

Date :



# Steamline

Write. Reflect. Grow.

“A journal can offer you a place  
to be someone, anyone, who you  
want to be.”

- Brain Ledger



# A structured approach to enhance the effectiveness of emotional venting through Journaling.

While journaling is commonly used as a means of emotional venting, individuals often struggle to fully harness its potential due to the absence of a clear framework or methodology. Without proper guidance, the emotional content may remain disorganized, unfocused, or ineffective, leading to unresolved emotions and limited therapeutic benefits. To address this issue, a structured approach that can maximize the efficacy of emotional venting through journaling. This approach provides individuals with a framework or set of guidelines to help them organize their thoughts, express emotions in a coherent manner, and facilitate effective self-reflection

# Design Process: Double Diamond

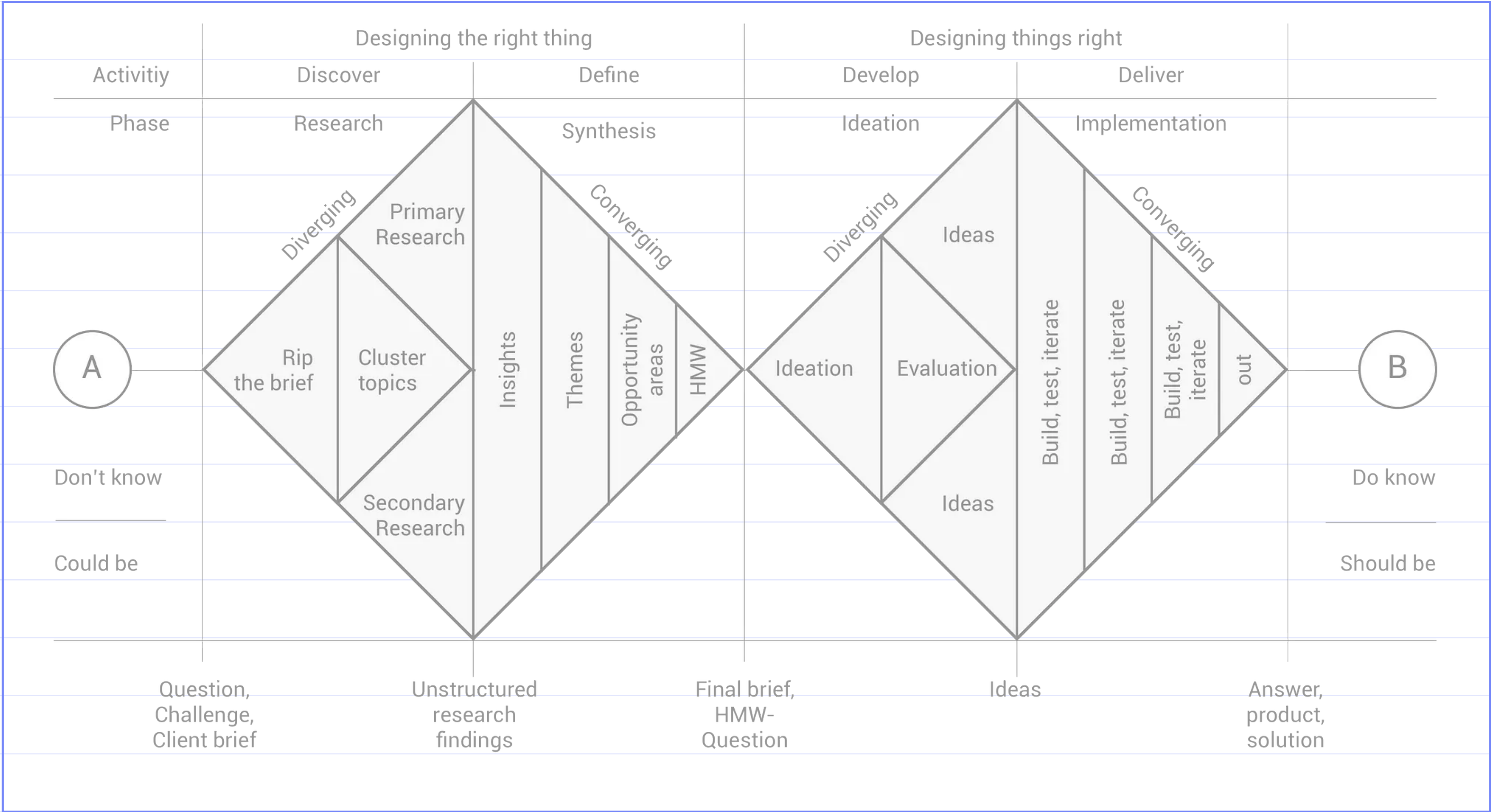
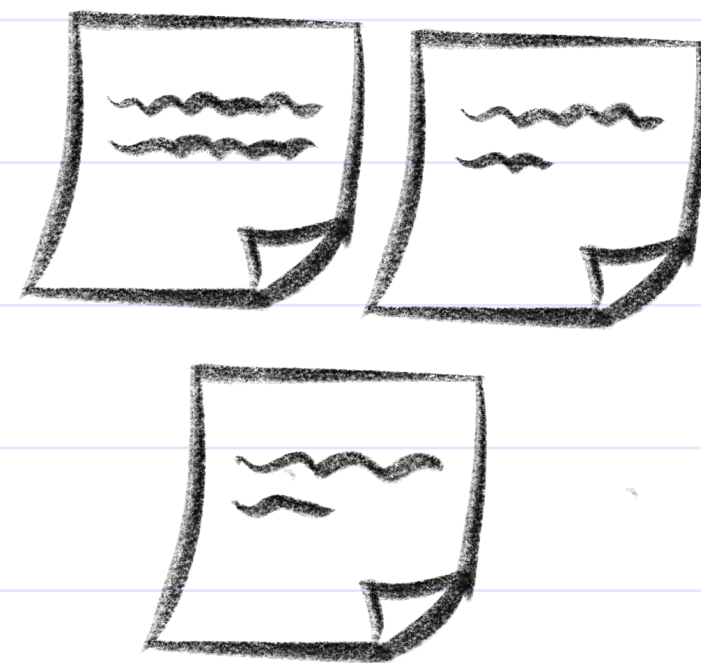


Fig: How to apply a design thinking, HCD, UX or any creative process from scratch (2016)

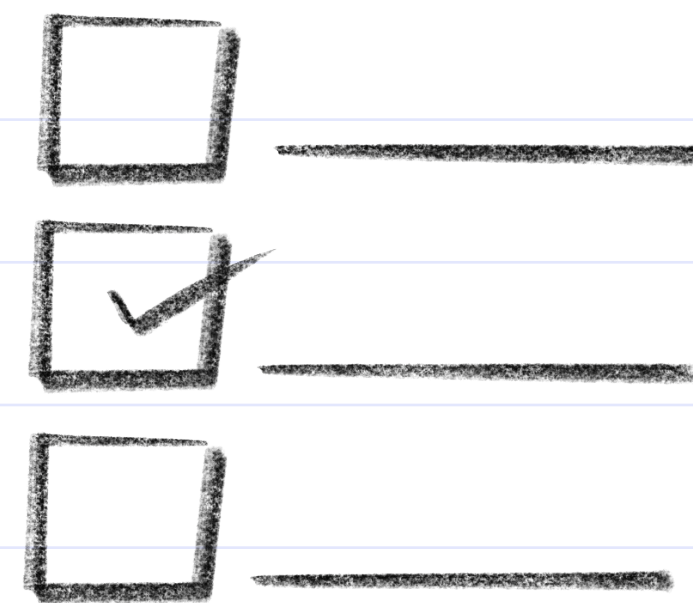


## Discover: Research

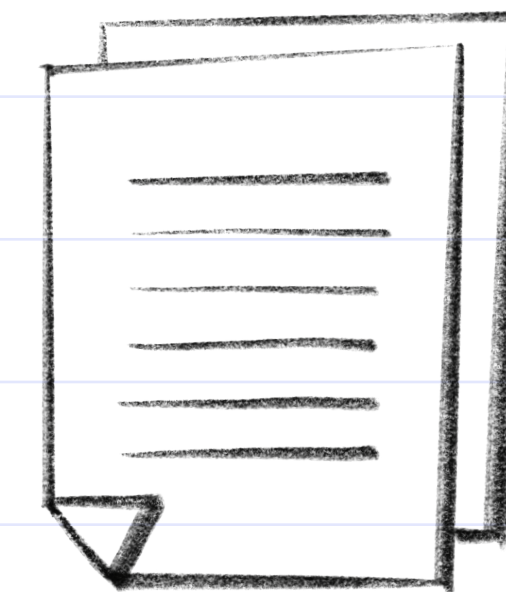
The study is comprised of various methods of data collection, namely focus groups, surveys, and a comprehensive review of secondary sources which entails books, articles, and research papers.



Focus Groups



Surveys



Reports and Articles

## Define: Research Insights

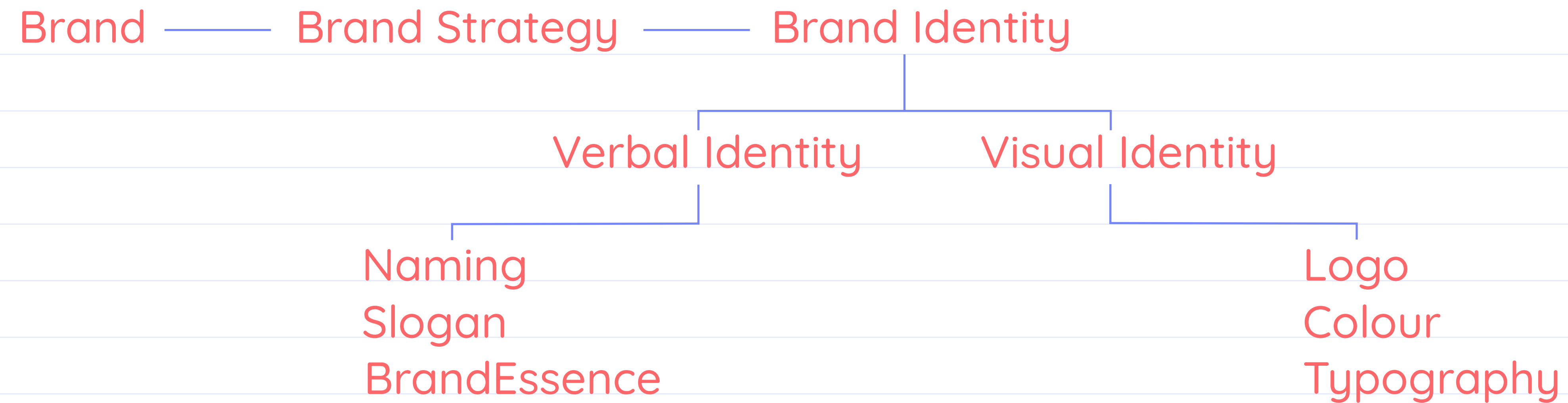
The objective of keeping a journal is multifaceted, with many respondents highlighting its usefulness in gaining mental clarity, alleviating stress, anxiety and promoting self-reflection and self-awareness

Regarding the journal format, most participants favoured the traditional method of using pen and paper. This preference was attributed to the ease of writing freely and the convenience of portability.

The participants have identified several recurring themes in journaling, including expressions of gratitude, self-care, daily check-ins, anxiety management, and overall well-being.



Outcome : A Journal brand which will provide well framed journals.



Brand Essence

Write Reflect Grow

Brand Values

Self-awareness

Problem-solving

Celebrating Imperfection

Brand Promises

Comfort

Positivity

Safe Space

Name

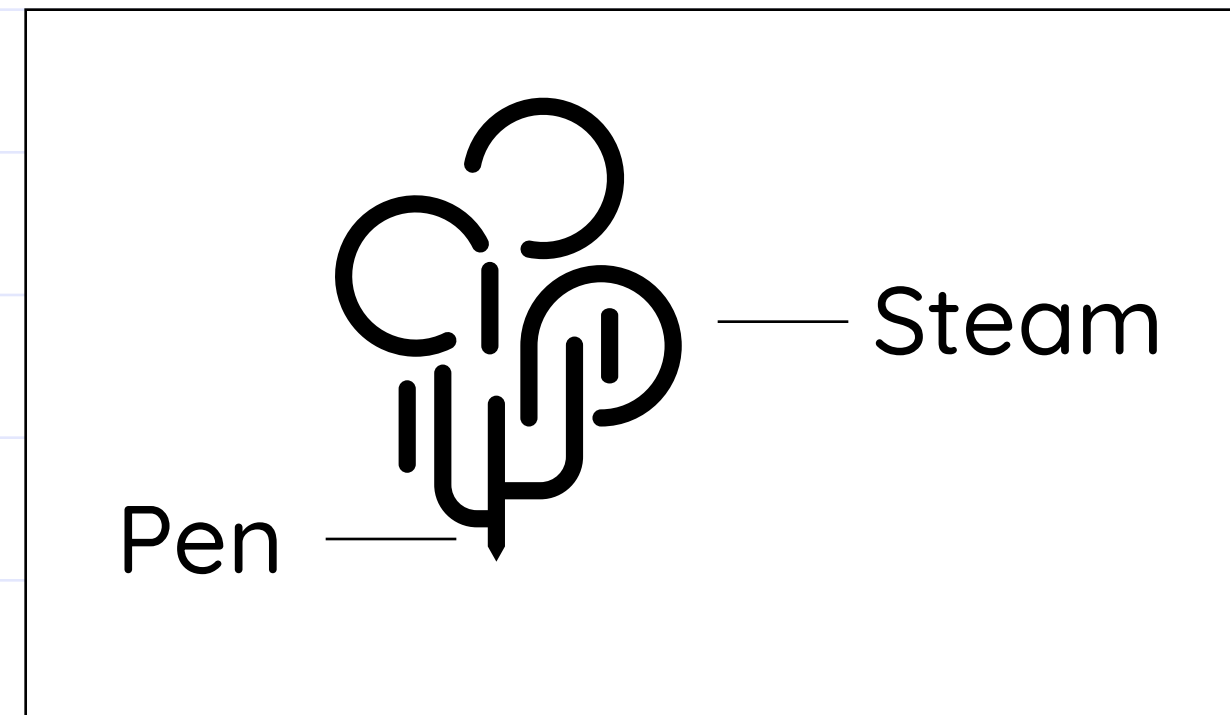
Steamline

Steam(Pressure) + Streamline thoughts

The name represents pressure, while the latter is indicative of streamlining one's thoughts.



## Logo



The brand's logo incorporates elements that represent its essence, such as steam for emotional expression and a pencil for jotting down thoughts. The rounded edges of the logo align with the brand's well-being theme.

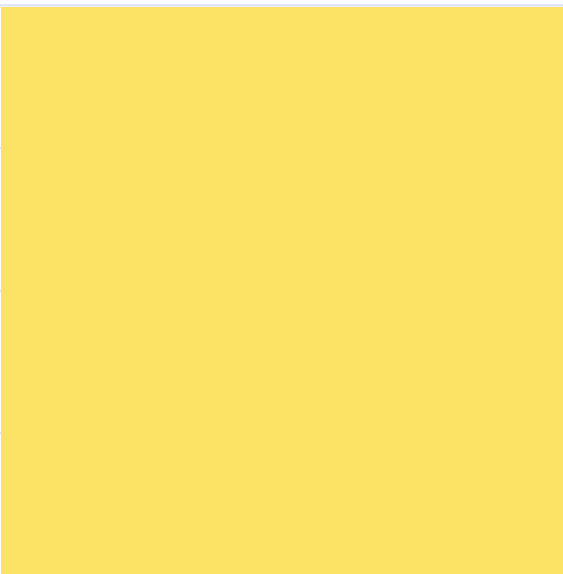


# Colour

## Main Colours



Name: Pastel Red  
Hex: #FD6769  
RGB: (253, 103, 105)  
CMYK: 0, 0.592, 0.584, 0.007

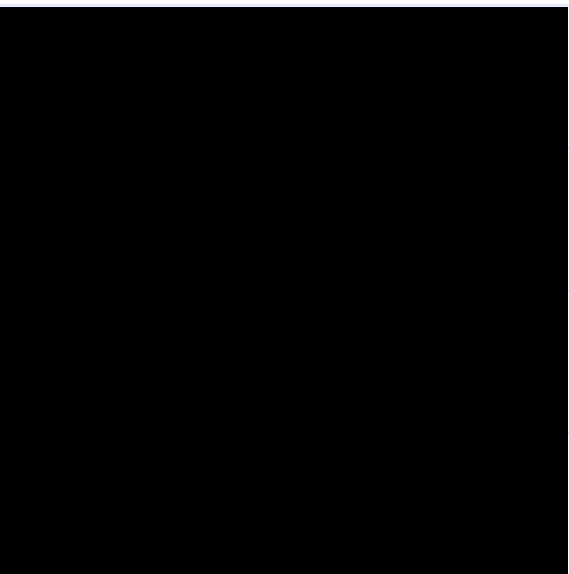


Name: Crayola's Dandelion  
Hex: #FCE365  
RGB: (252, 227, 101)  
CMYK: 0, 0.099, 0.599, 0.011

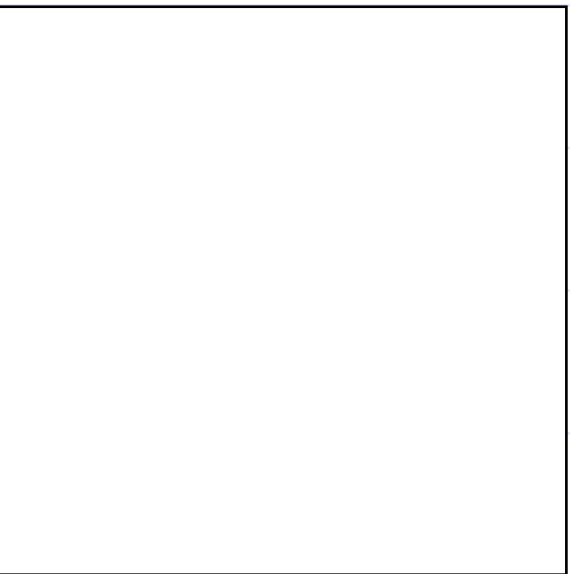


Name: Cornflower Blue  
Hex: #7486F9  
RGB: (116, 134, 249)  
CMYK: 0.534, 0.461, 0, 0.023

## Supporting Colours



Name: Black  
Hex: #000000



Name: White  
Hex: #FFFFFF

The brand logo colours are based on colour psychology and carefully chosen to reflect the principles, values, and well-being theme.



# Typography

Font for the Logo - Quicksand

ABCDEFGHIJKLMO  
PQRSTUVWXYZ  
abcdefghijklmo  
pqrstuvwxyz  
1234567890

To maintain a cohesive style throughout the logo design, the font Quicksand is employed, which complements the overall design of the logo.

Font for the Journal - Gochi Hand

ABCDEF6HIJKLMO  
PQRSTUVWXYZ  
abcdefghijklmo  
pqrstuvwxyz  
1234567890

To give a feel of handwritten font, Gochi Hand font is used. Giving it a raw and quirky look.

