ARTCITY
eugene

GRAPHIC STANDARDS

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INTRODUCTION

MISSION

ArtCity creates opportunities for artists of all disciplines to interact with creative peers, inspire professional growth, collaborate, engage the public, and participate in Eugene's burgeoning creative community.

Culture - ArtCity envisions Eugene as the most vibrant and culturally rich city between San Francisco and Seattle.

Economy - ArtCity encourages the professional development of creatives, creates new opportunities to develop and share art, and empowers artists to actively participate in the cultural vibrancy of our local community.

Community - ArtCity fosters unique opportunities for businesses, collectors, and the general public to experience art and engage with artists.

BACKGROUND

Founded in 2016 in Eugene, Oregon, ArtCity nurtures the culture and economy that attracts and retains talent.

ArtCity developed out of the intention to address and resolve artists' immediate need to sustain their livelihood in Eugene and work in a salon-style studio community. In this environment artists will work near professional peers, surrounded by inspiring activity, growth, and opportunity.

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GLOSSARY

Balance: a concept of visual equilibrium, relating to our physical sense of balance

Ceramicist: one who makes ceramic objects or artwork

CMYK: a four-color model used in printing; all colors are comprised of the 4 base colors including cyan, magenta, yellow, and black

Collateral: materials developed to aid in marketing

Contemporary: reflective character of art made today, in the 21st century

Color Scheme: an arrangement or combination of colors

Contrast: distinguishing graphic elements from one another by use of different colors, fonts, sizes, ect.

Line weight: strength, heaviness, or darkness of a line

Logotype: a configuration that is designed to identify by name an individual, product, service, publication or company

Opacity: a method of making a graphic element more transparent

Sans serif: a font that does not have extensions at the letter's termination points

Use of Space: distance of area around an element

LOGO & LOGOTYPE

STANDARD LOGO

This logo was created to reflect the urban and contemporary identity ArtCity would like to develop as the organization grows. Black and white allows for lower prices in printing as well as a contrast to artworks that may be printed with the logo.

The slight shift in line weight is reflective of the contemporary design elements throughout. This shift also allows the eye to move around the logo. The broken "C" shape invites sculptural aspects but is simple to avoid interrupting the marketing of the artist's work.

This logo must be presented on a white background. The "A" and "C" can be used as separate elements from the ArtCity, Eugene text.

LOGOTYPE

BEBAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

highdronotes

abcdefghijklmnopqrstuvwxyz

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TYPOGRAPHY

The completely uppercase sans serif font, Bebas, is used in the standard logo to pull attention to the organization's name. The font was chosen as the primary font within the logo design due to it's contemporary and urban characteristics. This font is also used in titling documents. To counteract the strong impact Bebas has on the logo, I decided to use Hydronotes as a contrast. The handwritten quality of the font is also reflective of the artistic identity of ArtCity.

The sans serif typeface, Avenir Next is used when sharing information due to it's line weight versatility and legibility.

LOGO

BEBAS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

highdronotes

abcdefghijklmnopqrstuvwxyz

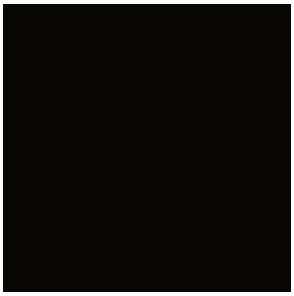
INFORMATION

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

USE OF COLOR

The only color used in the logo is black, intended to be printed on white paper. This simple combination allows for limitless exploration in poster and collateral design in the future, but also reaches budgetary needs in the beginning fazes of the organization.



C: 72%

M: 68%

Y: 67%

K: 88%

Opacity: 100%

The collateral design includes a shade of gray. This color was added to add depth to the pieces of collateral and create a division between text.

C: 63%

M: 56%

Y: 53%

K: 28%

Opacity: 100%

USE OF SPACE

1/8"

Space is particularly important to the effectiveness of this logo. No graphic object or text element may come within 1/8" margin of the when the whole logo is being used. This is done to consistently preserve the logo.

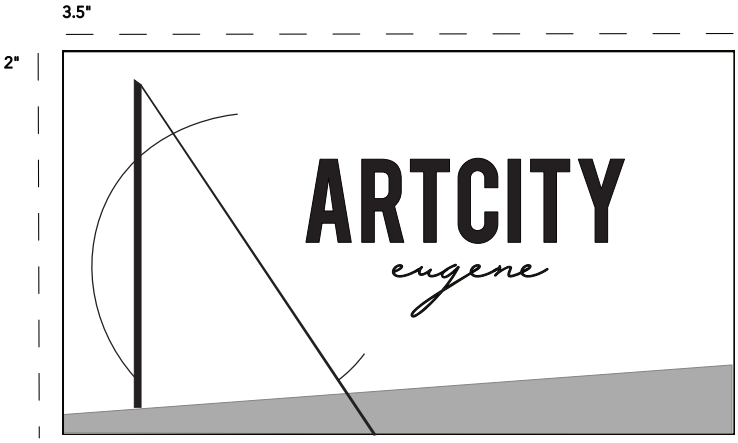
If the "A" and "C" are divided from "ArtCity, Eugene" they may be placed over graphic elements, but not text.

*See business card for example.

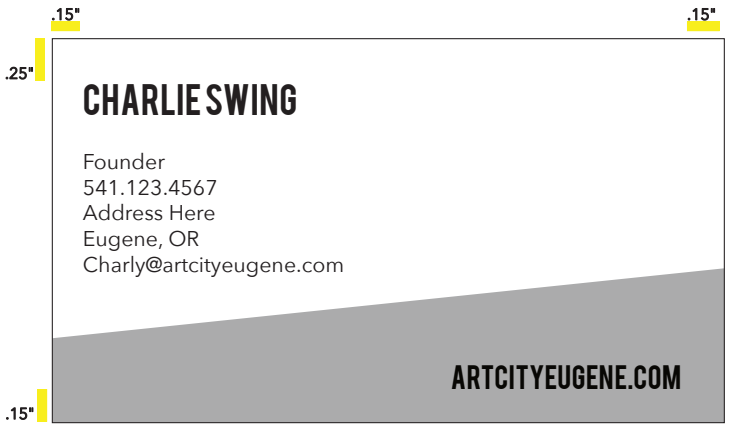
BUSINESS CARD

This business card utilizes the versatility of the logo design. The two sided card creates a clean and contemporary design suitable for artists working within ArtCity. The gray graphic element allows the eye to go from the front to back while following a simple color scheme.

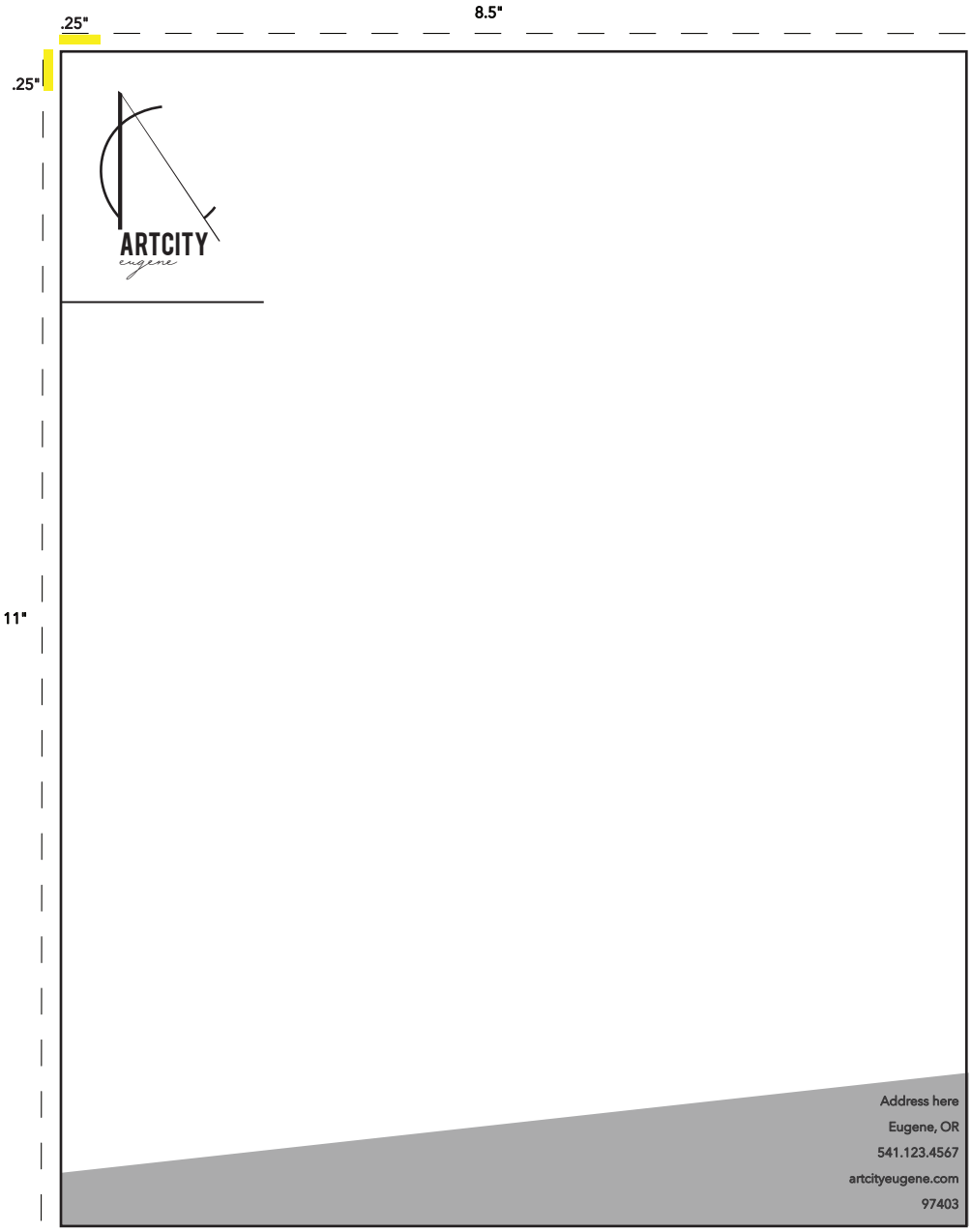
FRONT



BACK



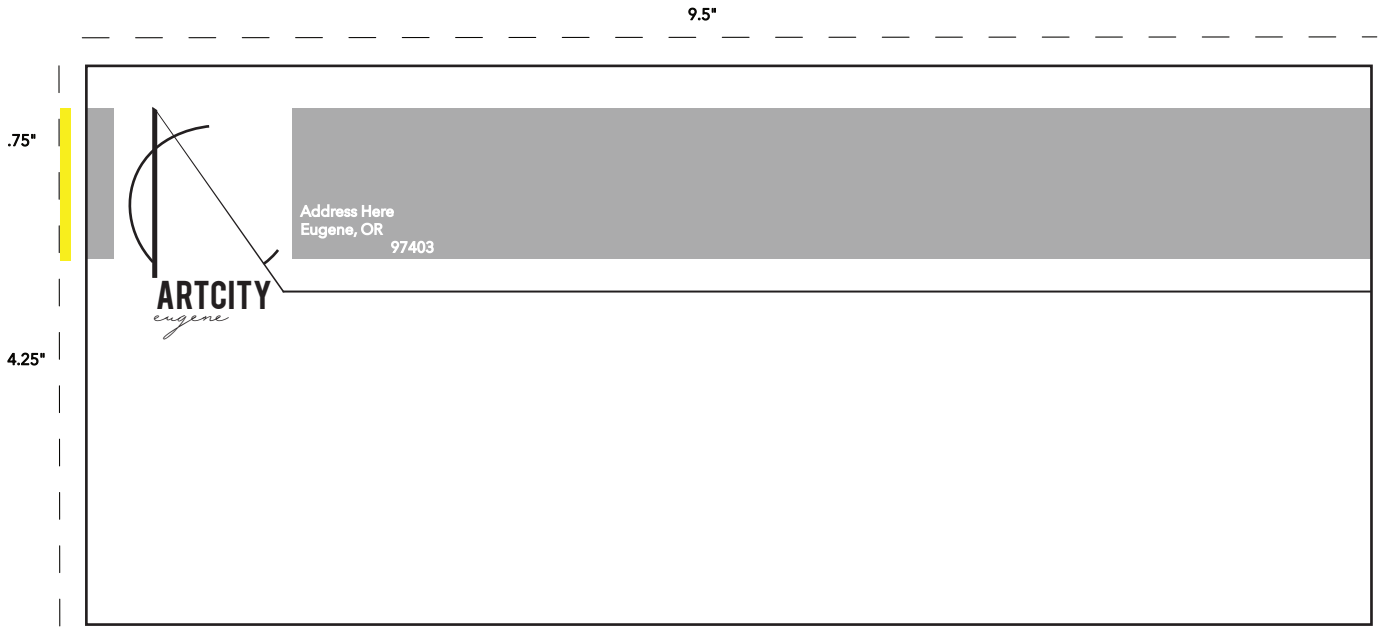
LETTERHEAD



The letterhead design is very similar to the business card. The main element that differs is the lack of Bebas text. The majority of the text used is Avenir Next along with the logo. This will help create balance in a piece of collateral that is text heavy.

ENVELOPE

The envelope combines the format of the letterhead and business card through gray tone carried out and slightly different application of the logo design. The vertical stripe presents an example of the logo surrounded by a graphic element as well.



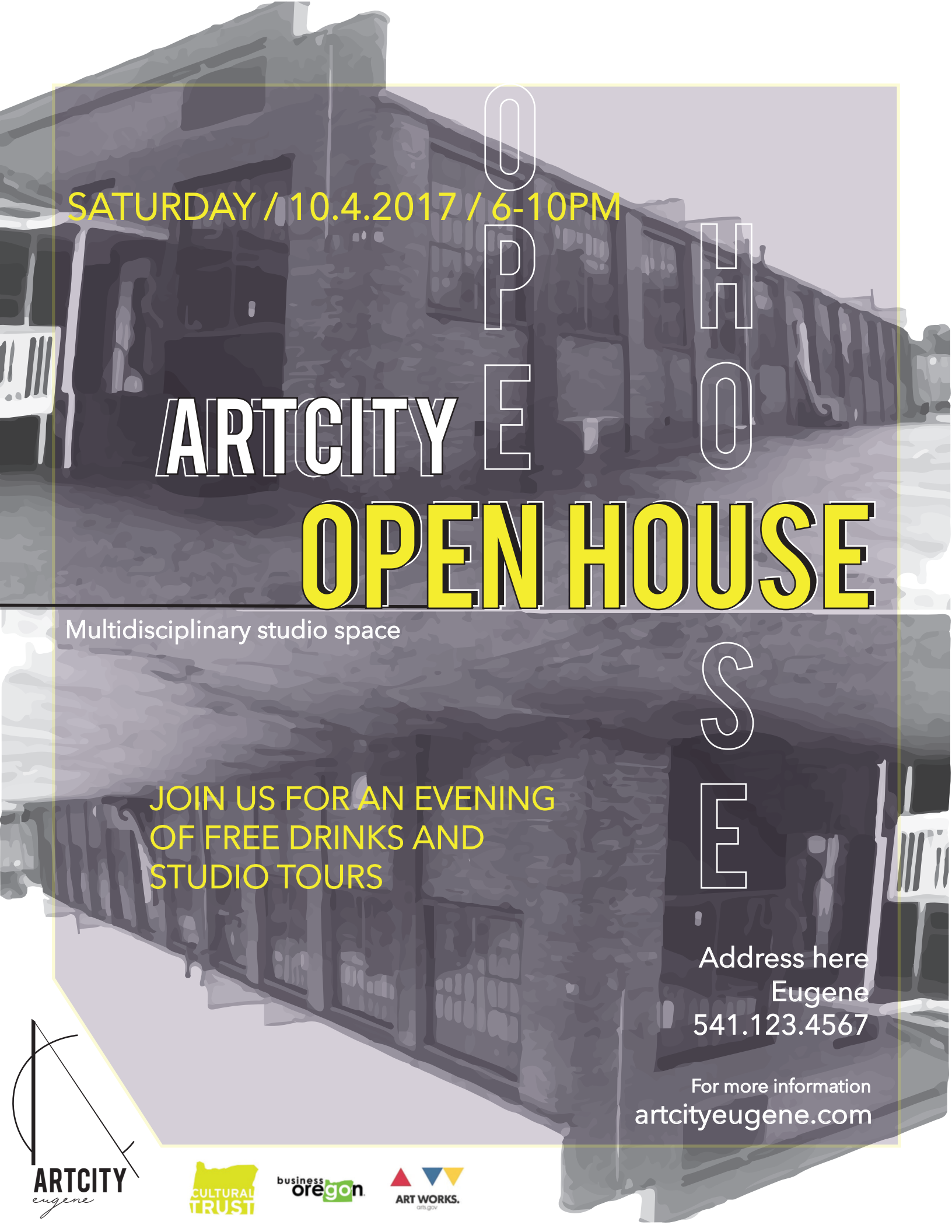
CERAMIC CUPS

The vision for these cups comes from a local Eugene ceramicist, Dan Schmitt. Staying true to ArtCity's mission, a piece of collateral will be commissioned to a local artist. This design divides the key elements of the logo to embody the whole cup.

DISPLAY AD

This display ad was designed to be place in the Eugene weekly. This display will fill 1/3 of the paper's page. The image placed behind the text is a temporary image until ArtCity obtains a building.

The overall design of this image is large, organized text to get a reader's attention. This advertisement markets an open house for community members to become more familiar with ArtCity.


SATURDAY / 10.4.2017 / 6-10PM
OPEN HOUSE
ARTCITY
OPEN HOUSE
Multidisciplinary studio space
JOIN US FOR AN EVENING
OF FREE DRINKS AND
STUDIO TOURS
Address here
Eugene
541.123.4567
For more information
artcityeugene.com
ARTCITY
eugene
CULTURAL TRUST
business oregon
ART WORKS.

POSTER

This 11x17 poster advertises the same event as the display ad. This piece is an example of how the logo can be used within a more robust design, but still creates a contrast.

This design is heavily focused on repetition and balance, along with contrasting color combinations.