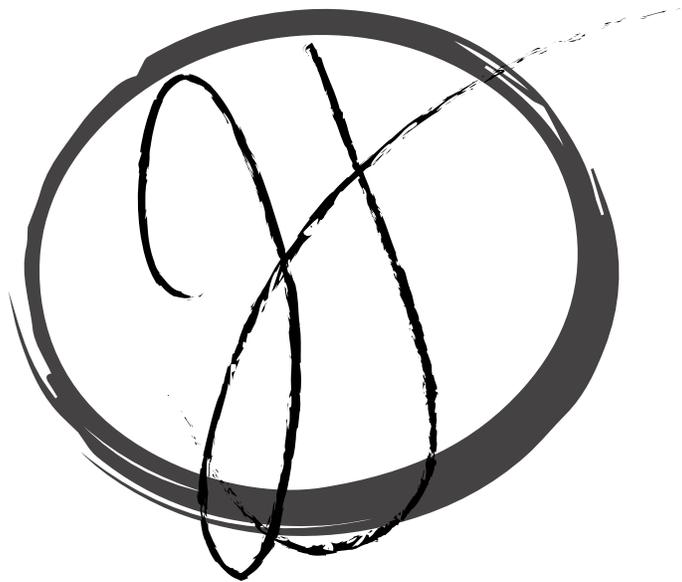


GRAPHIC *Standards*

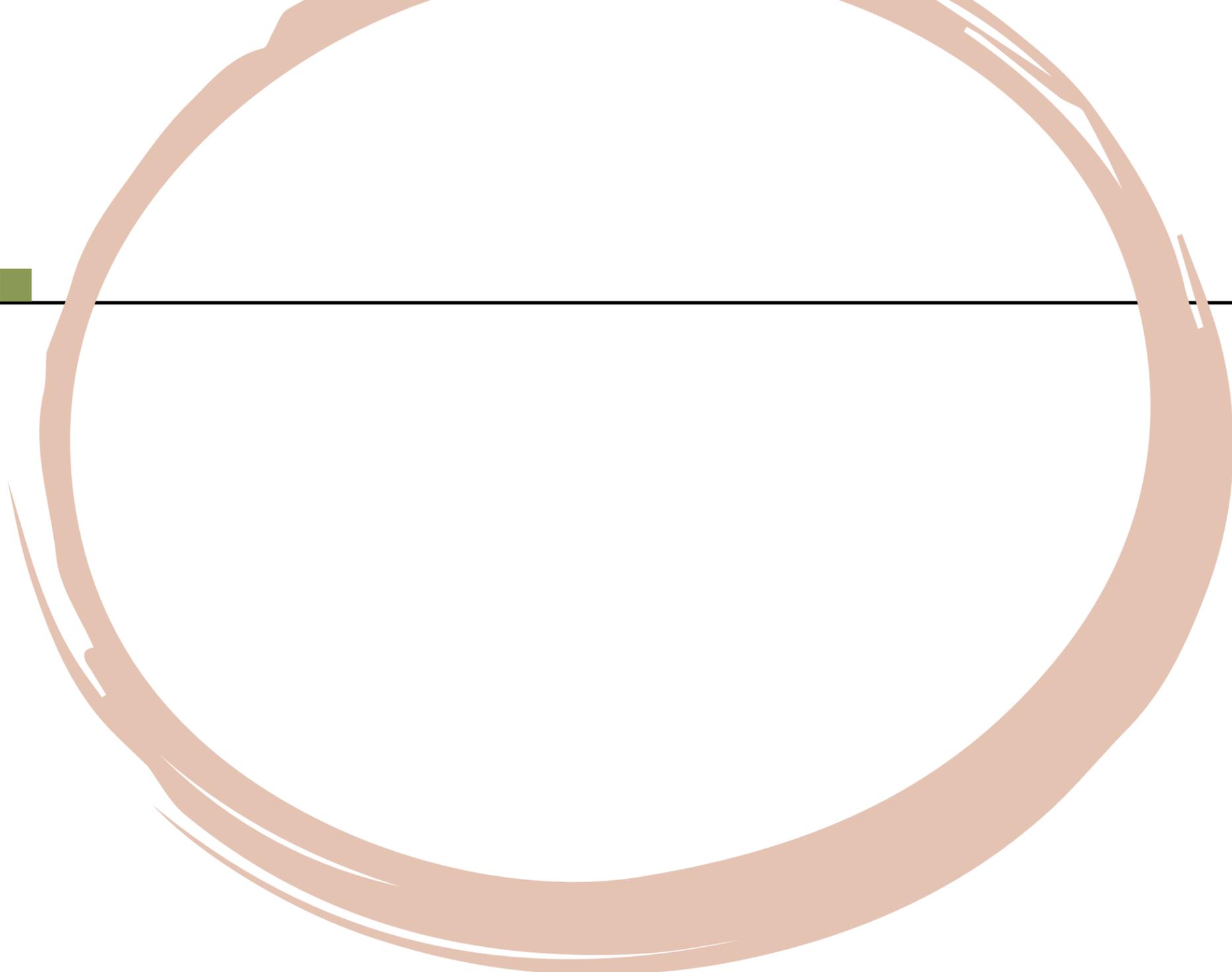


JJames Designs LLC

Stephanie McCarthy

FALL 2013

AAD 610



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GLOSSARY

ASID: American Society of Interior Designers; the oldest, largest and leading professional organization for interior designers

Fresco: the art or technique of painting on a moist, plaster surface with colors ground up in water or a limewater mixture.

Greyscale: Distinctly made up of black and white images

Headline: Any title or caption on a page usually emphasized by size, weight, or placement

Justified Spacing: the typographic alignment setting of text within a column that align along both the left and right margin

Logo: Also called logotype; the specific typographic construction of a graphic representation or symbol of a company name

Type: printed letters or characters

Typeface: A set of characters with similar appearance and design

Point: the measurement of type size [1 pt=1/12 pica or 72 pts = 1"]

Vertical: The longest side of a shape being perpendicular to the horizon

Word spacing: The appropriate spacing between words that creates a particular aesthetic

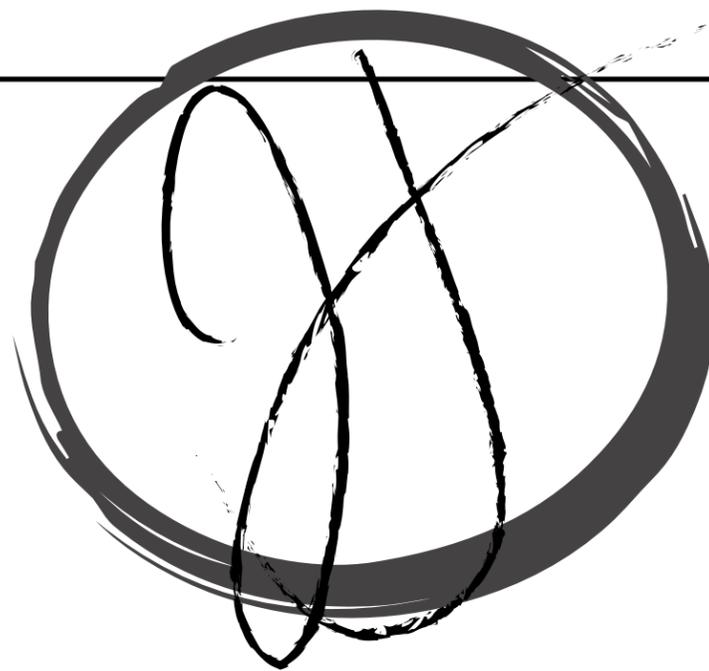
INTRODUCTION

Based out of Eugene Oregon, JJJames Designs LLC has a rich history of interior architecture which evolved into a focus of traditional method of fresco and plaster wall finishes. The methods used are a pragmatic combination of modern construction and historic traditions. The company has grown from the previous company, Rio, also based in Eugene. JJ Designs serves the city residents as well as the area between, and in, Portland, Oregon.

The owner and creator, Julie James, has been all over the world and has been highly influenced by each visited cultures' architecture. Finally settling in Eugene, this dynamic individual took her knowledge of worldly craft and examined it further through study and educational resources, most spent at the University of Oregon, and finally deciding on starting a company that showcased her love of the crafts that she had learned.

Spending several years working in and around the region through her company Rio, Julie felt compelled to pursue a more rustic style of design, and through much Italian education and practice, began frescoing walls for clients as well as designing high-end furniture. Now JJJames Designs LLC, the company continues to consult with fabric centers in Brussels, Northern Italy and other specialty companies to create a unique look for the client, as well as provide an open conversation communicating the limitations and suggestions between the two. JJ Designs is unique in that all of the materials used throughout the design have intent and even further, a well-established knowledge of the product being used and why it is being used in the space. Julie is well versed in art history, after taking numerous and uncounted classes on the subject, both at UO and, predominately, abroad. Her base in knowledge, to stress the point, is essential for the company's perspective designs. Another feature that makes JJJames Designs LLC stand out is Julie's ability to do much of the work herself, namely the wall finishes, which is a very high skill level and is extremely physical! Essentially, having this company is very rewarding for the owner, being able to create something unique and something to share with others.

LOGO



JJames Designs LLC

The logo used for JJJames Designs LLC is a combination of image and text creating a unique expression of the company. The loose circle enclosing the uppercase JJ is representative of a can of wall pigment that underlines the core of the company, as fresco wall pigments are kept in such a container.

To promote effective recognition, the JJ Designs logo will be consistently used for all external communications. The two images may be juxtaposed on or around each other at the discretion of the marketing team. The logo will always be kept together when sponsoring an external event.

USE OF SPACE

The JJJames Designs LLC logo, including the JJ and the circle form, are to be used together the majority of the time. The spacing of components on the page correlate in size and placement, much like decorative pattern on a wall and how it is arranged. The image and text may be used in varying sizes.

Because the owner of the company of JJ Designs is a member of the American Society of Interior Designers. The ASID has logo standards which must be followed. These standards permit the use of their logo only to the individual name, not the company. When addressing the company owner, Julie James, the ASID logo may follow her name only.

The company JJ Designs is a Limited Liability Company (LLC) which is a business structure allowed by state statute. The LLC initials must be used when the business title is present, preferably located after or centered underneath the company name.

Julie James

Allied ASID 

W: 541.686.9690

jjamesdesigns.com

COLOR

The official colors for JJames Designs LLC are as shown. Both the greyscale and color options are to be used when appropriate. All of the colors are taken directly from the source of natural pigments used in actual fresco and pigmented plaster techniques, thereby ensuring an authentic color harmony between product and advertising. Other colors may be used for the representation of the company, natural sources of color are preferred and under discription of marketing team.

These shades will be applied to advertisements, publications, stationary and other items, as well as both electronic and printed materials. Color combinations will consider the coupling of color wheel matches.



TYPOGRAPHY

The primary typeface for JJames Designs LLC is Eurostile. This type was created in 1962 and is geometric sans-serif. This is the required typeface to be used on all correspondences, both electronic, when available, and otherwise. The type will be justified with the last line aligned to the left when using text in a formal document.

The use of type must provide a unified and consistant appearance throughout all printed materials.

The two secondary typefaces used are Reactor Sans and Snell Roundhand. These are to be used when an accent font is needed, disgression for use is given to owner and graphic designer of JJ Designs.

Eurostile

abcdefghijklmnopqrstuwxxyx

ABCDEFGHIJKLMNOPQRSTUVWXYZ

REACTOR SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZZ

Snell Roundhand

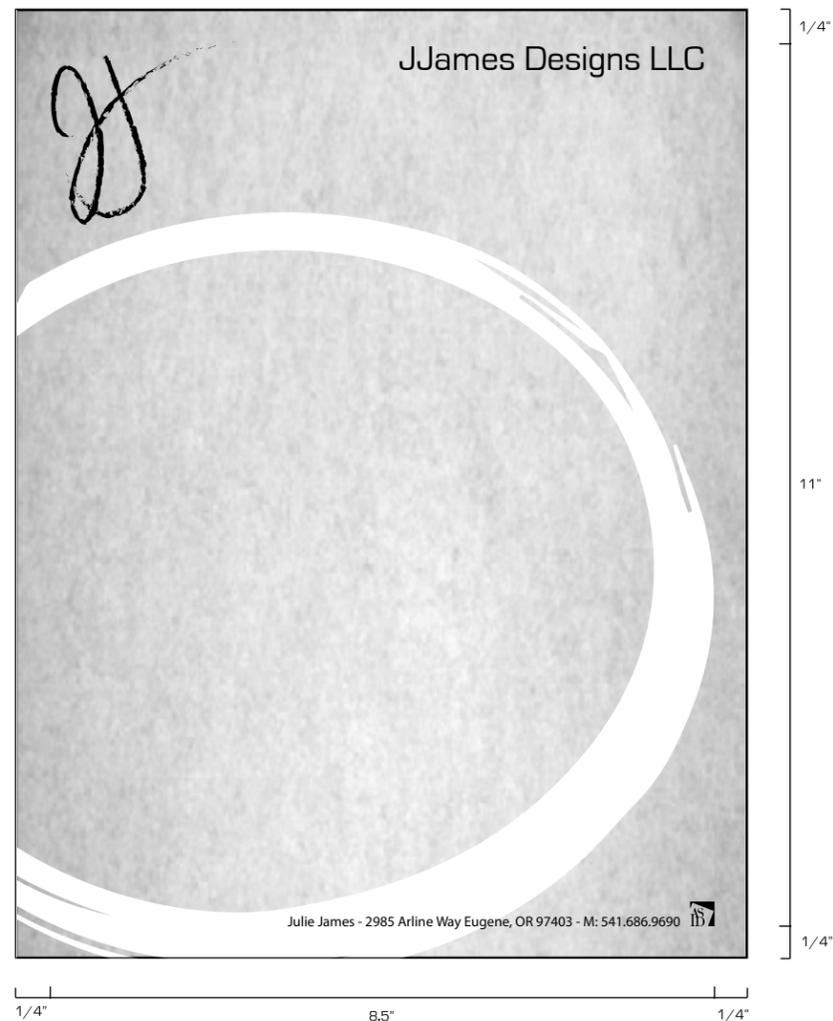
abcdefghijklmnopqrstuwxxyx

ABCDEFGHIJKLMNOLPQRSTUVWXYZ

LETTERHEAD

JJames Designs LLC letterhead measures 8.5 inches by 11 inches. The letterhead will be printed on a consistent textured paper matching its envelope counterpart that expresses the rich nature of materials used in the company. All information including logo, company name, and address are 1/4 inch from page boarder.

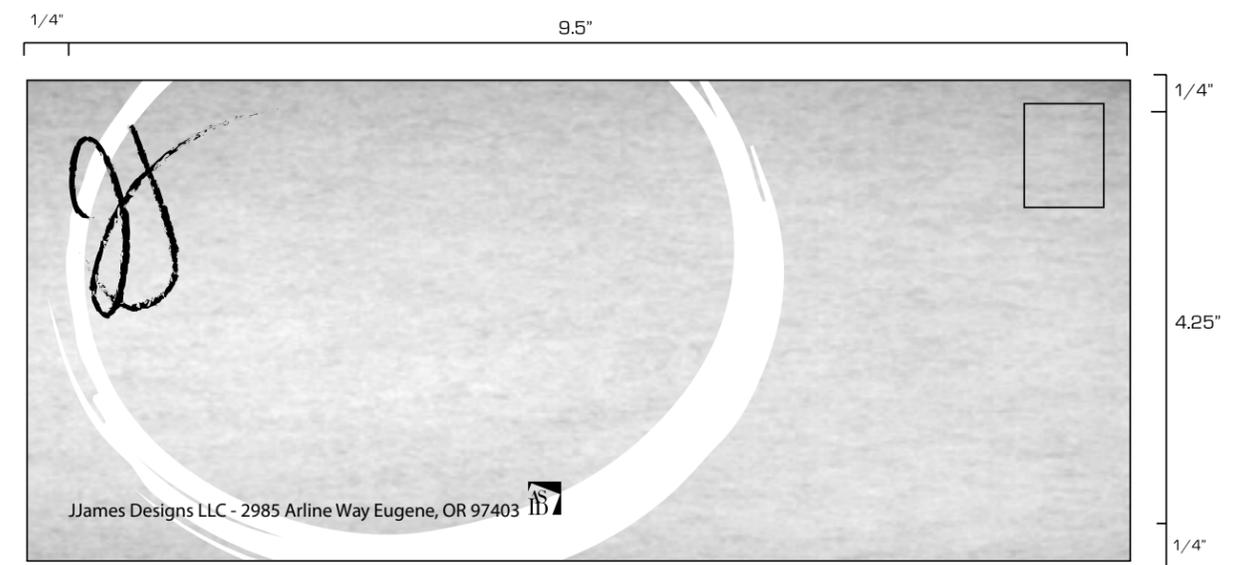
This, along with the envelope, are the only locations in which the personal company address is shown. Other contact information regarding the company is be located at the bottom of collateral items.



ENVELOPE

The envelope style of the company has the same textured paper that is used for the letterhead and uses a standard No. 10 envelope, measuring 4.25 inches by 9.5 inches.

The postage stamp area provided is to indicate area of stamp and is the same distance from the edge as the logo in the upper left corner, 1/4 inch. The address and name are also 1/4 inch from the bottom.

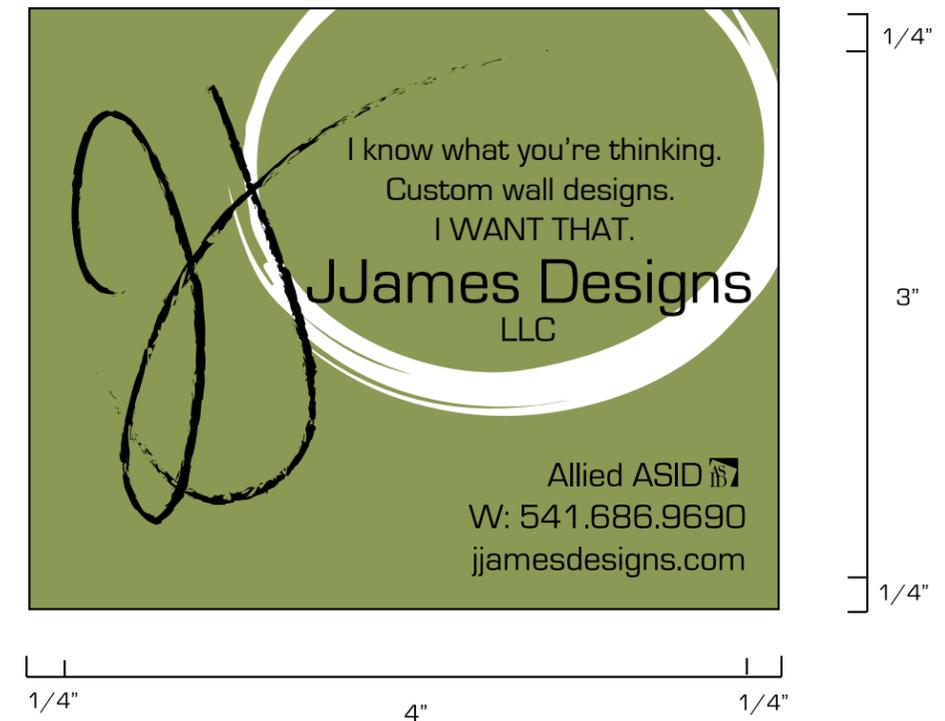
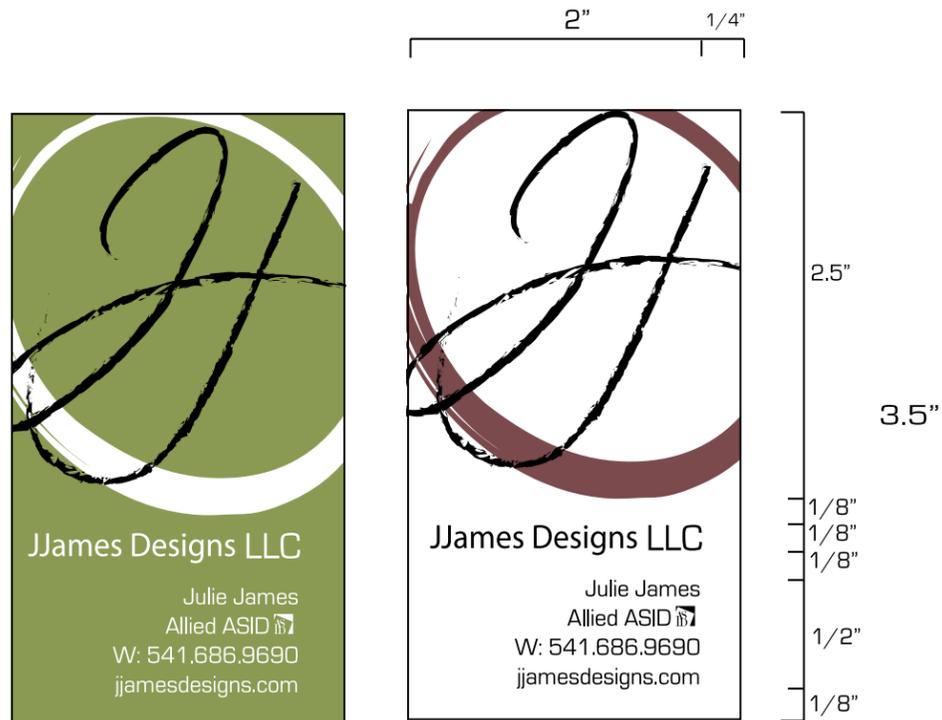


BUSINESS CARD

DISPLAY AD

The standard business card for JJames Designs LLC is a vertically oriented card, measuring 2 by 3.5 inches. The logo and name of employee is clearly shown on the front, and may alter in color. Marginal measurement of information placement is as shown below.

JJames Designs LLC will utilize various forms of media to host its display ads to the local community. The ads will be done in color or in black and white, depending on what media is available. Because there are loose standards required for these ads, aside from the 1/4 inch margins along the outer boarder, the JJ Designs marketing will adhere to the company's best interest in creating these public advertisements with regards to the use of logo and information.



POSTER

Posters are important for events, as JJames Designs LLC will be both hosting and sponsoring local events for the city of Eugene and the surrounding areas. Like the display ads, JJ Designs holds to the graphic standards required by the company, but with slight variations of the terms. Special events may take precedence over the schematic colors of the event being shown. Again, color use should be primarily restricted to the company's color standards. Most posters will be of 11 by 17 inches in size; a vertical alignment is preferred.



MATCHBOOK

One of the collateral pieces for JJames Designs LLC is a matchbook featuring the company's logo, either the image, the text, or both, respectively. The matchbook is a leave behind item for clientele to have in possession an object presenting the brand.

