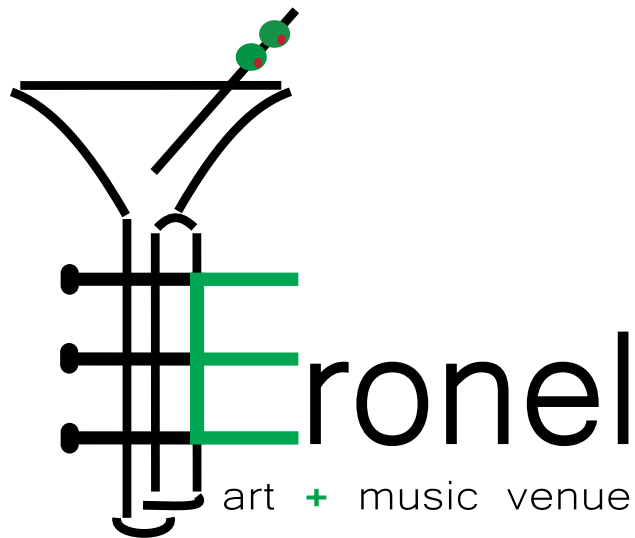


Eronel

Graphic Standards



By Bridget Hall - Fall Term 2014

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Introduction

Eronel is an art and music venue in Dubuque, Iowa founded in February of 2013. It is a space for artists, verbal, musical and visual to have a place where they can exhibit their types of art and become a breeding ground for creativity. Eronel is also a drinking establishment that is known for serving a wide variety of craft brews from around the United States.

Eronel promotes and gives local or little known bands a place to perform to their music to an audience in a laid back atmosphere. There are several artworks that are also shown on the walls of the establishment from local or little known visual artists. Much of the space that Eronel provides is one that cultivates a social and creative atmosphere.

Glossary

CMYK: the four inks used in some color printing: cyan, magenta, yellow, and key

Graphic Standards: a manual that presents formatting and style rules and guidelines for a particular project

Logo: a symbol or other design adopted by an organization to identify its business by

Logotype: a single piece of type that prints a word or group of separate letters

Bleed: when any images touches the edge of the page, reading beyond the trim edge

Opacity: the condition of lacking transparency or translucence; opaqueness.

Typography: the style and appearance of printed matter

Typeface: a particular design of type

Bonus:

Trumpet-Martini: A trumpet that conveniently holds alcohol and turns into a martini glass at the bell of the instrument

Logo and Logotype

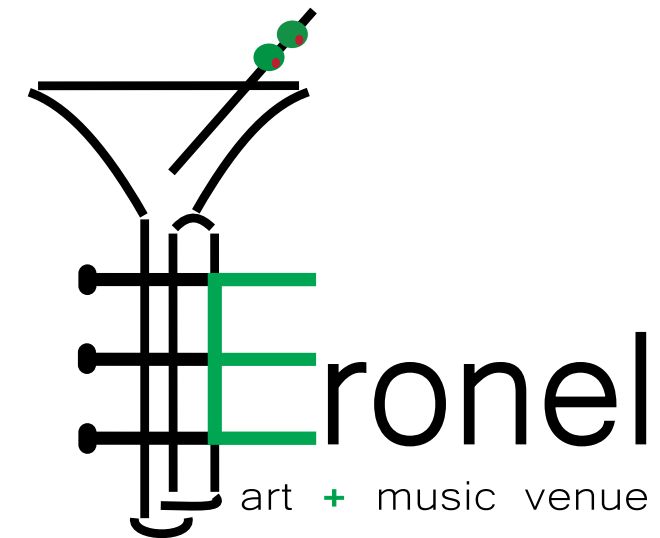
The logo that I created for Eronel is a trumpet that takes the form of a martini and spells out the name of the business and the services it offers. I decided to go with this type of logo because it was clean, precise and modern. Eronel is an establishment that leans toward the age market of mid-twenties to late thirties and this logo appeals to that demographic. The font that I chose for my logo is Microsoft Yi Baiti. The reason that I chose this font is because it is clean and fresh without being restrictive and uptight. The use of lowercase letters on the words “art”, “music” and “venue” give the brand a fresh feeling also.

Microsoft Yi Baiti

abcdefghijklmnopqrstuvwxyz

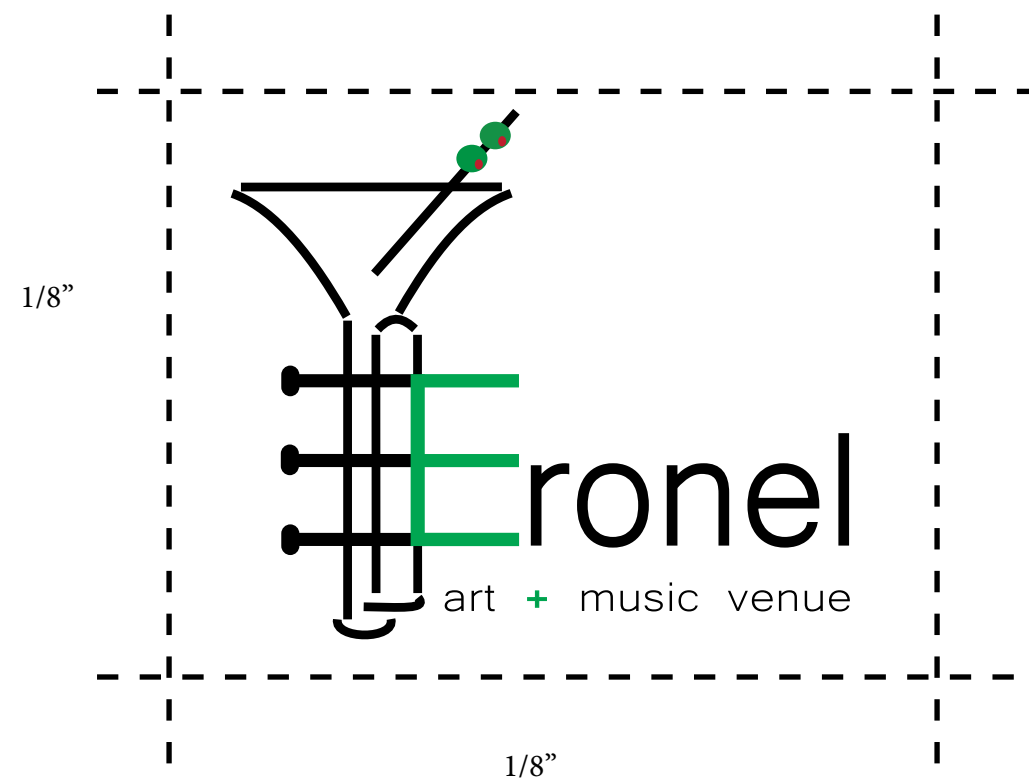
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



Use of Space

For my logo I have designated a 1/8" space around the outer boundaries. The decision to do this is so that the logo is not cluttered and easy to read. In most cases the logo will sit on a white background, but a black background may also be used as an option with the logo put in inverse colors.



Color

I used four colors in the logo that I created for Eronel. The black is the primary color in logo, accounting for almost all of the words and the majority of the trumpet-martini. I used green as the main accent color in the logo to highlight the olives in the martini glass as well as to create a contrast between the letter "E" and the rest of the trumpet-martini. I also used red as an accent color to highlight the pimento in the olive and add a pop of color. Finally, gray is used in the letterhead as a backdrop for the logo to lay on.



Green

C = 85%
M = 10%
Y = 100%
K = 10%



Red

C = 85%
M = 10%
Y = 100%
K = 10%



Gray

C = 0%
M = 0%
Y = 0%
K = 40%



Black

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

Typography

There is only one typeface that is used in the Eronel logo: Microsoft Yi Baiti. The text is used in all lowercase. The “E” in the logo is constructed from the Line Tool in Adobe Illustrator. The stroke is 1 point for “ronel” in the logo and there is no stroke for the words “art”, “music” and “venue”. The “+” symbol is at .65 stroke.

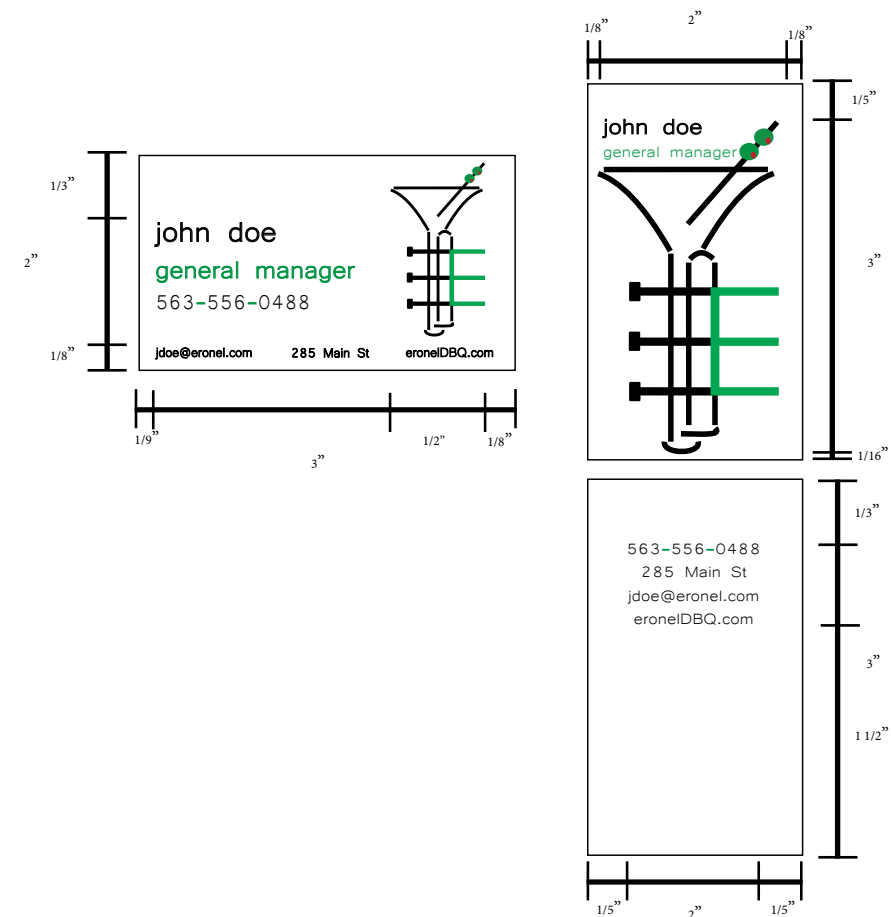
Microsoft Yi Baiti Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Microsoft Yi Baiti 1 point stroke
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Microsoft Yi Baiti .65 stroke
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

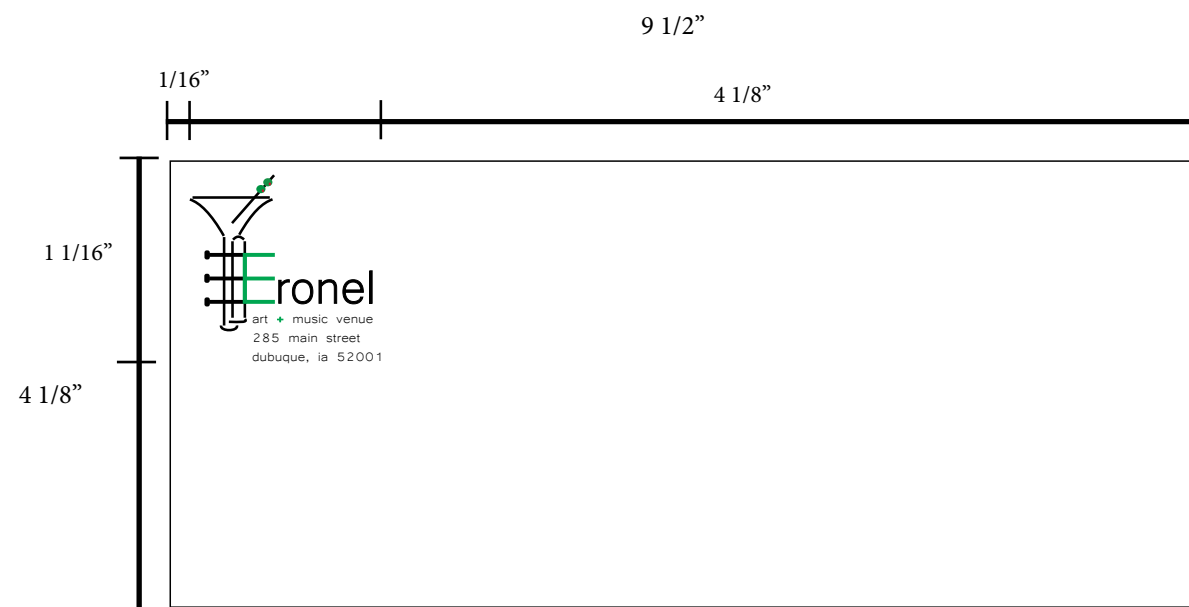
Business Cards

I designed two different types of business cards for this logo. The first is a horizontal design that has the name, title, phone number, email address, address and website all on the front, as well as the trumpet-martini. I decided to take the trumpet-martini and the letter “E” away from the rest of the text for this design because I believe that the logo was strong enough to stand on its own. The second type of business card I designed is vertical. I put the trumpet-martini logo on its own on the front with just the name and the title. On the back I decided to put the extra contact details so as to not take away



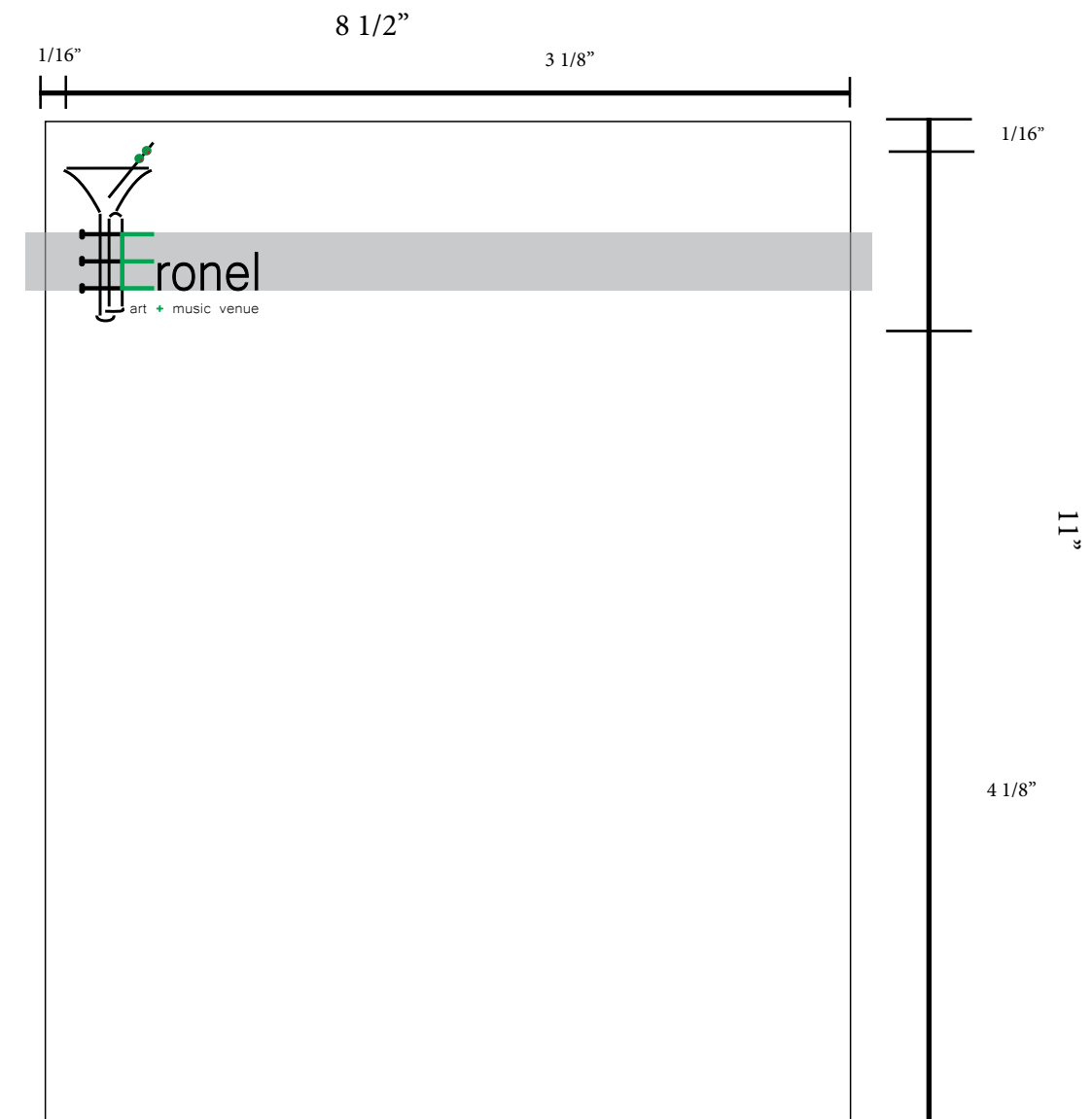
Envelope

For the envelope design I decided to leave the logo be and only add the address underneath the words “art + music venue”. I did this because I did not want to overcrowd the space since the logo already has several elements, and can stand strongly enough on its own. The full logo is incorporated in this piece of collateral so that the receiver of the mail will get a sense of the atmosphere of the business.



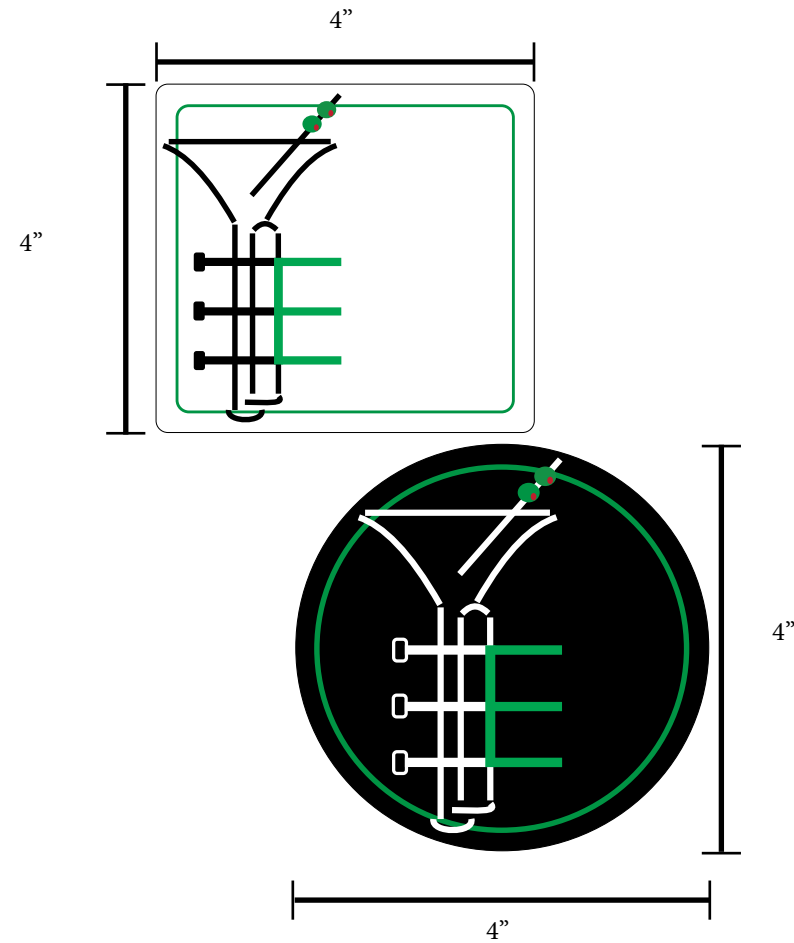
Letterhead

In the letterhead I incorporated the entire logo into the design. Behind the logo I added a strip of gray to add color and depth. The gray strip/bleed is the width of the “E” on the trumpet-martini and is meant to emphasize the name of the organization. The logo is placed in a spot that will initially draw the eye of the reader to with out obstructing any kind of text that might be placed in the body of the letter.



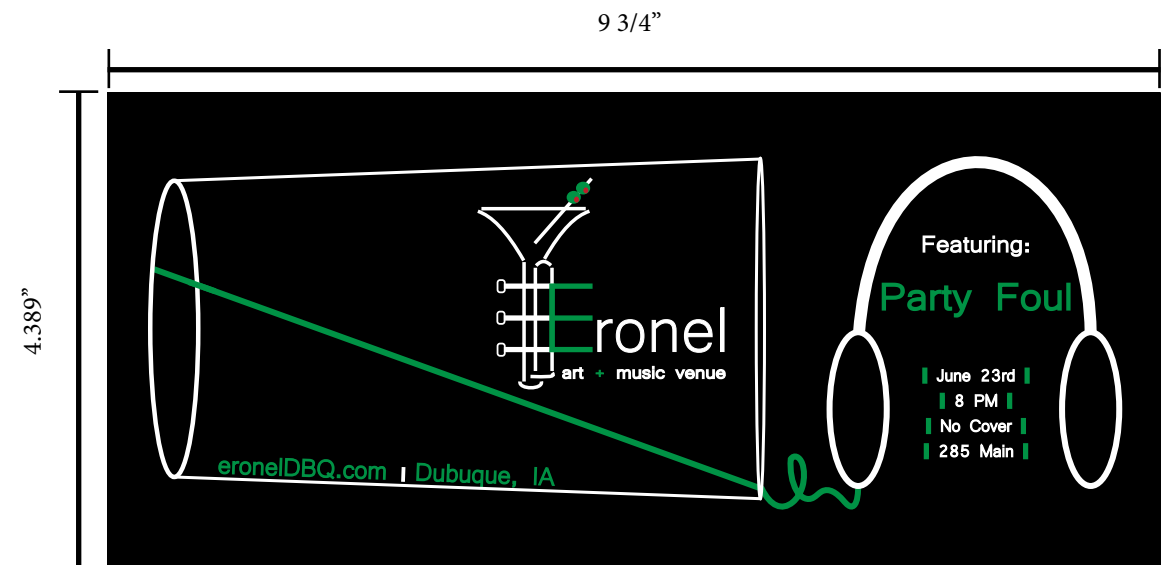
Coasters

I chose coasters as my fourth piece of collateral because of their relevance and usefulness in a bar setting. I created two different type of coaster for variety and made both of the coasters 4x4". The first coaster is set on a white background with the trumpet-martini logo shifted to the left and surround by a green border. The logo is off center in order to keep the feel of a place that is not too uptight. The second coaster is designed to be black and round, with the use of the inverse colors of the logo.



Display Ad

For my display ad I chose to incorporate the ideas of alcohol and music together and turn them into an ad for a newspaper. I again used inverse colors to highlight the accent color of green. The display ad size is from the Eugene weekly and takes up 1/3 of a page (4.389x 9 3/4"). The reason I chose a black background was to avoid having the ad look too much like a sketch or outline, and give it the ability to pop on the page. I chose a tipped over pint glass flowing into a pair of headphones to emphasize the connection between the bar and the music that is played there.



Poster

I used inverse colors for my organizations event poster to make the design and the information stand out on the 11x17" poster. Like the display ad, I did not want the information to get lost in what might look like an outline of a design. I also again incorporated the elements of alcohol and music into the poster to show their connection in terms of the organization.

