L.Y.T.

LANE YOUTH THEATER

Graphic Standards

By Alexa Bayouk - Fall Term 2016

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Introduction

Mission:
To serve Lane County youth through the exploration of exceptional theatre by providing inspirational, engaging, and educational programming in a sustainable, repurposed space.

Vision:
A Lane County where all K-12 students have an opportunity to participate in nationally-recognized youth theatre, and a community where abandoned spaces are utilized to support thriving and beautiful art.

Background:
Lane Youth Theater is a relatively new (and completely made-up) organization for my group's Cultural Administration project. LYT operates out of an old store within a strip mall located in Springfield, OR. The abandoned storefront was renovated into a 250 seat black-box theater, and LYT is now in its third year of operation.

LYT is primarily an educational organization. The actors, who are also the educators, put on four productions every year. Some show times are during weekday school hours for field trips. The other show times are evenings and weekends. The intended audience is K-12 students and their parents. Educational programming at LYT includes weekend workshops, summer camps, and in-school workshops.

Glossary

Alignment – To line up two or more aspects of your design. Choosing the right alignment can help free up space or eliminate unnecessary space.

Balance - Referring to color, shading, spacing, layout, etc. Creating balance within a design is crucial for catching the attention of viewers.

Bleed – When the print ink goes all the way to the end of the page, with no white border. Example: magazine pages.

Descender – The portion of a lower case letter that extends below the bottom line. For example, the lower stem of a lowercase p drops below the baseline. If the Descender is too low in a certain font, it can impose on the line of text below it, causing a lack of clarity.

Focal Point – The main feature of your design. This is where you want viewers to focus their attention. Your focal point should be immediately recognizable.

Proximity – Using space in between two or more objects, you can group similar information together so viewers know where to start and stop reading.

Repetition – Using the same bold font for all titles and the same unbolded font for all the descriptions. You repeat your font themes for specific purposes. You can also repeat color themes.

Type/Typography as Design - The style of printed materials such as fonts. This includes serif, sans-serif, and slab-serif fonts. When using typography to your design advantage, you can use spacing and add images.

Visual Impact – If you see a bulletin board full of posters and your eye is drawn to one, that poster has the most visual impact. If you follow basic design rules like repetition, alignment, and contrast, it will help increase the visual impact of your design.

White Space – The unused space on a printed object, one that is not filled by graphics or text. White space can be a good thing, if it prevents cluttering and allows the viewer to find the focal point faster. However, too much white space can be boring.

Logo and Logotype

I used Lithos Pro Black for the font in my logo specifically for the shape of the "Y". I wanted to pick a font that had an upper-case "Y" that would look like a body and arms. Then I would add a circle for the head to make it look like a little stick figure. The other letters in the font just needed to look kid-friendly and fun. I also needed the font to be all uppercase, so descenders don't throw off the balance and alignment. I added a rough outline of Lane County to add a little geometric contrast and balance.

Lithos Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lithos Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
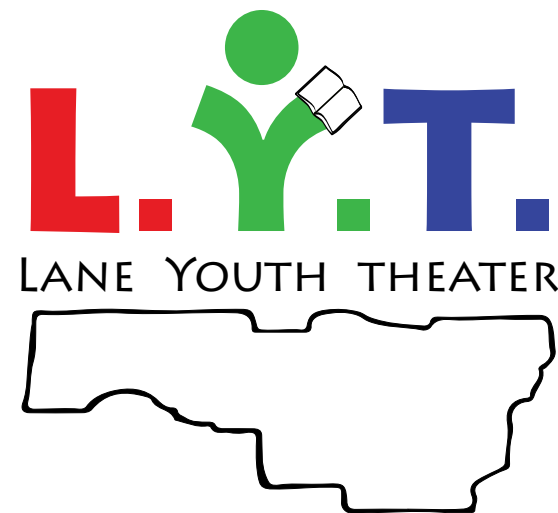
Use of Space

My logo is used on a number of collateral items. The signature red side bar of this brand can sometimes pose a proximity problem. No other items should be closer than 1/8th inch away from the top-most, bottom-most, left-most, or right-most edge of the logo.

L.Y.T.
Lane Youth theater

1/8 "
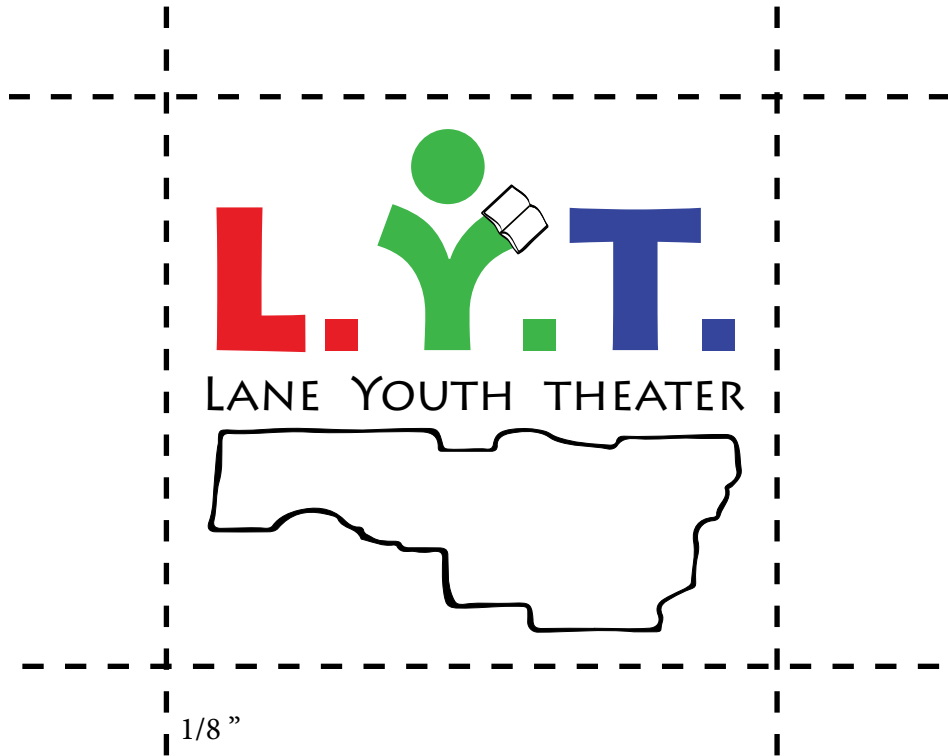
Color

The use of primary colors tends to point to children. As a youth theater, using primary colors was most appropriate. However, yellow is a tricky color that tends to get lost if you don't have the correct amount of contrast. Therefore, I replaced yellow with green to make it more visible.

Red is our most used color and is the signature color of the side bar used in collateral. However, should the need arise for more options, the side bar can be replaced with the blue or green below. In such a case that you use blue or green in more than one piece that will be grouped together (letterhead and envelope) you must be consistent with your color choice (i.e. both side bars must be green).

C = 2%
M = 100%
Y = 100%
K = 0%

C = 74%
M = 5%
Y = 97%
K = 0%

C = 95%
M = 87%
Y = 7%
K = 1%

Typography

Myriad Pro is a great font that is readable in small type point.
Charlemagne STD Bold is a creepy font that worked great for my Christmas Carol poster and Display Ad.
Monotype Corsiva was a nice and loopy font, resembling cursive handwriting, that is visually appealing but only readable in small doses. Supplemental information works in this font. Important information should not be dressed in this font.

Myriad Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Myriad Pro Bold
abcdefghijklmnopqrstuvwxyz
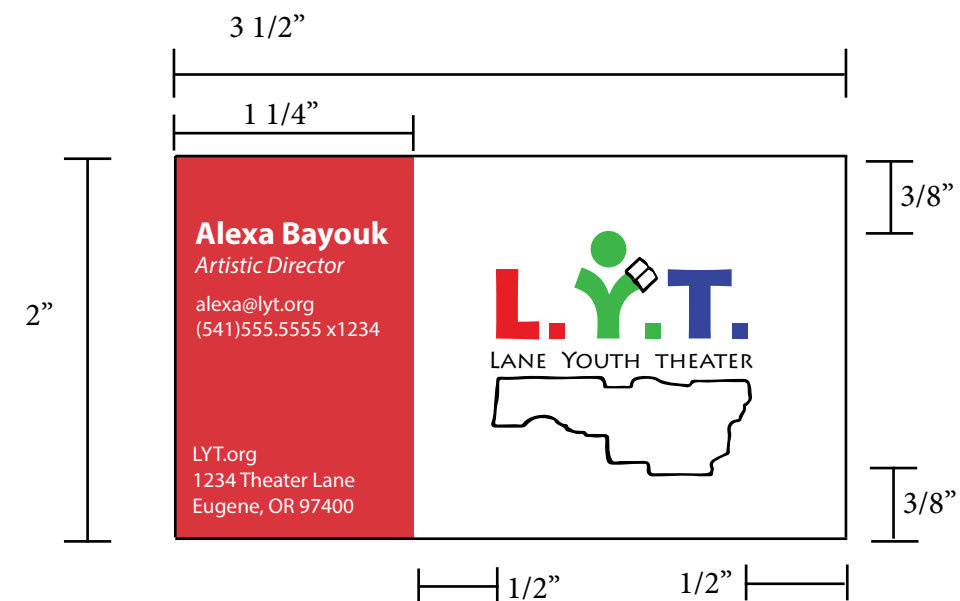**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
1234567890

Myriad Pro Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CHARLEMAGNE STD BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Monotype Corsiva
abcdefghijklmnopqrstuvwxyz
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
1234567890

Business Card

The LYT business card is a standard 2" x 3 1/2" size. Because standard business cards are rectangular and the LYT logo is square, the red side bar was created. The eye is drawn directly to the logo and the important information is neatly and clearly aligned to the left in the red side bar. The side bar on the business card is 1 1/2" wide, always on the left, and always has a bleed. The logo is centered within the white space (1/2" from the left and right, and 3/8" from top and bottom).

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LYT.org
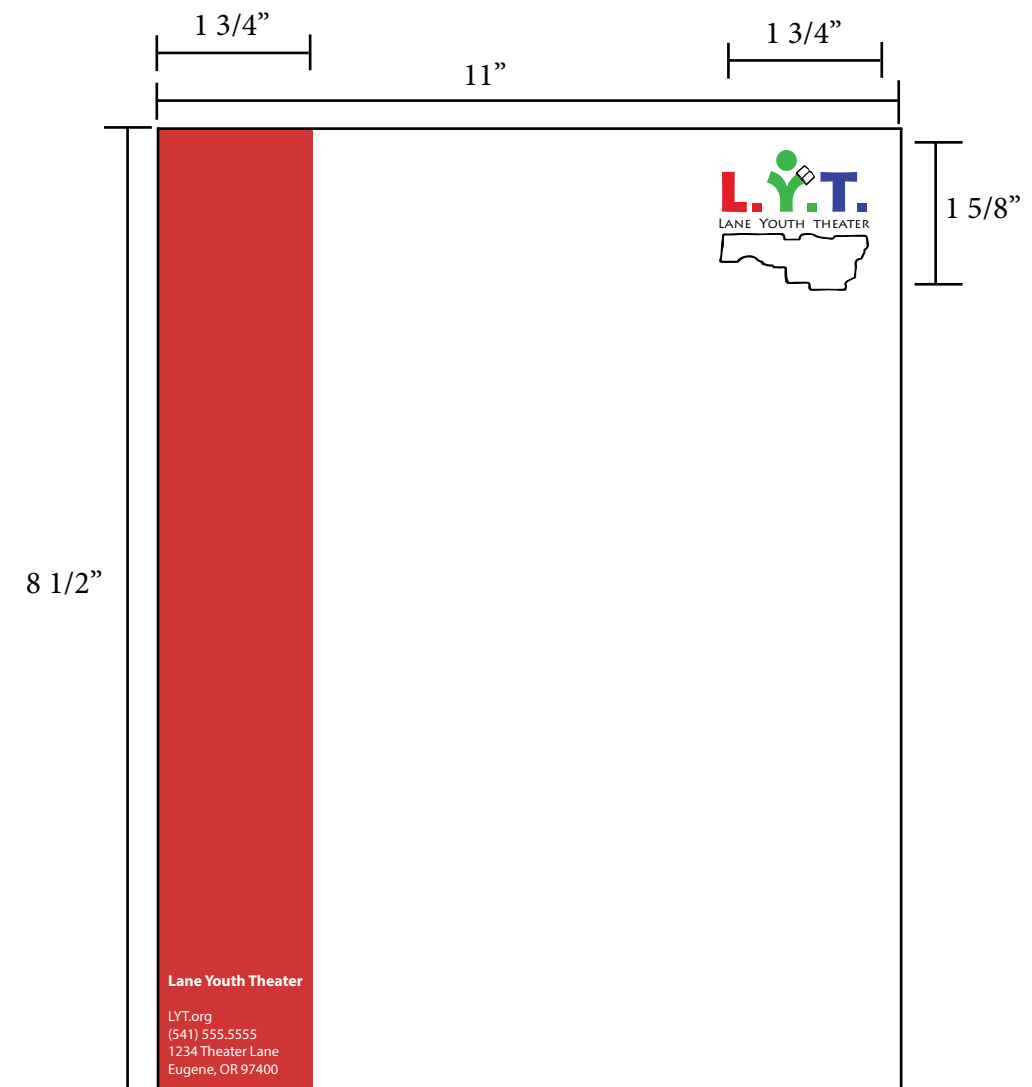1234 Theater Lane
Eugene, OR 97400

Envelope

The LYT envelope is standard 9 1/2" x 4 1/8" size. There is a 1" red side bar to the left with a bleed. The logo (size: 1" x 1 1/8") is in the top left corner, 1/8" away from the red side bar and the top of the envelope. The LYT address is underneath the logo, 1/8th in away from the bottom of the logo, Myriad Pro Italic size 10 font.

1 1/8"

1"

L. Y. T.
LANE YOUTH THEATER

1234 Theater Lane
*Eugene, OR 97400*

4 1/8"

1"

9 1/2"
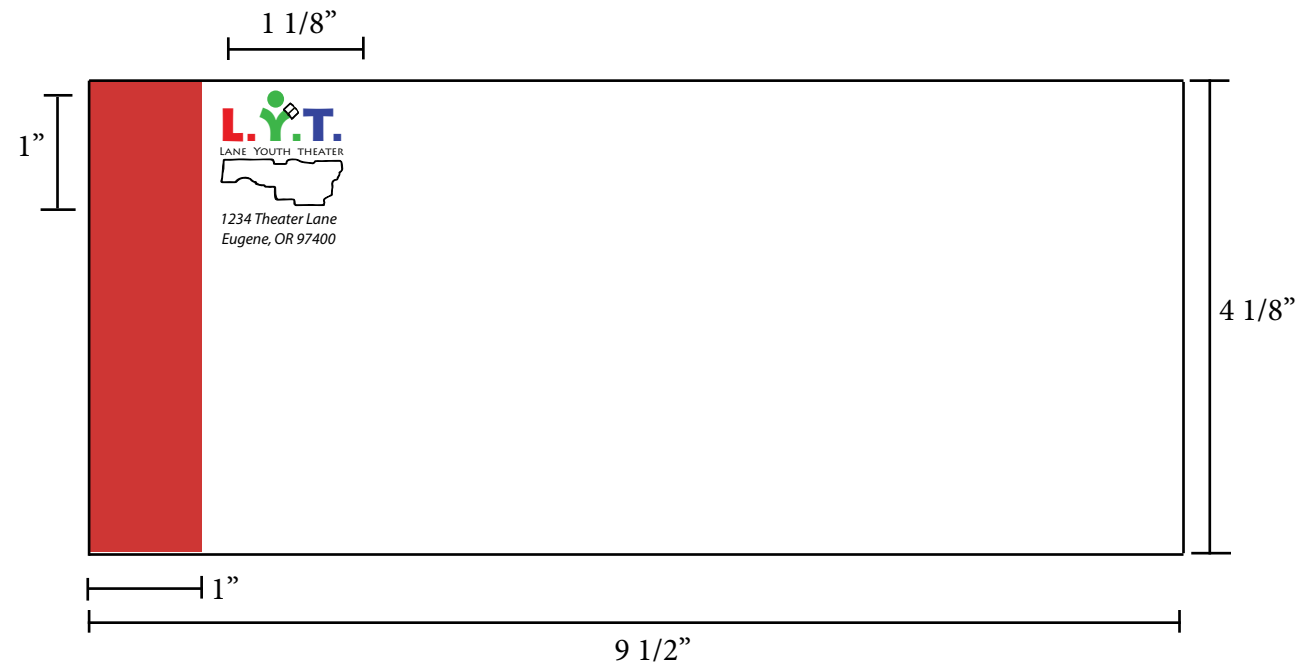
Letterhead

The LYT letterhead is on standard 8.5" x 11" computer paper. It, too, has a red side bar with a bleed on the left. This side bar is 1 3/4". The logo (size: 1 3/4" x 1 5/8") is in the top right corner, 1/8" away from the top and the right edges. LYT contact information is in the bottom left corner in white on the red side bar, Myriad Pro size 13 font for "Lane Youth Theater" and size 12 font for the contact information below.

1 3/4"

11"

1 3/4"

L. Y. T.
LANE YOUTH THEATER

1 5/8"

8 1/2"

Lane Youth Theater

LYT.org
(541) 555.5555
1234 Theater Lane
Eugene, OR 97400
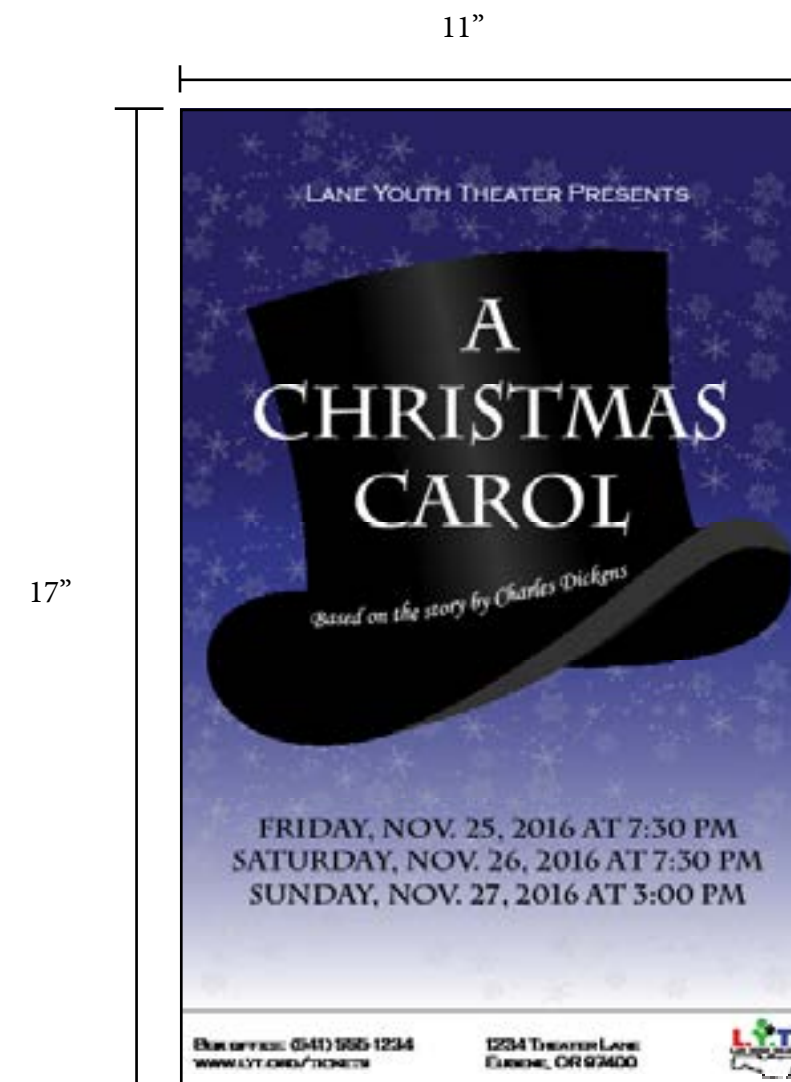
4th Piece: T-shirt

Because we have hundreds of youth involved in our theater every year, we made T-shirts that they can buy. T-shirts are a yellow. Because shirt sizes differ, here are the placement rules: the distance from the top of the logo to the top of the shirt should be half the length of the bottom of the logo to the bottom of the shirt. The logo should keep its same proportion. Using these two rules, the logo should not encroach on the underarm space.

x/2

x
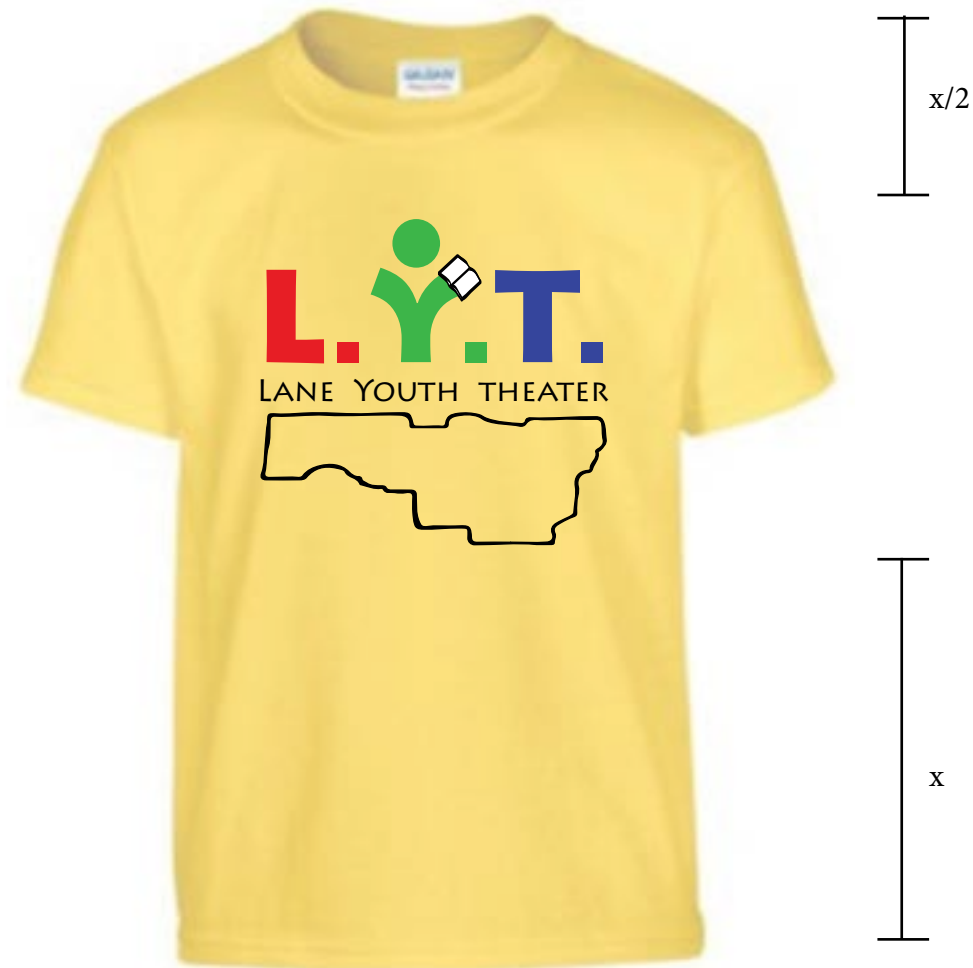
Poster

This poster is a standard 11" x 17" size. LYT put on a show, A Christmas Carol, so naturally the show poster would not share the same color scheme as any LYT merchandise. The logo keeps its proportions and is on a white background so that each color is distinguishable.

11"

17"

LANE YOUTH THEATER PRESENTS

A
CHRISTMAS
CAROL

Based on the story by Charles Dickens

FRIDAY, NOV. 25, 2016 AT 7:30 PM
SATURDAY, NOV. 26, 2016 AT 7:30 PM
SUNDAY, NOV. 27, 2016 AT 3:00 PM

Box office: (541) 555-1234
www.lyt.org/tickets

1234 Theater Lane
Eugene, OR 97400

Display Ad

This display ad is 5" x 5 7/8" size. This display ad follows the same rules as the poster.

5"

5 7/8"