



GRAPHIC STANDARDS

CHARLES ESTES, FALL 2016

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INTRODUCTION

WOW Hall is a unique and successful community arts center in Eugene, Oregon that operates out of the historic Woodmen of the World Hall. The building was rescued from destruction in the mid-1970s through community support and fundraising, and by 1983 the Community Center for the Performing Arts (CCPA) was formed, making WOW Hall their home.

The organization and building serve most recognizably as a concert venue, hosting local, regional, national and international bands and musical groups. The space also serves as a multi-purpose community arts center. They maintain an art gallery that supports local, regional artists and the space is additionally used for classes, workshops, lectures, meetings and rehearsals.

The operations of WOW Hall have always been heavily run by volunteers, many of which are teens and those in their early twenties. WOW Hall hosts monthly volunteer training sessions that gets youth involved in many aspects of the performing arts, including hands-on training and workshops.

Their mission statement is comprised of three parts:

- Providing cultural arts and educational opportunities for all ages and income levels
- Preserving and operating the historic Woodmen of the World Hall as a multipurpose community arts center
- Maintaining a supportive environment for local artists and their creative efforts.

GLOSSARY

- Alignment** Arrangement of text and images appropriate to relative text and images in a design.
- CMYK** A model referring to the four inks used for color printing.
- Cyan, Magenta, Yellow and Black (K)
- Kerning** Adjusting the spaces between letters and characters in a text to create visual consistency.
- Logo** A graphic design used by an organization to create a unique identity that can be easily identified and applied in various ways.
- Opacity** The varying transparency of an image. An image at 100% opacity is totally visible, 0% opacity makes an image invisible.
- Scale** The size of an object in relation to other objects.
- Serif** Projections at the ends of letters in a font.
- Typeface** A particular type or font including letters and numbers.
- Vector** Vector software programs populate an image with many points to make images look clean at various scales without losing quality.

LOGO & LOGOTYPE

The new logo for WOW Hall is designed to be adaptable to a range of applications, some of which are provided in pages 9 - 14 of this document. The logo is constructed in a simple geometry with bold lines and is divided into three parts – the central, square symbol in the center, with “WOW” and “HALL” on the top and bottom respectively. The symbol refers to the word “WOW,” and this section can be used independently in applications, increasingly so as it becomes more recognizable by the public. Additionally, the “WOW” and “HALL” elements can also be used independently from the symbol, either by connecting them vertically or horizontally (business card, page 11). Helvetica Neue was the type chosen for these letters; especially in all caps, the straight-forward geometry of the letters matches nicely with that of the logo design.

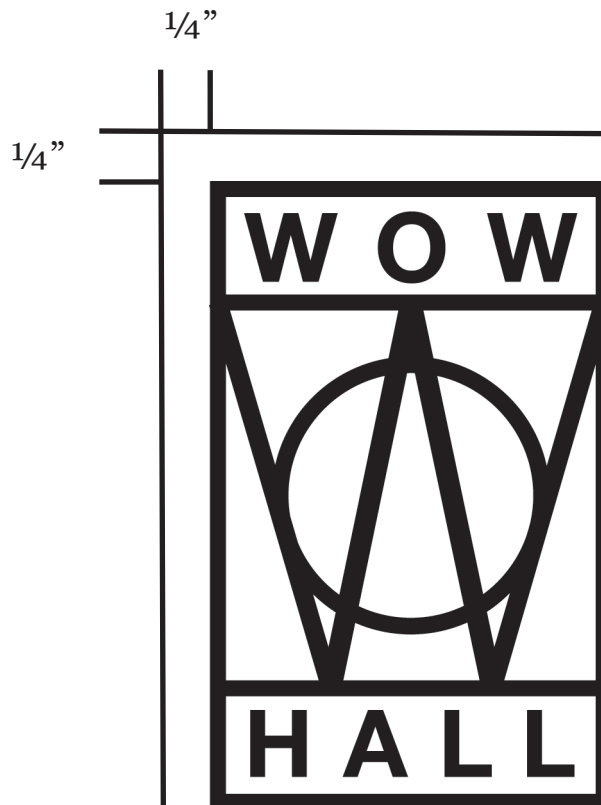
During the creation of the logo, it became clear that the word “WOW” would have to somehow find its place in the logo design – It is a unique and standout name for a venue, it refers to both the history of the venue and the building itself, and lastly, as a palindrome composed of simple forms, there is a lot to work with. Ultimately the simple, two-dimensional logo was most influenced by monograms created in Vienna at the turn of the century (when WOW Hall was built) by artists in a collective known as the Vienna Workshop (Wiener Werkstätte).



USE OF SPACE

The WOW Hall logo, as a general rule, should not be overcrowded by other design elements in an application. Exceptions are design elements explicitly related to these new graphic standards. Both the poster and ad show how other modular elements that mimic the new logo design are connected by their borders. “Outsider” elements must be at least $\frac{1}{4}$ ” from the edges of the logo.

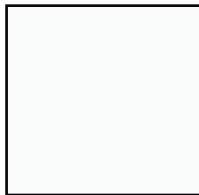
Additionally, on all printed material, the logo must be at least $\frac{1}{4}$ ” from the edge of the material.



COLOR

The color scheme is very simple – bold, black lines on white background. This, however, makes the logo very versatile in its applications. Adding to this versatility, the colors of the logo can be reversed. The white background can also be made completely transparent (0% opacity) to allow background colors to be visible through the black lines of the logo. This last application can be particularly useful for the many concert posters WOW Hall creates each month to promote their shows, each one unique in terms of design, graphics, and colors.

Due to the stark contrast of pure black and white, all envelopes and letterhead will be printed on an off-white paper. The color of paper used for the envelope and letterhead is called *Ivory Linen* (pages 9 & 10).



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



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



STANDARD



REVERSE



TRANSPARENT

TYPOGRAPHY

Helvetica Neue is the primary font used for this set of graphic standards. Its use will be limited beyond the logo and the designed collateral as much of their promotional material consists of unique, one-off designs (as seen in the poster and ad).

For all correspondence, such as letters and email, the **Georgia** type will be used. This is a modern font that appears bolder than other, traditional serif fonts and is selected for its readability and also for its ability to stand up against the bold lines and typeface found in the collateral.

HELVETICA NEUE

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

GEORGIA

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

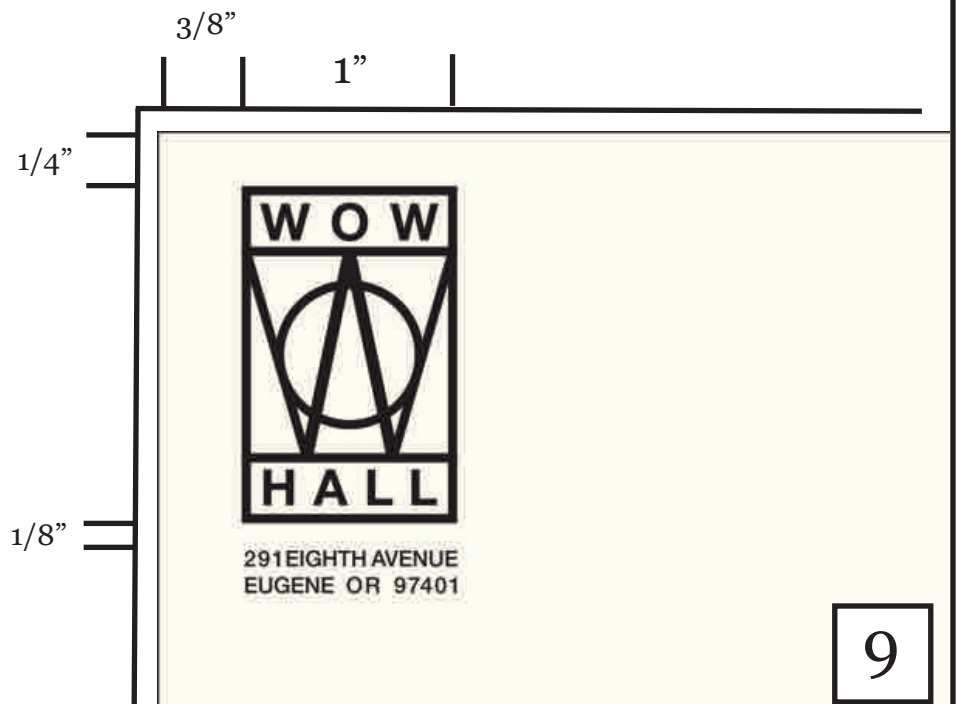
1234567890

ENVELOPE

The envelope is designed very minimally with the main logo in the top-left corner. The logo is placed $\frac{1}{4}$ inch from top edge, and $\frac{3}{8}$ inch from the left edge. Below that is the address of WOW Hall, centered to be aligned with the left and right edges of the logo.

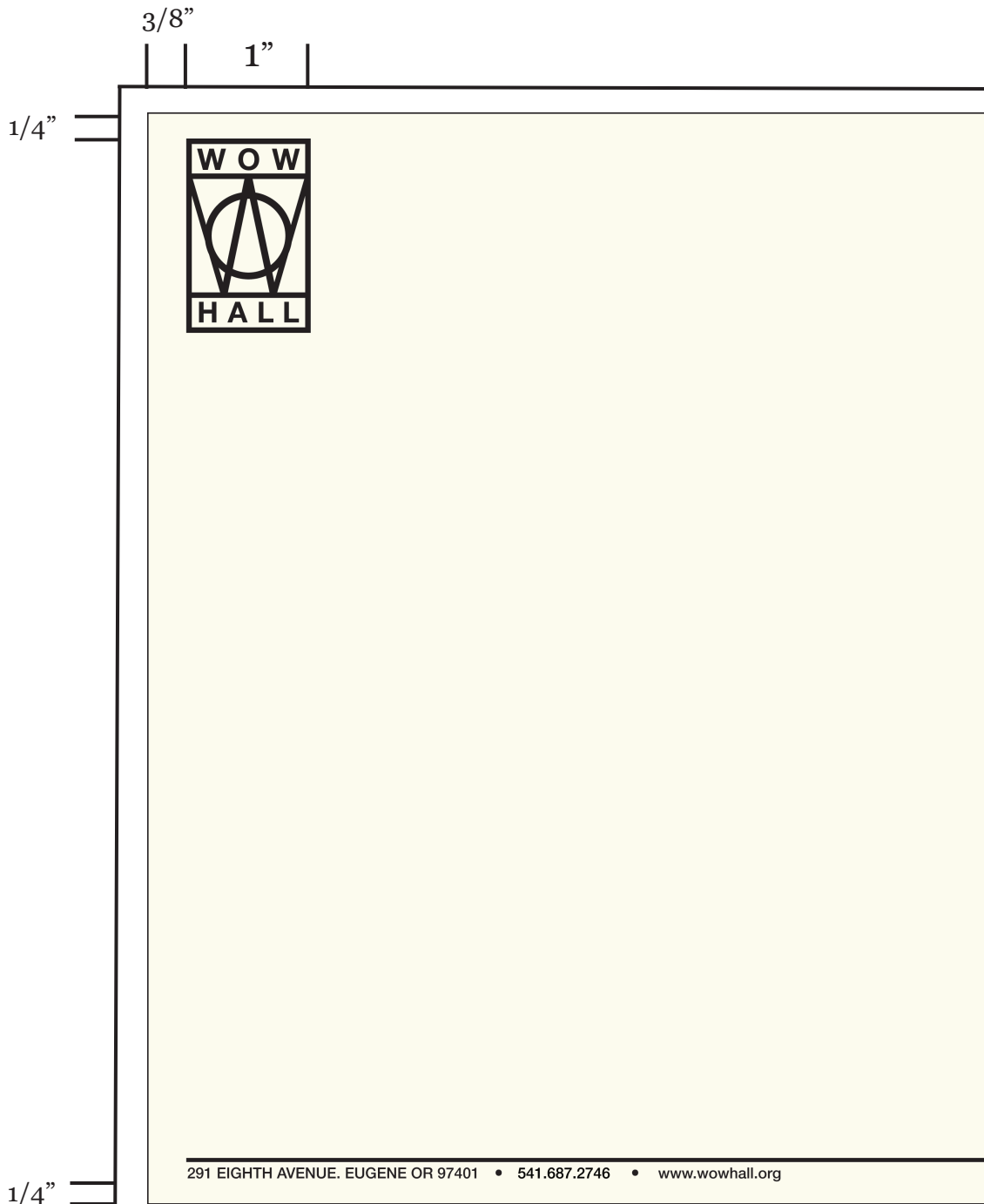


291 EIGHTH AVENUE
EUGENE OR 97401



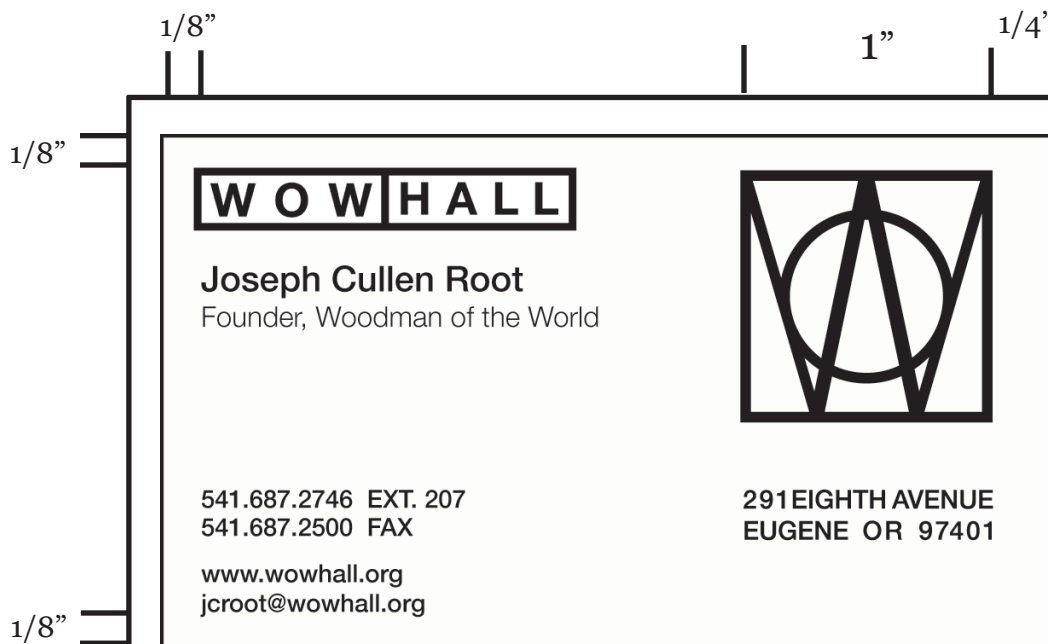
LETTERHEAD

The design of the letterhead is similar to the envelope in that the logo's placement is also 1/4 inch from top edge, and 3/8 inch from the left edge. All contact information is aligned below a bold, black line on the bottom. The line begins 3/8 inch from the left side, aligned with the logo, and continues all the way to the end of the right side.



BUSINESS CARD

The official WOW Hall business card is 2 x 3.5 inches, horizontal, and one-sided. It features the central, square portion of the logo on the top, right corner, with the address below, similar to the envelope. The horizontal usage of the “WOW” and “Hall” appear in the top left corner, evenly aligned with the logo. All contact information appears in the bottom-half of the card, with numbers and web - addresses located flush-left in the bottom left corner, aligned with the address to the right. This creates space for the cardholder’s name (bold) and title (light) to go in the upper-left side.



FOURTH PIECE

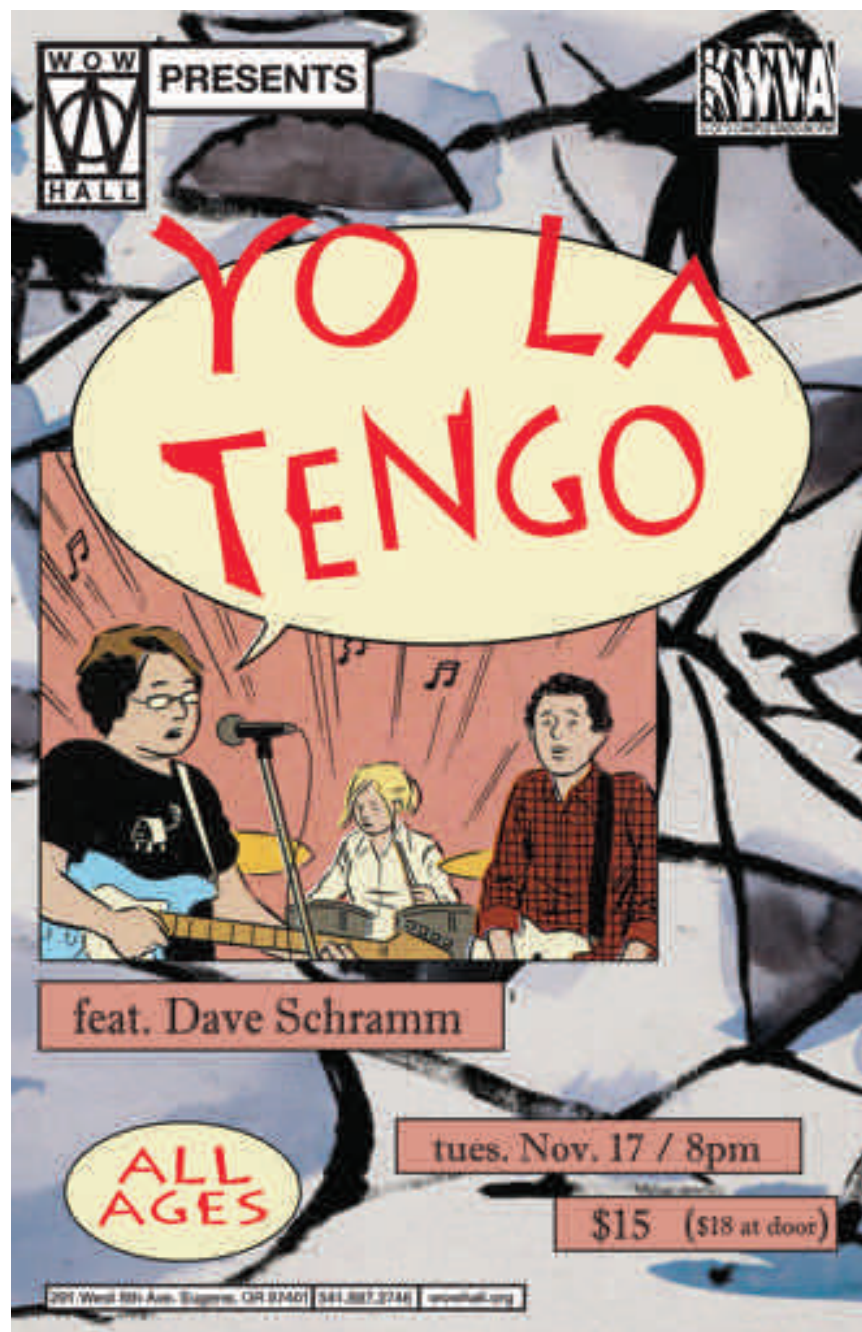
A stamp. Not for the customers, but for use by staff and volunteers when checking guests into a show. Already a common practice at WOW Hall, using a stamp with the organization's logo to mark each guest's hand is a great way to promote your brand.

What better way to get your brand out there than by giving every person who enters your door a temporary tattoo of your logo?



POSTER

This 11" x 17" poster is used as an example of how the new logo and design elements can be used on the wide variety of concert posters created each month. As described in the color scheme section, the "WOW HALL PRESENTS" design can be applied in the same upper left location on every concert poster without risk of losing its visibility. In this poster, additional organization information appears in the bottom in a similar modular theme as the logo.



DISPLAY AD

This ad was created using the sizing guidelines provided by Eugene Weekly's advertising rates. The dimensions are 4.75" x 4.389". The purpose of the ad is to attract more volunteer support. The central image is an amp with its cord running through the word "volunteer" in bold red. The cord is in reference to the phrase "get plugged in," suggesting a way to become involved in the organization. The red of the word "volunteer" is complimented by the red sound waves emanating from the amp. Because WOW Hall is used in the text, only the central portion of the logo appears in the bottom left corner along with contact information.

get **PLUGGED IN**

VOLUNTEER!

Show Security | Stage & Lights | Publicity
The WOW HALL always needs volunteers!

CONTACT US :
wowhall.org/volunteer | 541.687.2746 | 291 W.8th Ave. Eugene

COMMUNITY CENTER | FOR THE | PERFORMING ARTS