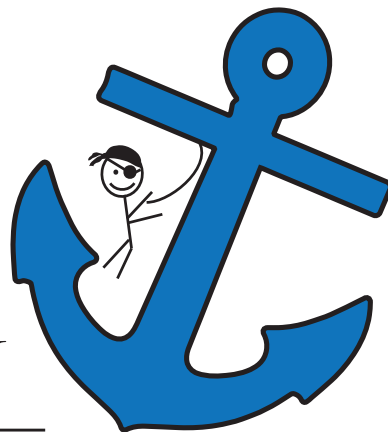


PORT DISCOVERY

GRAPHIC
STANDARDS

PORT
DISCOVERY



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Introduction

Port Discovery Children’s Museum

“To connect purposeful play and learning within our walls and beyond.”

The Port Discovery Children’s Museum in Baltimore, Maryland first existed under the name Baltimore Children’s Museum as a city agency, but later merged with Maryland Children’s Museum and applied for (and was accepted) as a 501(c) (3) non-profit corporation. Port Discovery is based off of the need for “purposeful play and learning” for children of all backgrounds and their families. The museum offers a hands-on learning experience with three floors of exhibits and activities. They house permanent and visiting exhibits, holds special events, and fun days—weekly days with specific themes and activities related to that theme. In addition to the physical museum, Port Discovery offers special programming for public, private, and home school children; educator resources; and travelling exhibits. It is listed by Forbes magazine as one of the top twelve children’s museums in the nation. The target audience is children ages birth to ten years old as well as their caregivers, with special interest in children from underserving communities and children with special needs.

Glossary

Alignment: The organization of related objects in one, clear line.

Bleed: The term that refers to printing that goes beyond the edge of the sheet before trimming.

CMYK: An acronym for the four inks used in the printing process(cyan, magenta, yellow, key-or black)

Collateral: The collection of media used to support the visibility or sales of a product or service.

Contrast: The difference in visual properties that make an object (or its representation in an image) distinct from other objects and the background.

Letter spacing: The uniform adjustment of the spacing over a range of characters.

Opacity: The opaqueness of an object, which can be adjusted in design software.

Serif: The small lines at the ends of various strokes of characters; often used for long blocks of text (e.g. books).

Typography: The style, arrangement, or appearance of printed letters on a page.

Watermark: A faint design made in some paper during manufacture, which is visible when held against the light and typically identifies the maker.

White space: The portion of a page left unmarked blank, or is empty space in a page.

Logo and Logotype

My main goal was to create a clean, minimalist logo that is versatile and easily transferable from medium to medium. I chose a dual nautical and pirate theme due to tPort Discovery's location in the Inner Harbor of Baltimore. By including the tilted anchor and the swinging pirate I am able to appeal to both the children who would attend the museum, and the adults who accompany them. As you can see, different parts of the logo (i.e. the anchor, pirate, organization name) can be used separately, though it works best as a whole.

TRAJAN PRO 3 REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Use of Space

Due to the anchor's heaviness on the right, it allows little rooms for additional materials above or to the right of the logo. Although, the line underneath the text brings the logo to a close, making it clean and easy to include additional information in the whitespace below (i.e. address, mission statement, business card information). The left alignment of the text, leaves whitespace for other items or text.

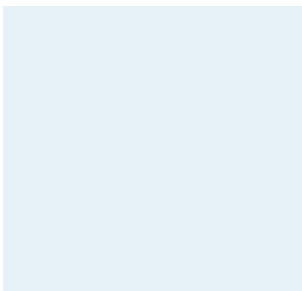


Color

As stated before, I wanted to have a clean, minimalistic approach for the new logo. I was continued with the nautical and pirate theme while using as few colors as possible to cut on printing costs. Therefore I chose a classic water blue, and a plain black and white. Additionally, I used the same anchor as a watermark, but brought the opacity down to 10% on the letterhead so text could be read clearly and easily.



C = 85%
M = 50%
Y = 0%
K = 0%



C = 85%
M = 50%
Y = 0%
K = 0%
Opacity = 10%



C = 74%
M = 67%
Y = 66%
K = 85%

Typography

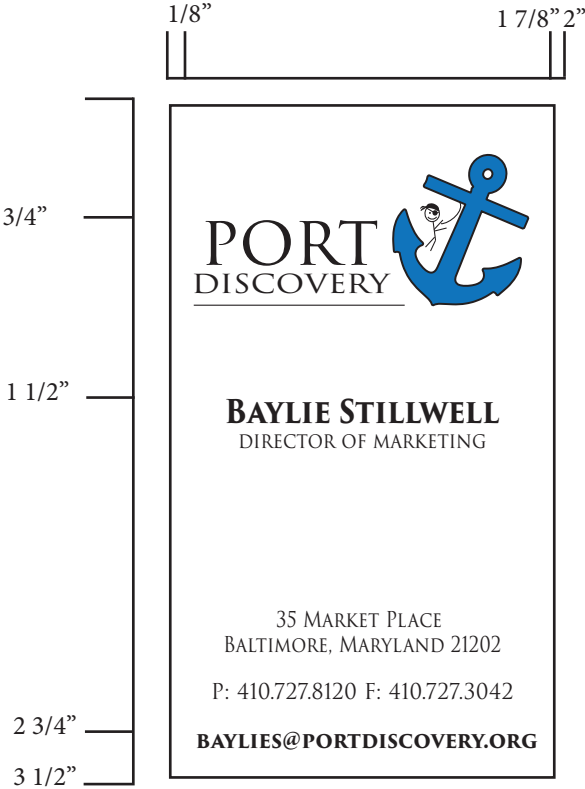
The typography I have used in my logo design is Trajan Pro 3. I wanted an old style, serif font, but wanted to avoid overly used fonts like Times New Roman, Bookman, or Garamond. The font has a slight pirate feel without it being indecipherable. I used a larger 40-point font for “Port” to create a focal point, and an 18-point font, as well as a horizontal letter spacing for “Discovery” so it would cradle the focal point.

TRAJAN PRO 3 REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

TRAJAN PRO 3 BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

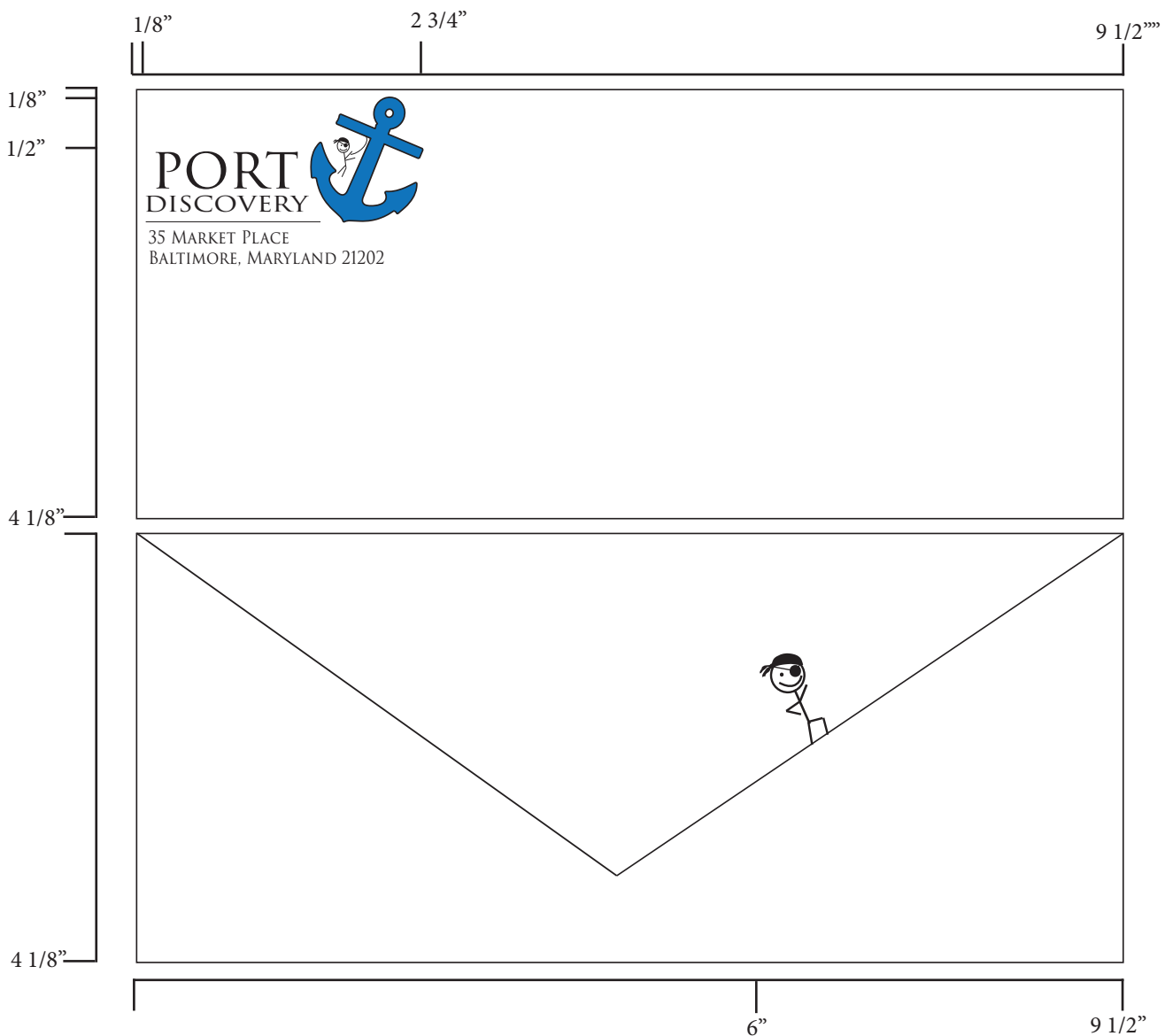
Business Card

I created a vertical business card because the logo fits better in the vertical space and offers a more unique design. I centered the information below to offset the heaviness of the anchor in the logo. A larger 12-point font was used for the employee name and a smaller 8-point font for the subsequent contact information below.



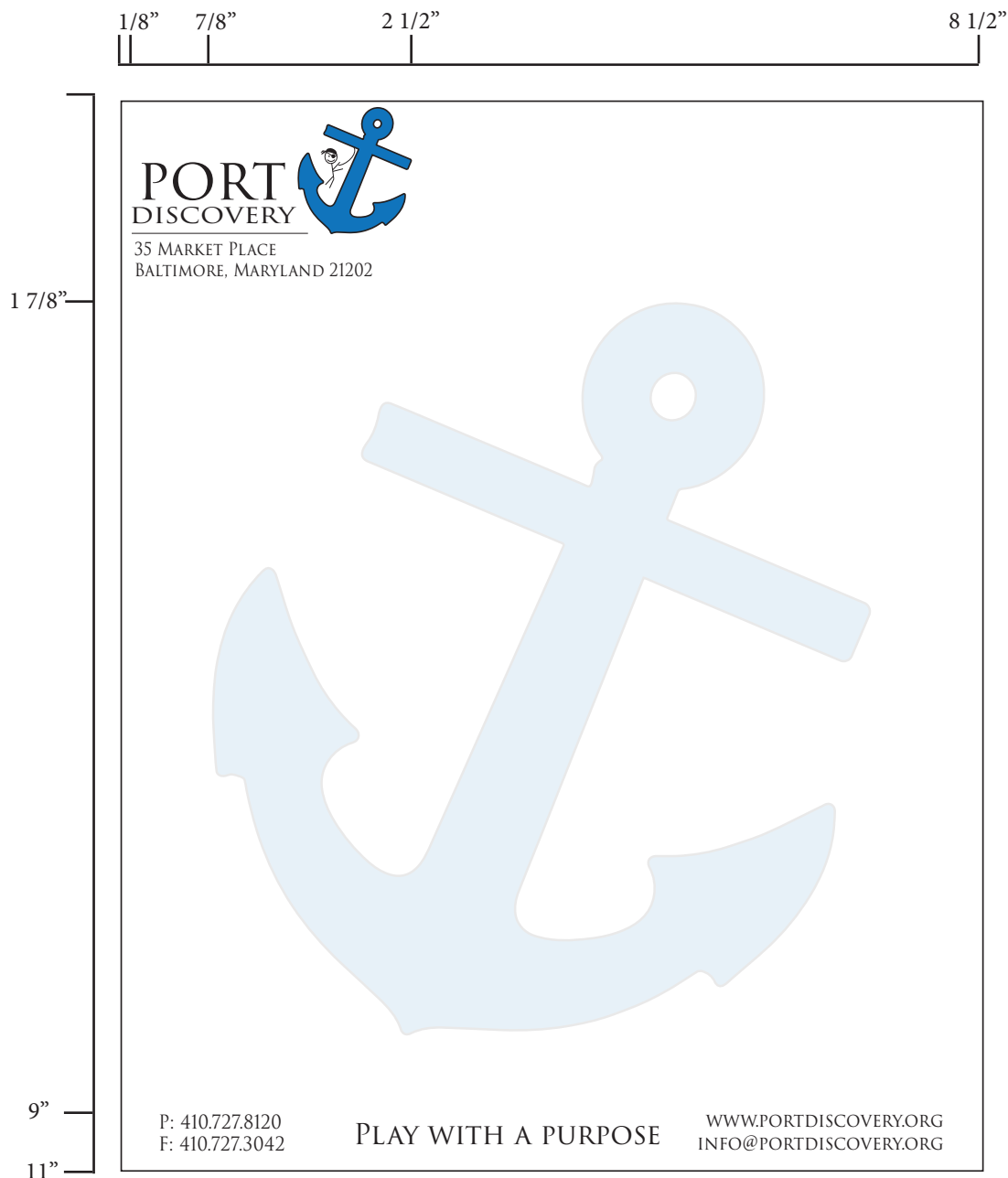
Envelope

The anchor acts as a focal point and a clear watermark making it clear who is contacting the mail recipient. I also wanted the front of the envelope to be more business-like that could easily fit a printed recipient address. The pirate figure pays homage to the museum's mission of playfulness, allowing the recipient to have a little fun.



Letterhead

The letterhead directly matches the envelope for brand recognition. As stated before, the anchor creates a heaviness, so I lined additional contact and organization information along the bottom of the letterhead. Lastly, I increased the size of the anchor and adjusted the opacity to 10% as a watermark to be printed on any other printed pages.



4th Piece

The fourth piece of collateral is a coffee mug to be sold in the gift store of the museum. I used the same logo with the pirate following a treasure trail with an “X” marking the spot. Ideally, the pirate, trail, and X would appear once the mug reached a warmer temperature. It appeals to parents and is an excellent souvenir for any tourist.



Display Ad

The display ad is a square, quarter size ad to be used in a newspaper. I simplified the poster image by including only pertinent information like the title, dates, and logo. I used the Harrington font for the event information and the logo's Trajan font for all other information. I was certain to include the sponsor's logo, since it is likely they provided funding for advertising. The ad should transfer well in color or in black and white.



Poster

The poster is a classic 11 x 17 poster size. The image prints well and the bright colors are an excellent focal point. Again, I used the Harrington font for the event information and the logo's Trajan font for all other information. The poster provides necessary information to readers like the title, dates, address, sponsor, and logo, yet does not clutter the page. The poster would be hung in local businesses, schools, or other establishments. It can also be transferred to a larger poster or billboard with ease.

