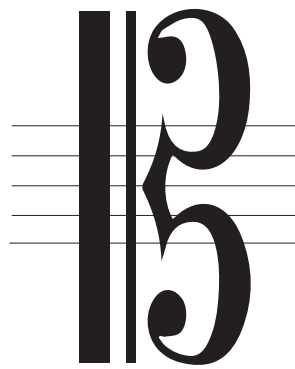




Beaumaris Festival Graphic Standards



BEAUMARIS
FESTIVAL

Andrea Kennard | Fall 2014



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Introduction

The Beaumaris Festival is a weeklong festival of classical music, jazz, seminars, theatrical events, poetry readings, and art exhibitions. The festival is located in the small, seaside town of Beaumaris and brings in notable professional musicians, young artists and entertainers to a less culturally saturated area than other parts of Wales. The organization is small – mostly volunteer run with the exception of the artistic director and festival administrator. The festival takes place at a leisure center in Beaumaris, although other locations around the town are sometimes used. The target audience is Beaumaris community members and citizens in the nearby city, Anglesey. Most of the audience members are elderly with the occasional family, or twenty-something.



Glossary

CMYK

Four colors used in printing: Cyan, Magenta, Yellow, and Black

Bleed

In graphic design, bleed refers to a design element that reaches to the edge of the page

Logo

A graphic used by an organization as a representative symbol

Marketing Collateral

A collection of media used to support the sales of a product or service

Logotype

A single piece of type bearing two or more uncombined letters, a syllable, or a word

Typography

The general character or appearance of printed matter

Graphic Standards

Guidelines for the proper use of a logo and an outline of the essential elements of a brand's visual identity

Branding

The process involved in creating a unique name and image for a product through consistent thematic material

Logo and Logotype

As the Beaumaris Festival is a predominantly classical music oriented event, I incorporated design elements associated with music into the logo. In my first iteration of the design (bottom right corner) I used an alto clef removed from where it sits on the five lined staff as the 'B' in Beaumaris because of the similarity between the clef and the letter. The first draft of the dateless, vertical logo on the left did not have the staff running through the middle of the clef. However, after some experimentation, I added the staff back in. I initially went with black staff, but ultimately went with the same shade of gray used in the word festival.

Orator STD Medium is the font used in all of the logotype for the Beaumaris Festival. In the vertical logo on the left, the font size is 30 point with 5 point tracking value between the letters in Beaumaris and 170 point tracking value between the letters in Festival.

ORATOR STD MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Use of Space

The vertical logo should be centered with a 1/2" from the sides and 1/4" from the top and bottoms.



Color

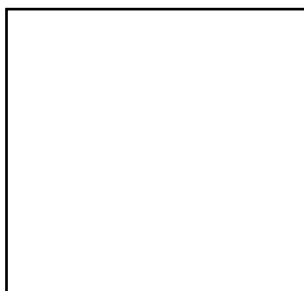
All of the coloring in the Beaumaris Festival logo materials are black and white with gray scale in the word festival and on the staff lines in the vertical logo. I kept the alto clef and Beaumaris in black, because it is bold and eye-catching. The entire logo in black looked too uniform, so I changed festival to a dark gray to create some contrast. The choice to use a black and white motif aligns with my decision to use design elements associated with classical music.



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



C = 0%
M = 0%
Y = 0%
K = 70%



C = 0%
M = 0%
Y = 0%
K = 0%



Typography

I used Orator Std for all of the text in my logo. As the festival did not previously have a logo or any unified marketing materials, I went off of a banner design that they used in the town the year that I was at the festival along with previous programs that were on their website. This banner and other promotional materials that they issued used a clean, sans serif font throughout so I kept in line with that and chose sans serif font for these marketing materials. The tracking is altered in much of the promotional materials to ensure that all of the spacing lined up properly. The horizontal logo uses the font at 65.57 point with -25 tracking for Beaumaris, and 32.78 point font for Festival. In the vertical logo, all of the font is 30 point, with 5 point tracking between the letters in Beaumaris, and 170 point tracking between Festival.

ORATOR STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Business Card

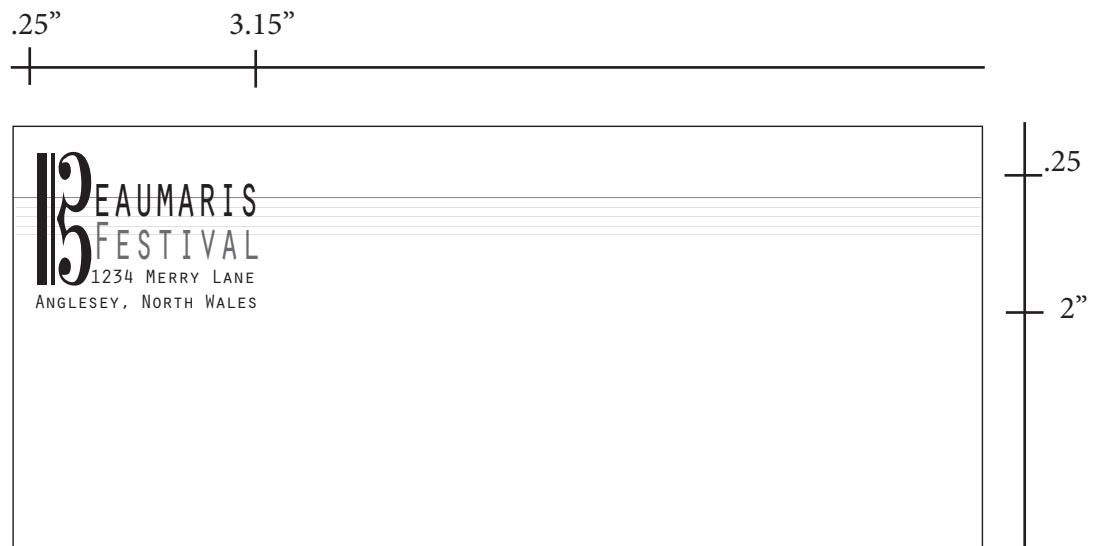
I continued with the black and white color scheme in my business card design.

The front features the vertical logo on a white front with black writing. The spacing felt balanced between the logo on the left and the cardholder's information towards the middle. I wanted something eye-catching and unique on the back of the card, so I inverted the colors of the logo and included the horizontal logo in white along with the website for the festival. I played around with the spacing, ultimately settling on the logo in the upper left corner with the clef right up against the edge.



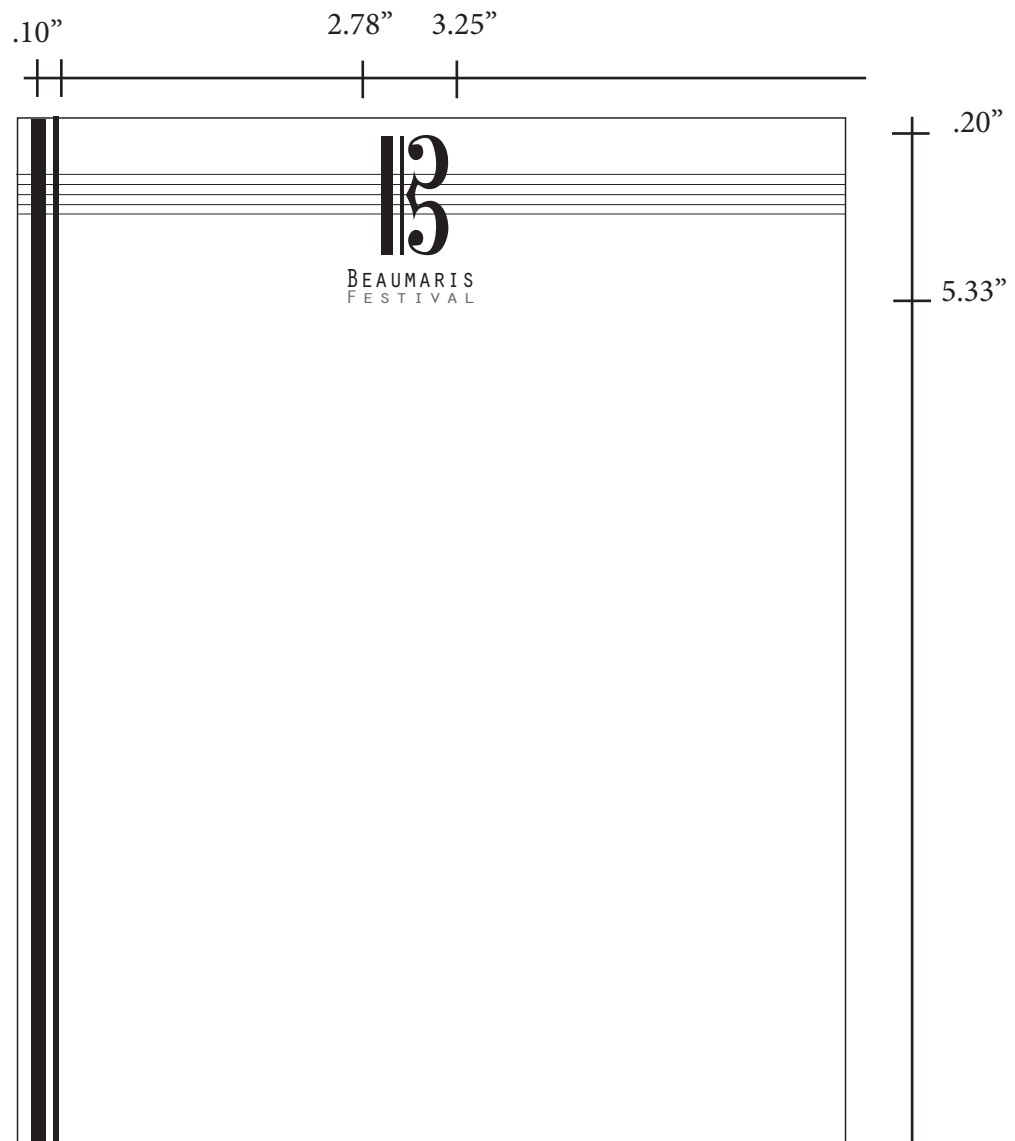
Envelope

.25The envelope uses a slightly reconfigured horizontal logo. I adjusted the spacing so that the logo was spaced out evenly on the staff that extends all the way across the envelope. The address of the organization was aligned to fit between the logo for a block - like look. All of the colors and fonts remain the same.



Letterhead

The letterhead features the vertical logo in a slightly retooled setting. The logo remained the same in all design elements, however, I extended the staff out to the edge of the paper, and added a vertical double line on the left side with the same spacing found in the alto clef.



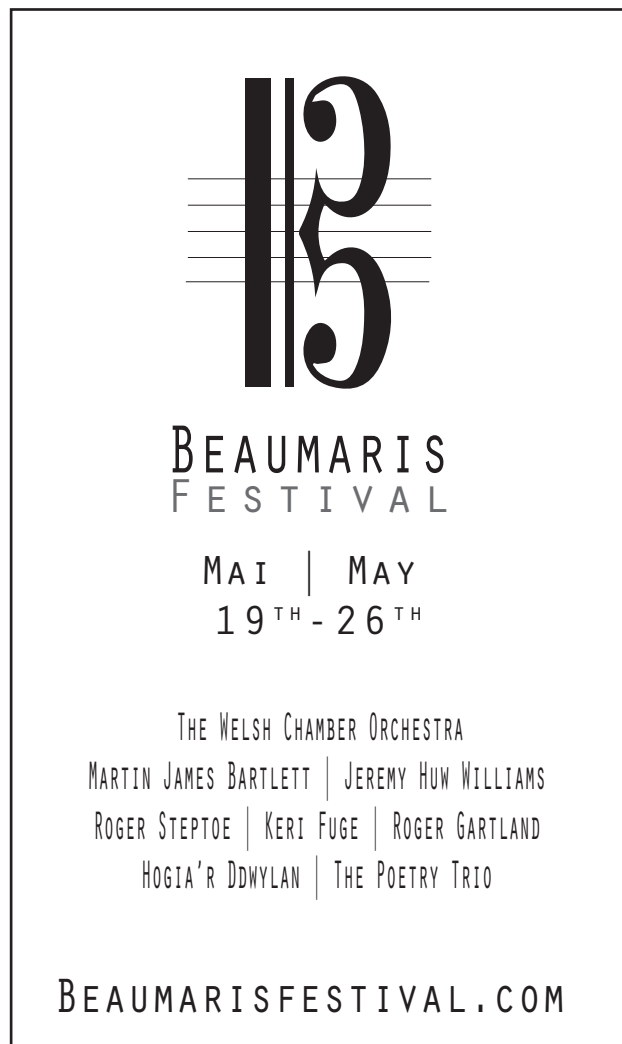
Fourth Piece

I chose a beer and wine glass as my fourth piece of collateral. At all of the evening recitals during the festival, there is a wine and beer bar. I thought it would be a good marketing move to offer glasses etched with the vertical Beaumaris logo for sale at the bar. As wine and beer glasses vary in size, I did not include measurements, however, the spacing shown in these examples should be consistent with the product.



Display Ad

The print ad is a scaled down version of my poster. I used the logo as a visual focal point. Instead of white on black, I went with black on white for printing cost purposes. I retooled some of the images so that they show up more prominently and included the website for access to more information. The advertisement is a standard 1\3 page vertical ad size.



Poster

The Poster, similar to the back of the business cards, features a white design of the vertical logo on a black background. I wanted a clean, simple look, so I included just the date of the festival (in both Welsh and English) along with the featured performers. The logo is enlarged, and stands out well against the black background as the main focal point.

