Conner Prairie

Interactive History Park

Graphic Standards

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AAD 610 Fall 2015

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Introduction

Conner Prairie is an interactive history park that is the only Smithsonian affiliate in the state of Indiana. The focus of Conner Prairie is to create an inter-active learning space for visitors to experience the history of the early days of the state of Indiana. Today, Conner Prairie is driven by their mission to inspire curiosity and foster learning about Indiana's past by providing engaging, individualized and unique experiences.

The interactive history park at Conner Prairie includes the 1836 Prairietown, 1859 Balloon Village, 1863 Civil War Journey, Lenape Indian Camp, a nature walk, a discovery station, and the William Conner Homestead.

The new logo design was needed as the previous logo change brought emphasis to the name of Conner Prairie and left what little imagery there was to be greatly overshadowed.

Glossary

Alignment: the arrangement of material in a uniform fashion. Alignment is often classified as left, right, center, or justified.

CMYK: standard model in color printing. The four inks used in the anagram are: cyan, magenta, yellow, and key (often black).

Collateral: additional printed material that is associated with an organization's logo. Often collateral includes business cards, letterheads, and envelopes.

Graphic Standards: a set of rules outlining the standards of a logo, typography, space, size, and color for any material associated with an organization and their logo.

Logo: a symbol used by a business or event to represent the organiza-tion.

Minimalist: a design style that optimizes white spaces and few design elements.

Serif: the small line often found at the top or bottom of a letter.

Typography: the style, arrangement, and use of printed material.

Logo

Conner Prairie's previous logos designs have included a log cabin design. This design continues that tradition in a contemporary design. The serif font used keeps secure the strong institutional atmosphere that is associated with Conner Prairie.

Book Antiqua
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lucida Bright
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CONNER PRAIRIE
INTERACTIVE HISTORY PARK

Use of Space

The boundary surrounding the Conner Prairie brand shall be no less than 1/8 inch on all sides. In general, this will create space within any branded material without creating a crowding problem.

1/8"

CONNER PRAIRIE
INTERACTIVE HISTORY PARK

<u>Color</u>

The color of the logo is to ensure a modern representation of Conner Prairie. The color of the logo is a solid black. Some variations in color may be used for commercial materials such as hats, shirts, or bags.
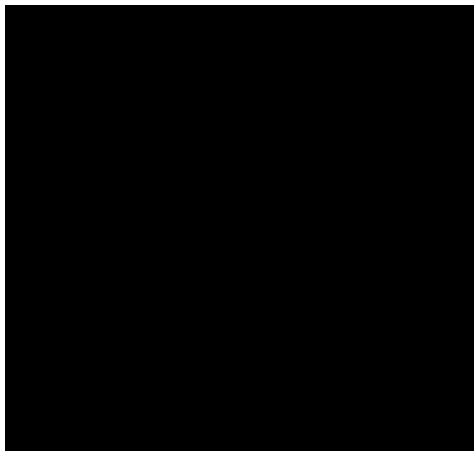
C = 0%
M = 0%
Y = 0%
K = 100%

Typography

The two fonts used within the Conner Prairie logo are Book Antiqua (for Conner Prairie and all other information) and Lucida Bright (for Interactive History Park). Each font is a strong, clean, and classic font that can be used in a contemporary style.

Both fonts are to be used regularly without added weight or stroke.

Book Antiqua
abcdefghijklmnopqrstuvwxyz
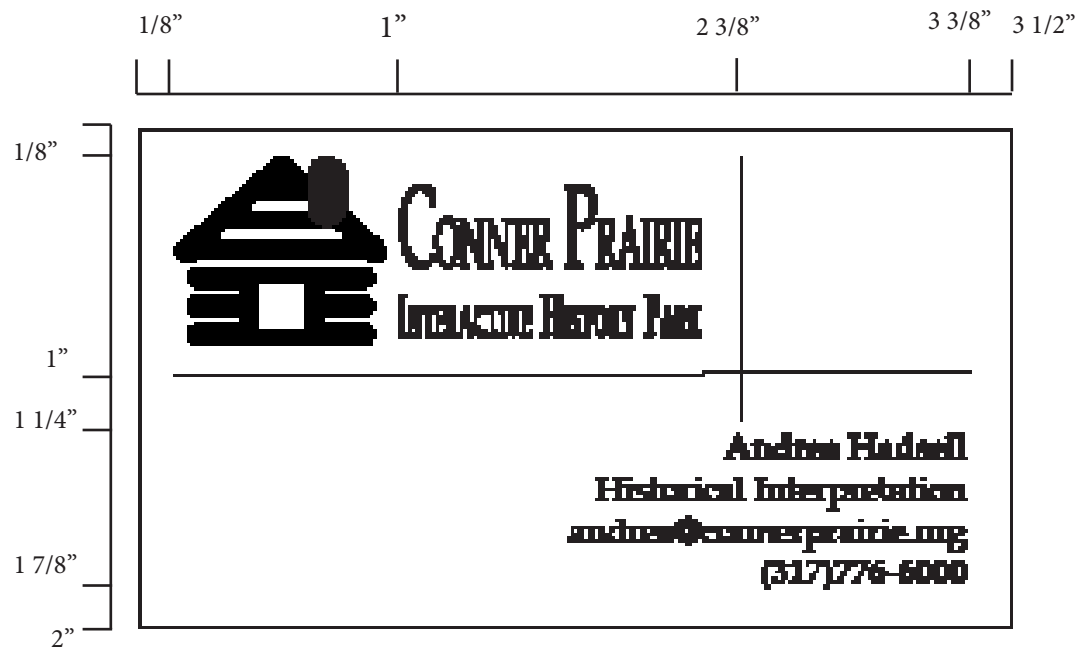ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lucida Bright
abcdefghijklmnopqrstuvwxyz
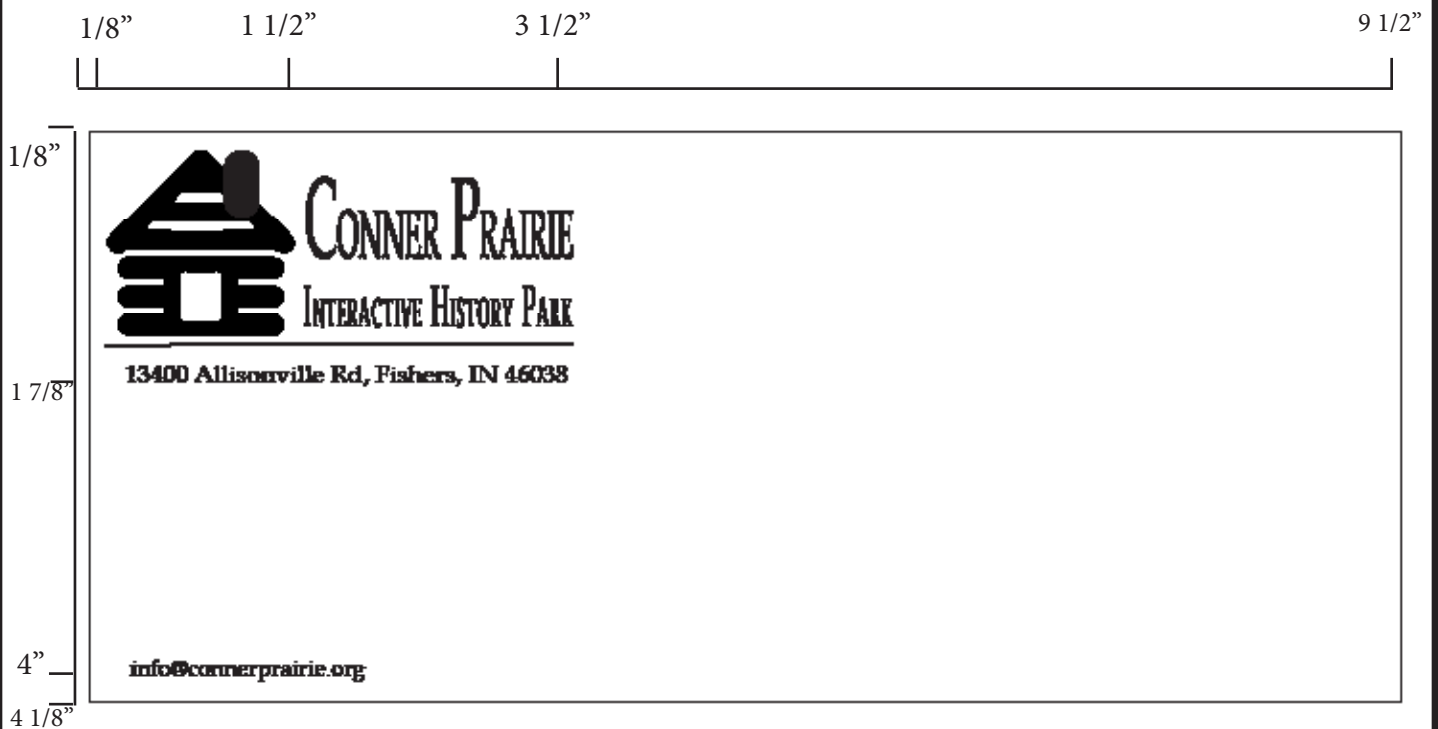ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Business Card

The business card design utilizes the white space within and surrounding the design. The added lines are a part of the continuous theme within the printed collateral of Conner Prairie.
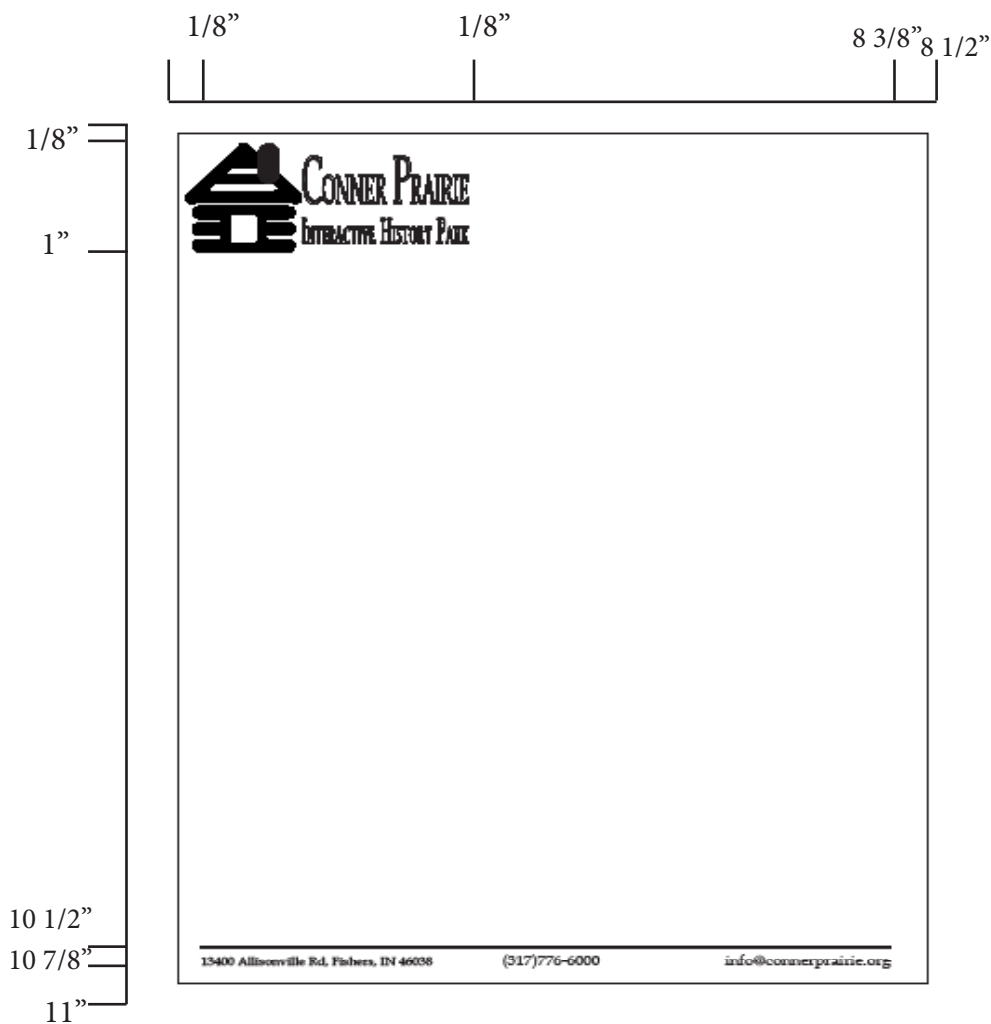
Envelope

The envelope has a minimalist design that carries the lined theme throughout the printed collateral. The return address print places an emphasis on the logo design with the additional mailing address. The added email address at the bottom of the envelope provides an additional form of contact for future communication.

1/8"   1 1/2"   3 1/2"   9 1/2"

1/8"

Conner Prairie
Interactive History Park

13400 Allisonville Rd, Fishers, IN 46038

1 7/8"

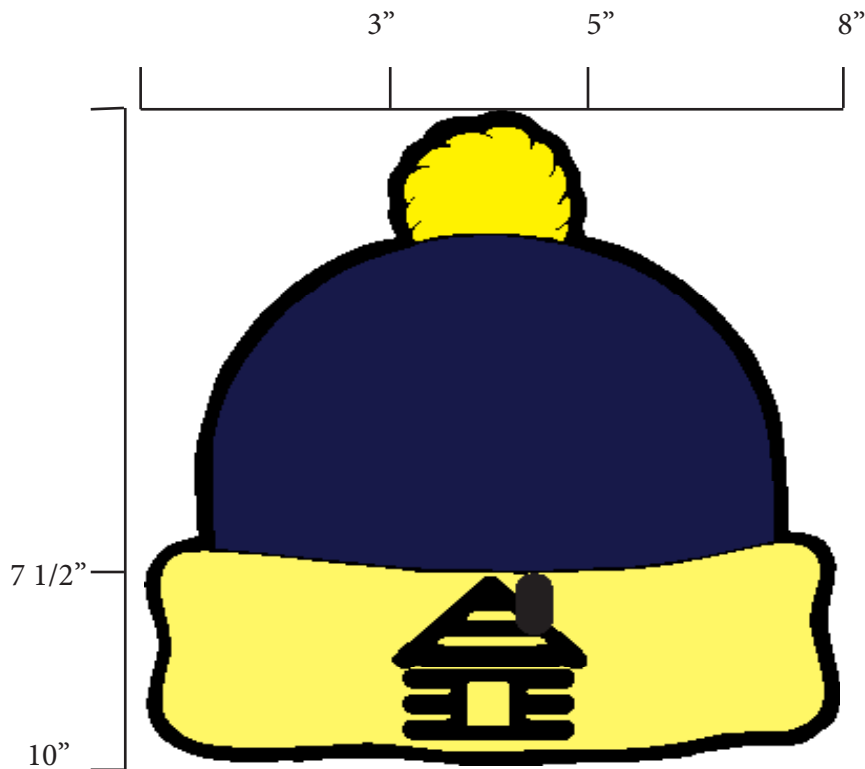4"   info@connerprairie.org

4 1/8"

Letterhead

The letterhead continues with the lined theme in the printed collateral with a minimalist design. The top of the letterhead utilizes the white space of the page and allows for the eye to move to the content of the letter. The contact information for future correspondence is provided at the bottom of the page for ease of access.

Conner Prairie
Interactive History Park

1/8"   1/8"   8 3/8" 8 1/2"

1/8"
1"

10 1/2"
10 7/8"
11"

13400 Allisonville Rd, Fishers, IN 46038   (317)776-6000   info@connerprairie.org

Beanie

The beanie design carries a simplified version of the logo with the log cabin as the center piece of the bottom of the hat. The colors of the beanie may vary, but this option uses the colors of the Indiana state flag as a representation of the connection between Conner Prairie and Indiana state history.

Poster

The 11" x 17" poster design highlights the annual Headless Horseman Hayride for the month of October 2015. Each of the major sponsors is included as well as additional contact information for Conner Prairie underneath the logo. The date, time, and ticket pre-sale are listed beneath the event title with a QR leading to the event website for additional information.

Display Ad

The display ad is a 1/4 page square advertisement for the Eugene Weekly. It is a scaled down version of the event poster with the featured photo cropped to accomodate the 6 2/3" x 4 3/4" size.