

YELLOW SPRINGS KIDS PLAYHOUSE

GRAPHIC STANDARDS



YELLOW SPRINGS
KIDS PLAYHOUSE

CAIT BOTHWELL
AAD 610

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INTRODUCTION

MISSION

The mission of the YS Kids Playhouse is to cultivate the development of future actors, leaders, patrons and audiences and to enhance art awareness in our community through arts education programming and the creation of original multimedia theater for youth.

BACKGROUND

Yellow Springs Kids Playhouse or, better known as YSKP, was founded in 1995 and gained its status as a non-profit in 1999. The organization began as a summer theatre experience for youth in the village. Since 1997 they have annually commissioned original musicals from regional and nationally known playwrights including Tony Dallas and Louise Smith. By 1999 a workshop program was also started to work with kids under the age of ten and prepare them for future work with the organization. By 2002 there were so many youth interested that they expanded their seasons with a second summer show and added an outreach tour to the Dayton area and other regions. Over the years YSKP has brought in artists in residence in the fields of media, music, and visual arts. In 2004, they incorporated a youth leadership program called DaBigs that organized older youth to mentor younger youth. Since opening they have also changed their artistic goals to include theatre that addresses issues of identity, conflict resolution, and reconciliation for youth. Since its beginnings, over 1200 youth have participated in original productions and some alumnus have gone on to become professionals in the performing arts.

YSKP provides quality theatre training for local youth. Although this may seem simple and straightforward, what makes them unique is that they fill a niche in the Miami Valley and Dayton area theatre spectrum, focusing on original works that are threaded with contemporary social, cultural, historical, or geopolitical issues and modern media technologies. They also use resident artists from a variety of disciplines that provides a multitude of arts role models.

GLOSSARY

ALIGNMENT: the placement of a text cell or image in relation to a page, column, or tab

CMYK: four basic colors for printing; cyan, magenta, yellow, and black

COLOR SCHEME: choice of colors used in a design for a range of media

GRAPHIC STANDARDS: a set of rules defining text, typography, use of space, size and color used in a range of media

LOGOTYPE: the part of the logo that is text. A logo can exist without logotype. A logo and logotype can be used together or separately to represent a brand

SANS SERIF: a typeface that does not have slight extensions off a stroke of a letter

SERIF: in typeface, a slight projection that extends off a stroke of a letter

TYPEFACE: a set of characters and symbols with a similar appearance and design

LOGO AND LOGOTYPE

The logotype is designed to highlight the three main focus areas of the company: music, dance, and theatre. Music is represented with a treble clef on a red background. Dance is represented as a moving figure on a blue background, and theatre can be seen as the masks of comedy and tragedy on the green background. The fourth element represents the former logo of the company, a handprint with a swirled palm. The handprint is displayed on a yellow background for color continuity. The logotype can be placed above or below the logo but not on either side. The tag line of the company may also be placed above or below the logo. All iterations are shown below.



**YELLOW SPRINGS
KIDS PLAYHOUSE**

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BIG IDEAS



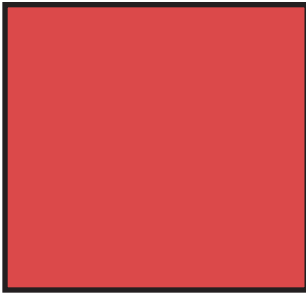
**YELLOW SPRINGS
KIDS PLAYHOUSE**

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BIG IDEAS

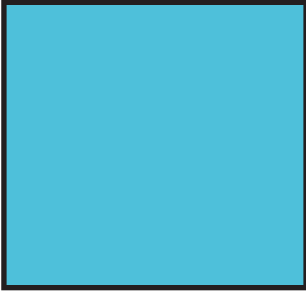
COLOR SCHEME



C = 9%
M = 87%
Y = 72%
K = 1%



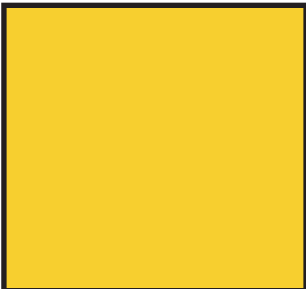
C = 0%
M = 0%
Y = 0%
K = 100%



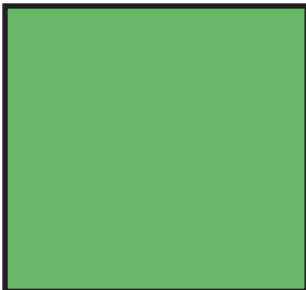
C = 62%
M = 3%
Y = 11%
K = 0%



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



C = 3%
M = 16%
Y = 91%
K = 0%



C = 64%
M = 4%
Y = 80%
K = 0%

TYPOGRAPHY

La Truite A Papa is a playful, handwritten, serif typeface. The characters for this font are all capitalized and there is a variation in letters heights and shapes to emphasize the handwritten aspect of the typeface.

LA TRUITE A PAPA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

The poster uses two different typefaces: Breamcatcher and Avenir. Both typefaces are sans serif and offer clean lines reflective of the content of the play being produced.

BREAMCATCHER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

AVENIR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

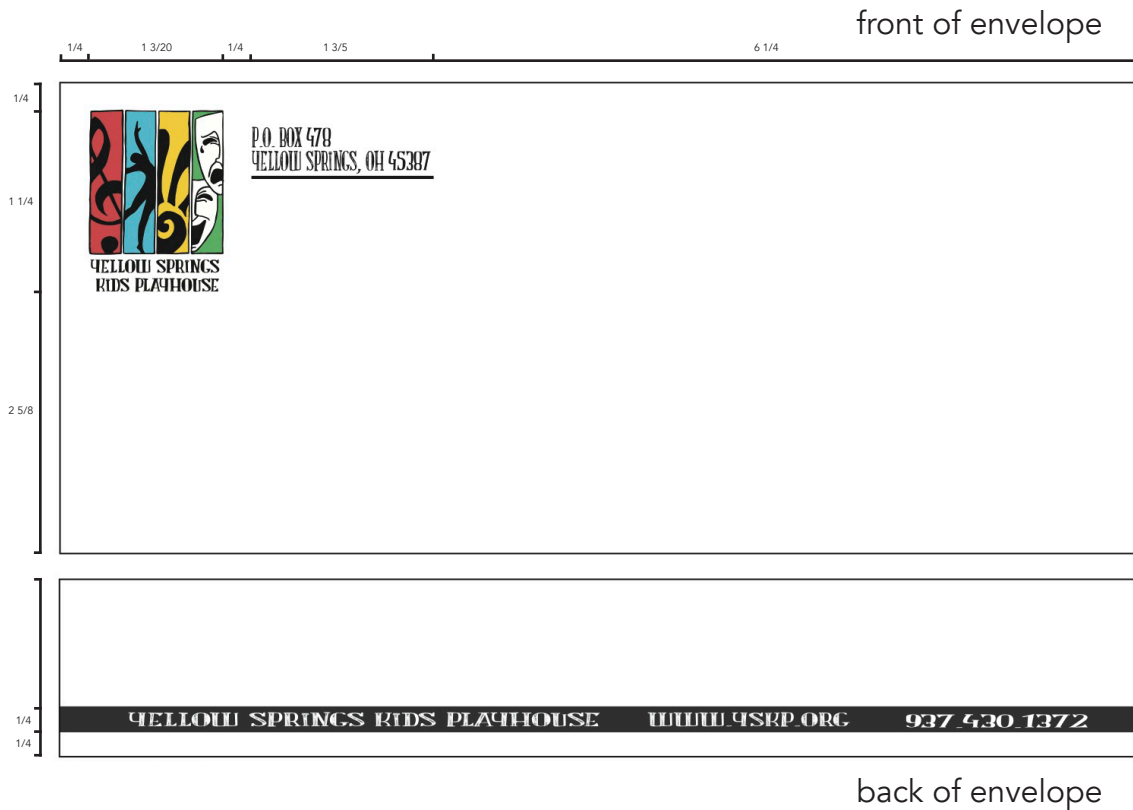
BUSINESS CARD

Business cards are available in four designs. Each card has one element of the logo on one side with information pertaining to the individual while the backs of the business cards have the logo with the logotype and the company tag line. The business cards reflect the properties of playfulness that the logo embodies. The business cards measure 2 in. by 3 1/2 in. and are printed on both sides in a vertical format. The logo and typeface are printed on a black background for contrast. La Truite A Papa is the typeface used on both sides of the card. Please refer to the measurements below for specific spacing requirements. The following information must be listed in this order: employee name, employee title, address, e-mail, and phone number.



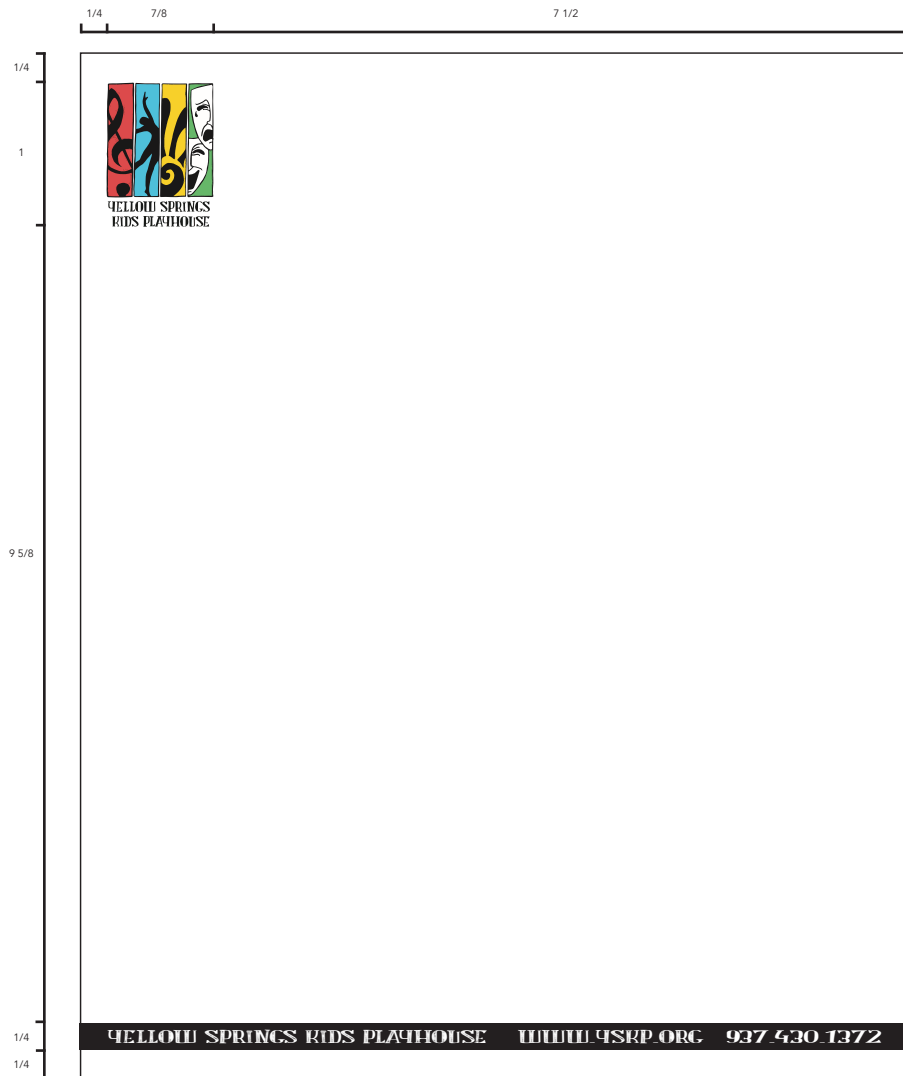
ENVELOPE

The envelope is similar and cohesive with the letterhead with the logo aligned to the top left corner. The address is located next to the logo and the bold, black line is located across the bottom on the back of the envelope. All typeface used in the envelope design is La Truite A Papa. The envelope measures 9 1/2 in. by 4 1/8 in. Please refer to the measurements below for specific information regarding spacing.



LETTERHEAD

The letterhead is simple with the logo aligned to the top left corner of the page. Along the bottom of the letterhead is a bold, black line containing the website and telephone number in the same typeface used in the logo.



TSHIRT

The fourth piece of collateral is a t-shirt. The purpose of the t-shirt is to provide additional forms of advertisement with this form of merchandise. The t-shirt displays the logo of the company on the front with the tagline of the company on the back. These shirts could be sold as merchandise at shows and could potentially be designed with specific shows in mind.



POSTER

The poster promotes the play, *The Pushcart War*, which Yellow Springs Kids Playhouse is presenting summer 2015. The design of the poster highlights the event title, date, time, and location. The alteration of font size draws the viewer's eyes to the most important features and information.



DISPLAY AD

The display advertisement mirrors the poster on a smaller, simpler scale. The design of the advertisement uses the same information pertaining to the specific event with key illustrations used in the poster, such as the skyline.

2 3/8

YELLOW SPRINGS KIDS PLAYHOUSE PRESENTS:
THE PUSHCART WAR
AN ADAPTATION OF THE NOVEL BY JEAN MERRILL
WRITTEN BY JOAN AND GEORGE SAND
JULY 9-13 & 16-19
ALL SHOWS AT 7:30
STUDENTS \$5
ADULTS \$10
ANTIOCH AMPHITHETAER
920 CORY STREET
YELLOW SPRINGS

3 7/8

FOR MORE INFORMATION CALL 937.767.7800

