



# PROJECT EGRESS



The year is 2521. Earth is in shambles, and most of humanity now lives throughout the solar system through the help of the Helian Foundation, and their space colonization program known as Project Egress.

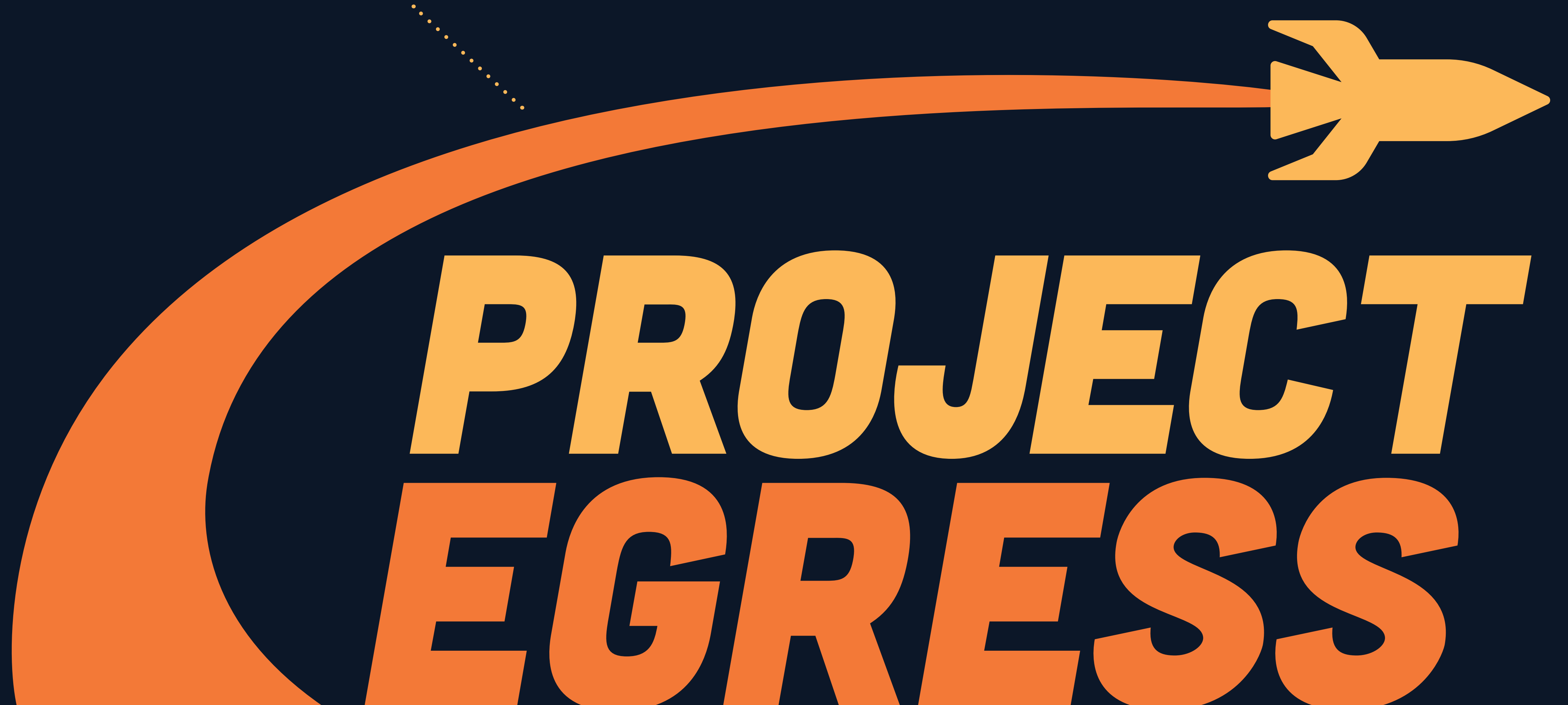
Project Egress is a worldbuilding project that shares its name with the fictional space program created in this fictional universe. Unlike most methods of world building, this project is achieved through the lens of graphic design, paired with concepts to help keep the universe more grounded in reality. It is meant to showcase what humanity might look like living on other moons and planets throughout the solar system.

This book highlights the various scientific studies and visual media that inspired the creation of Project Egress. It also provides a look at other concepts and work that went unused and ultimately led to the final product.

It will provide an in-depth look at each of the concepts created in this thesis, as well as Project Egress' branding, identity, and lore.

**BRAND  
IDENTITY**

Main Project Logo / Official logo of Project Egress, created by the Helian Foundation





Official logo of The Helian Foundation, a mega conglomerate that rules most of the solar system through corporate oligarchy.



Main emblem, can be paired with text or exist on its own.

***CUBANO***

Sharp Italic

Primary Titles / Headings

Secondary Titles / Subheadings

Main Branding Icon .....

Colony Ship Icon

**BALBOA PLUS**

Fill

Alternate Titles / Headings

#f47b39

Nebula Orange

#fcb75a

Solar Yellow

**Montserrat**

Bold

Alternate Secondary Titles

Regular

Body Copy / Captions

Montserrat

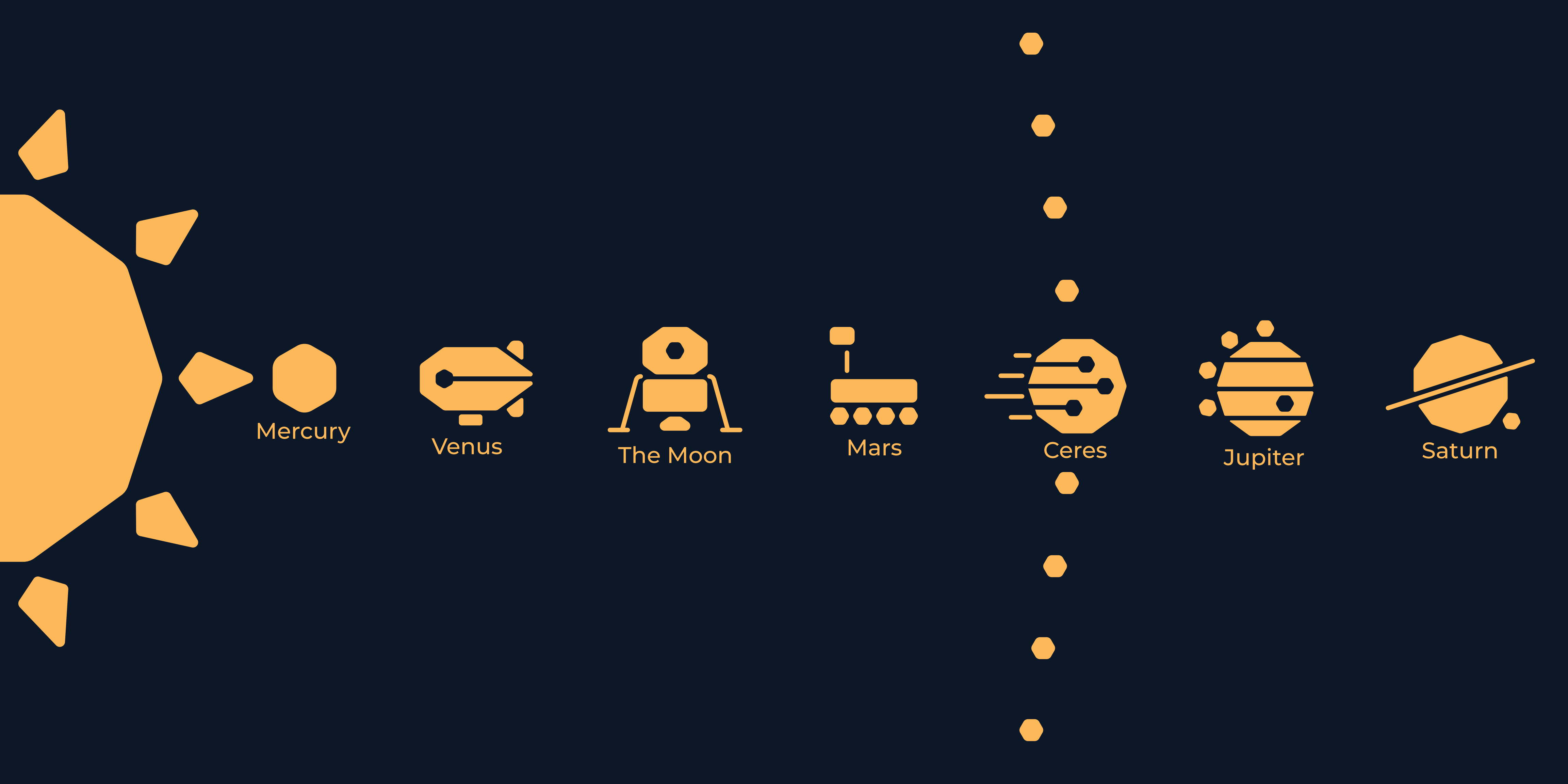


Colony Dome Icon

#081A2A

Void Blue





Mercury

Venus

The Moon

Mars

Ceres

Jupiter

Saturn



Uranus



Neptune



Pluto

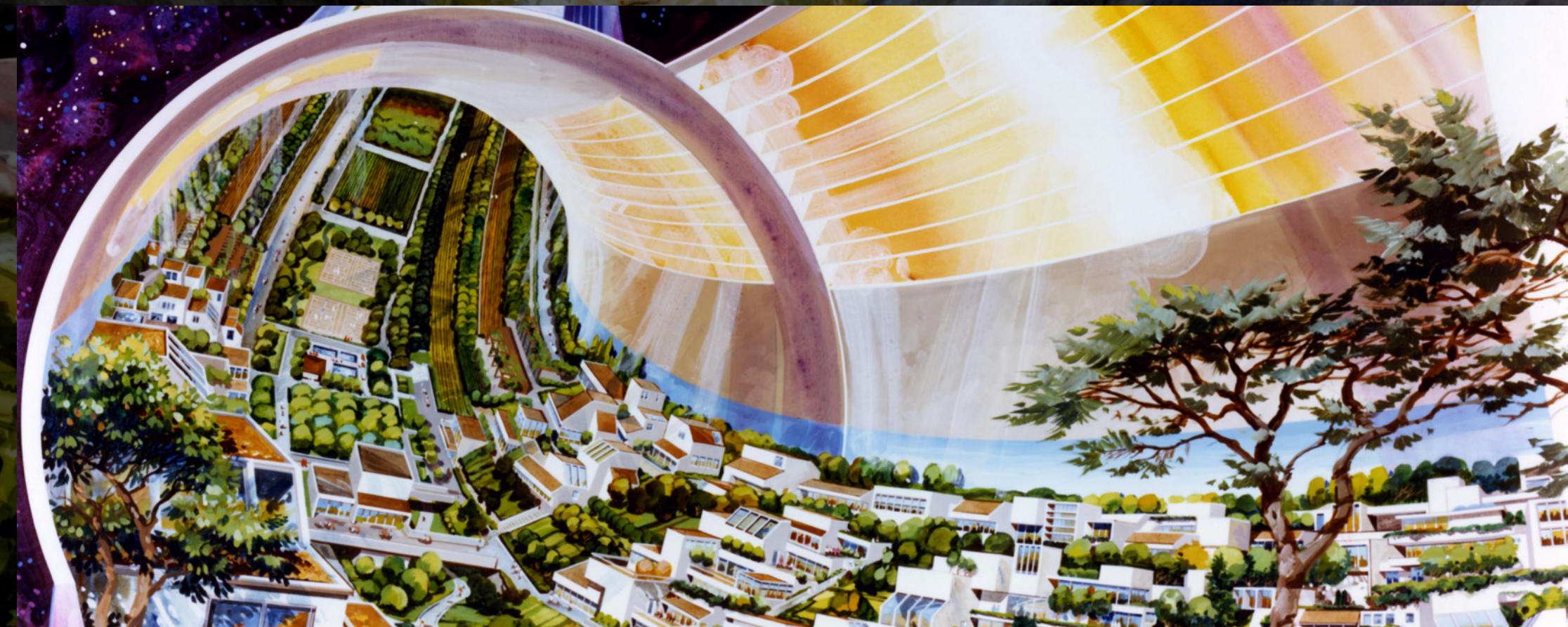
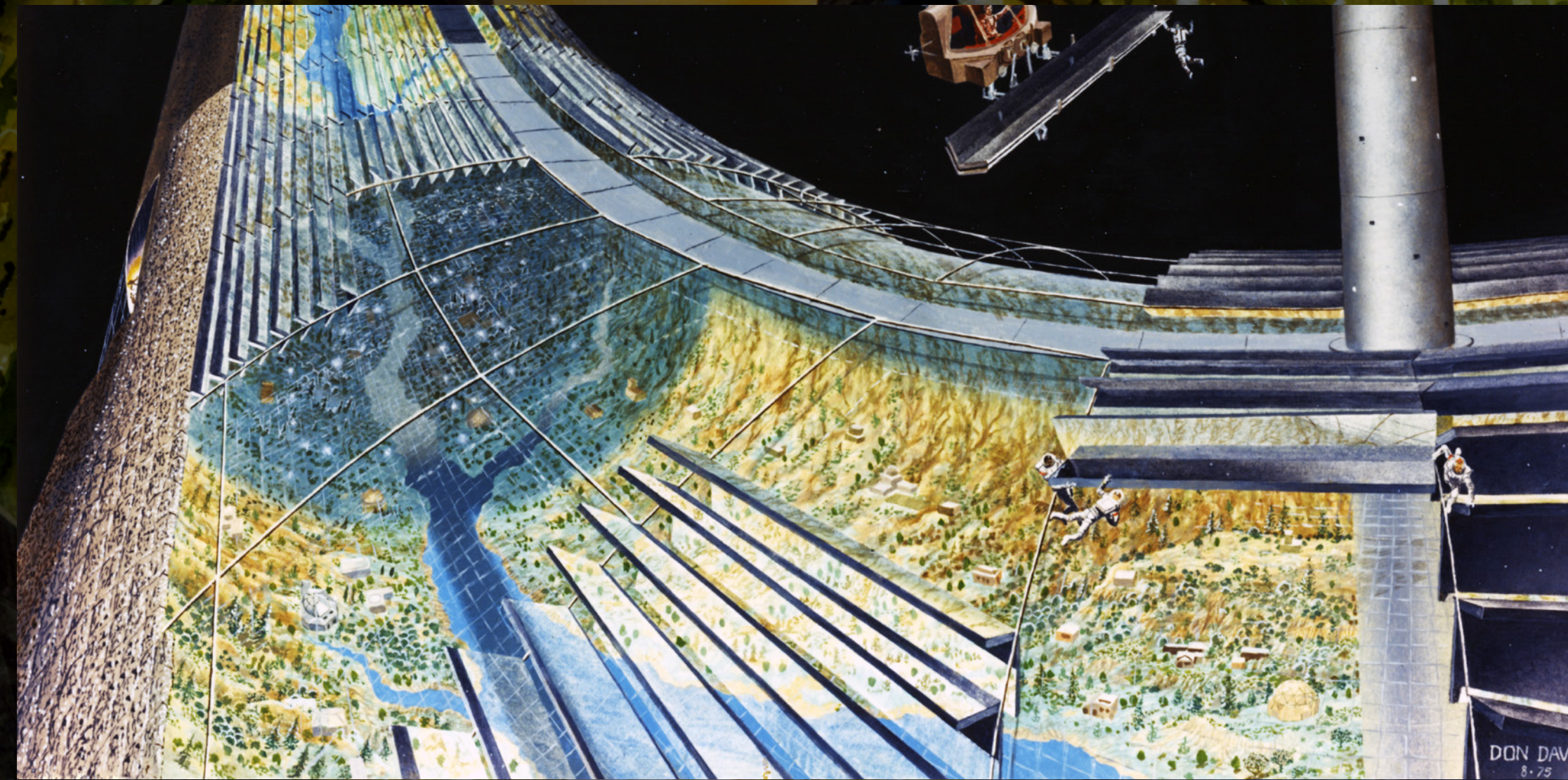
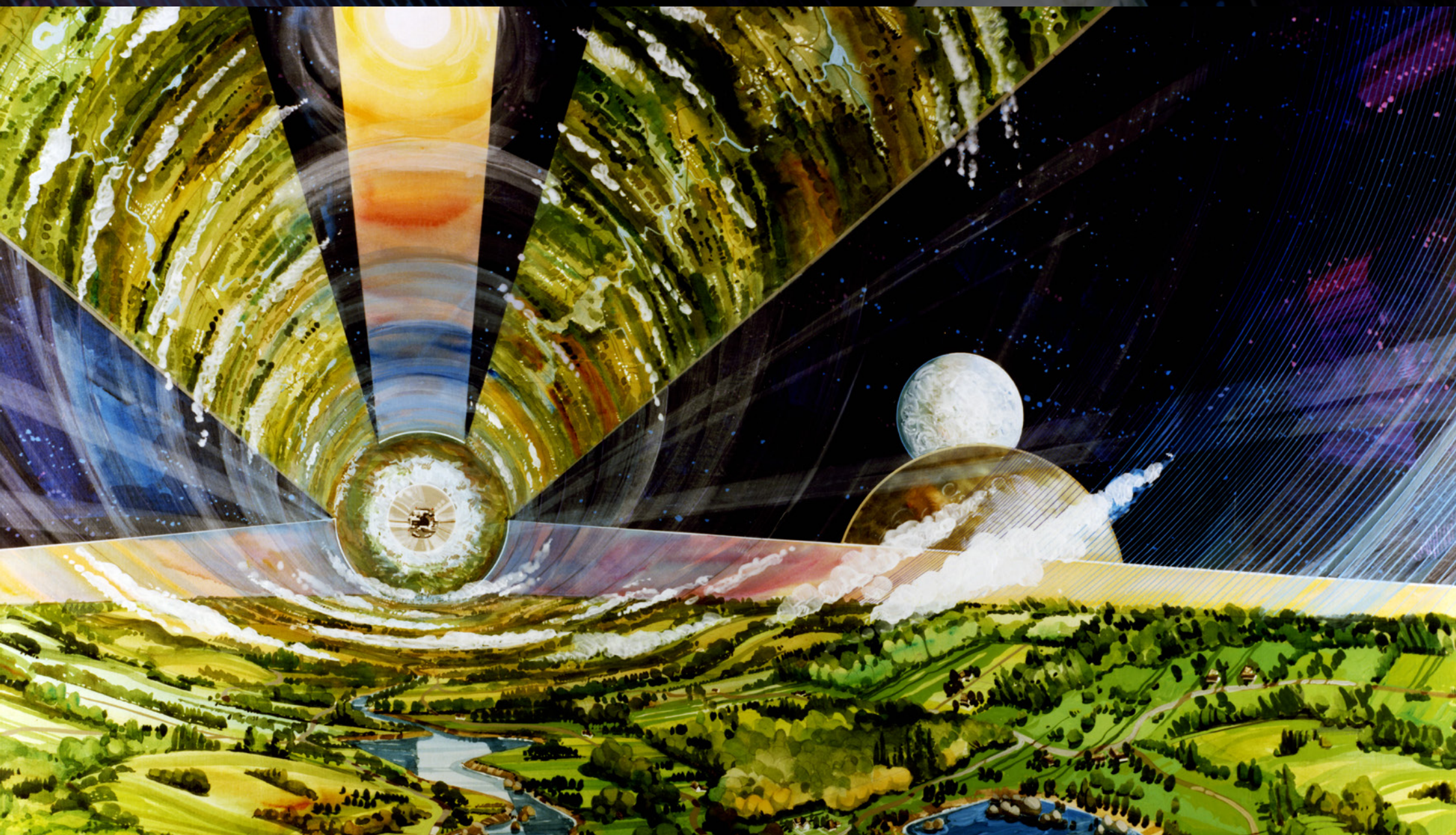


**VISUAL  
CONCEPTS**



# ORIGINS

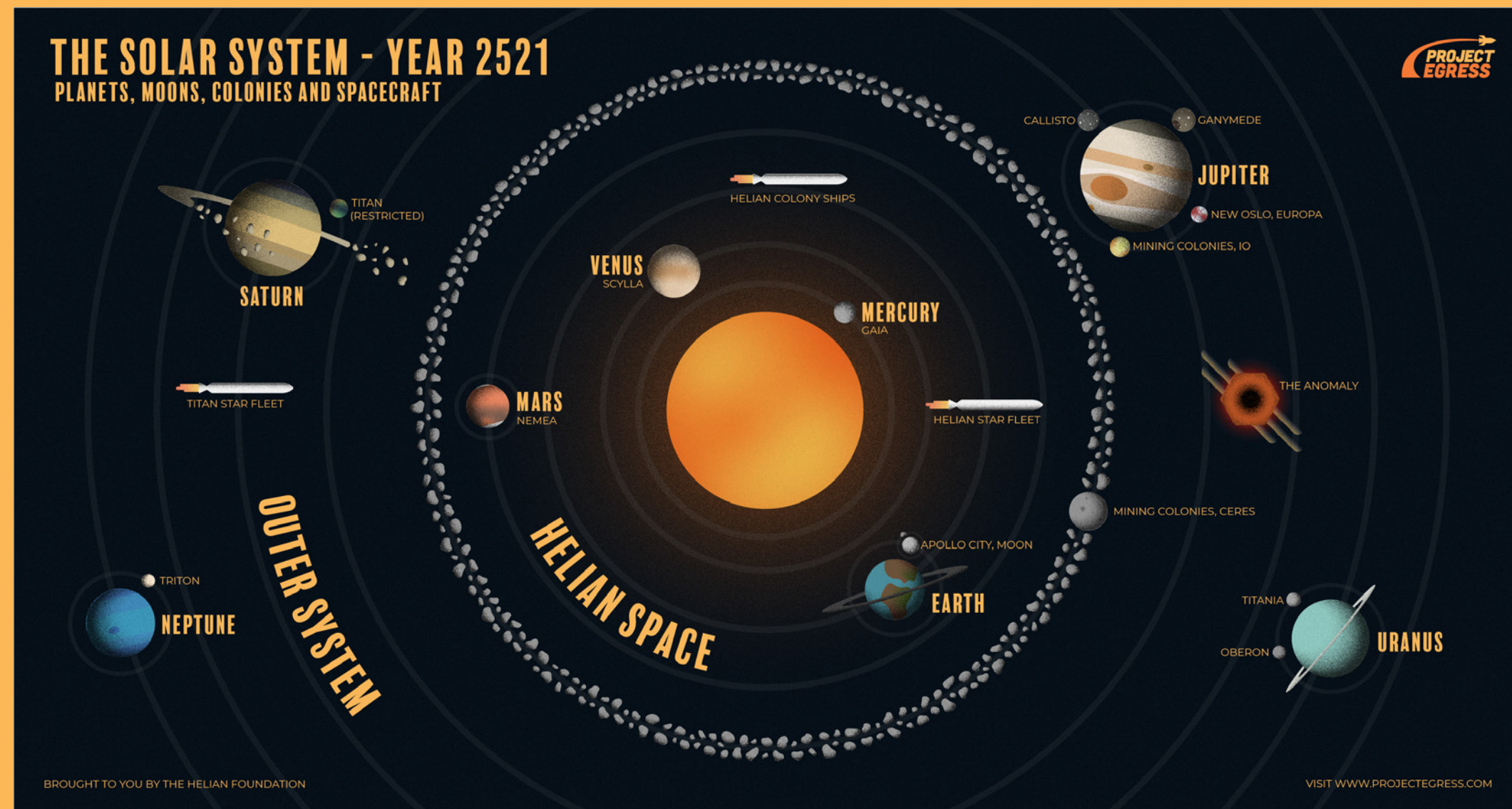
Rick Guidice's artistic renderings made in partnership with NASA were a major inspiration for the idea of creating artwork that features scientifically-accurate settlements.





# MAP OF THE SOLAR SYSTEM

In order to establish a general overview of the Project Egress universe, a map of the solar system was created. This helps establish multiple aspects of this fictional universe using illustrative assets and a clear typographic hierarchy.



24" x 45"

# VISUAL INSPIRATION

Various stylized maps for real-world locations were used as inspiration for creating the map of the solar system, both in terms of layout and hierarchy.





DEFY THE LAWS OF PHYSICS  
IN THE MAGNETIC MEGA-CITIES OF

# EUROPA

## TOURISM POSTER

Base 900 Sans OT  
Bold

Callisto

Jupiter

Io

Magnetic buildings

Superconductors

Monorail system

LEARN MORE AT [WWW.PROJECTEGRESS.COM](http://WWW.PROJECTEGRESS.COM)

24" x 36"

## CONCEPT: EUROPA

Europa was chosen as a prime concept in Project Egress' development due to its potential for visually striking architecture, and the practical benefits of the moon possibly having water beneath the surface. This ultimately led to the creation of visual material that is meant to advertise a high-tech life beyond the asteroid belt of the solar system, using highly stylized visuals combined with typography.

"Superconductors and magnets, ...combine  
to repel the force of gravity and lift an object  
**ABOVE GROUND."**

-WIRED



“The surface of Europa is frozen...  
...but scientists think there is an ocean  
***BENEATH THE SURFACE.***”  
-SPACE.COM



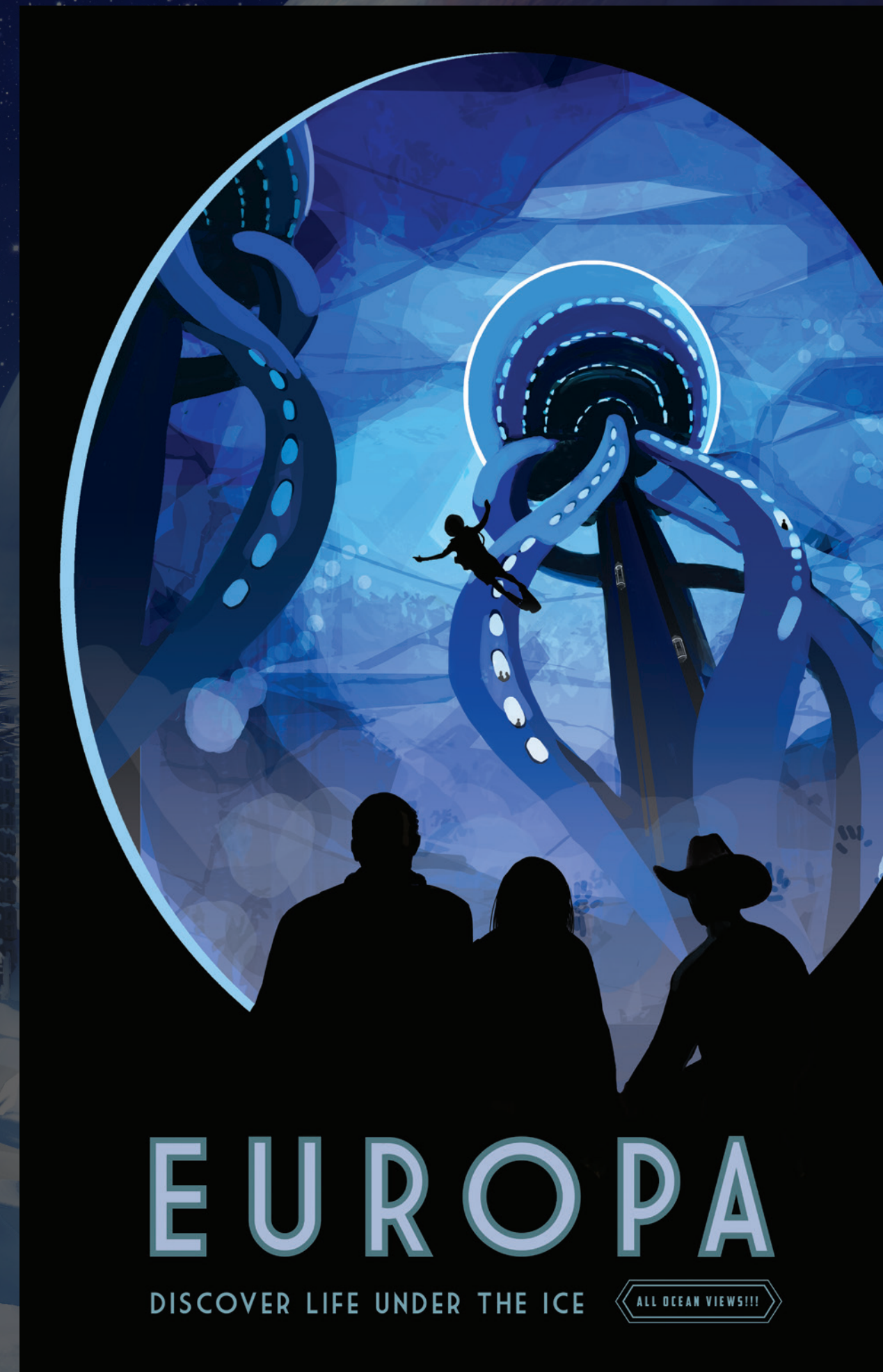


# ***VISUAL INSPIRATION***

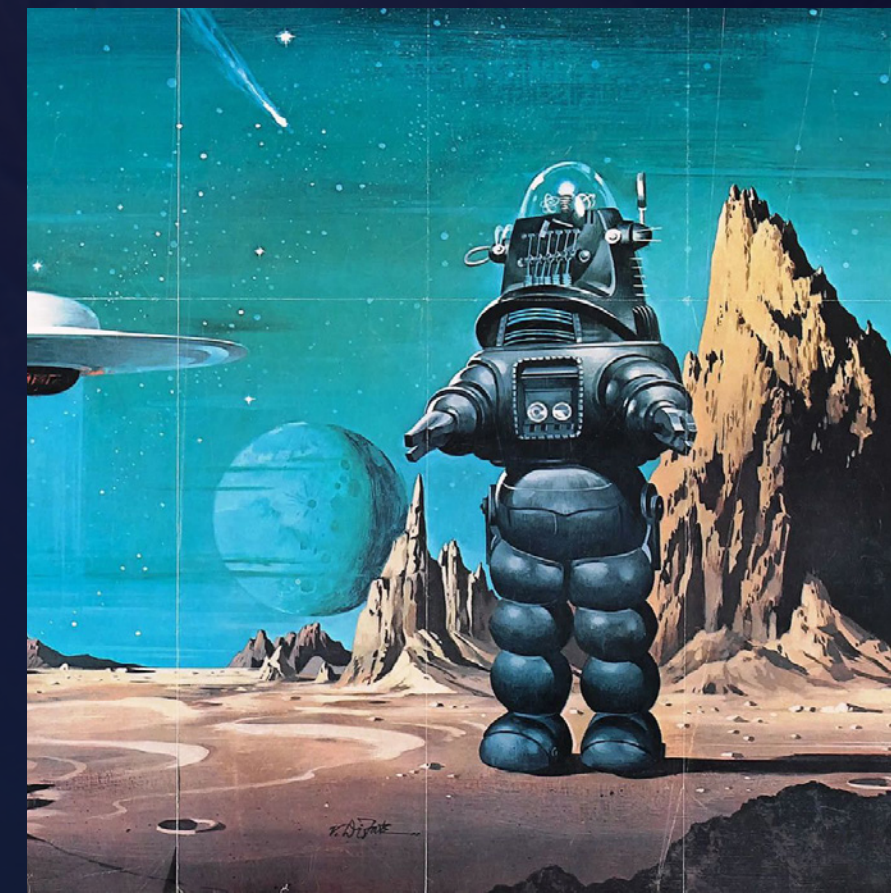
Concept art from the hit video game series “Destiny” and NASA’s “Visions of the Future” posters, among other works, were a major source of inspiration when determining how Europa would appear.



“Destiny” Europa Concept Art

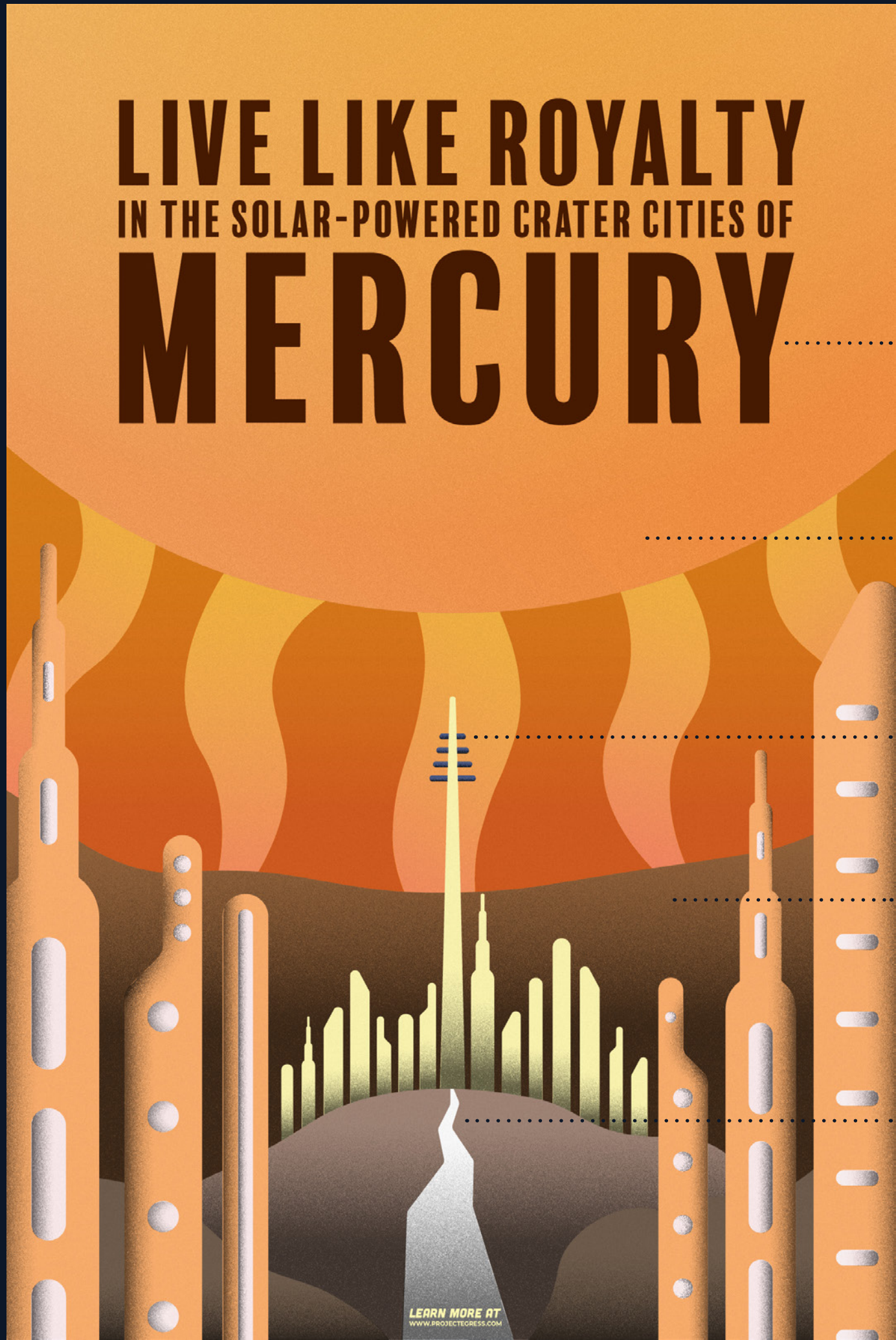


“Visions of the Future” Poster



Misc. Concept Art





# ***TOURISM POSTER***

Balboa Plus  
Fill

The Sun

Solar Tower

Crater Wall

Ice River

24" x 36"

# ***CONCEPT: MERCURY***

Mercury was one of the earliest concepts in Project Egress to have visual media alongside it. The main interest in Mercury is the ice in craters at the poles, and the potential for limitless solar energy. This makes the planet a particularly promising candidate for colonization. This tourism poster helps visualize such concepts while acting as an in-universe piece of promotional material for the wealthy Mercury colonies.

“Many of the craters show evidence for  
***WATER-ICE***”

-NASA

The background is a solid dark blue. Scattered throughout are several orange geometric shapes: a large irregular polygon on the left, a large irregular polygon on the right, and several smaller shapes including hexagons, pentagons, and triangles. The text is positioned in the upper left and lower right areas.

“A better option, ...would  
probably be to set up a  
***HOME BASE...***

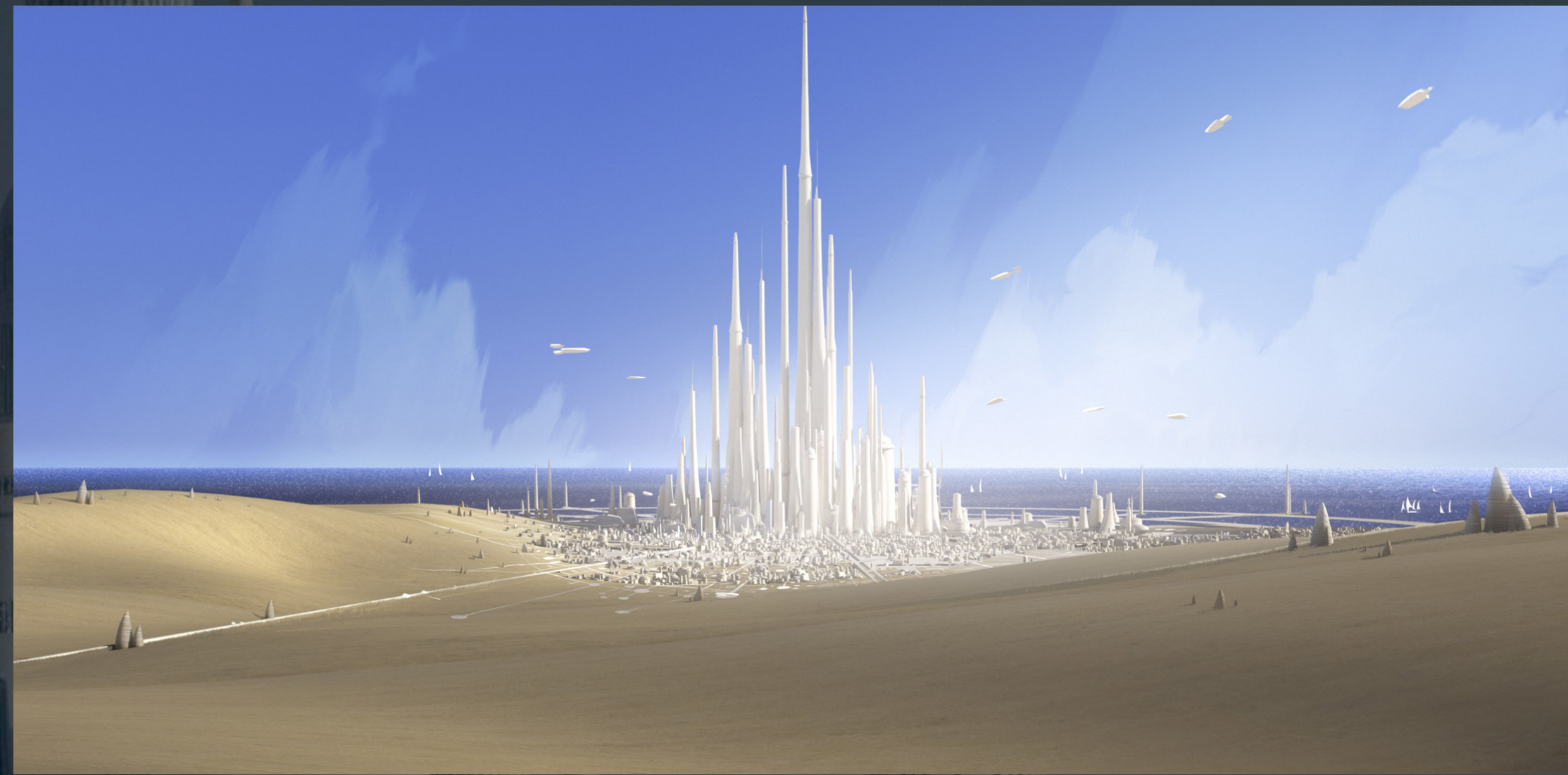
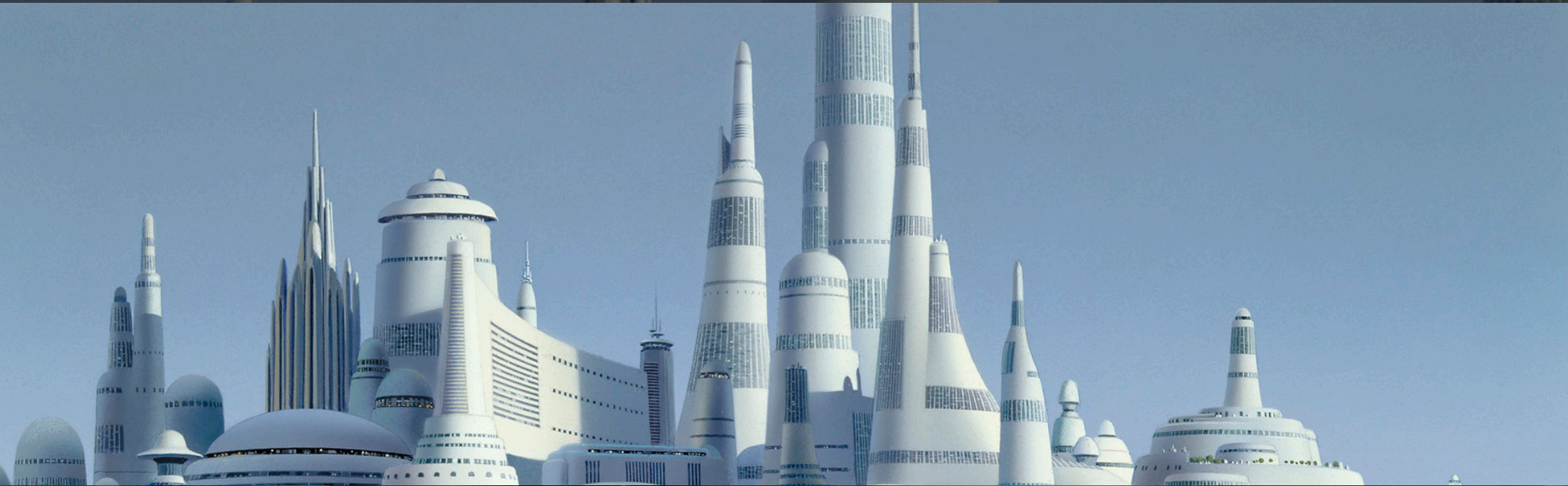
...on a crater rim, and have a  
water mining operation at  
***THE POLE”***

-SPACE.COM

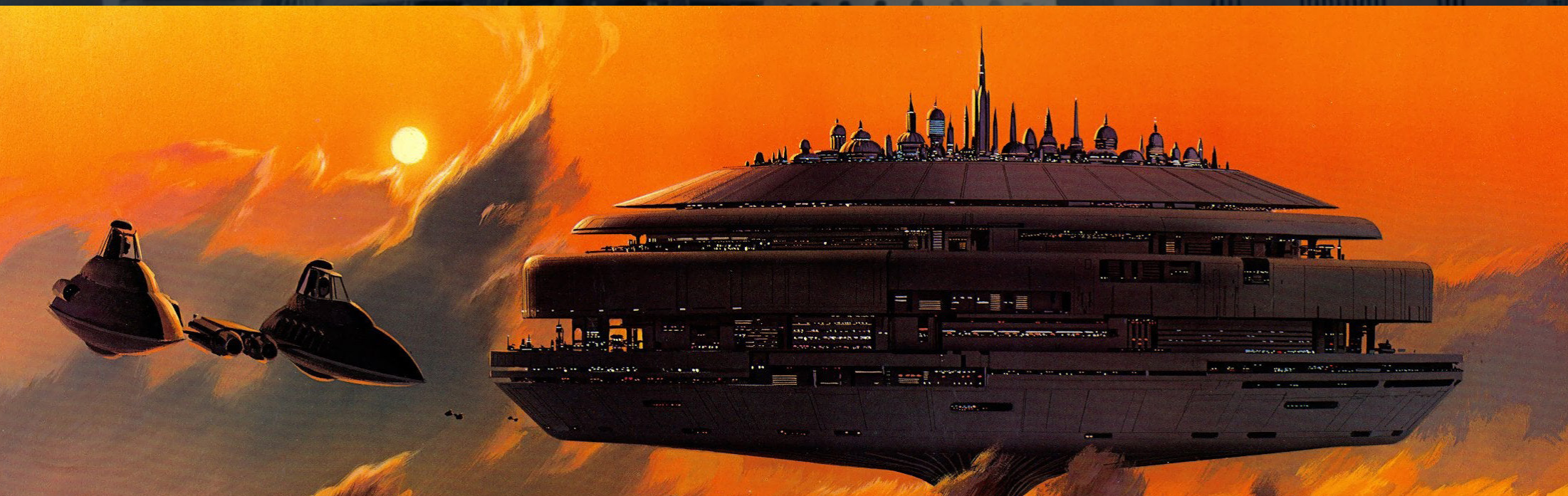


# VISUAL INSPIRATION

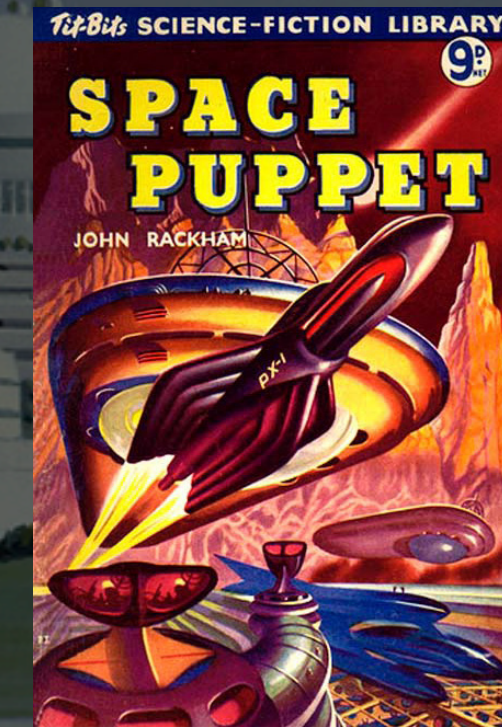
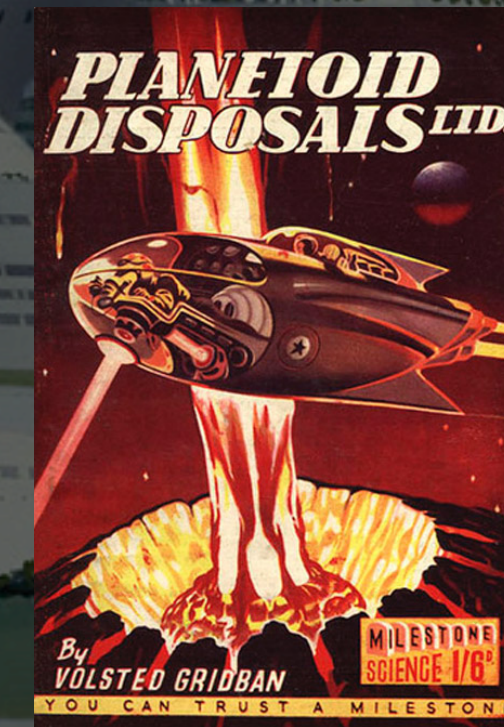
Video stills and concept art from “Star Wars” were an integral part of creating visuals for the Mercury concept.



“Star Wars: Rebels” Still

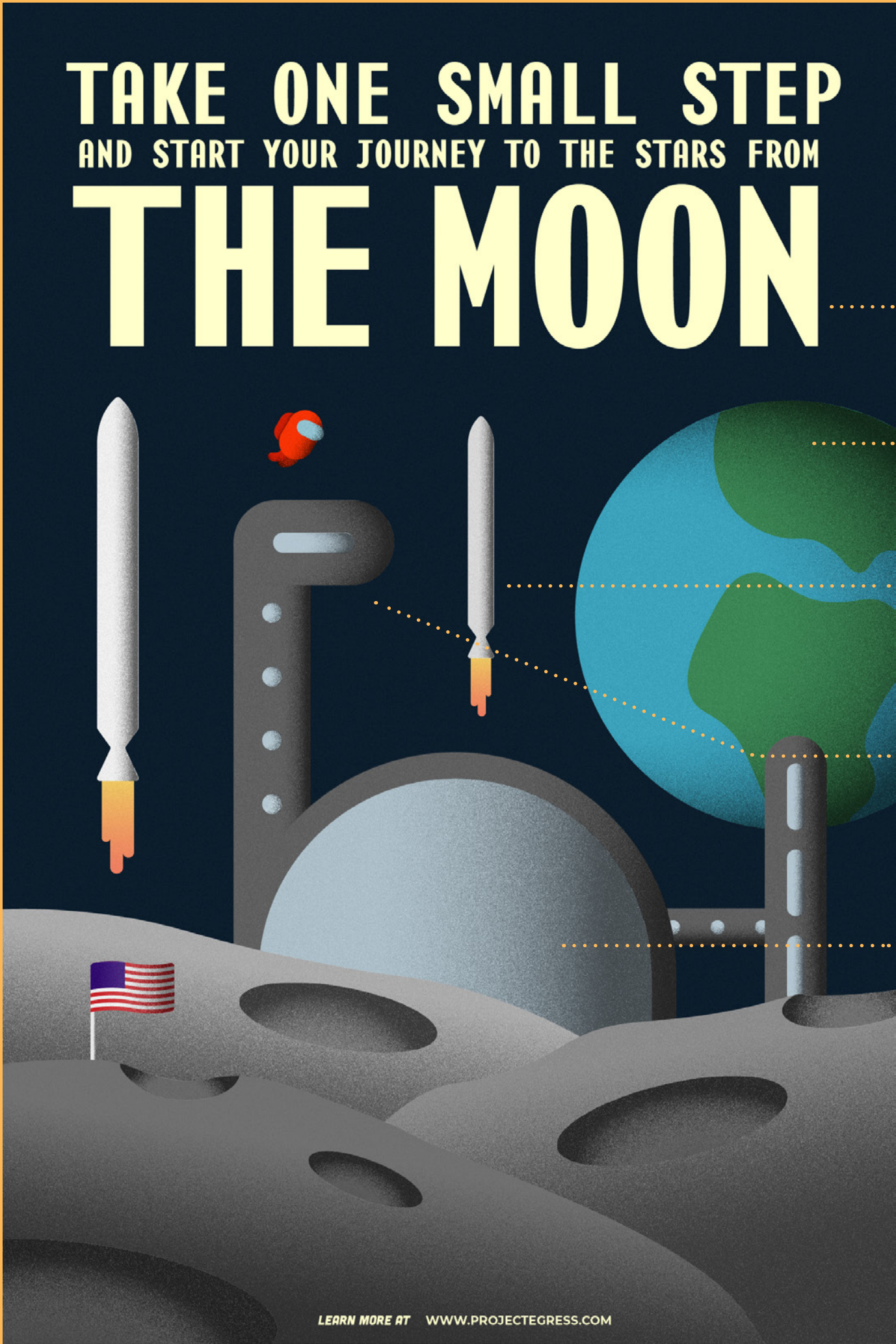


“Star Wars” Concept Art by Ralph McQuarrie



1950s Science-Fiction Book Covers





# TOURISM POSTER

Base Mono Narrow

Earth

Cargo Rocket

Control Tower

Observatory

24" x 36"

# CONCEPT: THE MOON

The moon is often a popular location for off-world colonies or space stations. In Project Egress, lunar colonies act as refueling or transit stations from Earth to other celestial bodies. "The Gateway" and "Moonbase Alpha" are some of the real-world concepts that inspired this idea, and subsequently the tourism poster.

"The Gateway will be an outpost orbiting the Moon, ...as well as a staging point for

**DEEP SPACE  
EXPLORATION"**

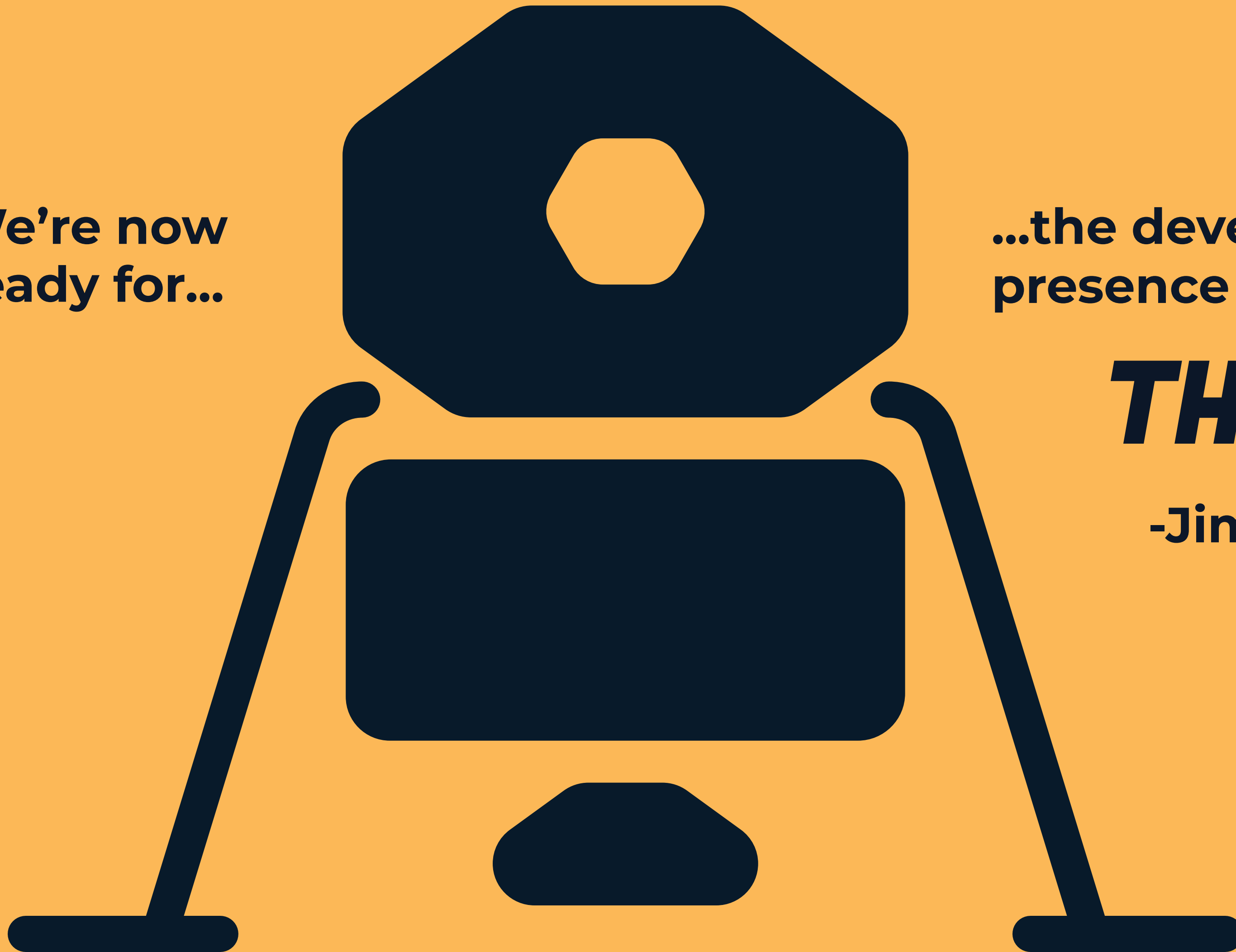
-NASA

**“We’re now  
ready for...**

**...the development of a sustained  
presence on and around**

***THE MOON.”***

**-Jim Bridenstine, NASA**



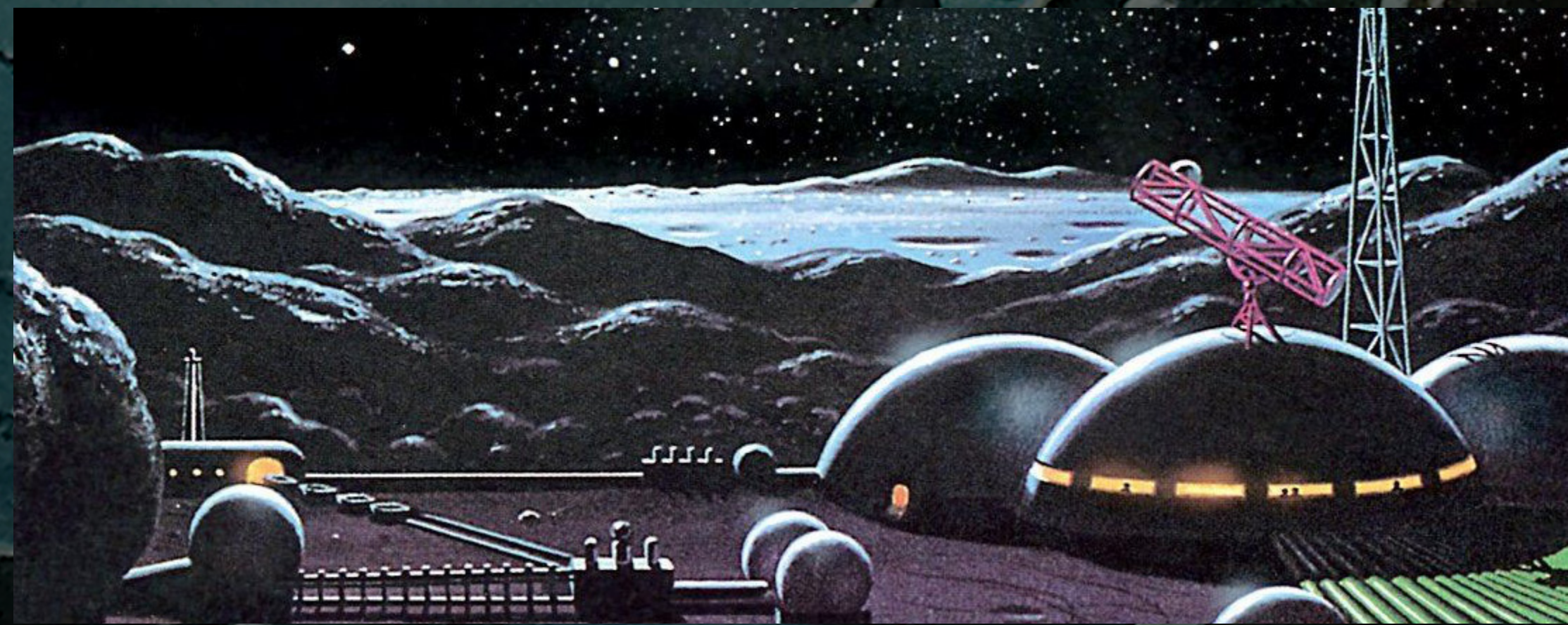


# ***VISUAL INSPIRATION***

The moon base render shared by SpaceX, along with concepts created by David Hardy, were the primary inspirations in determining what a moon base might look like within the Project Egress universe.



“Moon Base Alpha” Image provided by SpaceX



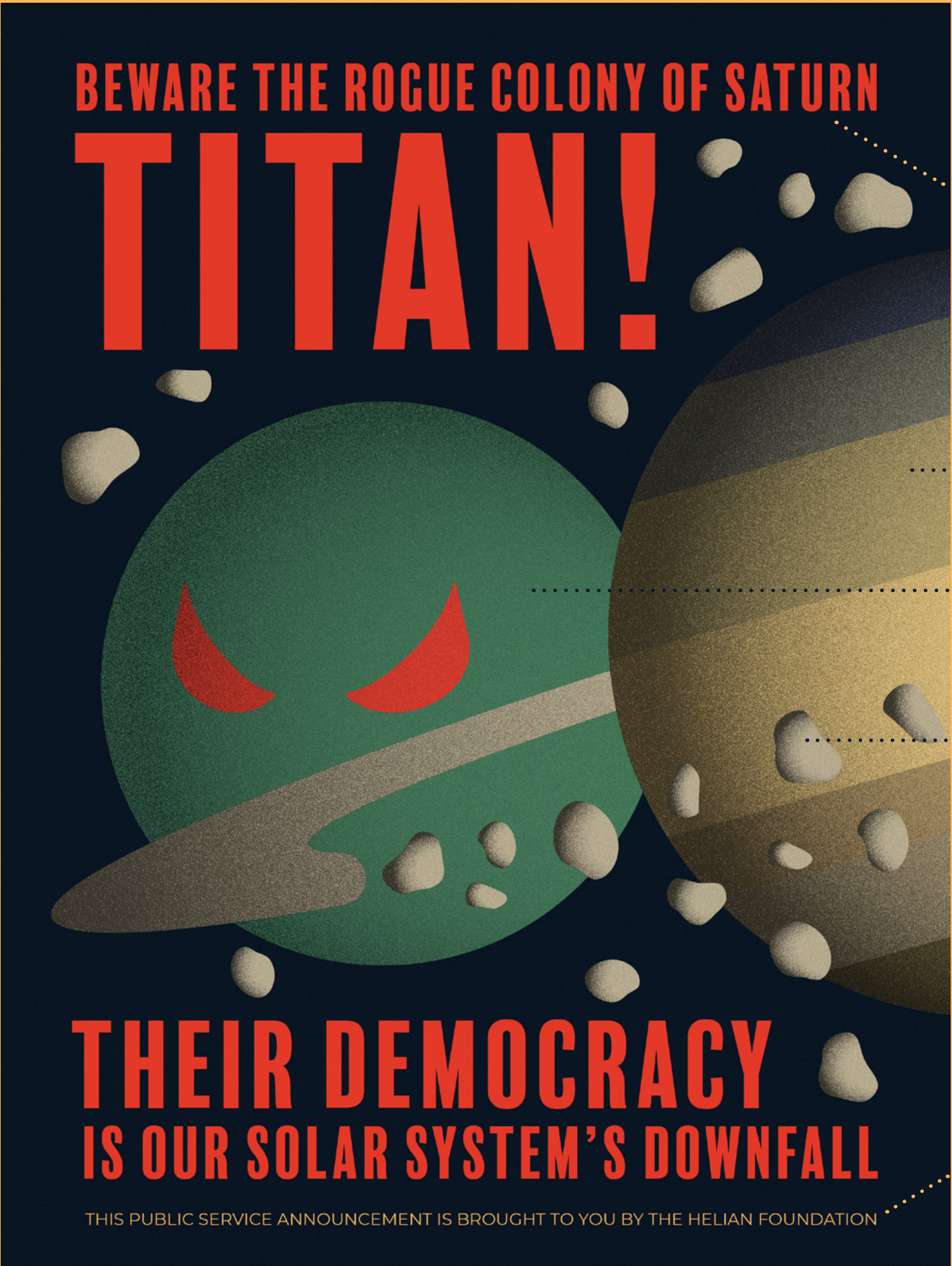
Moon Base Concepts by David Hardy



# CONCEPT: TITAN PROPAGANDA POSTERS

Rather than recontextualizing an existing scientific concept or piece of technology, these posters are meant to visually establish a primary a conflict within the world of Project Egress. Titan, the largest moon of Saturn, rebelled against the Helian Foundation and their corporate oligarchy, establishing a direct democracy after the founation was driven off-world.

Following their initial revolt in 2472, the Helian Foundation is at odds with Titan, creating propoganda to sway public opinion. These posters pair the signature illustrative style of Project Egress with a sinister red version the main typeface used by the Helian Foundation, creatingw a sense of dread for the viewer.



## PROPAGANDA POSTER #1

Balboa Plus  
Fill

Saturn

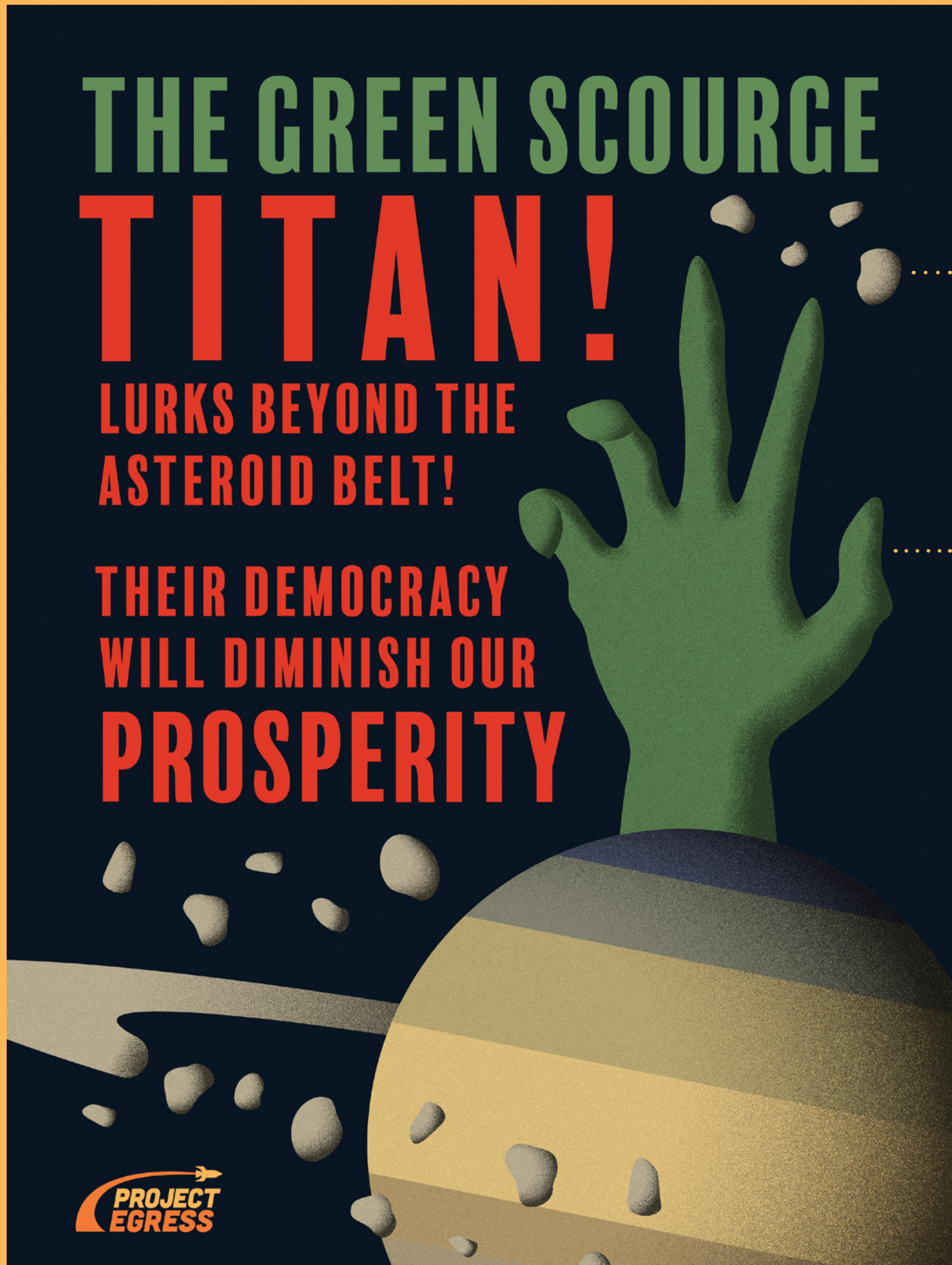
Titan

Rings of Saturn,  
partially ruined  
by mining  
operations.

PSA Label

18" x 24"





## PROPAGANDA POSTER #2

..... Stray asteroids from rings of Saturn

..... Green hand Represents looming threat of Titan.

18" x 24"

# VISUAL INSPIRATION

To help with the creation of in-universe propaganda, posters from the Cold War era were used as references.



Cold War Propaganda









# ORIENTATION VIDEO

In order to help bring Project Egress to life and set a proper tone for this project, an “orientation” video was created. The video acts as an introduction to Project Egress and the Helian Foundation, detailing the process of leaving earth and starting a new life on another planet or moon.

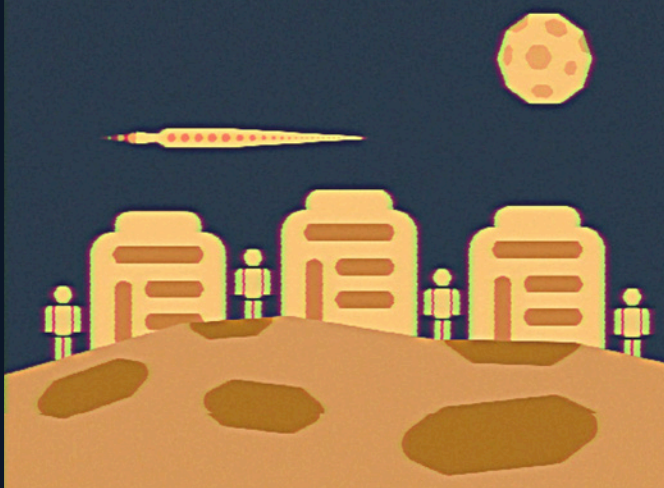
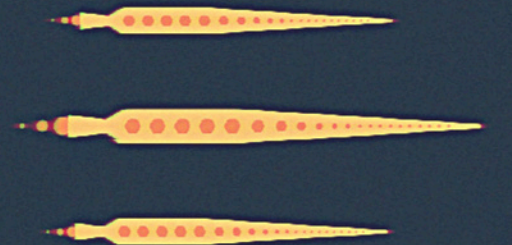
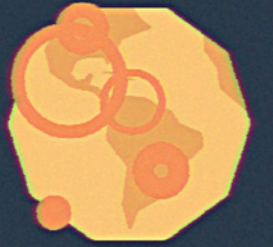
The video was created with a 4:3 aspect ratio and a custom VHS filter to evoke a more retro aesthetic that fits with the other works created for Project Egress.

THE HELIAN FOUNDATION

PROJECT  
EGRESS



PROJECT  
EGRESS



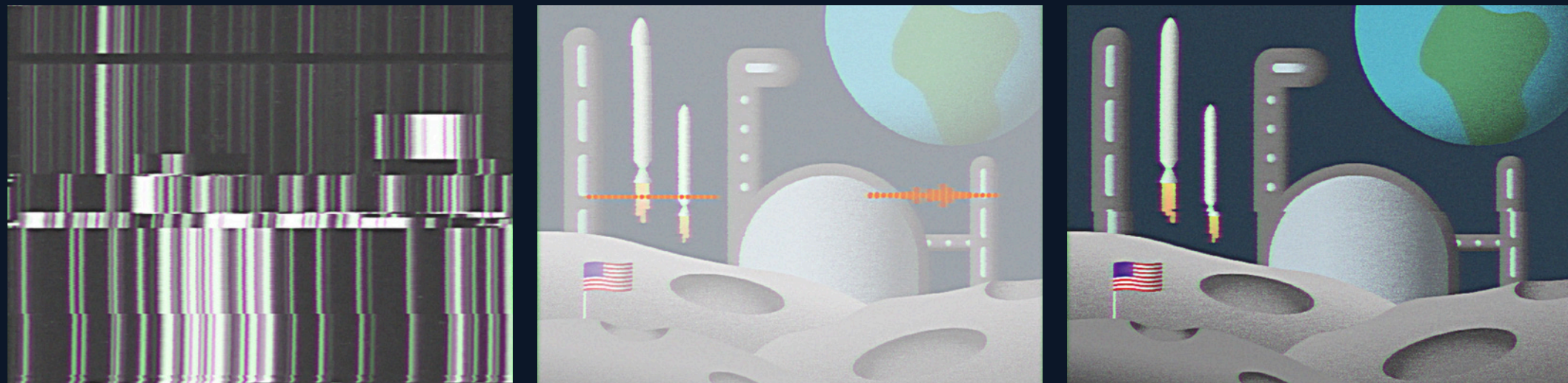


# ***STORY VIDEOS***

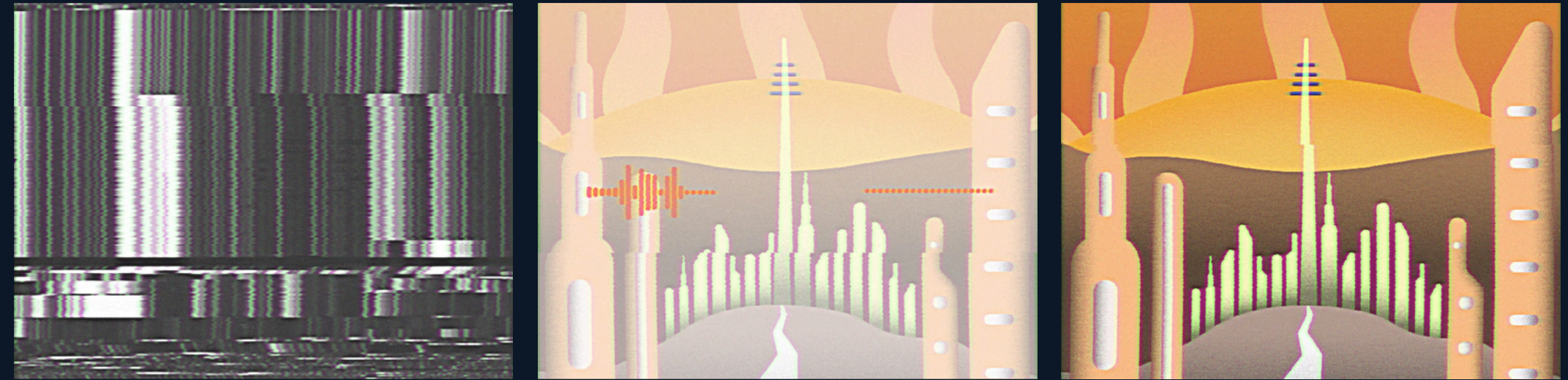
In addition to the orientation video, four shorter, audio-oriented videos were created for the Project Egress webpage. Each video acts as a “found footage” audio drama of sorts with an audio visualizer to indicate when characters are speaking.

Each video was created in the same visual style as the orientation video, and all follow the life of a singular protagonist traveling around the solar sytem.

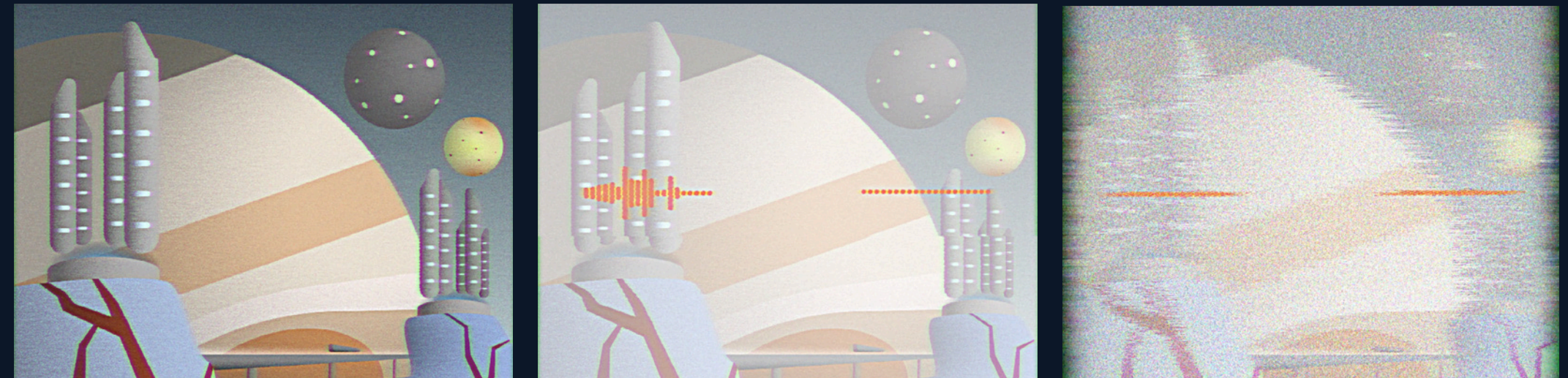
## ***CHAPTER 1***



## ***CHAPTER 2***



## ***CHAPTER 3***



## ***EPILOGUE***

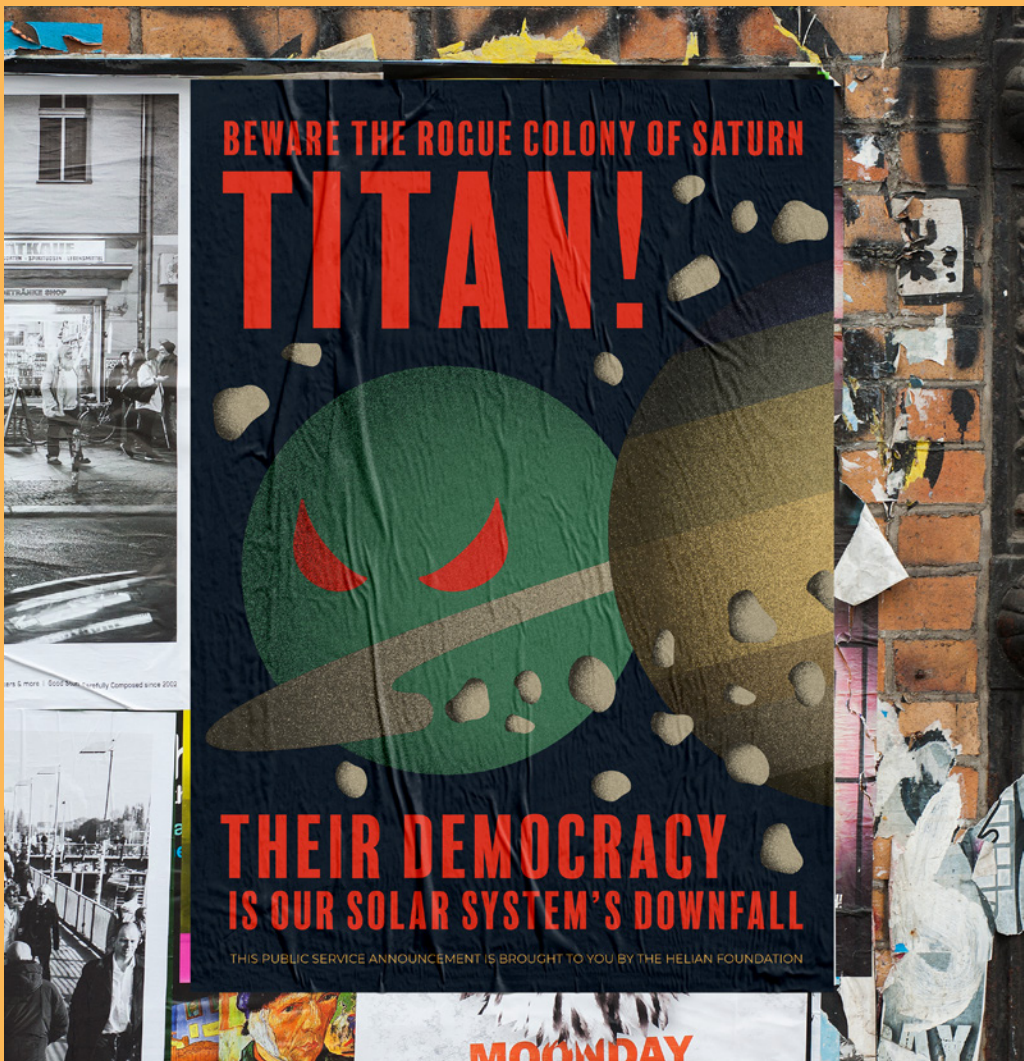
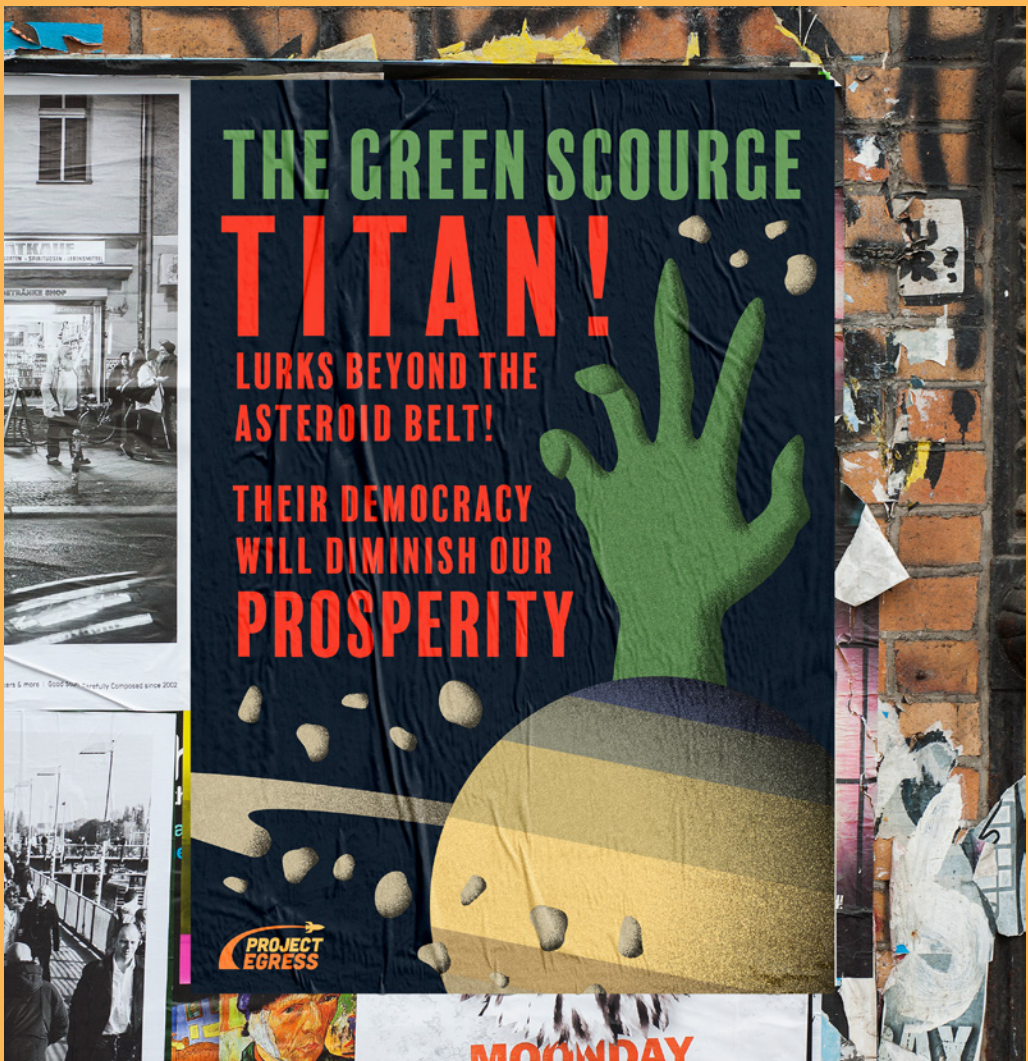




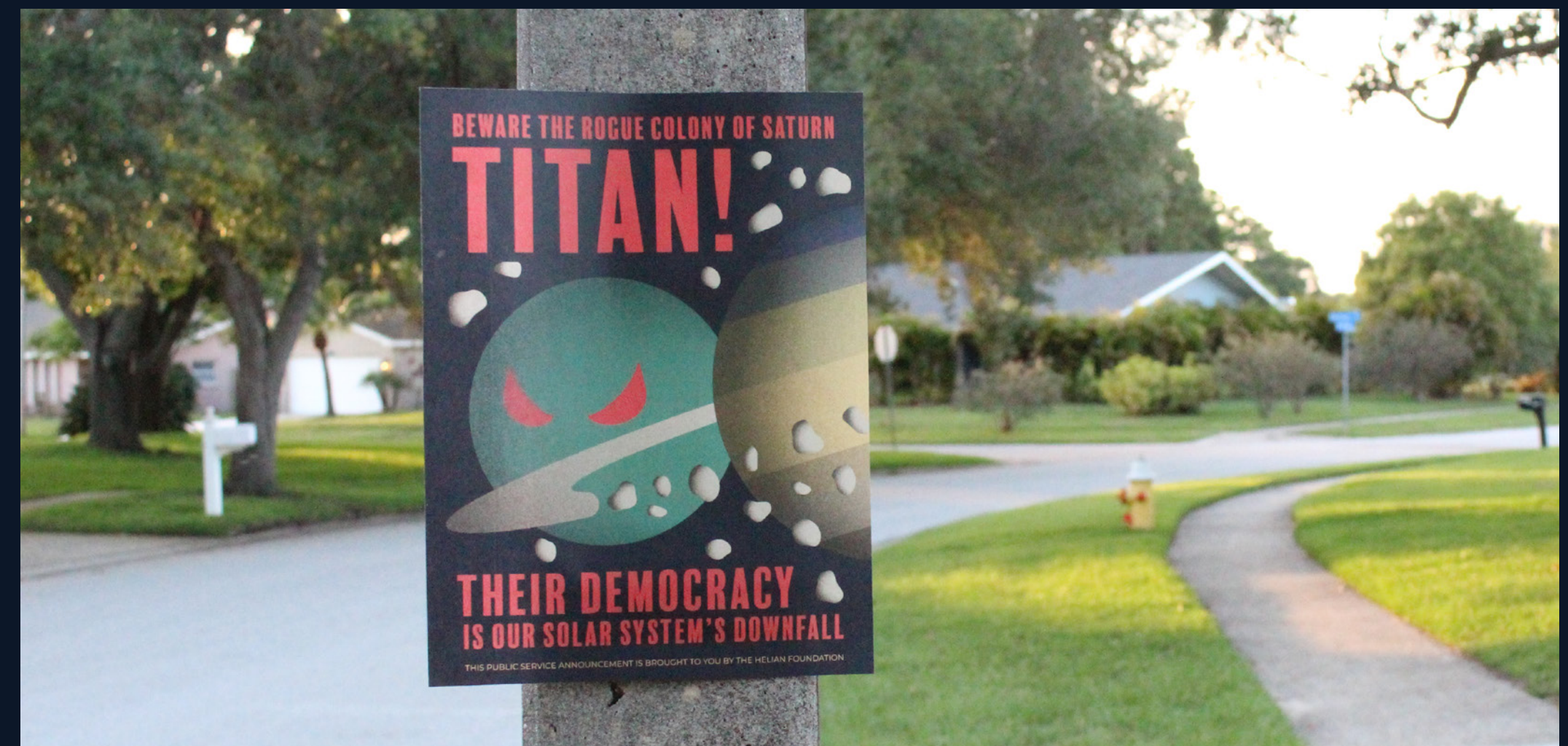
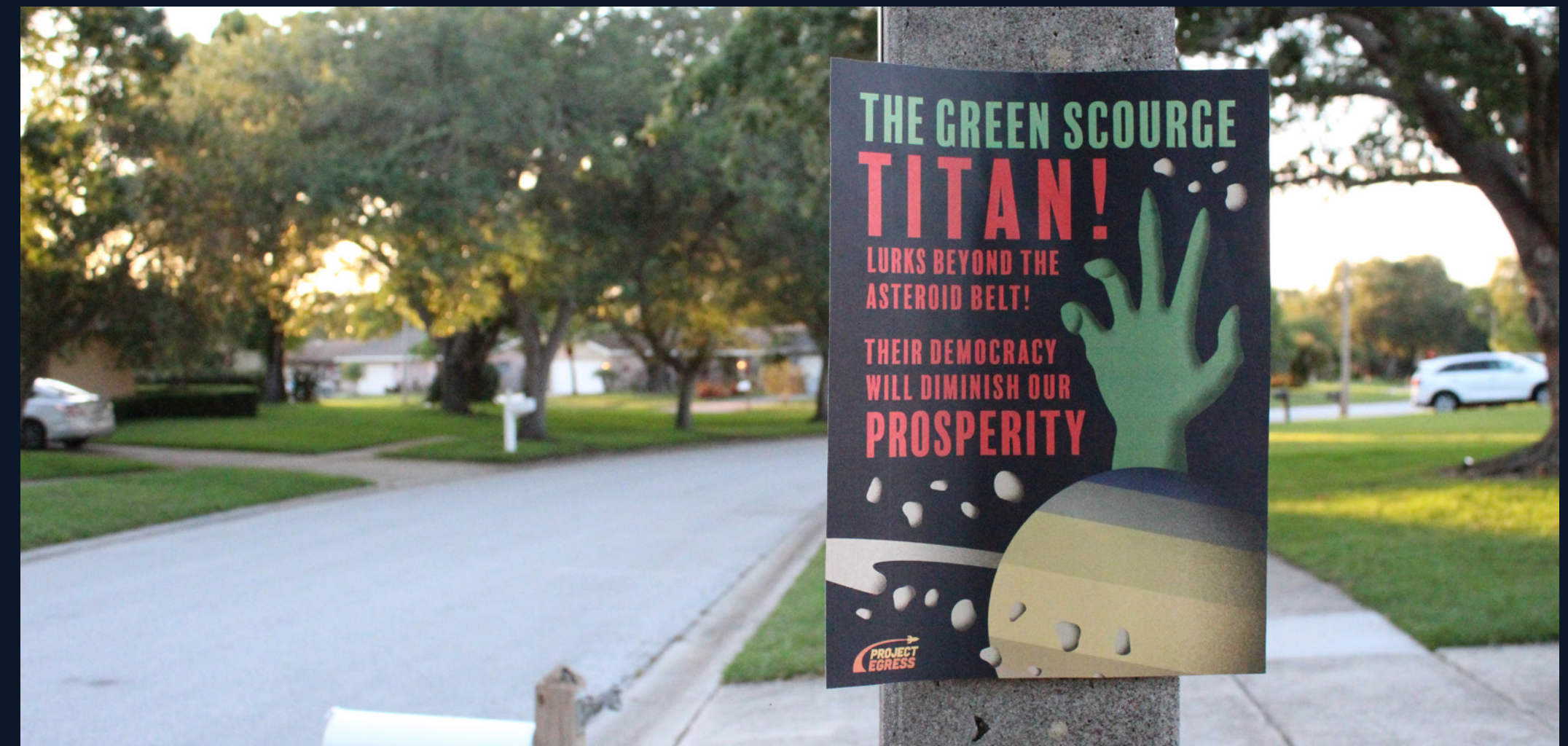
**DIGITAL**

**MOCKUPS**

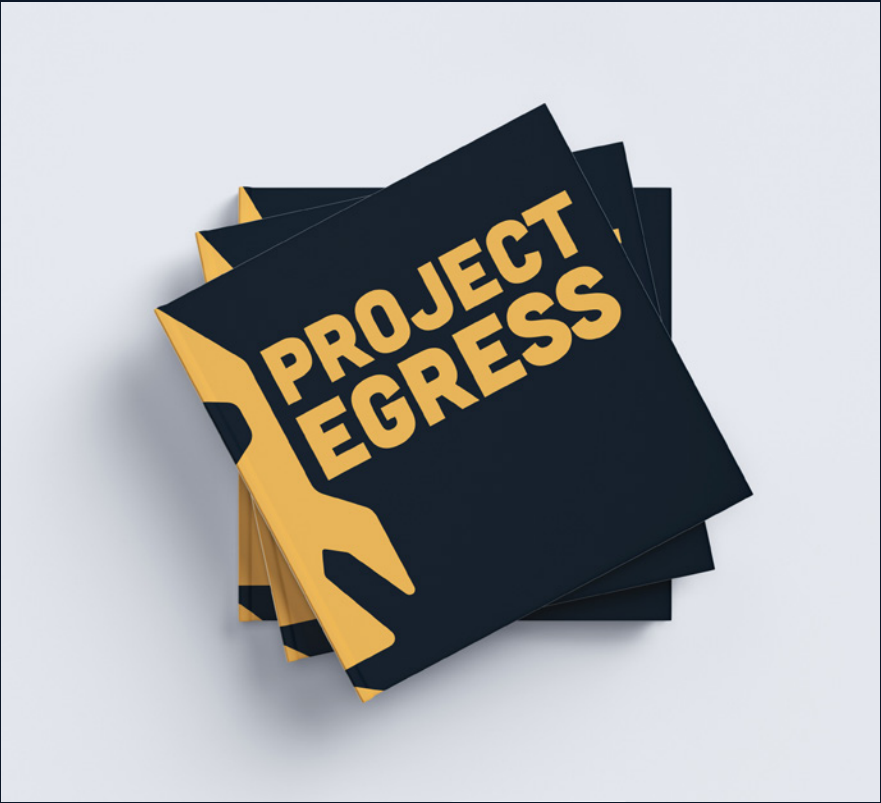
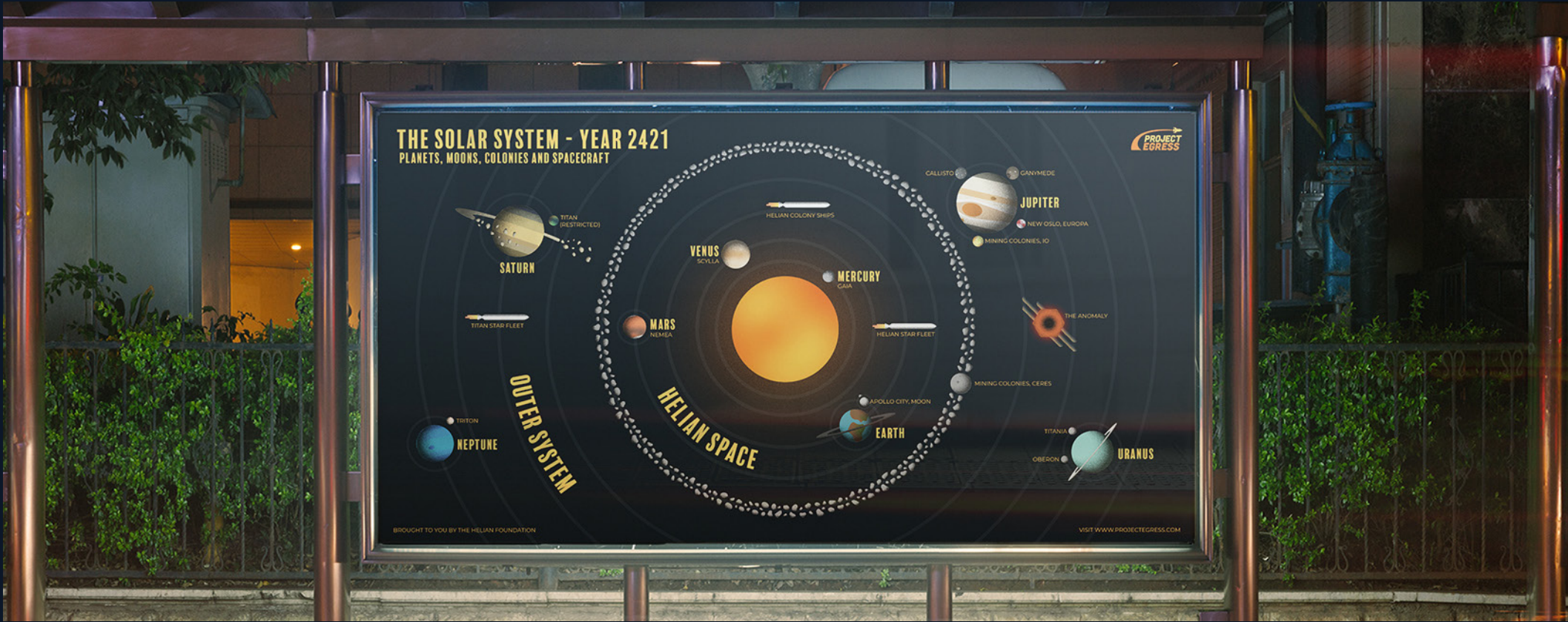










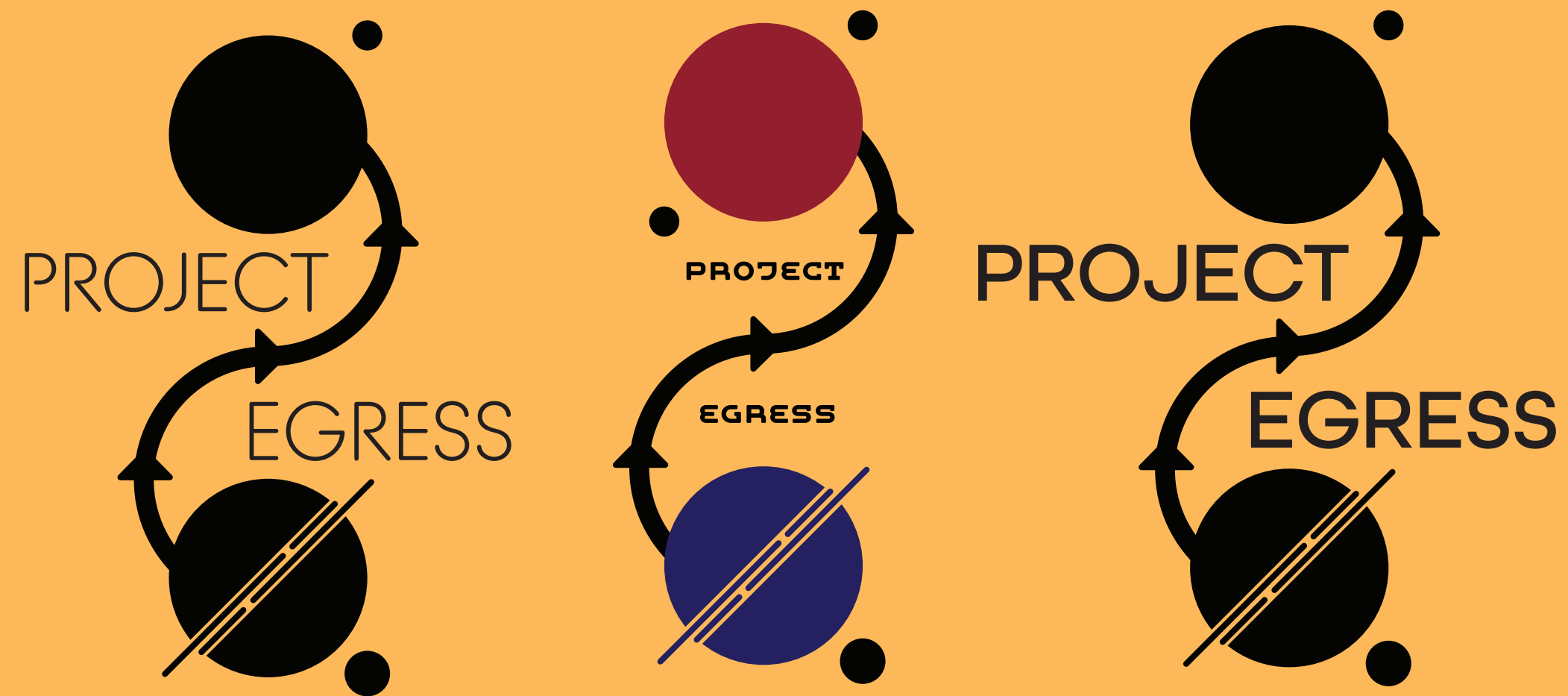




**UNUSED  
CONCEPTS**

# OLD LOGOS & ICONS

The logo and iconography of Project Egress went through multiple iterations before final designs were chosen. Some of these early concepts were carried over and revitalized into the what is now visible in the final product, but most of them were ultimately scrapped.



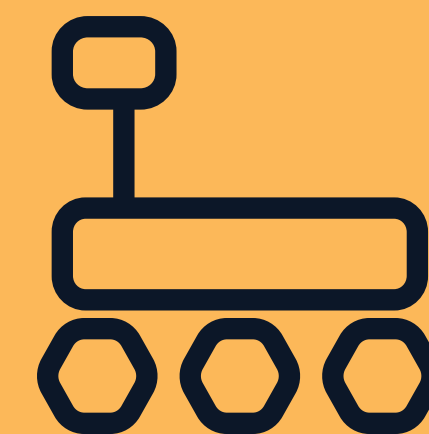
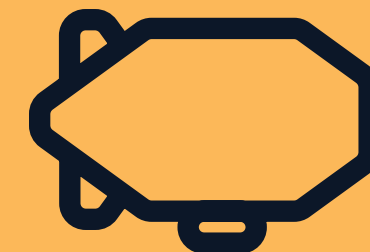
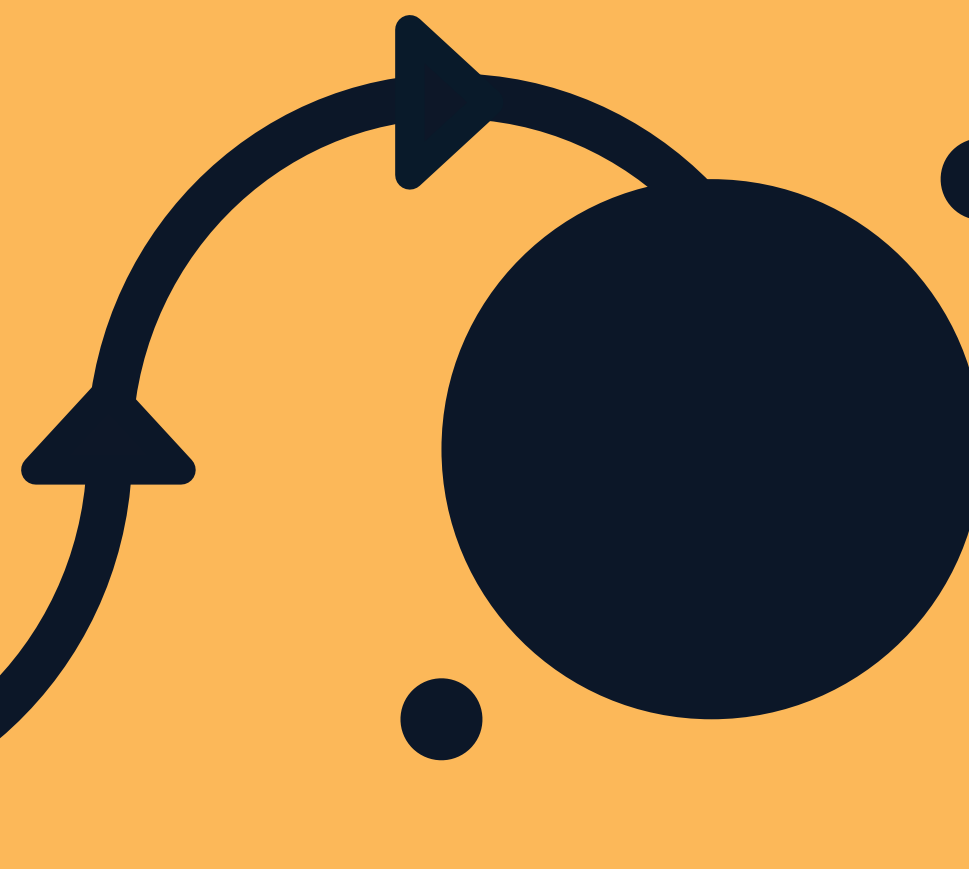
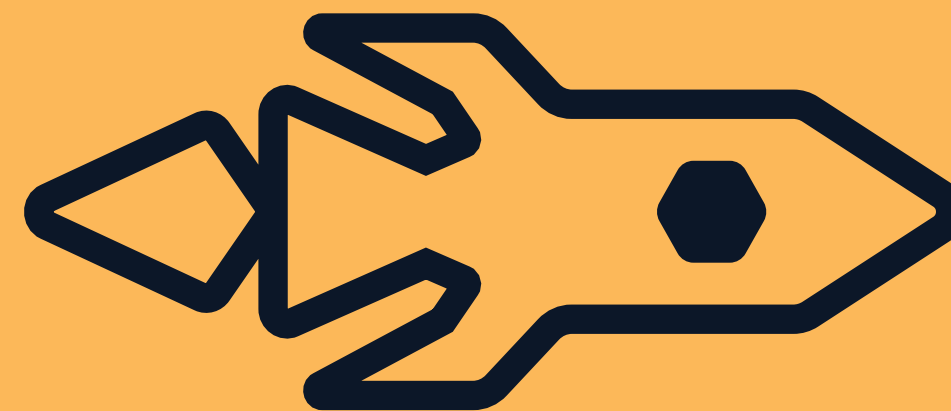
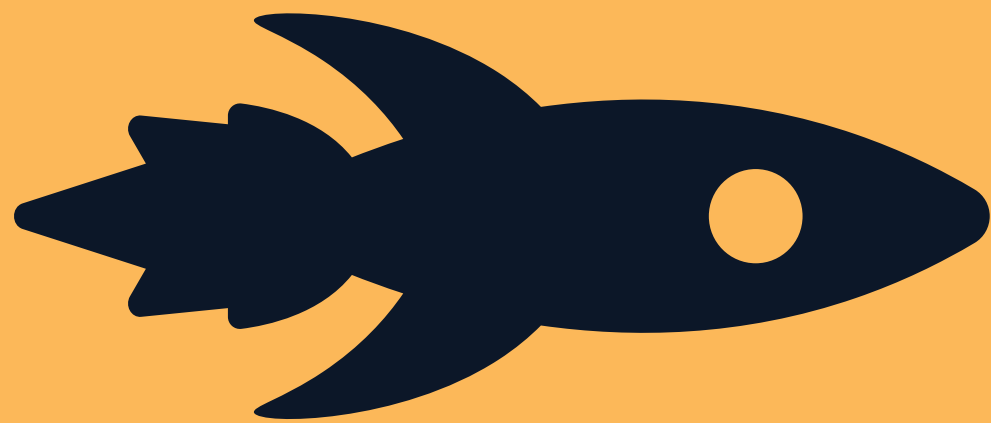
PROJECT  
EGRESS



THE  
EGRESS PROJECT

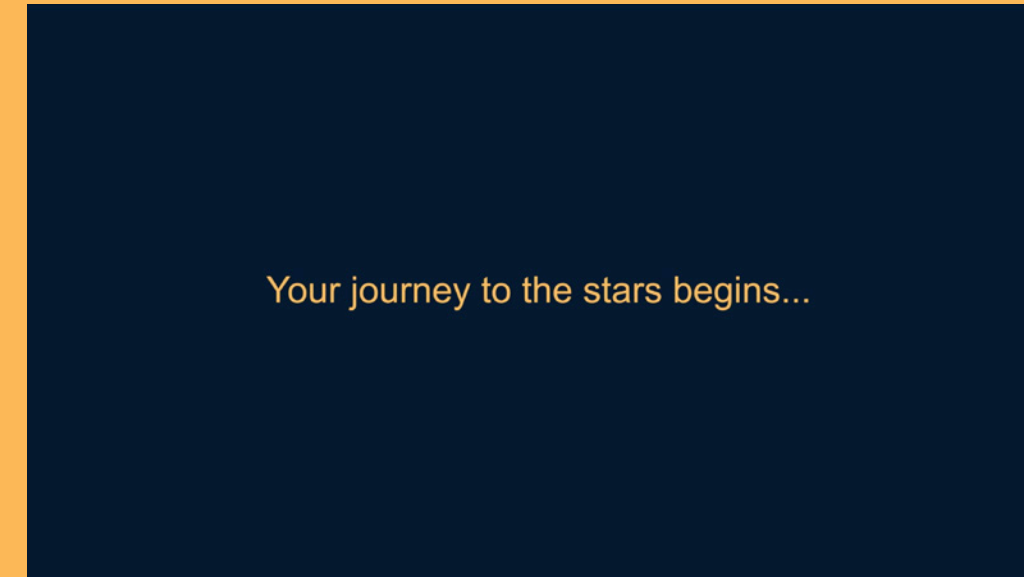
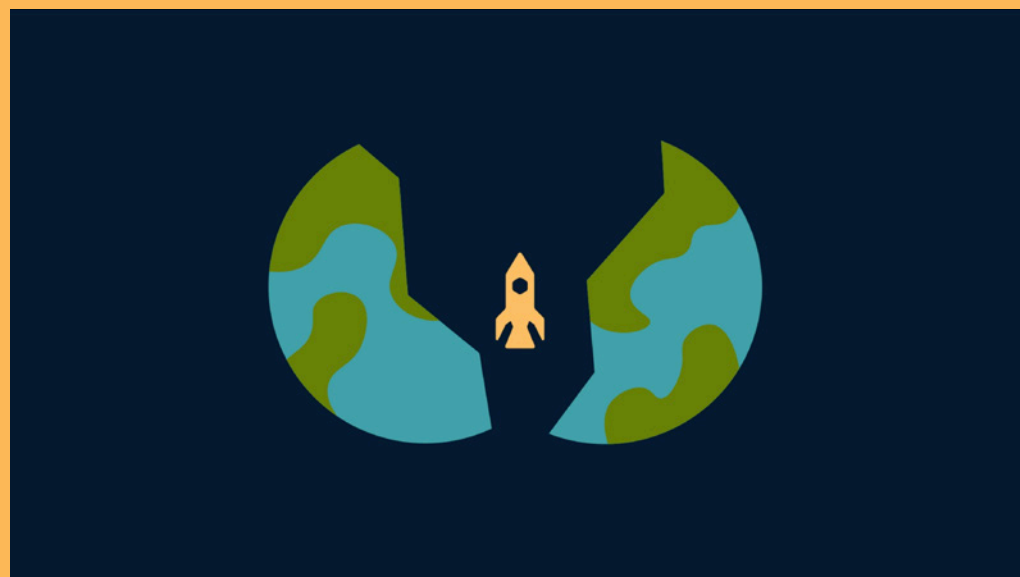
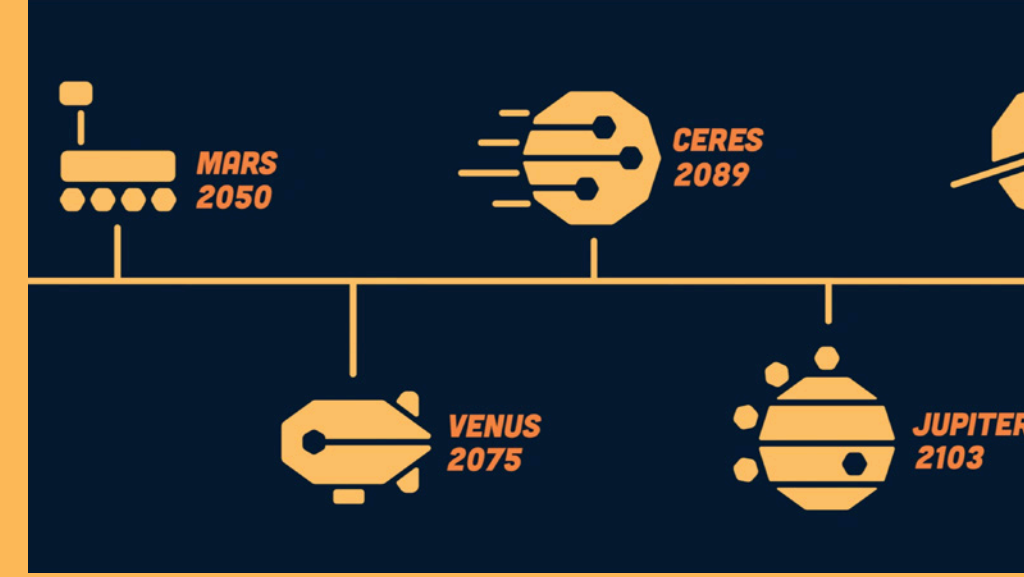
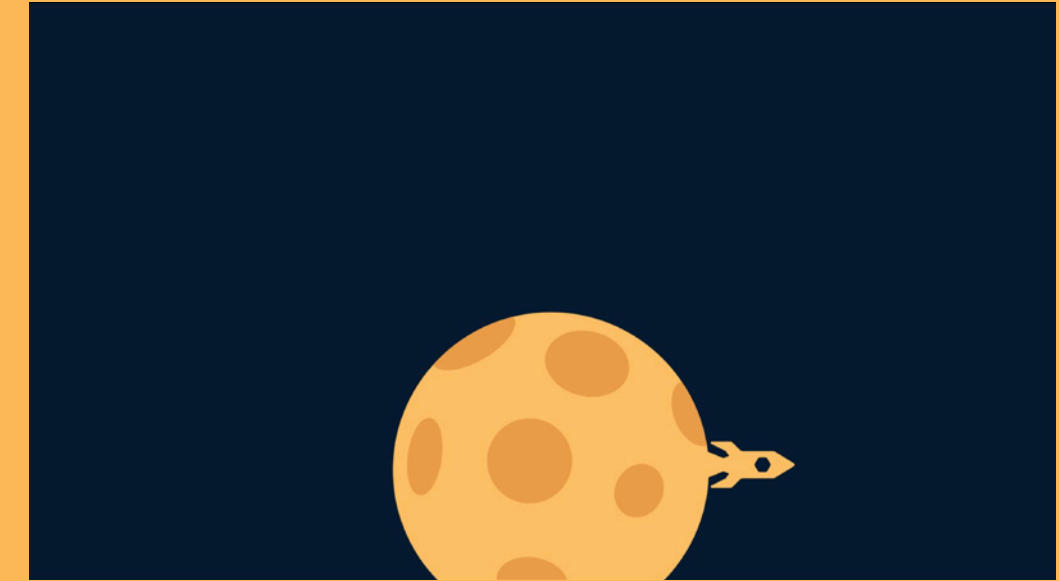
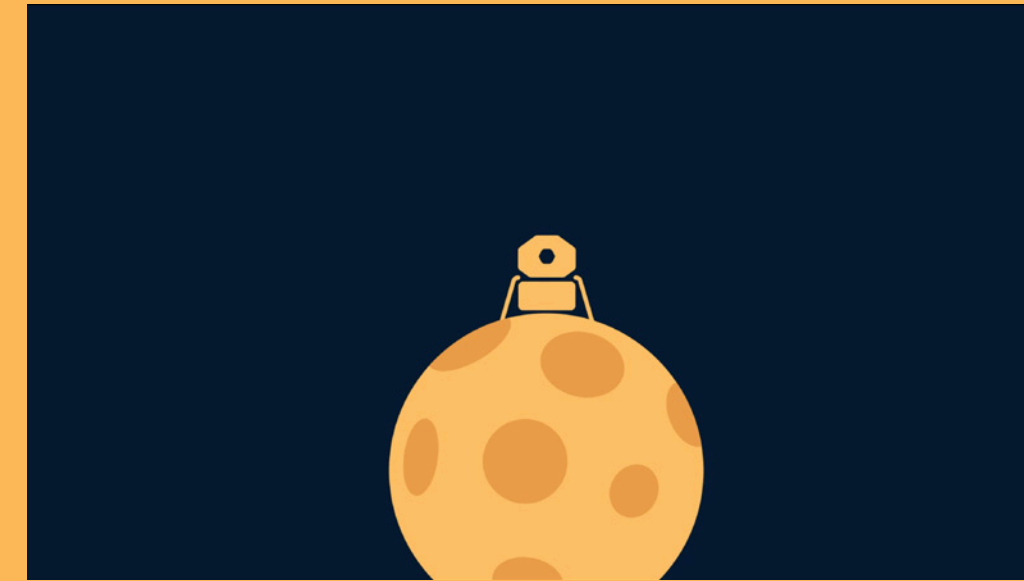
THE  
EGRESS PROJECT





# ***ORIGINAL TRAILER***

This old concept trailer was the first use of motion graphics for Project Egress. It was eventually replaced by an “orientation” video, which was deemed a better fit for the visual tone of Project Egress.

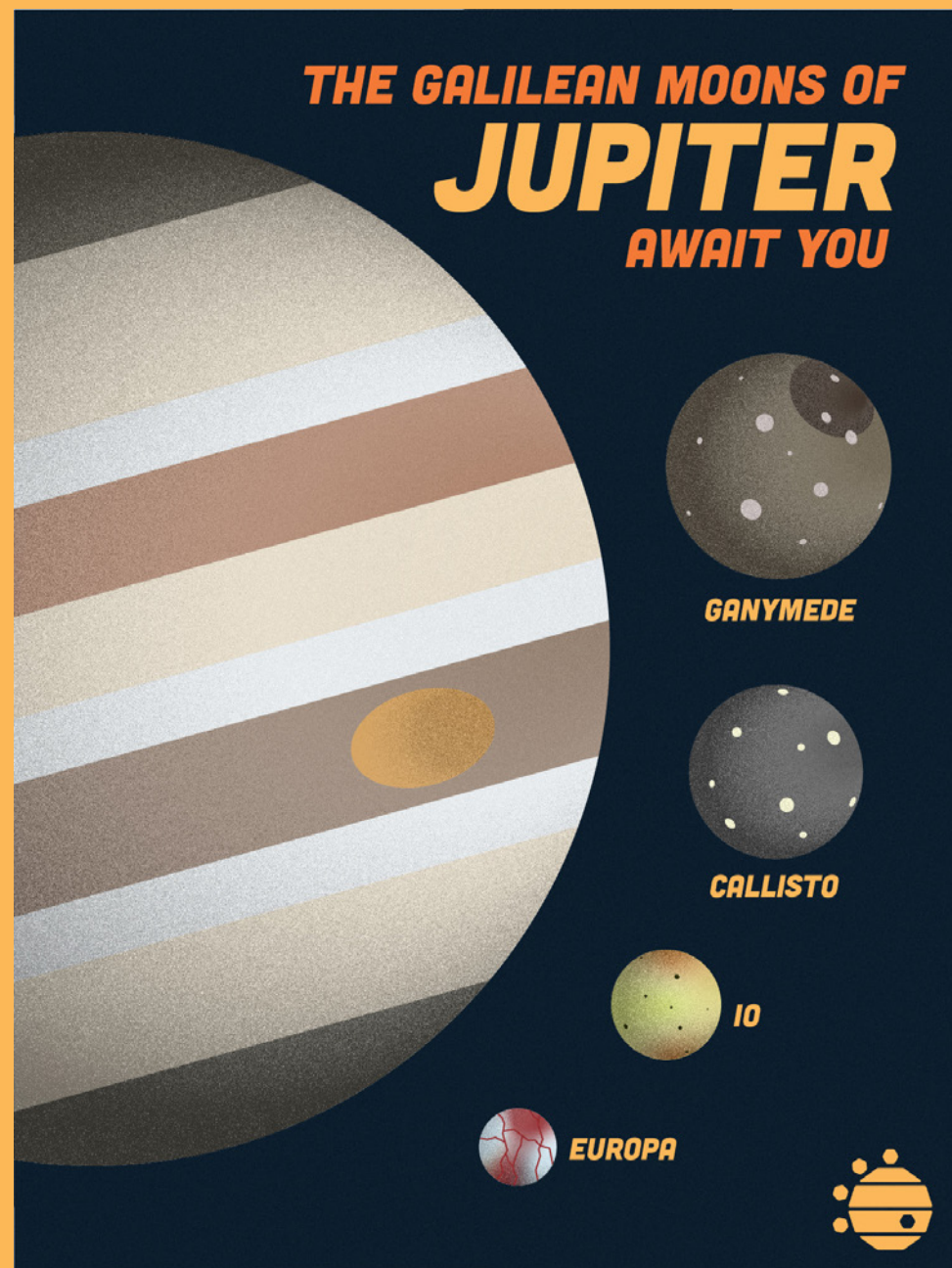




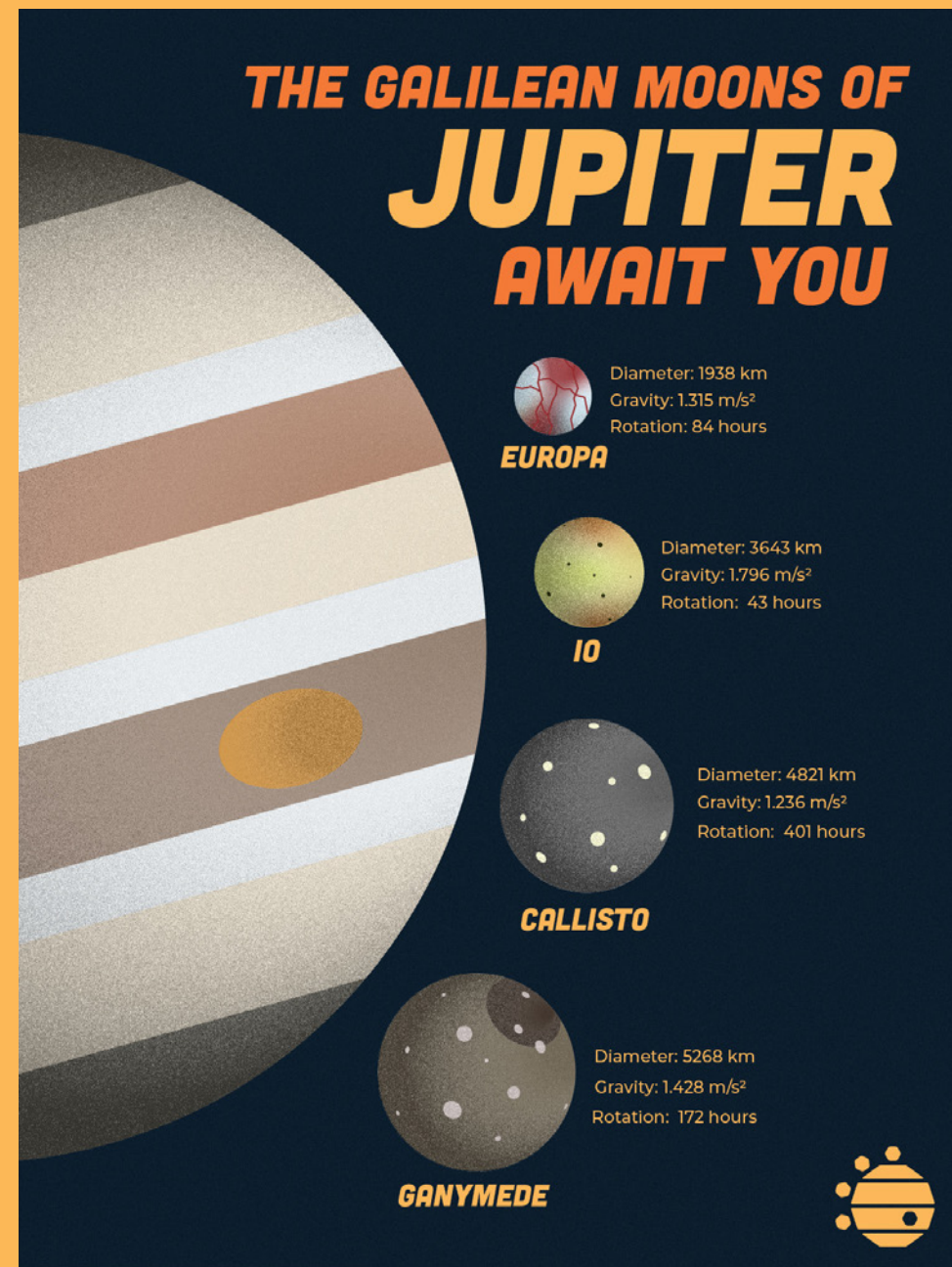
# EARLY POSTERS

These posters were the first fully-fledged incarnations of the tourism posters. The assets in the Jupiter poster were revitalized and repurposed in later works, while the Mars poster has yet to be revitalized.

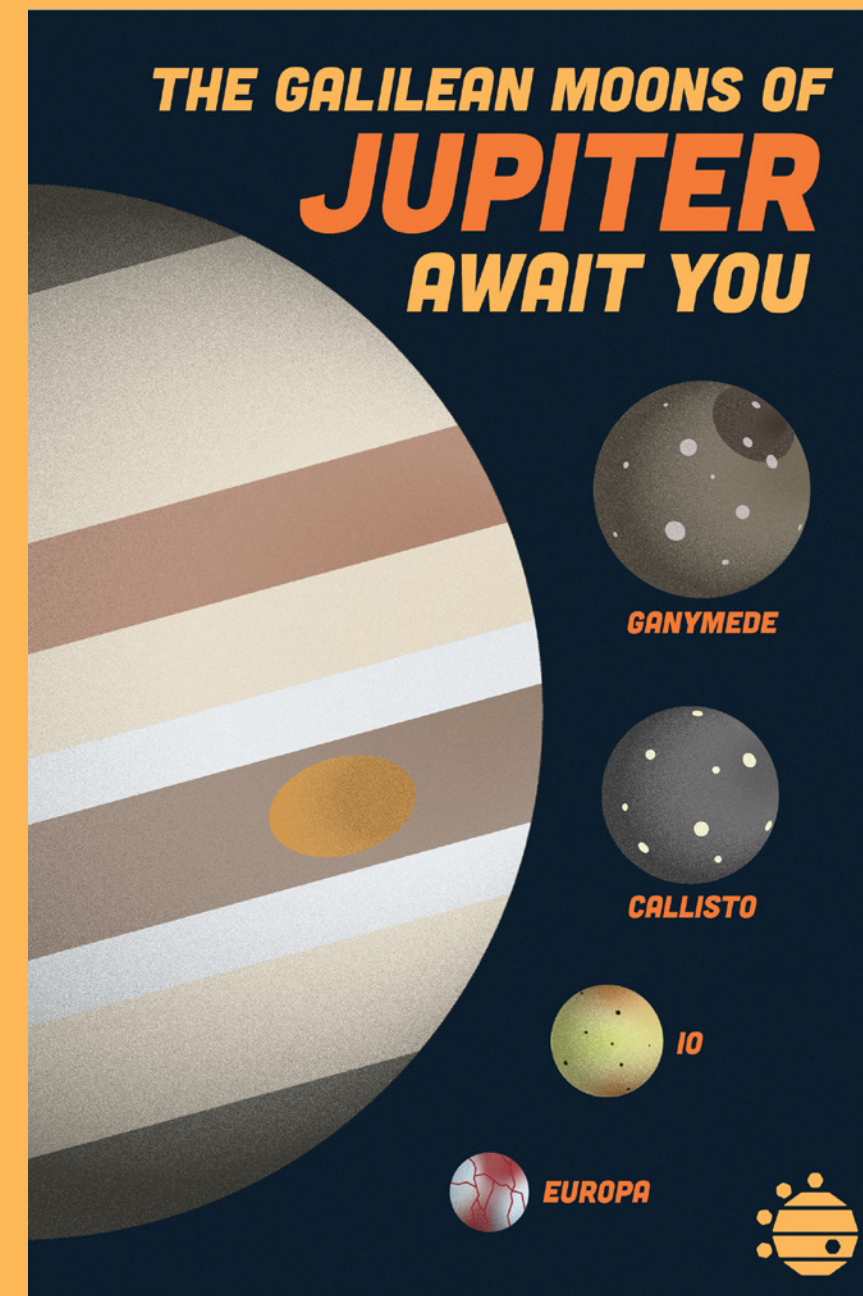
The main intent of these posters was to make each piece consistent with Project Egress' branding. This idea was scrapped in favor of using unique typography and color palettes for the final posters, making each one feel unique. The illustration style remains as a major constant between each poster.



Jupiter Poster Variant #1  
18" x 24"



Jupiter Poster Variant #2  
18" x 24"



Jupiter Poster Variant #3  
24" x 36"



Mars Poster  
18" x 24"



# ***THE FUTURE OF HUMANITY IS HERE***

The year is 2521. Earth is in shambles, and most of humanity now lives throughout the solar system through the help of the Helian Foundation, and their space colonization program known as Project Egress.

This handbook is the definitive guide to Project Egress, including inspirations, research, early concepts, and every piece used in the final product.

With Project Egress, the future is here, so let's go beyond humanity's limits.