

Graphic Standards

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Media + Marketing + Communication



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Introduction



The vision of Cloud.Break is to create interactive art-world sanctuaries that weave together transcendent narratives; working with visionary artists, sculptors, photographers, installation artists, musicians, and live painters, Cloud.Break creates unforgettable spaces where dialogue and healing occur.

The brain-child of Portland based artist Bea Ogden, Cloud.Break was founded in 2010 and has installed interactive gallery spaces at EarthDance NW, Human Nature Music & Arts Festival, Reed College's Annual Renne Fayre celebration, and at local community events.

The preceding graphic standards outline and define the rules and best practice when utilizing the Cloud.Break logo, logotype, and complimentary branding material. While adhering to these guidelines is recommended, Cloud.Break encourages and celebrates creativity and innovation; therefore, new ideas are welcome, as long as these ideas are accompanied by dialogue. Thank you!

Cloud.Break would like to thank the following artists for being valuable members of the Cloud.Break family:

Eat Cho, Matt Schlosky, Sam Arneson, Bill Rugg, Tonya McQuestion, Kaitlyn Nelson, Rachel Mandala, Kari Yocom, Jordan Tarrant, Andrew Zeutzius, Christopher Michael Creath, Joseph Riso, Riannah Weaver, Kristen Muir, Lucid Optic Lab, Nemo Boko, Arise Rawk, Brain Paul Smith, Capsel Rawk, Jessie Dean Rankin, Katherine Boughten, Johnna Metz, Justin Wagner, Baron Von Tollefson, Sabryna Estrella, Jordan Reed, Samuel Lionni Guss, Nichole Jensen, Kyle Marx, & Michael Friedman. Thank you for everything.



Glossary

Baseline: information that is used as a starting point by which to compare other information

Bleed: to be printed so as to run off one or more edges of the page after trimming

Character: a graphic symbol (as a hieroglyph or alphabet letter) used in writing or printing

Ensō (円相): In Zen Buddhism, an ensō is a circle that is hand-drawn in one or two uninhibited brushstrokes to express a moment when the mind is free to let the body create.

The ensō symbolizes absolute enlightenment, strength, elegance, the universe, and mu (the void). It is characterized by a minimalism born of Japanese aesthetics.

Four-Color Process: CMYK Color Model. Cyan, Magenta, Yellow, & Key (Black).

Headline: the title written in large letters over a story in a newspaper

Letter Spacing: refers to a consistent degree of increase (or sometimes decrease) of space between letters to affect density in a line or block of text.

Opacity: the quality of a material that does not allow light to pass through it: the quality of being opaque

Point: a unit of about 1/72 inch used especially to measure the size of type

Sumi-e (墨絵): Ink wash painting, also known as literati painting is an East Asian type of brush painting that uses black ink—the same as used in East Asian calligraphy, in various concentrations

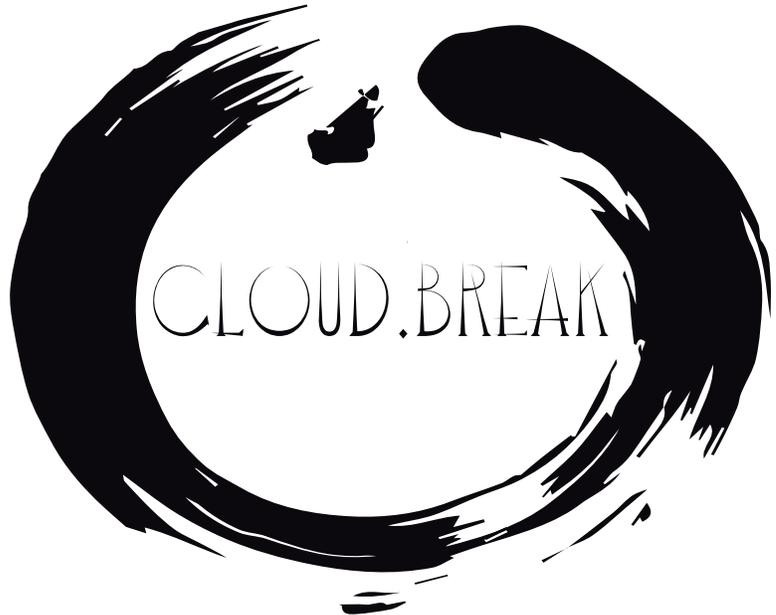
Type: printed letters

Typeface: a set of letters, numbers, etc., that are all in the same style and that are used in printing

Watermark: a design or symbol (such as the maker's name) that is made in a piece of paper and that can be seen when the paper is held up to the light

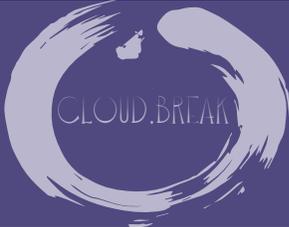
Word Spacing: Word spacing in typography refers to the size of the space between words

Logo & Logotype



This is the Cloud.Break Logo: created by modifying an Sumi-e Enso, adding a calligraphy dot (dian), and text. The Enso, the unfinished circle, is a calligraphic representation of a Zen meditation symbolizing peace and mindfulness; the Enso is painted in a single breath: inhale, place the brush in the upper right quadrant, exhale, in a single motion following the breath, the broken circle is painted. The dot (dian) is the first stroke every calligraphy student learns when studying Chinese calligraphy; similarly to the Enso it represents single mindedness and solace. Cloud.Break utilizes the "BANGKIT" font: this font is in upper-case, gradient, and sans-serif. The "O" in BANGKIT is an Enso, which mirrors the logo of Cloud.Break; the gradient is representative of clouds and spiritual exploration. The Cloud.Break logo is simple enough to be small, medium, or large, and looks great in high contrast, either dark on light (as above), or light on dark (as below).

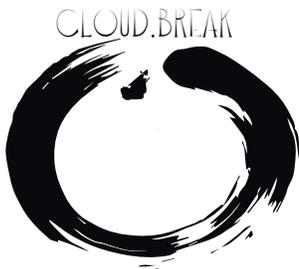




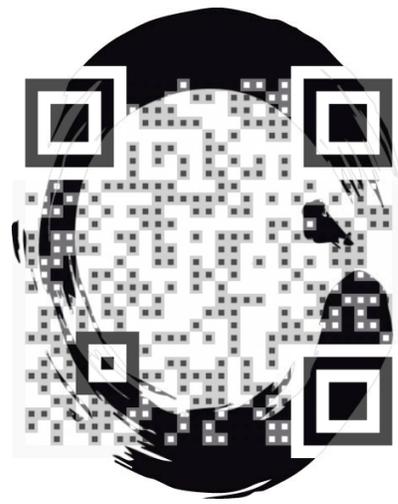
Use of Space

The Cloud.Break logo and affiliated logotypes are flexible, creative, and innovative.

There are only a few rules that need to be followed: the most important is that the font **BANGKIT** can only be used for the **CLOUD.BREAK** logo and never for accompanying print. All print, that is not the logo, should be in Sakkal Majalla. Regarding use of space, all letters, images, and accompanying material should sit, at minimum, 0.25 inches away from the exterior of the Cloud.Break enso, this will help maintain legibility; the one time this rule can be broken, is when the Cloud.Break logo is used as an opaque water mark, then it can be aligned behind images and text, or on top of images. Furthermore, all letters, images, and accompanying material should sit, at minimum 0.25 inches away from the Cloud.Break QR code. The Cloud.Break logo can not be modified in shape nor alignment in any manner without the express permission from the Cloud.Break Chief Curator & Administrator. The only time the Cloud.Break enso exists without the accompanying **CLOUD.BREAK** text, is when it is in QR code format. Here are some example of what is NOT acceptable:



CLOUD.BREAK



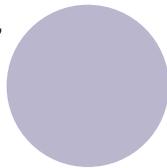
CLOUD.BREAK

Typography & Color



There are four colors used for the Cloud.Break business card:

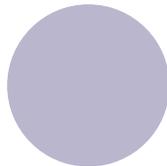
Font & Logo: C-20; M-19.92; Y-4.31; K-6.67



Background: C-76; M-82; Y-56; K-75



Back: C-20; M-19.92; Y-4.31; K-6.67



QR Code: C-74.9; M-70.2; Y-62.75; K-83.14



Sakkal Majalla can be printed in any color a long as it is in direct contrast to the background.

Cloud.Break utilizes two fonts:

1. BANGKIT;

ABCDEFGHIJKLMNOPQRSTUVWXYZ.

1234567890.

BANGKIT IS USED FOR BUSINESS CARDS AND LOGO,

EXCLUSIVELY.

IT IS ALWAYS IN GRADIENT AND UPPERCASE.

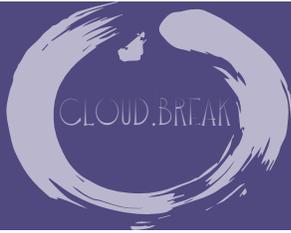
2. Sakkal Majalla:

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ.

abcdefghijklmnopqrstuvwxyz.

1234567890. !@#\$%^&*().

Sakkal Majalla can be used in "bold" or "regular," in UPPERCASE or lower case .



Business Card



2 inches

FRONT

0.25 in

3.5 in

0.583 in

0.583 in

2 in

BACK

3.5 in

Font: BANGKIT

Size: "Bea Ogden" : 32pt

"Chief Curator" : 18pt

"Phone Number" : 16pt

"Website" : 14pt

Letterhead

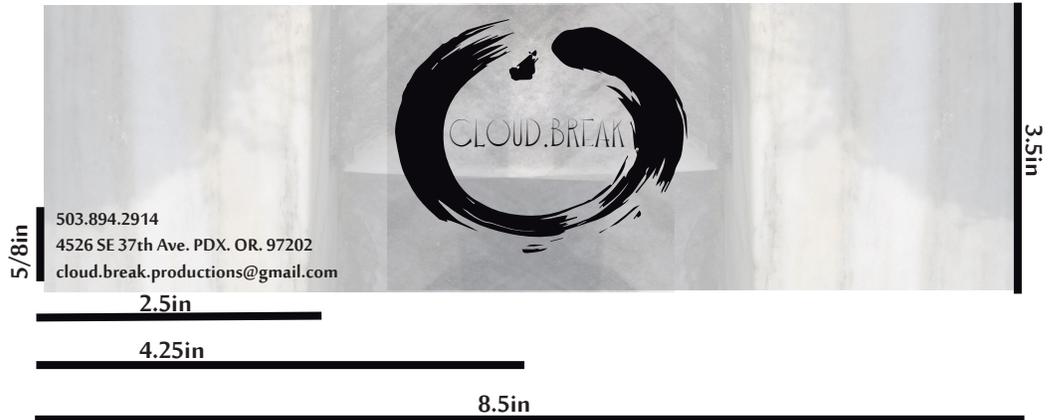
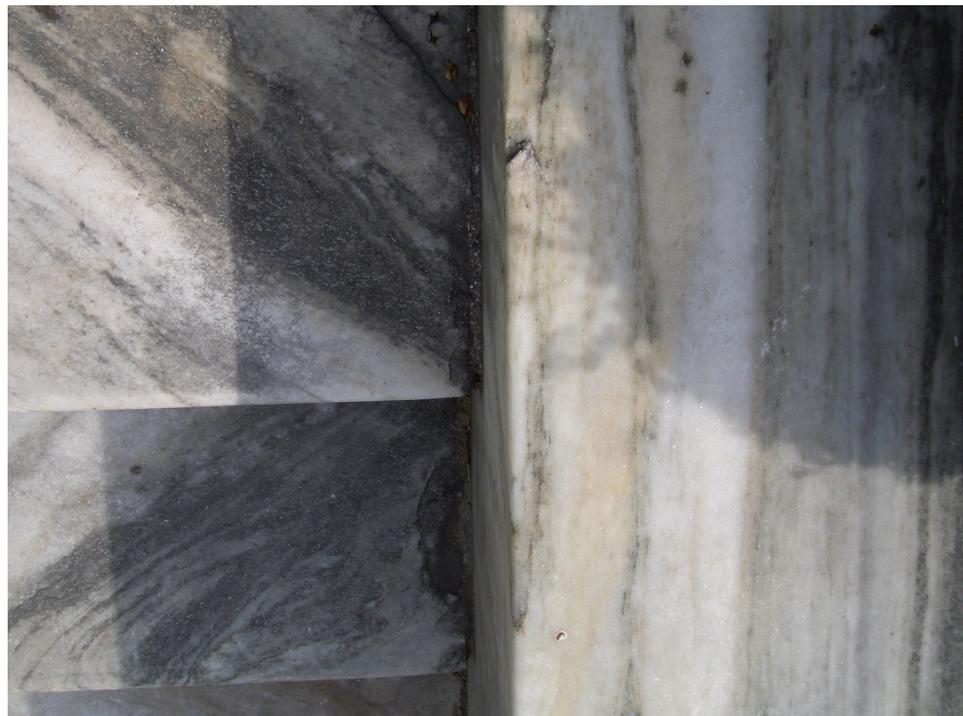


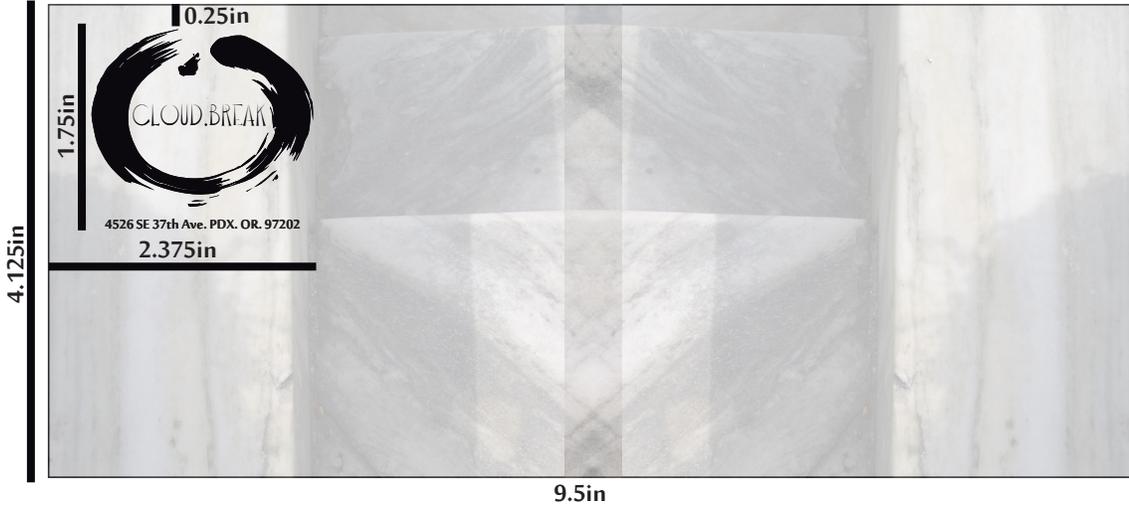
Image scaled 60%. 11in x 8.5in standard stationary. Header measures 3.5in x 8.5in. Logo is centered. Primary information is oriented to the left bottom corner of the header. Phone number, address, and email. The background marble image is the the same photograph, cropped, and mirrored. The marble images utilized for the header is the horizontal mirror of the marble images utilized on the envelope. The opacity is 30%.

Original photograph of marble steps, taken at the Chester-French Sculpture Garden in Stockbridge, Massachusetts by Bea Ogden, July, 2013. Rotated on horizontal and vertical axis.





Envelope



#10 Envelope, measuring 4.125in x 9.5in. Image scaled to 60% reduction. The background image is a mirrored and doubled images of marble steps captured at the Chester-French sculpture garden in Stockbridge, MA. The image is created by cropping the original, copying the cropped image, mirroring one image on the vertical axis, and then laying the images one on top of the other. The opacity is 30%.



Original photograph of marble steps, taken at the Chester-French Sculpture Garden in Stockbridge, Massachusetts by Bea Ogden, July, 2013.

Art Cards

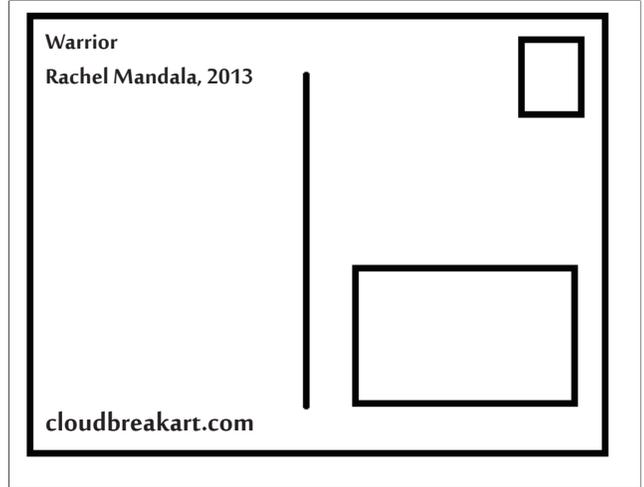


3.5 in

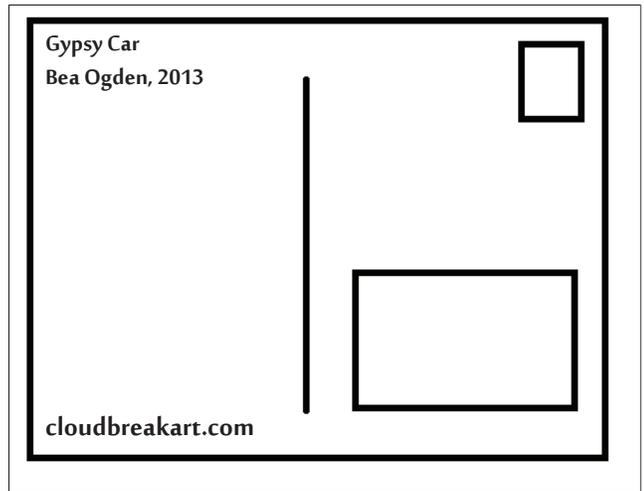


5 in

Front of Card



Back of Card



Scaled to 60%. I utilized a detail image of Rachel Mandala’s painting “Warrior” as material for the first art/post card I created. The second art/post card utilizes a photograph of my own I took at “What The Festival,” 2013. For both images I opened them in Photoshop and modified them slightly, I mainly heightened the contrast, saturation, and vibrancy, while slightly darkening both images, the effect is a colorful and detailed image. I use the Cloud.Break water mark on each postcard and the web address is featured on the back of each card too.



Print Advertisement

Scaled to 60%. Cloud.Break is honored to work directly with so many talented local painters, sculptors, photographers, & musicians, these connections allow Cloud.Break access to a plethora of amazing images to utilize in the production of promotional & collateral material. This print advertisement is an excellent example of this beneficial relationship. The painting in the background is a collaborative painting by Kaitlyn Nelson and Kari Yocom, it tells the story of the Root Chakra and is one of 7 collaborative visionary paintings that illustrate the personal interpretation of the stories of the seven energy wheels. I utilized a detail of this image as the background for this print add for an event--sponsored by "Portlandia" & "Gigantic Brewery"--The Grand Opening of the Cloud.Break Interactive Visionary Art Experience. I found an actual warehouse space for rent in industrial SE Portland and created an event that I would, some day, love to produce. I hypothetically booked four of my favorite local electronic music producers, created a series of interactive art workshops, and hypothetically booked two fantastic live painters. The QR code acts as a web-bridge to the Cloud.Break website and I utilized the sponsors logo's to highlight their involvement; also, since Gigantic is sponsoring the bar, the relevant bar information surrounds their logo, while Portlandia is acting as an operational sponsor, so their logo is featured at the top. I used the text to encourage the eye to travel down the advertisement; furthermore, I oriented all the text to dance around significant features of the background image: the yogi atop the elephant, the elephants, eye, and the sacral bones.

10 in

cloudbreakart.com

PORTLANDIA present

Interactive Visionary Art Experience

Grand Opening
 Friday, May 16th, 2014
 1028 SE Water Ave
 8pm - 8am
 \$10 advance/\$25 door

Luke Mandala
 Sporeganic
 Endykryn
 Techtree

Live Mural
 Rachel Mandala
 Matt Schlosky

Late Night Tea Service & Mask Making!
 Sacred Sciences: Bring Altered Altar Objects!
 Pop-Up Museum: YOU Supply the Collections!

giganticbrewing.com

GIGANTIC
 BREWING COMPANY

VIP BAR: 21+ w/ ID

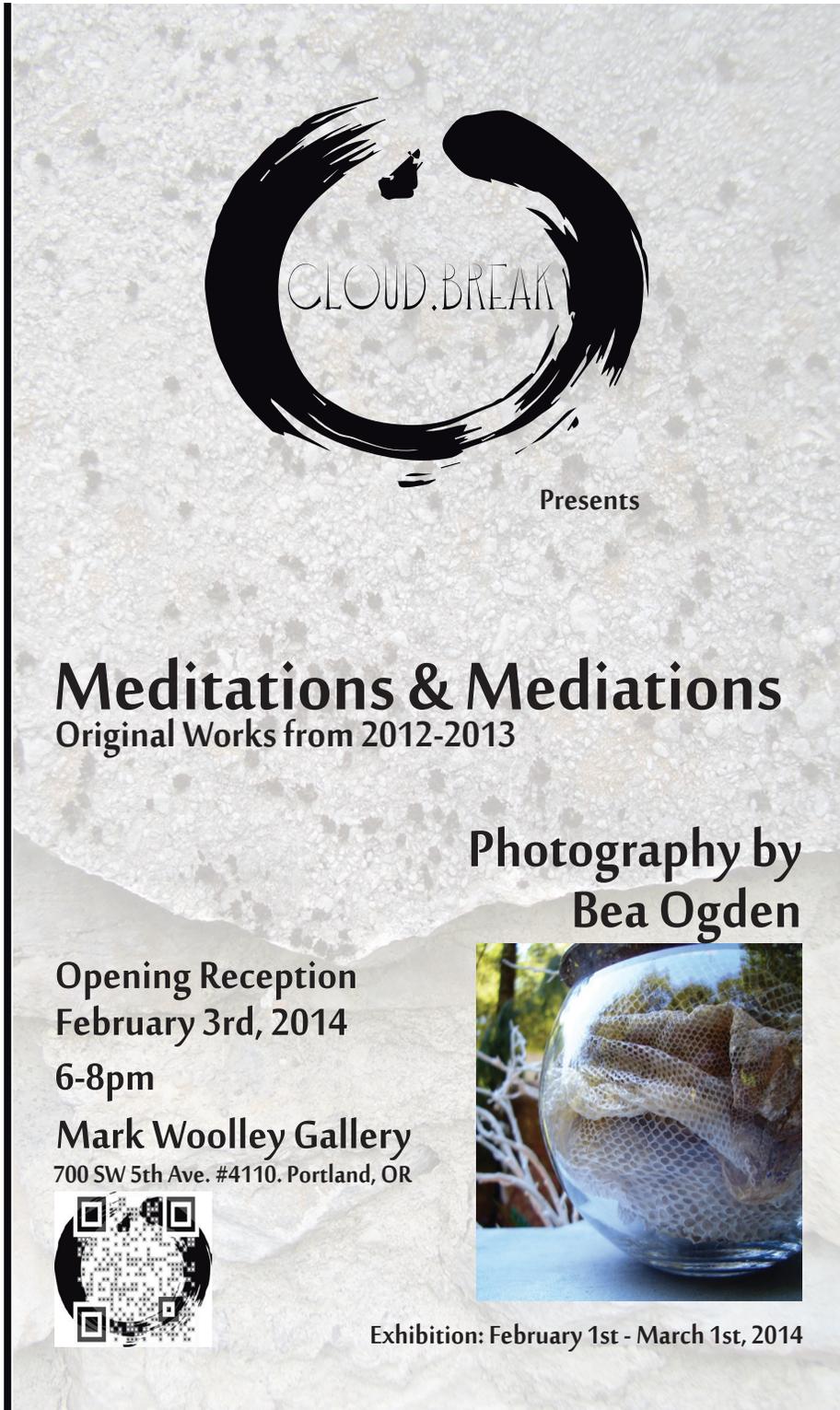
4.25 in

There is a two inch bleed provided for the printer, a binding box, and I focussed on the color red because it jumps off the page and grabs the eye. This advertisement measures 4.25in x 10in.



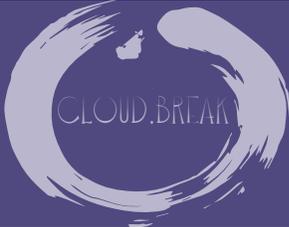
Scaled to 50%. This poster was created for a hypothetical photography exhibition of my photographs. Cloud.Break is the primary sponsor and host for the event, though the exhibition will be housed at the Mark Woolley Gallery in downtown Portland. The opacity of the background image is 30%, which became obviously necessary after I printed a copy on paper. The original poster was a little different than this final version. I lowered the opacity of the background image, I made the central text (the title of the exhibition) larger and left aligned. I also left aligned the "Original Works from 2012 -2013" and made the size of this text larger generally: zfter I made all of the text larger I followed the formula: left align, right align, and then left align. I made the QR bridge larger too. By using the formula "left align, right align, left align," I encourage the eye to travel down the poster and follow the information to the image, which is an example of the work in the exhibition. Below this image are the dates of the exhibition.

17 in

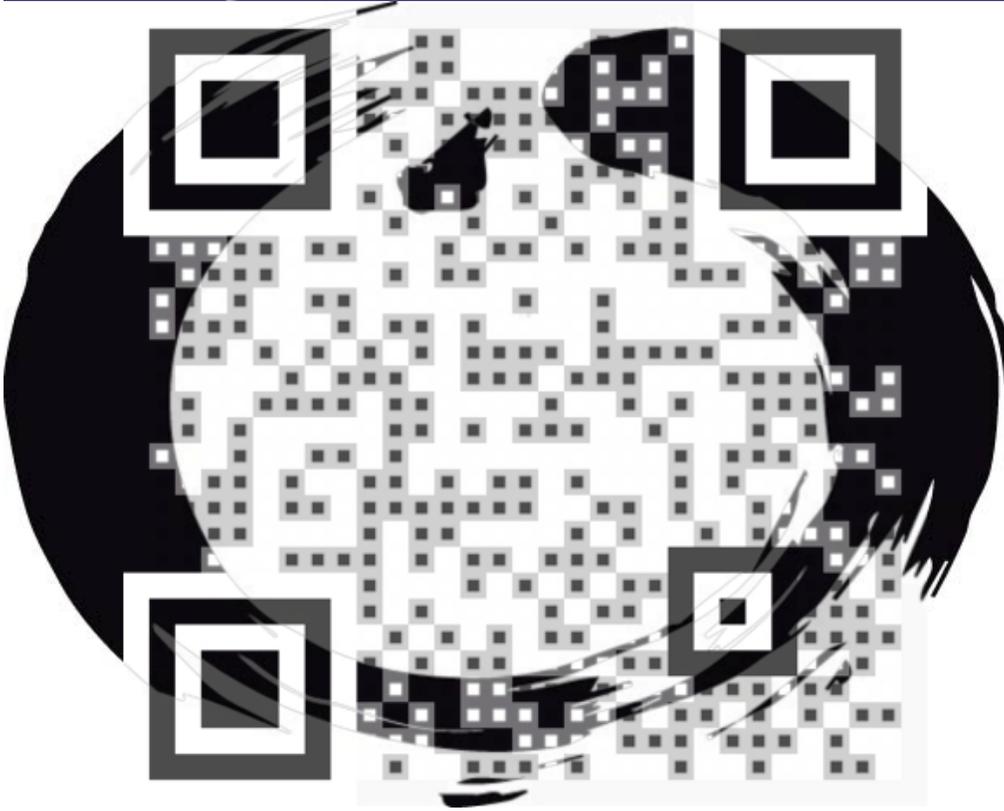


8.5 in

11 in



Web Bridge



<http://www.qrstuff.com/>

The Cloud.Break web bridge was created utilizing an online open source QR code generator. A great feature of this software is that it allowed me to put an image behind the QR code. At first I tried to use the entire logo, but the words were obscured by the QR code; so I decided to simply use the Cloud.Break enso, in black. There is an innovative aspect to this QR code because audiences are accustomed to QR codes being square: this one is modified and appears, almost, round; furthermore, it appears that the enso is sitting behind the QR code, as though it is multi-dimensional. The QR code is live and active. It can be scaled to any size and can be applied to any material. It is the only feature on the back of the Cloud.Break Business card. The QR code, just like the logo, looks great in contrast, so if the background is light, the QR code should be black; however, if the background is dark, the QR code can be changed to any contrasting color.

Works Cited



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