

Forever Only One



Graphic Standards

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Introduction

“Forever only love” helps people search and keep their love.

The establishment of starting this company is nowadays marriage problem is becoming more and more serious problem and many people are perplexed by this trouble. Some of them can't find the right person to marry, while some people can't sustain their family harmoniously.

Previously both socially uncommon and unaccepted due to perceived roles, public awareness, modern socioeconomic factors and increasingly available popular and lengthier education and careers have made the single lifestyle a viable option for many Americans.

This company was built in 2014, it includes about 12 people whom have different duty according to their specialty.

Glossary

Baseline- the line serving as a basis; especially , one of known measure or position used (as in surveying or navigation) to calculate or locate something.

CMYK- a printing method using four colors to represent the entire color spectrum.

Headline- any title or caption on a page usually emphasized by size, weight, or placement.

Format- the specific horizontal and vertical measurement of a publication.

Type- printed letters or characters.

Typeface- a set of characters with similar appearance and design.

Opacity- the transparent percentage of color.

Point- the measurement of type size.(1 pt=1/12 pica or 72 pts=1")

Word Spacing- the specific distance between individual words.

Logo and Logotype

Because “ forever only one” belongs to marriage service company, so warm and romantic icon should be the first impression to give people. Pink is the best choice, which represents all the nice things. Pink denotes love, romantic and charming. Because of the company’s major customers are women, while most people think of pink as a feminine, delicate color. The logo has no other color, just pink can appear the purity of love will never change until death. For the logo pattern composition, a couple is dancing. A gentleman invites girl to dance and the girl is willing to do with him, because their hands overlap together, and that position is exactly where the heart is. The girl looks like wearing a wedding dress, the following components by love. From the details to the whole logo, all of them express love meaning.

To promote effectively, the logo should be used on every communication platforms. It will not only be in official website, it also appear to other social networking sites, such as sina weibo, instagram, etc.... Besides, this logo will be put on buses, subways, magazines.



Use of Space

The logo is 2.4 inch tall by 3.8 inch wide. This logo is simple and doesn't need many space requirement, so it can be scaled to fit in any document.

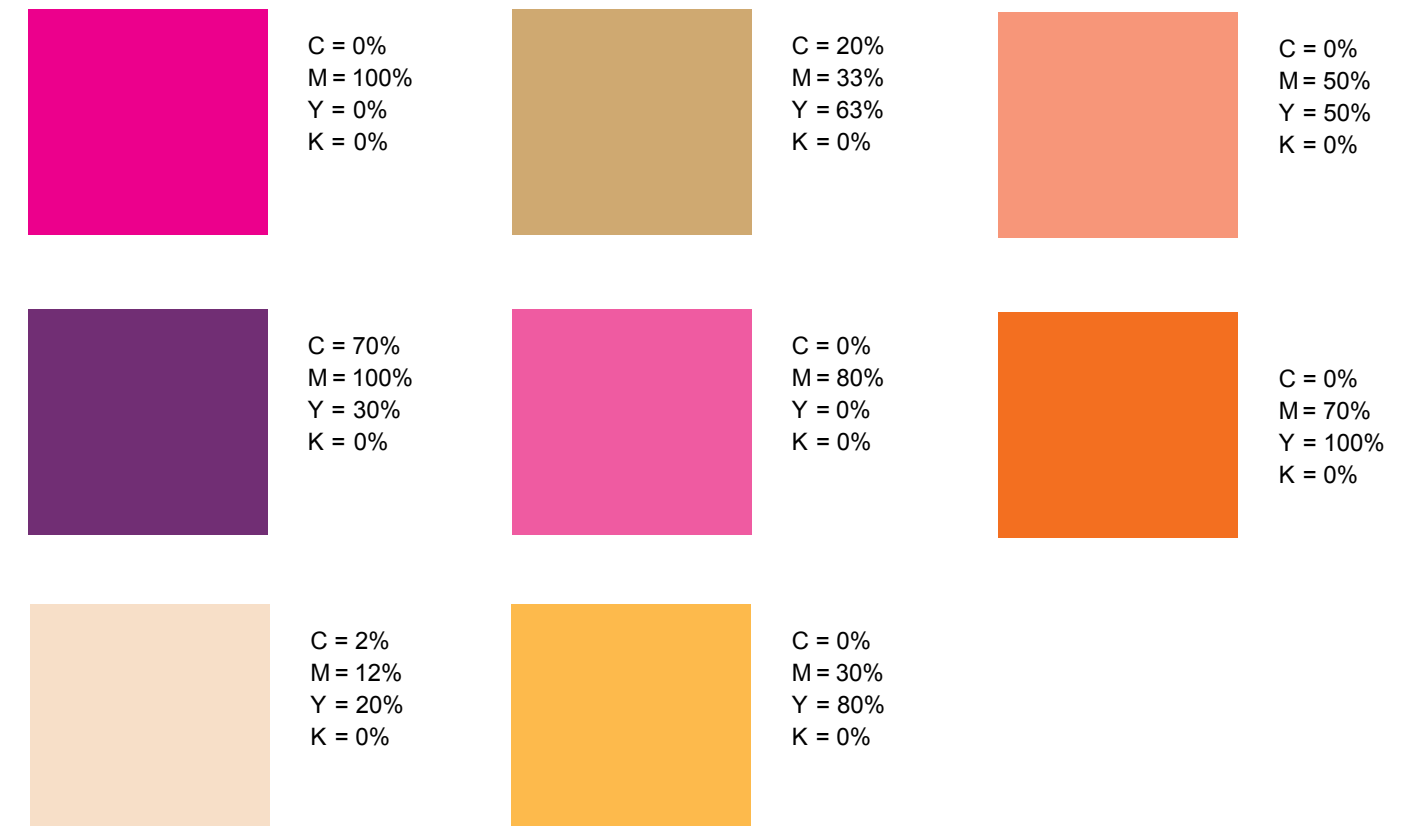
This logo cannot be any changed without express permission of Forever Only One company.



Color

The official logo color only has one-pink (C=0% M=100% Y=0% K=0%). We will always use this color to represent the company and the color will be used at business card, letterhead and envelope.

This color is an important identification element increasing audience recognition. But in business card, poster and ad, in order to highlight the pink we will use other color to set off.



Typography

Forever only one doesn't use letters on official logo, but we use it on collaterals, poster and advertising. The primary typeface for it is Baskerville Old Face. This is required typeface to be used on web, collaterals and poster.

On business card, use Myriad Pro typeface to inform contact information. Depending on different propaganda size the company uses different front sizes.

Aparajita

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial(Black)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Myriad Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

BLUEMOON

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Baskerville Old Face

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

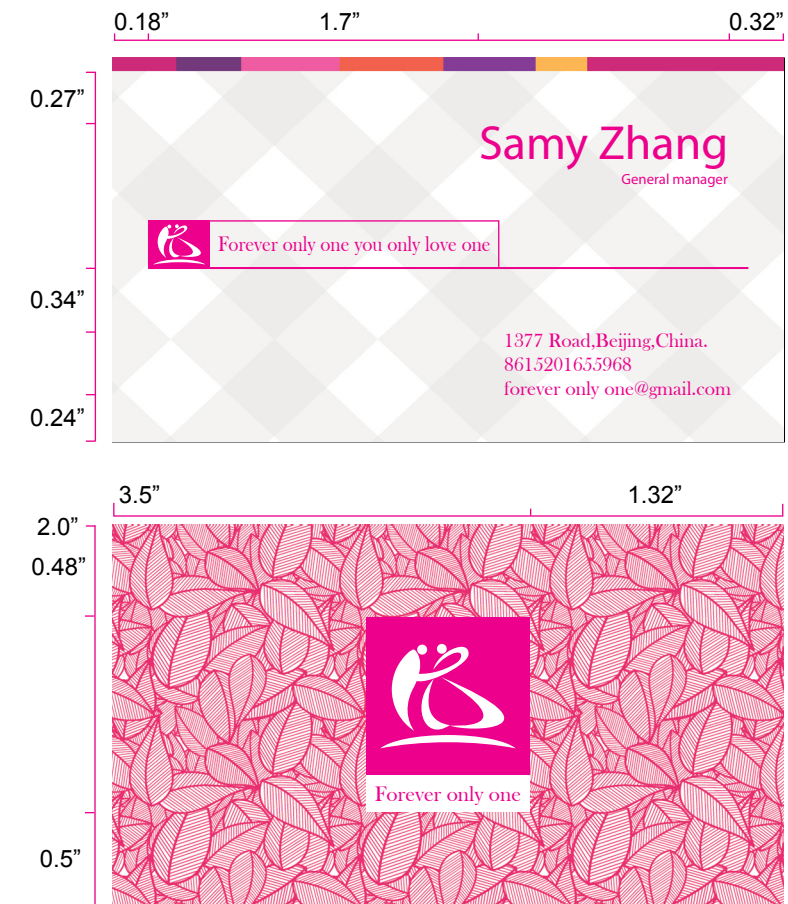
1234567890



Business Card

The standard business card of Forever Only One uses horizontal layout, measuring 2 by 3.5 inches. The logo and contact information is clearly to see, and alert by pink. The company slogan uses Baskerville Old Face, 10 point regular. The text used for contact information is Myriad Pro. Name is 18 point regular. The contact information is 7.5 point regular.

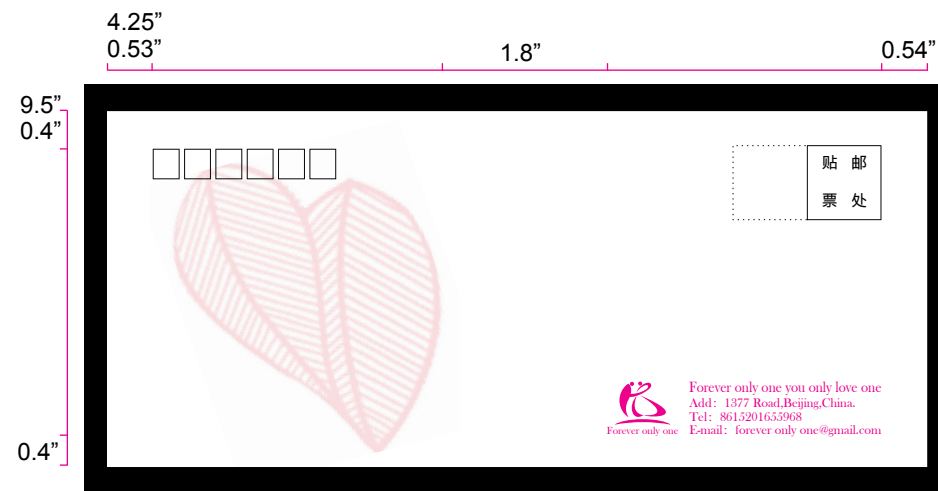
Marginal measurement of information placement is as shown below.



Envelope

Forever Only One uses a standard No. 10 envelopes, which measures 4.25 inches by 9.5 inches.

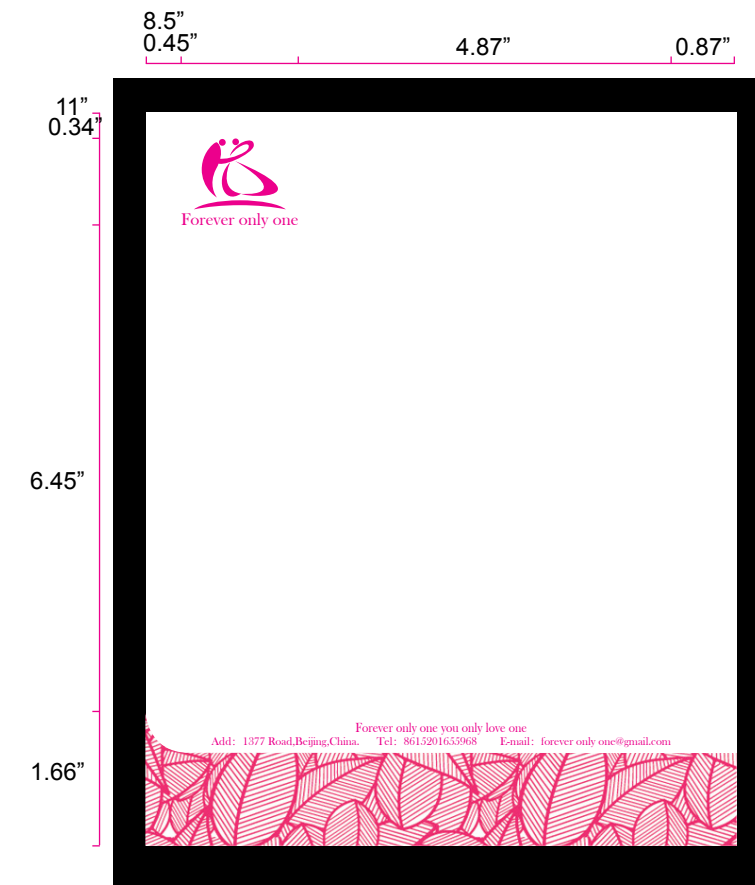
The postage stamp area provided is to indicate area of stamp. On the left of envelope is a pink leaves, measures 3.5 inch by 3.8 inch, means romantic and eternal. The logo and contact information are in the right., they are 0.4 inch from the bottom.



Letterhead

Forever Only One letterhead measures 8.5 inches by 11 inches. This letterhead uses the same form.

The logo is set upper left, with a 0.34 inch vertical border and 0.45 inch horizontal border. The text is Baskerville Old Face 16.2 point regular. Other contact information are located at the bottom of letterhead.



Set of Cup

In Chinese the pronunciation between a cup and a lifetime is very similar, so cup means happiness the whole life.

Although it is an informal way to show off the company, it can be used in many situations, especially in promotion activities.

White suit of cup symbolize pure love. Print pink logo on the white color, it seems simple and beautiful.



Display Ad

Below is a sample display advertisement measuring 4.1 by 5.8 inch. The main logo is used, along with the standard pink color.



Poster

The poster measures 11 by 17 inch. A big heart with logo is in the middle of poster, wearing a headphone express listening to the voice of the heart.

At the top, there are three word summarize the company's service scope. The dominated color of poster is still pink, color use should be primarily restricted to the company's color standards.

