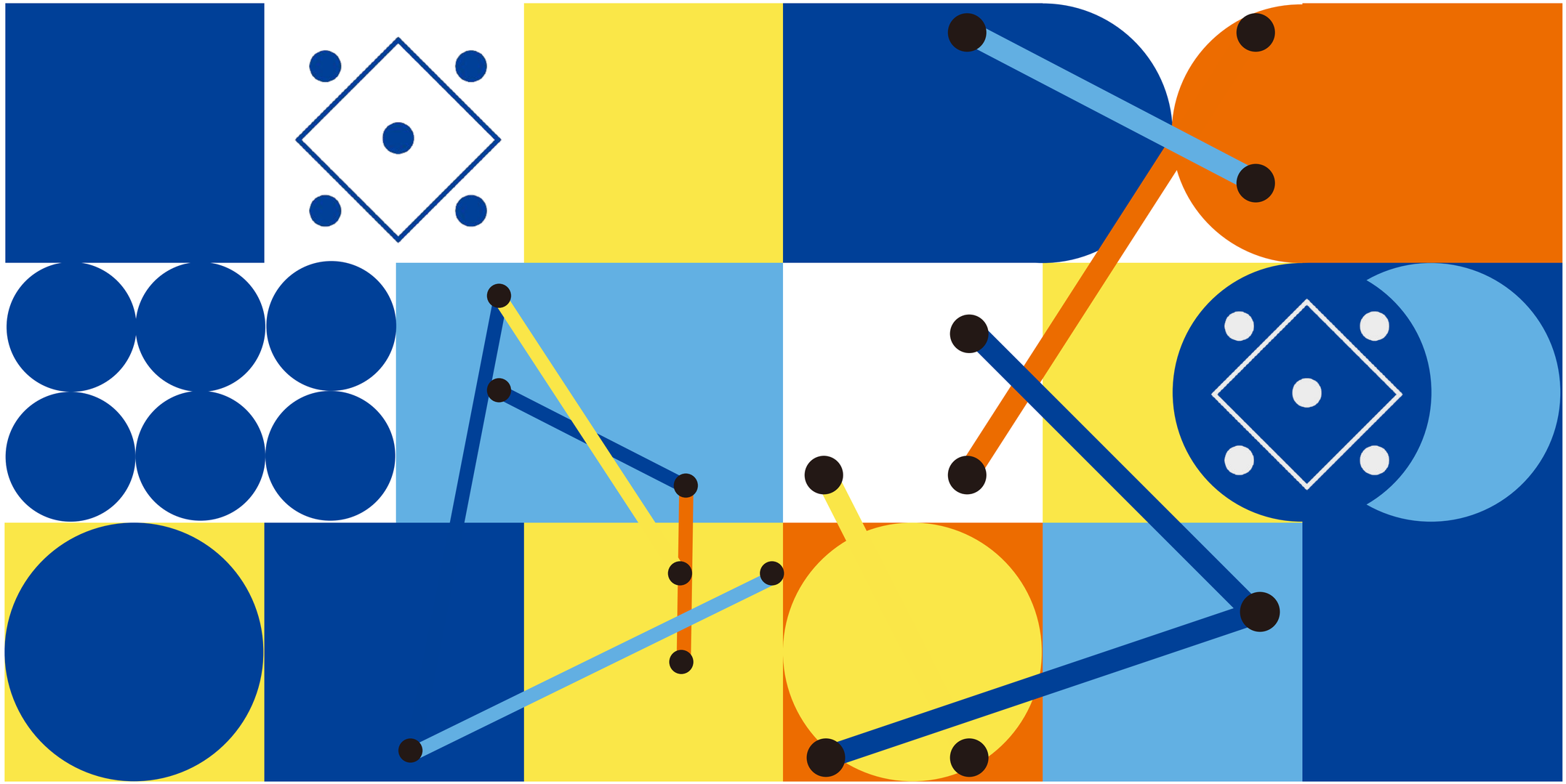
PATTERN

Adhere to the use of circles and squares to overlay graphics, the ratio is 3✖6.

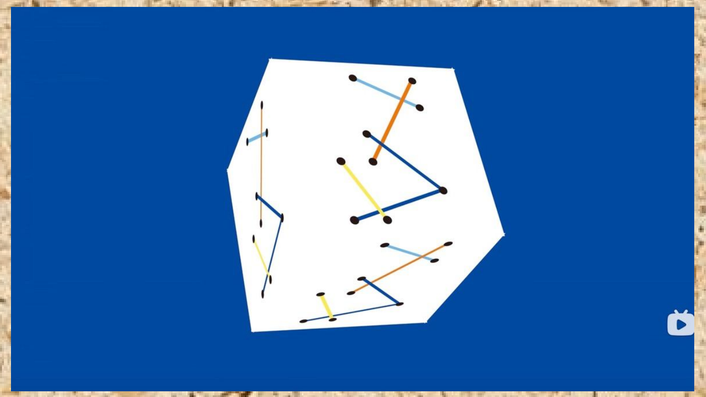
坚持使用圆、方去叠加图形，比例为3✖6.



The color version needs to be at least one-third blue and not much orange.
彩色版本的蓝色需要占据至少三分之一，橙色不需要太多。

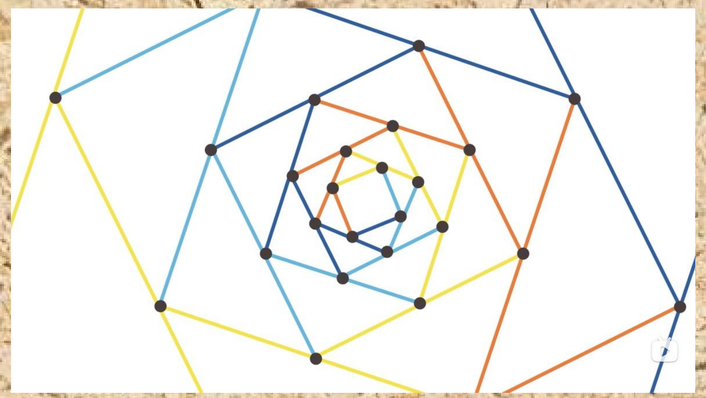


VIDEO

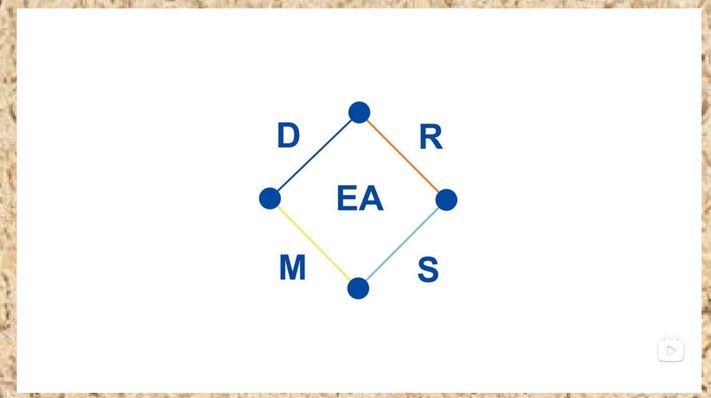


DREAM
DREAM
DREAM

DREAM
DREAM
DREAM



FEAR? UNEASE?
CALM C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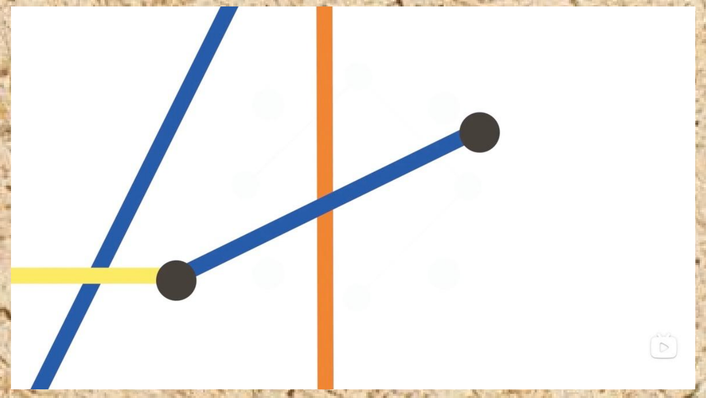
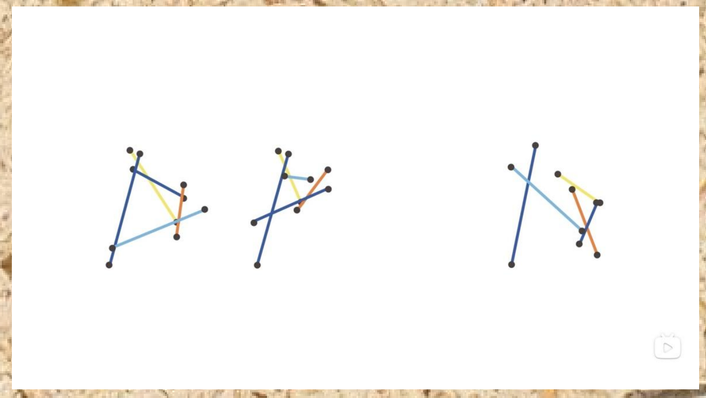
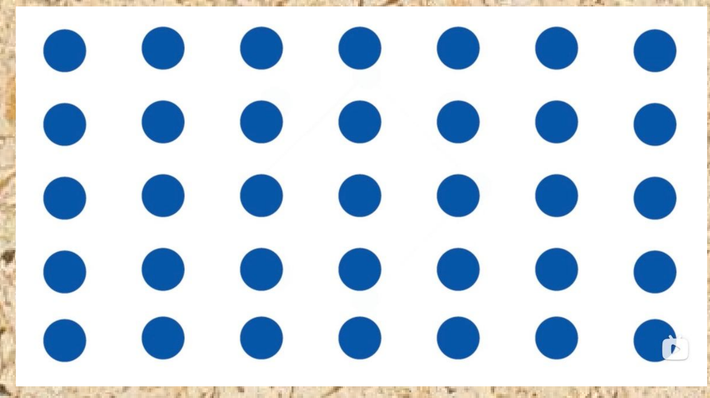
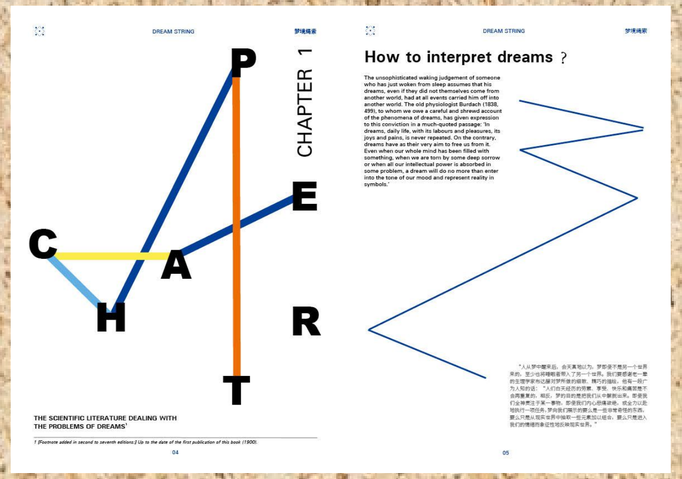


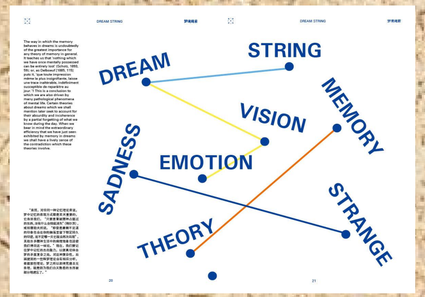


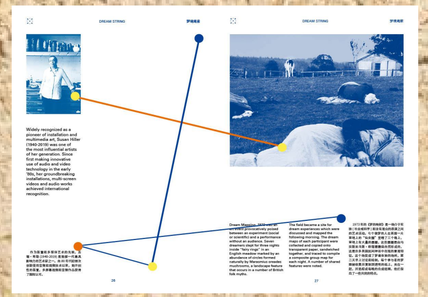


BOOK DESIGN

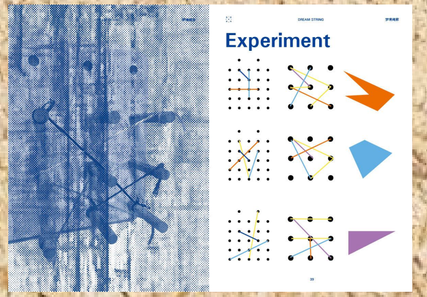

DREAM STRING
CHAPTER 1
How to interpret dreams ?
THE SCIENTIFIC LITERATURE DEALING WITH THE PROBLEMS OF DREAMS'

Design
DREAM
Strings
Dream string
Design Explore the visual emotion of lines

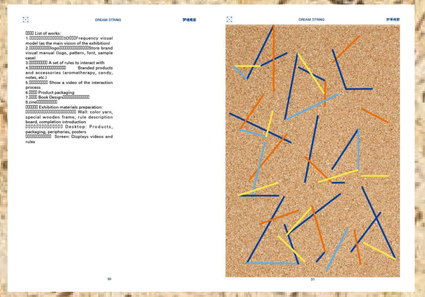

DREAM
STRING
VISION
MEMORY
SADNESS
EMOTION
STRANGE
THEORY

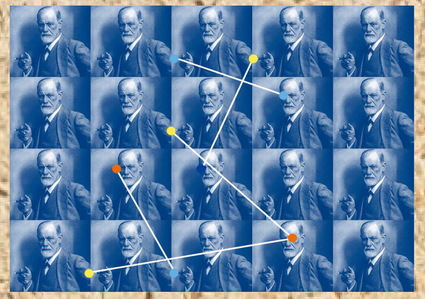


Waking Life
Waking Life

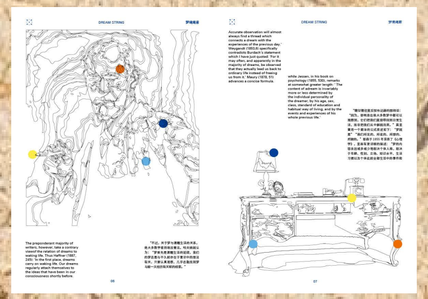


Experiment

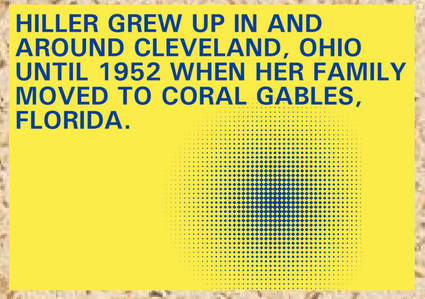




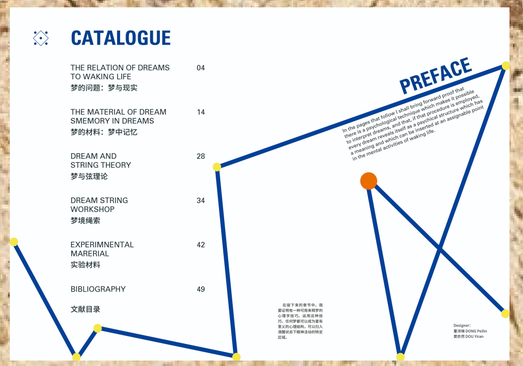
Design
DREAM
Strings



When you're dreaming
MYSTERY
COZY
FREEDOM
FANTASY
SADNESS
FEAR
STRANGE
HATRED
UNREAL
CALM


HILLER GREW UP IN AND AROUND CLEVELAND, OHIO UNTIL 1952 WHEN HER FAMILY MOVED TO CORAL GABLES, FLORIDA.

BOOK DESIGN


CATALOGUE
THE RELATION OF DREAMS TO WAKING LIFE
梦的问题：梦与现实
04
THE MATERIAL OF DREAM SMEMORY IN DREAMS
梦的材料：梦中记忆
14
DREAM AND STRING THEORY
梦与弦理论
28
DREAM STRING WORKSHOP
梦境绳索
34
EXPERIMNENTAL MARERIAL
实验材料
42
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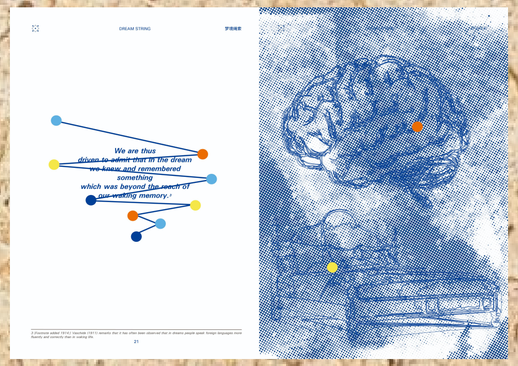
49
文献目录
PREFACE
Designer
梦境绳 DONG Peilin
梦语思 DOU Yiran


DREAM STRING
梦境绳索
We are thus
driven to admit that in the dream
we knew and remembered
something
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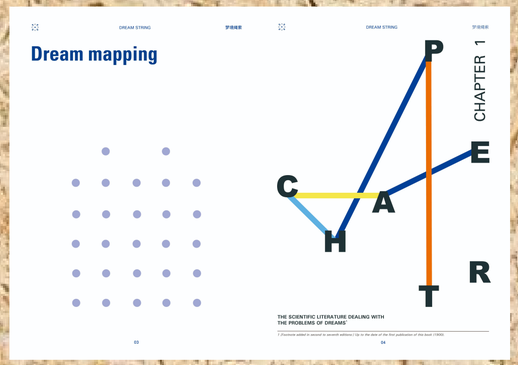
our waking memory.1
21


DREAM STRING
梦境绳索
Dream mapping
CHAPTER 1
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THE SCIENTIFIC LITERATURE DEALING WITH
THE PROBLEMS OF DREAMS2
03
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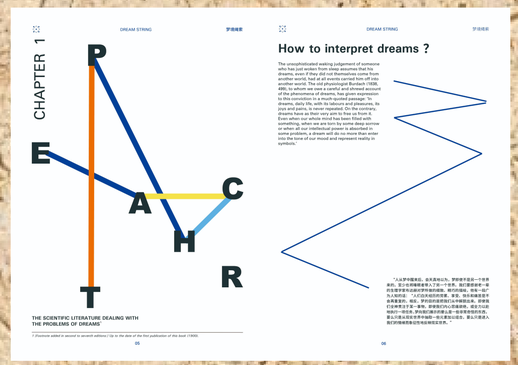
DREAM STRING
梦境绳索
CHAPTER 1
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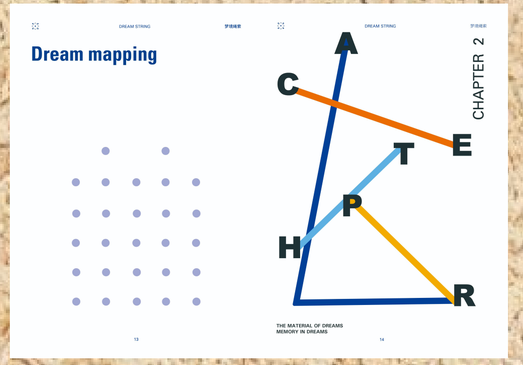
THE SCIENTIFIC LITERATURE DEALING WITH
THE PROBLEMS OF DREAMS2
How to interpret dreams ?
05
06


DREAM STRING
梦境绳索
Dream mapping
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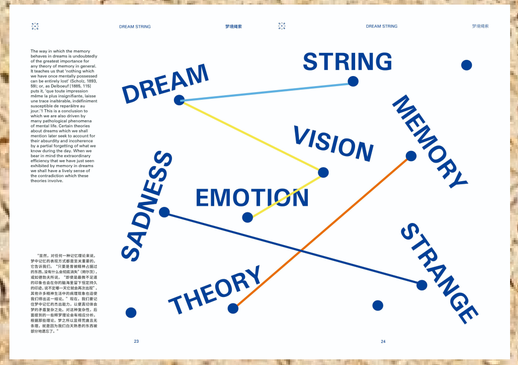
THE MATERIAL OF DREAMS
MEMORY IN DREAMS
13
14

DREAM STRING
梦境绳索
17
18


DREAM STRING
梦境绳索
DREAM
STRING
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MEMORY
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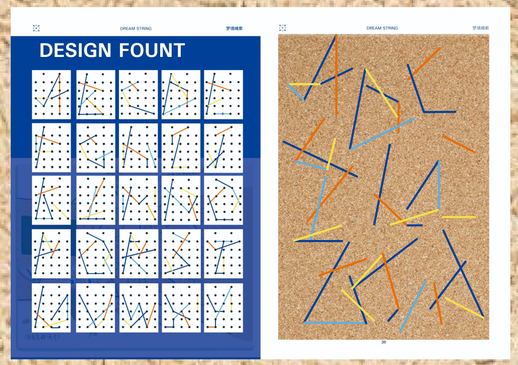
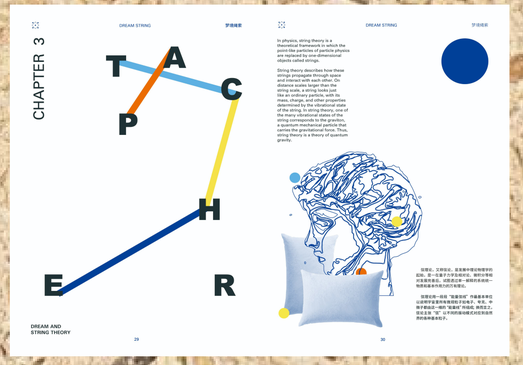
STRANGE
THEORY
23
24


DREAM STRING
梦境绳索
DESIGN FOUNT
35
36


DREAM STRING
梦境绳索
CHAPTER 3
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E
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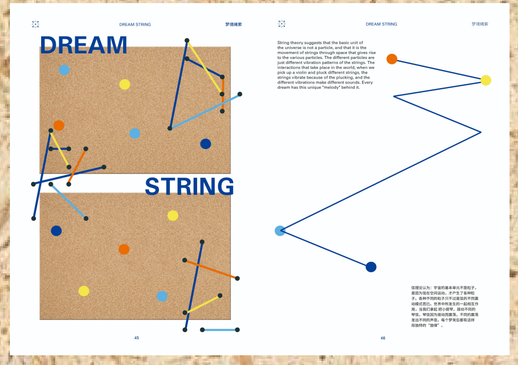
DREAM AND
STRING THEORY
29
30


DREAM STRING
梦境绳索
DREAM
STRING
45
46

Dream S

Dream string

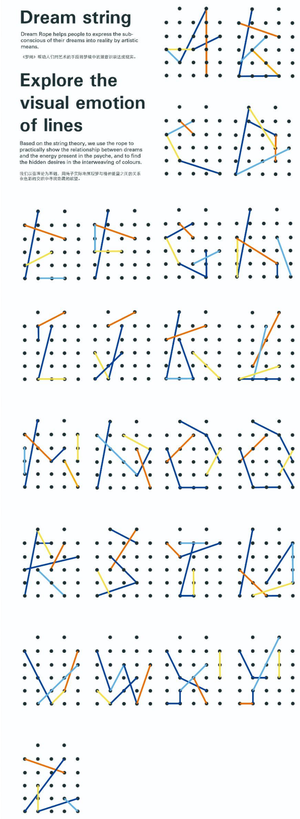
Dream Rope helps people to express the sub-conscious of their dreams into reality by artistic means.

《梦境》 帮助人们对艺术的手段将梦境中的潜意识谈法成现实。

Explore the visual emotion of lines

Based on the string theory, we use the rope to practically show the relationship between dreams and the energy present in the psyche, and to find the hidden desires in the interweaving of colours.

我们以指南论为理论，用绳子实际来演示梦境和潜意识之间的关系，并在其相交的中寻找隐藏的欲望。

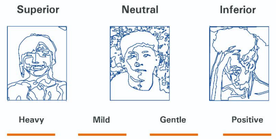


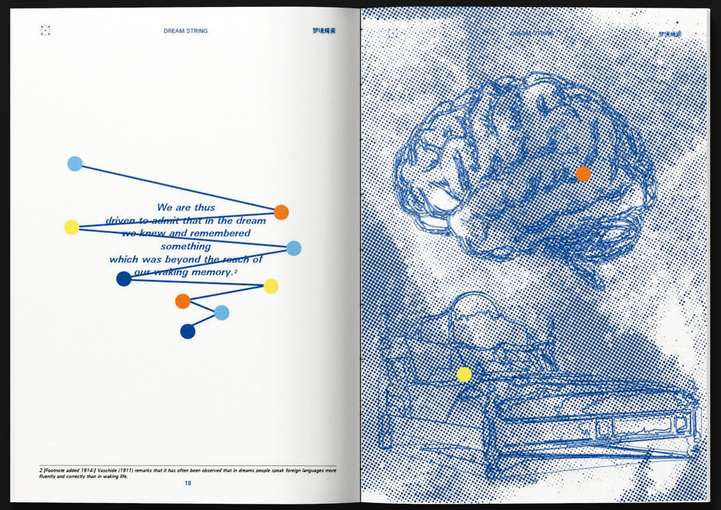
Sample study

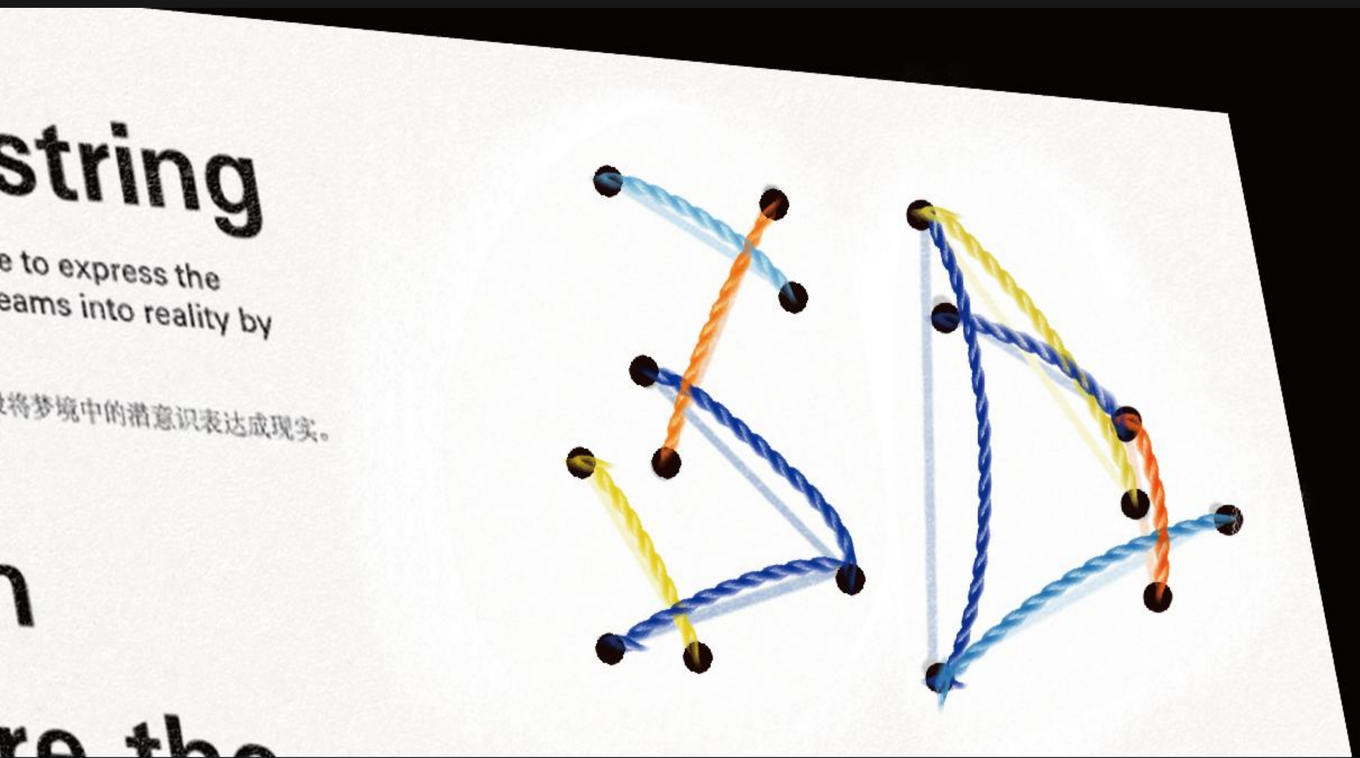
Recording and experiment

The dream words were divided into superiority, neutrality and inferiority. Each group contains nine emotional words. The four colors of the string represent four degrees, from high to low, to more accurately reflect the sample of participants.

提取梦境词汇分为优性、中性和劣性。每一组包含九个情绪词汇。弦的四种颜色分别代表由高到低的四种程度，从而更准确反映参与者样本。




DREAM STRING
梦境绳索
We are thus
driven to admit that in the dream
we know and remembered
something
which was beyond the reach of
our waking memory.2
2 [Footnote added 1914:] Vaschide (1911) remarks that it has often been observed that in dreams people speak foreign languages more fluently and correctly than in waking life.
18


string
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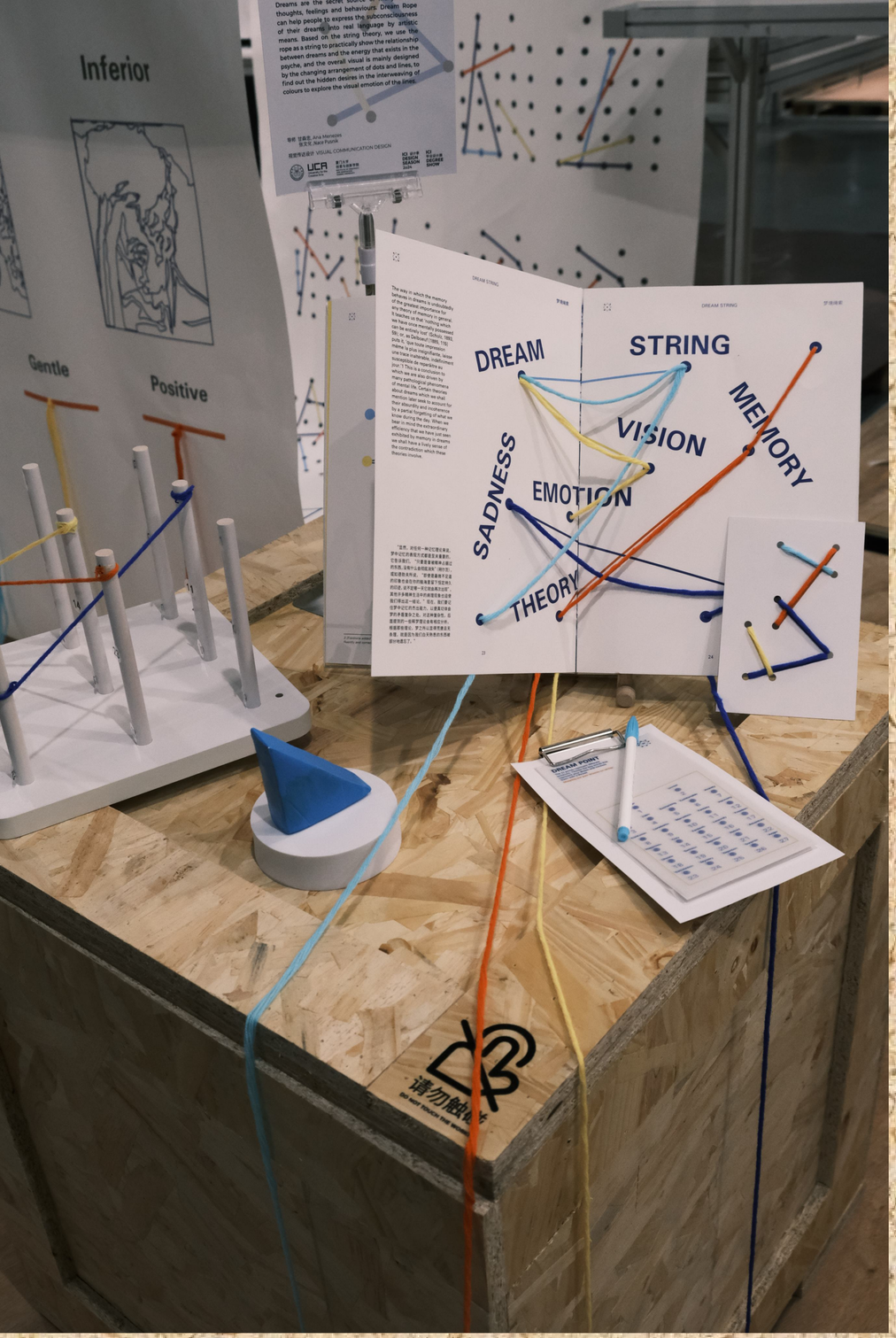
Dream string
Dream Rope helps people to express the subconscious of their dreams into reality by artistic means.
《梦绳》帮助人们用艺术的手段将梦境中的潜意识表达成现实。
Design
Explore the visual emotion of lines
Based on the string theory, we use the rope to practically show the relationship between dreams and the energy present in the psyche, and to find the hidden desires in the interweaving of colours.
我们以弦理论为基础，用绳子实际地展现梦与精神能量之间的关系在色彩的交织中寻找隐藏的欲望。


Inferior
Gentle
Positive
DREAM
STRING
VISION
MEMORY
SADNESS
EMOTION
THEORY
DREAM STRING
DREAM STRING
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Dream string
Dream Rope helps people to express the subconscious of their dreams into reality by artistic means.
Design
Explore the visual emotion of lines
Based on the string theory, we use the rope to practically show the relationship between dreams and the energy present in the psyche, and to find the hidden desires in the interweaving of colours.

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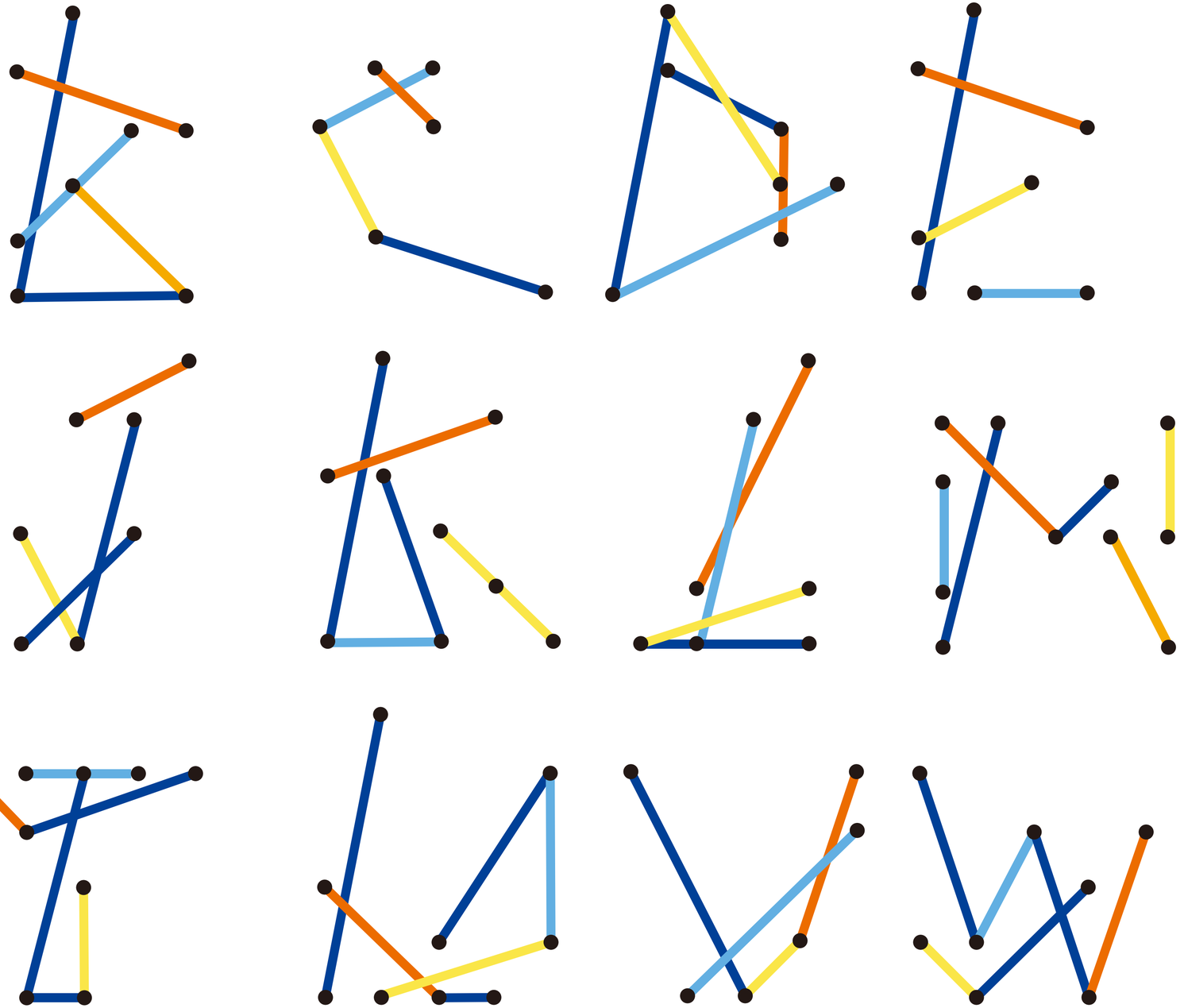
FEAR? UNEASE?
DREAM
DREAM
DREAM

DREAM S VISUAL IDENTITY

Brand Guidelines