

BEAM & --- **ANCHOR**

Graphic Standards Final Project

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TABLE OF CONTENTS

| | |
|-----------------------|----|
| Introduction | 1 |
| Glossary | 2 |
| Typography | 3 |
| Color | 4 |
| Logotype | 5 |
| Business Card | 6 |
| Letterhead | 7 |
| Envelope | 8 |
| Bottle Opener | 9 |
| Poster | 10 |
| Display Advertisement | 11 |

INTRODUCTION

MISSION

Beam & Anchor is a place where like-minded creatives come together to commune and cross-pollinate. Where the product is not seen as independent from the creative process. Where wisdom and understanding grows through seeing the humanity and stories in things and people. Where imperfection is a beautiful thing. Where love, integrity and connection to one another is the foundation for everything else.

BACKGROUND

In 2011, Beam & Anchor was born through the shared passion of Robert and Jocelyn Rahm. Together, they collaborated with Currie Person to provide a workshop and retail space that support local makers, who offer quality, handmade goods. These goods include a wide-variety of custom-made furniture, jewelry, ceramics, art, home goods as well as vintage pieces.

Beam & Anchor embraces a sense of community and collaboration within its two-story, warehouse space. With a series of studios on the top floor, connected with the retail space on the bottom, Beam & Anchor provides an unassuming environment - fit for the range of artists and items for sale. The cemented floors, white walls, and towering wooden beams, which give the space an industrial-cabin feel, are perfect canvases for the artwork and the displays of products, including furniture, that provide a pop of color.

As a collaborating environment, aided by the open kitchen space and elongated table, employees become each other's sounding boards and support systems to create. Although Robert and Jocelyn oversee the selection for the retail space, Beam & Anchor still allows the autonomy to design any product within each artist's craft and identity.

GLOSSARY

Alignment: the proper placement of typefaces, images, and size variations along an imaginary reference line.

Baseline: the line that the text rests upon, defined by the bottom of the characters, which does not include the descenders.

Kerning: the process of adding or subtracting space between specific pairs of characters.

Leading: the vertical space between lines of text, measured in points from the baseline of the first line to the baseline of the second line.

Logotype: a visual representation of an organization or company, which includes a combination of imagery and typefaces.

Opacity: the level of transparency of a typeface or image.

Pica: a unit of measurement for typesetting that represents $\frac{1}{6}$ of an inch (or 12 points).

Point: a unit of measurement for typeface size that represents $\frac{1}{12}$ of a pica.

San Serif: a typeface that does not have slight extensions off a stroke of a letter.

Serif: in a typeface, a slight projection that extends off a stroke of a letter.

Tracking: the process of loosening or tightening a block of text.

Typeface: a set of characters and symbols with a similar appearance and design.

TYPOGRAPHY

AB

Acknowledgement is a bold, serif typeface with large blocks for head and foot serifs. Unique and subtle details include a small divot in the apex. The characters for this font are all capitalized, emphasizing its prominent stroke width.

Medium

**ABCDEFGHIJKLMN OPQRSTU
VWXYZ
1234567890 \$%&(.,:;#!?)**

Ab

Though classified as a sans-serif, Optima has a subtle swelling at the terminal producing a suggestion of a glyphic serif. Optima's design follows humanist lines, but its italic variant is merely an oblique, essentially a sloped roman without characteristic italic letterforms such as a single-storey a and rounded base of 'v' and the 'w.' This is more typical of a realist sans-serif such as Helvetica or Univers. Also unconventional for the contemporary sans, Optima's capitals are directly derived from the classic Roman monumental capital model, reflecting a reverence for Roman capitals as an ideal form.

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTU
1234567890 \$%&(.,:;#!?)

Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTU
1234567890 \$%&(.,:;#!?)**

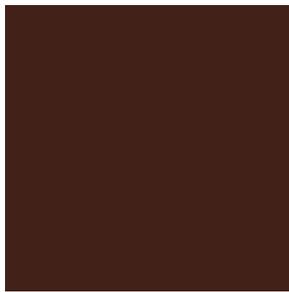
Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTU
1234567890 \$%&(.,:;#!?)*

COLOR

The colors were chosen based on Beam & Anchor's already existing palette, specifically from the company's website and building. They highlight the company's emphasis on traditional craftsmanship practices and the collection of handmade goods and vintage objects in the retail space.

Mahogany



C: 48%
Y: 74%
M: 77%
K: 66%

Mustard Yellow



C: 9%
Y: 39%
M: 84%
K: 0%

LOGOTYPE

The foundation of the logotype is based on the use of alignment and justification. The mustard-colored line is carefully placed between the lines of typeface, such that the spacing is even. The typeface itself is justified on both the right and the left to give a block-oriented appearance, which mirrors the seriffed font and highlights the sturdy and powerful connotation of the words “beam” and “anchor.”

Typeface: Acknowledgement Medium

BEAM &

ANCHOR

BUSINESS CARD

The business card reflects the properties of alignment and justification as presented in the logotype. The layout of the logotype and the typeface represents a simple design that also displays a bold visual through the enlarged logotype.

Logotype Dimensions: 2.75" by 1.0"

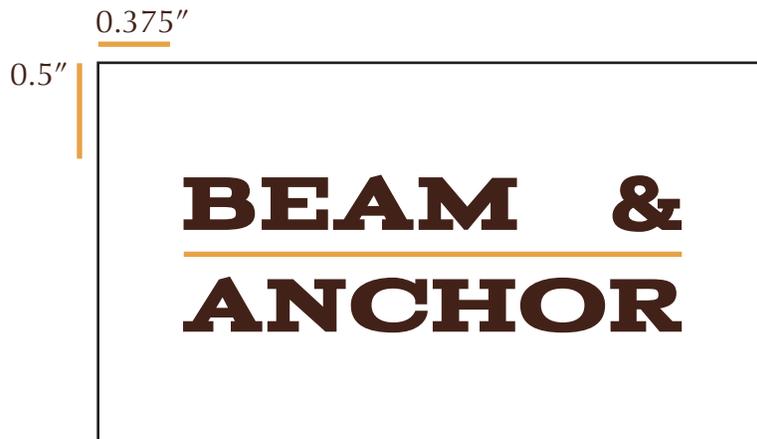
Typeface: Optima Bold - 14 pt. (name of staff member)

Optima Regular - 10 pt. (job title and contact information)

Tracking: 75 pt. (name of staff member)

Kerning: 75 pt. (name of staff member)

Leading: 14 pt. (between name and title; mailing address and contact information)

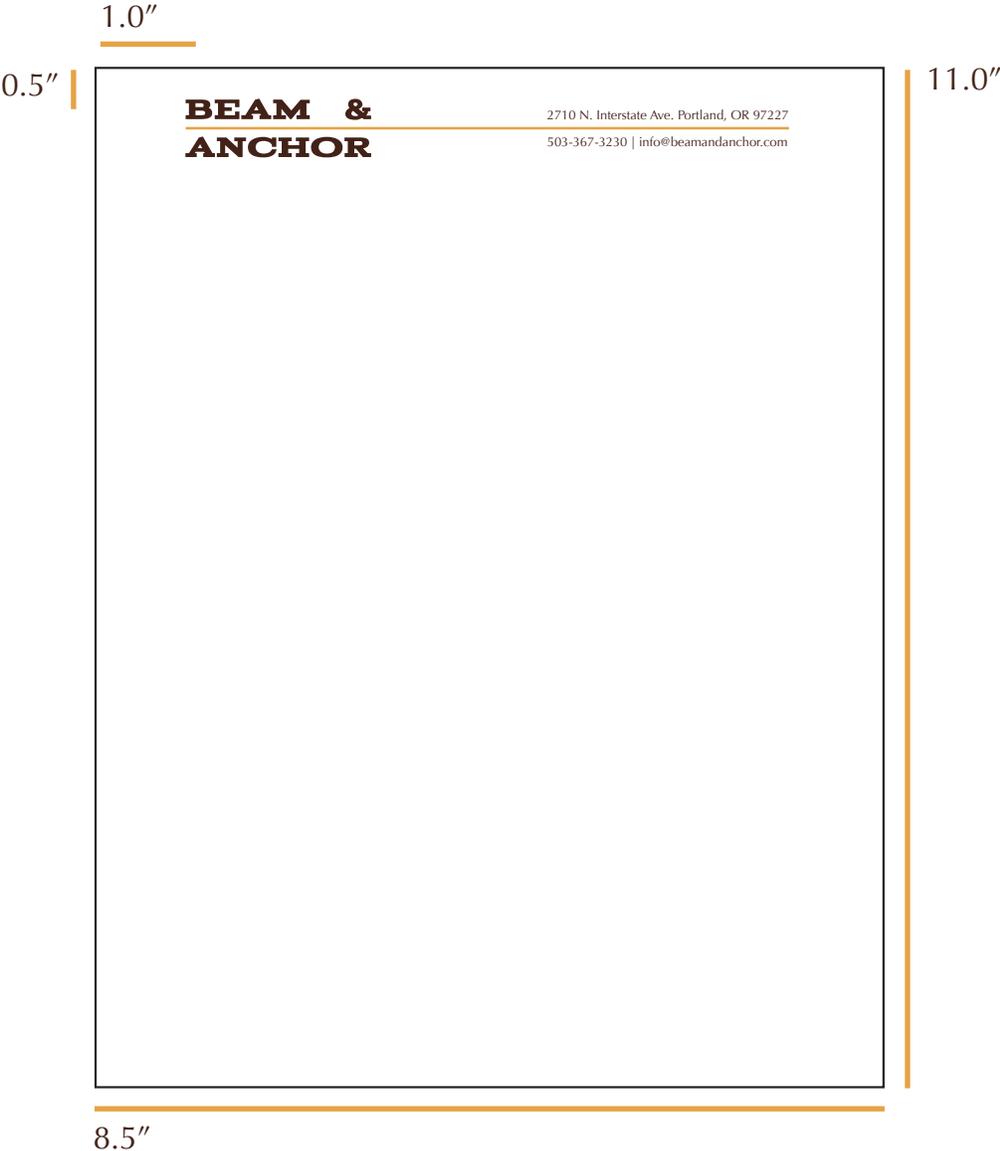


LETTERHEAD

The letterhead makes use of the mustard-colored line in the logotype as a centering point, in which the space between the mailing address and contact information is even. The design of the letterhead also focuses on alignment such that the contact information is justified on both sides, mirroring the logotype. Additionally, the baselines of the logotype and the typeface are aligned. Likewise, the second line of logotype and typeface is aligned from the top.

Logotype Dimensions: 2.0" by 0.6337"

Typeface: Optima Regular - 10 pt.



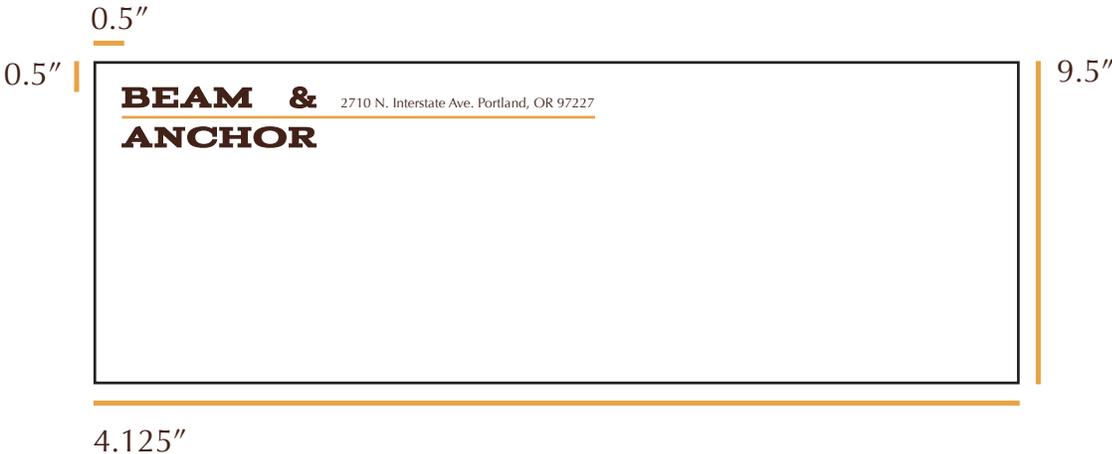
ENVELOPE

The envelope is a simplified version of the letterhead, in which only the mailing address is presented with the logotype. Like the letterhead as well, the baselines of the logotype and the typeface are aligned.

Logotype Dimensions: 2.0" by 0.6337"

Typeface: Optima Regular - 10 pt.

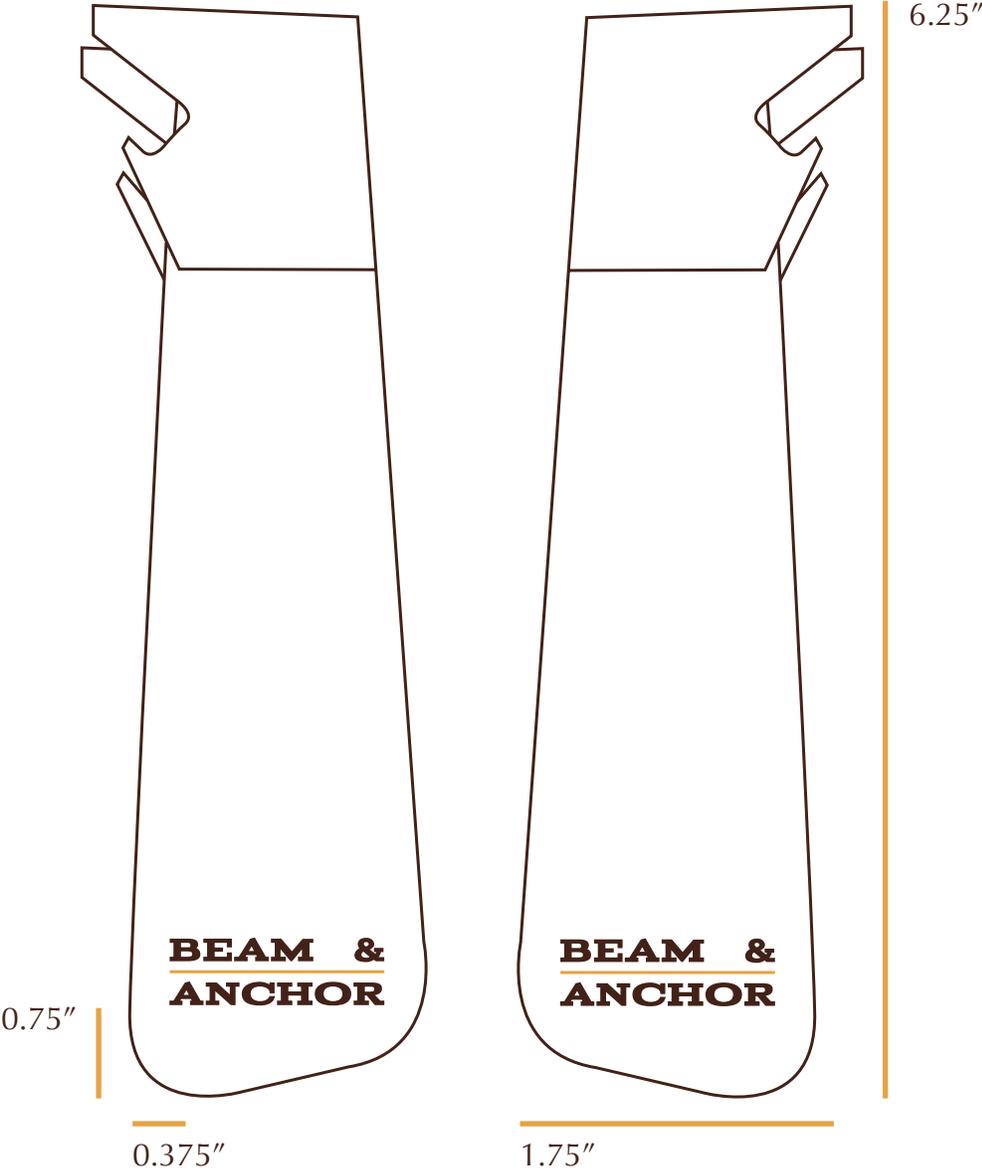
Spacing: 0.25" (between the logotype and mailing address)



BOTTLE OPENER

The fourth piece of collateral is the bottle opener. Its purpose is to supply Beam & Anchor with an additional form of advertisement while providing customers with a useful tool. The design reflects theme simplicity by taking advantage of placement as the logotype is centered at the bottom of the handle.

Logotype Dimensions: 2.0" by 0.6337"



POSTER

The poster promotes The Urban Craft Fair - an (imagined) annual event sponsored by Widmer Brothers Brewing Company, which is a Portland brewery near Beam & Anchor. The design of the poster highlights the event title, date, and time through proximity and repetition as these pieces of information are placed within different gears. The alteration of size signals the level of importance of the event, starting with the title and ending with the time of the event. As another important aspect of the poster, the details of the event, including the demonstrations and workshops, are emphasized by the bold Acknowledgement typeface. Additionally, the design of the poster makes use of alignment as the logotype, details of the event, and the contact information are right aligned.

Logotype Dimensions: 3.84" by 1.398"

Typeface: Acknowledgement Medium - 28 pt. (title of event)

Acknowledgement Medium - 24 pt. (details of event)

Optima Regular - 28 pt. (title, date, and time of event)

Optima Regular - 24 pt. (contact information for event)

Opacity: 60-10% (from top line to middle two lines)



DISPLAY ADVERTISEMENT

The display advertisement mirrors the poster on a smaller and more concise scale. The design of the advertisement makes use of alignment and proximity as well. The logotype and typeface are right aligned while the typeface of the sponsorship is left aligned with the details of the event at the top. Additionally, the typeface for the title of and information for the event are placed in all caps to bring attention to these portions of the advertisement.

Logotype Dimensions: 1.09" by 0.398"

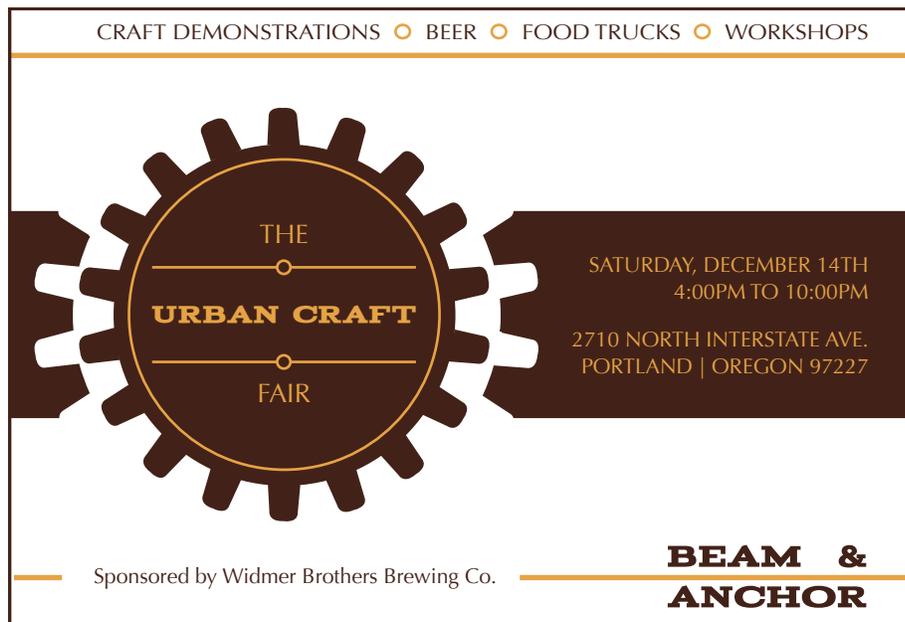
Typeface: Acknowledgement Medium - 10 pt. (title of event)

Optima Regular - 10 pt. (title of event)

Optima Regular - 8 pt. (information for event)

0.5"

0.25"



3.25"

4.75"



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