Art Deco Style Guide

Art Direction

Influences

After the first world war people's perspective on architecture changed from trying to achieve a high aesthetic to thinking about what is functional, and what can withstand bombs and destructive forces.

Art nouveau succeeded Art Deco, and you can see a stark difference in approaches.

Fonts and Logo

Art deco font relies on geometric shapes and line variation, with thin lines adding additional detail. Any 1920s font that was commonly used aligns with the aesthetic.

LIMELIGHT - Google font, uses line variation heavily, good for logo design.

Poiret One – Google font, uses geometric shapes and adds unique design to it with slanted Es.

Bodoni (Poster) was one of the most popular fonts of the 20s, it's a serif font and creates a unique and elegant look that can be used in dialogue or for a logline.
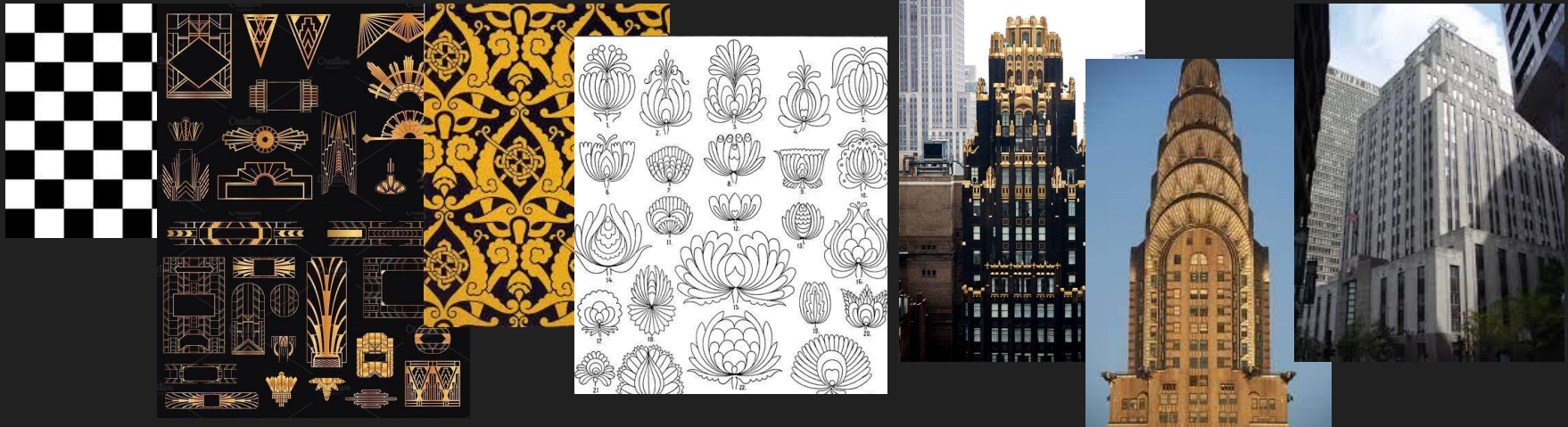
Color palette and mood

Gold will be heavily used in any art deco environment, something to consider is the mood of the story, a night art deco environment will contrast with a day time city.

Patterns and Architecture

Line variation will be important in the patterned materials, again with the geometric designs also included. Art deco architecture includes the geometric, symmetrical look seen all throughout. The architecture features and abundance of windows and decorative panels.

References you can look at

Look at the skyscrapers in Chicago and New York. [Notes with Toms](#)

Mood Board