

THE VILLAGE SCHOOL GRAPHIC STANDARDS



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Fall 2015

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INTRODUCTION

The mission of The Village School is to provide an education that fully integrates the arts with an academic curriculum, guided by observations of child development that promote the healthy growth of the whole human being – the head (thinking), the heart (feeling), and the hands (willing). Further, The Village School strives to create a community that honors truth, beauty, and goodness and encourages development of the inherent gifts of each school community member.

The Village School is a K- 8 arts-integrated charter school in Eugene. The Village School opened its doors in 2000 as one of Oregon's first charter schools and was founded by community members who wanted a different educational experience than what was available in Eugene. The school is based on the Waldorf curriculum infused with other contemporary educational and social practices. "The curriculum emphasizes the importance of balancing the growing child's emerging capacities by serving the intellect through academics and by offering children daily opportunities for experiences of movement, music, drama, and art. Multiculturalism, respect for the natural world, and community are important elements in the daily school experience" (website).

The Village School is special because it is accessible to a diverse range of people. It is a tuition-free public school using Waldorf methods. A Waldorf education is usually available privately with tuition costs ranging between \$9,000-\$13,000 annually. The school has been a model of a public Waldorf inspired school along with its healthy foods lunch program in the community, state and nation.

The Village School embraces community and strives for inclusivity. Faculty, administration, parents and students participate in the culture of the school. Teachers and administration work collaboratively with the board of directors to guide the school in its mission to provide a holistic education by working on programs and curriculum that balances the capacities of the developing child through the intellect (academics) and opportunities for experiences in the arts, movement, music, drama and visual arts. Parents are strongly encouraged to participate in the culture of the school. Every parent is considered part of the Parent Council where they identify needs and plan for parent workshops, programming, such as the Garden Project, and appoint a Parent Council Member for the Board of Directors.

GLOSSARY

Effect: An application used to an object/image that changes the characteristics. Adobe Suite includes a variety of effects, which you can apply to an object, group, or layer.

Typography: The art and technique of arranging type to make written language legible, readable, and appealing when displayed.

Sans Serif: Is a typography that does not have the small projecting elements called "serifs" at the end of strokes. The term is derived from the French word sans, meaning "without" and "serif" from the Dutch word schreef meaning "line".

Logotype: A logo. A symbol, graphic mark, or emblem used by organizations and businesses to promote instant recognition.

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

Bleed: Bleed is a printing term that is used to describe a document which has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down.

Kerning: The distribution of space between letters to achieve readable and pleasing text.
distributing the space between letters.

Composition: The act of combining elements to create a whole.

LOGO AND LOGOTYPE

The Village School's emphasis is educating the whole child: head, heart and hands. A circle is a simple geometric form. Geometry is an important component in the school's curriculum. Many early scholars believed that there was an intrinsic divinity and perfection found in circles. The interwoven circles represent the connection of the head, heart and hands. The intention is to invoke the feeling of connection.

The composition of the logo is dynamic as each element leads the eye from along the picture plane.

LITHOS PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnop

abcdefghijklmnopqrstuvwxyz

1234567890



USE OF SPACE

The logo is intended to easily rest in the corner of letterhead, envelopes and business without obstructing the flow of information.



COLOR

Paragraph that describes use of color in your brand, and any treatment in collateral.

Colors are important. Orange represents the action of creativity (hands). Pink represents the emotional capacity (heart). Blue represents the intellect (head). The underpainting effect attempts to soften the lines and emulate something that is painted with watercolor.



C = 70%
M = 15%
Y = 0%
K = 0%



C = 0%
M = 90%
Y = 85%
K = 0%



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

TYPOGRAPHY

Lithos Pro: The Village School's curriculum is rich with World History, ranging from ancient to modern. Lithos Pro font reminds me of letters chiseled into Greek architecture. It is simple yet interesting. It combines the basic letter form of Sans Serif with an asymmetric quality. The Village School logo includes font that is similar, however, it appears chunky and outdated.

Avenir: Avenir is French for future. This simple, geometric font appears contemporary and feels harmonious in relation to Lithos Pro.

LITHOS PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890

Avenir

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abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

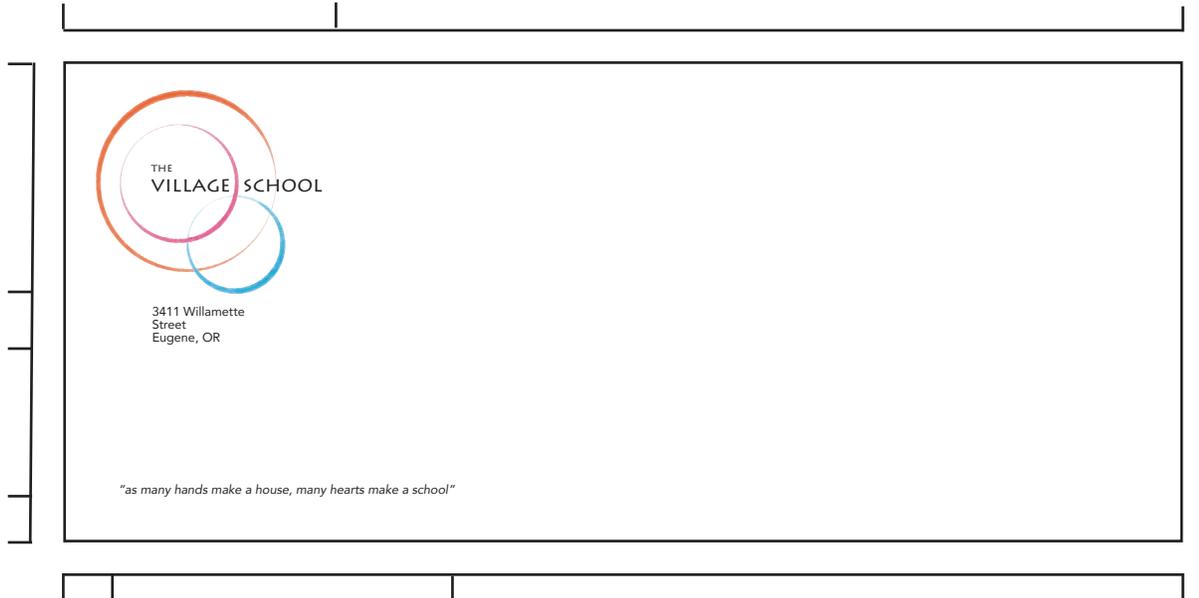
BUSINESS CARD

The business card contains all the information needed to exchange/share important contact and school information. The horizontal format works best with the layout of the logo design and allows enough space to contain all the information on one side. I chose to include "A K-8 Steiner-inspired charter school" for easy reference and to identify the school as unique. I have also included the quote/school motto "as many hands make a house, many hearts make a school", in order to convey the general culture of the school.



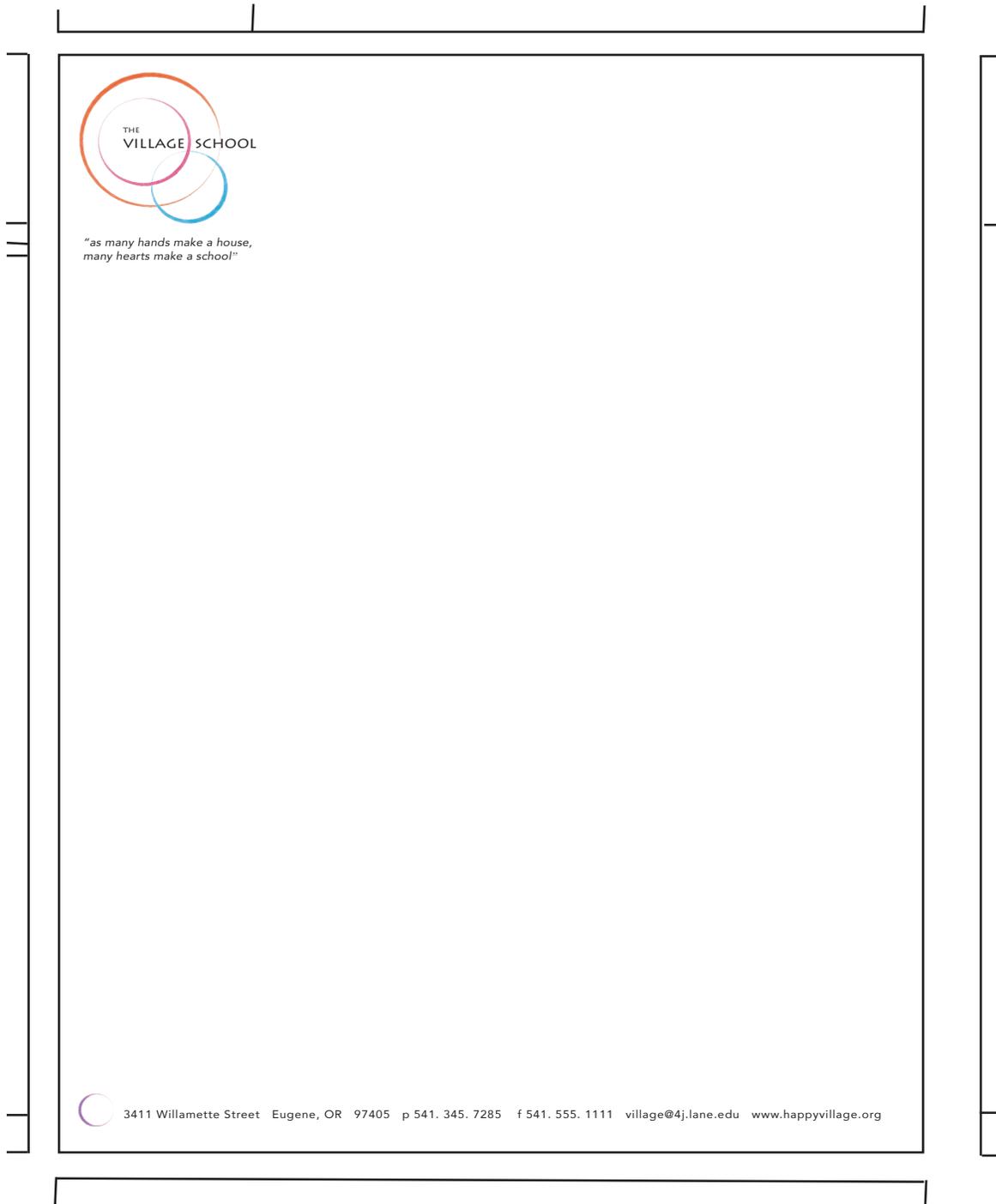
ENVELOPE

The envelope is a standard 9 1/2 x 4 1/8 or #10 size. and echos the alignment of the business card.



LETTERHEAD

The letterhead, envelope and business card are consistent in image and alignment.



T- SHIRT



DISPLAY ADS

Every year during enrollment season, the Village School holds Parent Information Meetings. This is an opportunity for the public to learn more about the school and decide whether it is a good fit for their family. It is also an important time for the Administration and Faculty to articulate the mission and expectations of families. This display ad could be included in the local newspaper every week prior to a meeting. The size was chosen for economical reasons. I used geometric forms to emulate the logo while adding more complex geometric borders around the information in order to create a focal point and create visual interest.



POSTER

THE VILLAGE SCHOOL

BARNRAISING PARTY

**Saturday, July 10
8am-5pm**

MANY HANDS MAKE OUR SCHOOL

Come join us in making our school!

We need many hands to:
Paint
Build garden fences
Landscape and
arrange classrooms

**LIVE MUSIC BY
DEVIL MAKES
THREE**

Food and drink will be provided by:
The Village School Kitchen
Ninkasi Brewing
Sweet Cheeks Winery

It all takes place at our
NEW location

3655 Willamette St
Eugene

for more information call
541.232.2089



