



# the Venue



## Graphic Standards

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# About and Mission

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The Venue, a nonprofit organization first opened to the Springfield community in the summer of 2007. What started as a grassroots organization providing performing art space for artists and community members is now a fully established performing arts center with volunteer staff and a five-person working Board of Directors. The Venue brings a variety of artistic talent into the public sphere, and consequently increases local exposure to a diversity of music styles and art forms. The Venue also promotes patron-created art as a response to particular musical acts and performances. This provides patrons with a unique experience and creative stimulus.

## Mission Statement:

“The Venue provides a creative connection between music and art to foster the creative growth of the performing community in Springfield, Oregon.”

This style guide provides an overview of the visual elements that make up the Venue identity system and presents guidelines for working with them.



## Logo and Logotype

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The Venue logo intentionally displays playfulness and invites potential patrons to join in on artistic creation. The font for “the Venue” is HaloHandLetter and is meant to look like it was drawn with the brush underneath the text. The word “the” must always be black, and the word “Venue” must always be Venue Purple (see p. 6). Likewise, “the” must always be lowercase, and “Venue” must always be uppercase.

Apply the Venue’s logo on all internal and external communication in full color. The inside of the brush tip of the brush may be kept white if logo appears on a dark background. The inside of the brush tip may also be transparent, if logo appears on a light-colored background. The logo must always appear horizontally, and never at an angle. The logo must never appear smaller than .84” high by 1.5” wide.



## Use of Space



To preserve the integrity of the Venue logo, here are the guidelines for use of space. There should be a minimum of .25" surrounding the logo at all times. Exceptions will be made for the Venue letterhead, business card, and envelope, in which cases a pen stroke extends directly from the tip of the paintbrush image.

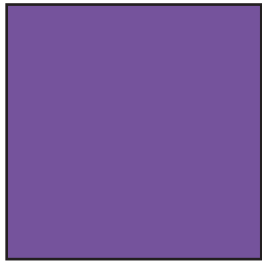


# Color

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The official colors of the Venue are Venue Purple, Black, and Venue Magenta. The shown color palette is approved for use in the Venue branding materials. These colors may only be used in 100% opacity and may not vary by tint (with the exception of letterhead; see p. 8).

Apply these colors to all collateral, signage, promotional materials, and advertisements. Do not replace these colors with any other colors, as a consistent application of these colors contribute to the brand image of the Venue.



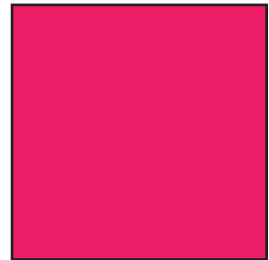
the Venue  
Purple

C: 63  
M: 77  
Y: 5  
K: 1



Black

C: 0  
M: 0  
Y: 0  
K: 100



the Venue  
Magenta

C: 0  
M: 97  
Y: 38  
K: 0



# Typography

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The below font is used for the Venue logo. This font should be reserved for the logo only.

*HalokHandLetter*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890*

The below font is used for letterhead, envelope, and business card address and contact information. It may also be used for body copy.

**Plantagenet Cherokee**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890**

The below font is used for advertisement copy. It is meant to communicate playfulness and should never be used on official collateral.

*A Year Without Rain*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890*

The final font may be used for headings in advertisements only.

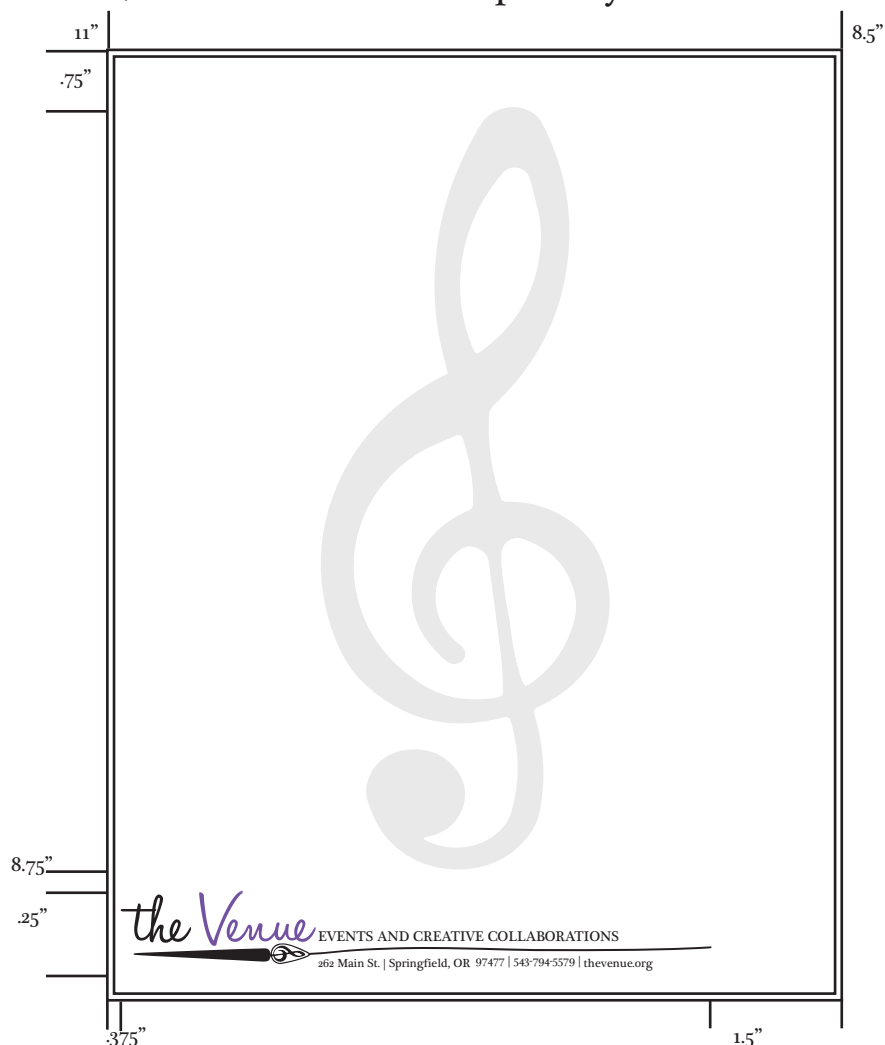
**SEGURL**

**ABCDEFGHIJKLMNOLPQRSTUVWXYZ**



# Letterhead

The Venue letterhead is designed to be professional yet fun. The logo rests in the bottom left corner of the page. A 1 pt uniform pen stroke is made with a 3 pt oval brush to form a line coming from the tip of the brush. The line ends no further than 1.5" from the edge of the document. The line separates the tagline "EVENTS AND CREATIVE COLLABORATIONS," which must always appear in all caps, from the address and contact information. The font used is Plantagenet Cherokee. The use of vertical spacer lines will separate the pieces of information. The treble clef, which is centered, should be black, screened to 10% transparency.

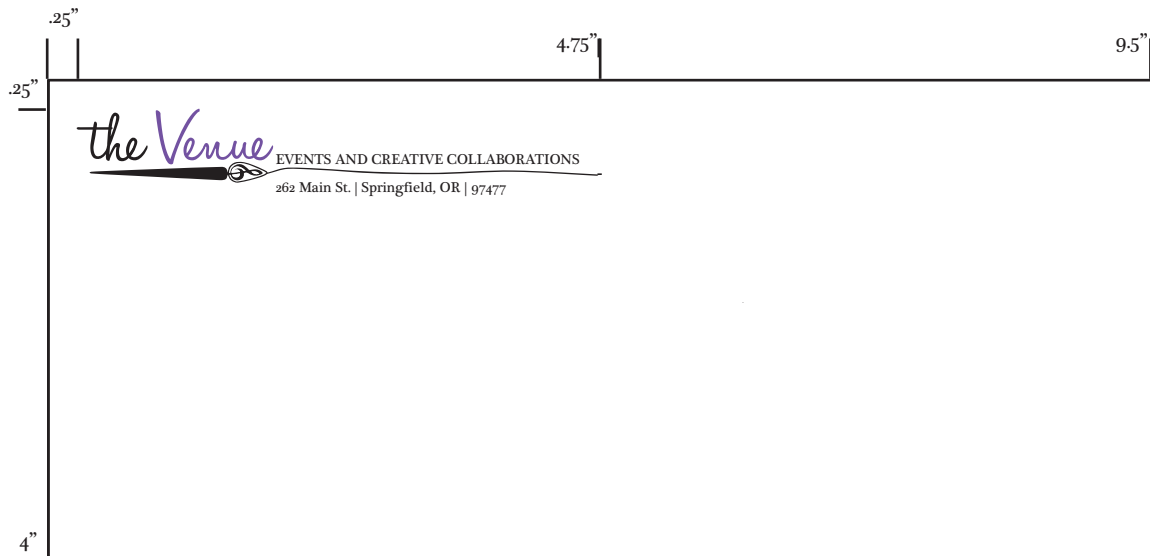




# Envelope

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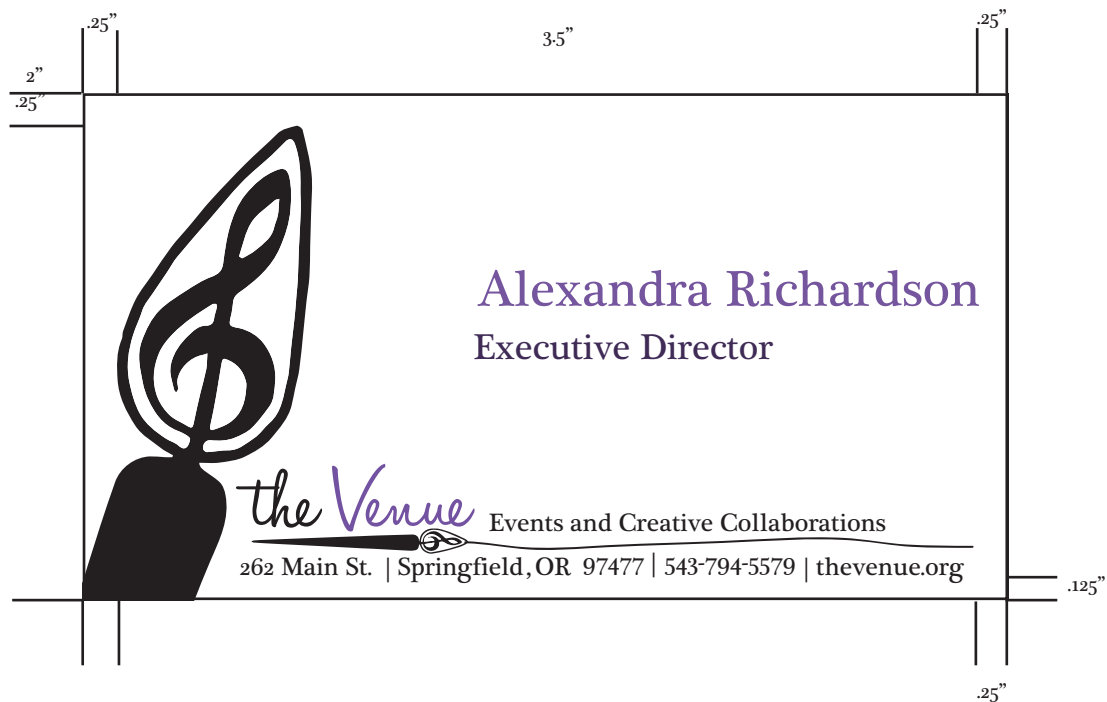
The Venue envelope repeats the same motifs as the letterhead. Again, the brush tip “paints” a line between the tagline (in all caps) and the address. The chief difference is that the only information underneath the brush stroke is the physical address. Font used is Plantagenet Cherokee. Divider spacers are used between the street and city, and the state and zip code.





# Business Card

Business cards continue with the theme of the letterhead and envelope. The major addition is the enlarged, angled tip of the brush. The brush should bleed off lower left corner of card. The tip of the brush must always be 100% opacity black. Also included on this sample card is the name and title of the Executive Director. All staff business cards shall be formatted in this way: Name of person in the Venue Purple; Title in a darker purple (C: 55, M: 67, Y: 3, K: 61).





# Display Ad

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This is an example of a newspaper ad for the Venue. This ad was 4" x 4" and printed full color. It introduces two new fonts. Segurl was used in two colors, which were overlaid for the words "Best. Show Ever." For this ad, a variation of the Venue Purple was used (C: 55, M: 81, Y: 0, K: 0), as well as a Kelly green (C: 77, M: 0, Y: 100, K: 0). There are no requirements regarding use of color for advertisements, except in the case of logo. Additionally, A Year Without Rain was used for the copy on the bottom of the ad. This font was chosen for its approachable, slightly child-like look. In general, all text elements should be .25" or greater away from the edges of the ad border.

The photograph was obtained by permission from a stock photo website. Photos used in advertisements must be 300 dpi or greater. Where applicable, in the future, advertisements should include photos taken at concerts at the venue.





## Sticker

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This simple, eye-catching sticker is made using the logo against the Venue Magenta. It prints on high-quality white vinyl using offset, four-color process. No sticker shall be made with digital printing, as this would compromise the aesthetic of the graphic. This sticker would be 3.5" in diameter (perfect for sticking on an amp or guitar case) or 2" in diameter (good for a school binder or any other number of applications). As the logo, as previously stated, must never be smaller than .84" high by 1.5" wide, thus circular stickers containing the logo must never be smaller than 2" in diameter in order to accommodate logo size. The logo must always be centered, as it is here.





# Glossary

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Bleed - any element on a page that is printed over the trimmed edge of the paper

Body Copy - main block of text, as opposed to headlines, titles, etc.

Collateral - consists of printed materials that describe a business and its products or services

Dpi - dots (of ink) per inch; a measure of resolution for printers, scanners etc.

Four-color Printing - printing technique that uses black, magenta, cyan and yellow to simulate full-color images

Logo - a symbol or other small design adopted by an organization to identify its products

Logotype - the specific typographic construction of the Venue's logo

Offset - printing technique that transfers ink from a plate to a blanket to paper instead of directly from plate to paper

Opacity - the condition of lacking transparency; opaqueness

Tint - a gradation of a color made by adding white to it to lessen its saturation

Transparency - the degree to which you can see the background through an image