
















◀ *Staghorn* ▶
GARAGE & CO

GRAPHIC STANDARDS

HAMES ELLERBE
MARKETING
MEDIA
COMMUNICATION
AAD616



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INTRODUCTION

MISSION

ESTABLISHED IN OREGON...CREATED WITH THE LOST ART OF QUALITY HANDMADE GOODS IN THE SHADOW OF CORPORATIONS AND WASTE, STAGHORN IS A PRODUCT OF ADVENTURE. WE EXPLORE THE WORLD AROUND US, EMBRACE THE NEW, CREATE BY HAND, AND BUILD "FUN MACHINES". OUR PRODUCTS ARE BUILT TO LAST. MADE IN THE USA. SEEK THE UNKNOWN.

BACKGROUND

STAGHORN GARAGE & COMPANY IS A LIFESTYLE COMPANY FOUNDED IN BEND, OR. THE COMPANY PROVIDES CUSTOM BIKE BUILDS. IN A CULTURE DRIVEN RETAIL, LIBATION, D.I.Y., AND COMMUNITY SPACE. STARTED IN 2014 BY FRIENDS, HAMES ELLERBE AND LUKE JESSIMAN, THEY FILLED A VOID IN THE BEND AND CENTRAL OREGON MARKET.

STAGHORN IS A DIVERSE AND UNIQUE BUSINESS THAT PRODUCING QUALITY IN HOUSE ITEMS SUCH AS CLOTHING, HATS, AND CUSTOM BIKES. A MAJOR NEED IN THE BIKE COMMUNITY IS A SPACE TO WORK OR BUILD BIKES. AND CREATE THINGS NEEDED FOR ADVENTURE. THE GARAGE PROVIDES THIS SERVICE IN A RENTAL D.I.Y. CAVE. THE COMMUNITY SPACE CONSISTS THIS D.I.Y. CAVE. AN OPEN SPACE FOR RELAXING AND CONVERSING OVER A BEVERAGE WITH FRIENDS. AND AN EXTENSIVE VINYL COLLECTION FOR LISTENING PLEASURE. KNOWLEDGEABLE STAFF TO PROVIDE ADVICE OR CONVERSATION ON BUILDS AND SUBJECTS. STAGHORN WANTS TO INSPIRE YOU TO CONVERSE. LEAVE YOUR COMFORT ZONE. CREATE. AND EXPLORE. THE GARAGE CREATES A CULTURE THAT EMBODIES ADVENTURE, EXPLORATION, AND THE OUTDOORS VIA ACCESS BY TWO WHEELS. WHEN NOT CREATING IN THE SHOP, THE CUSTOMER CAN BE BROWSING QUALITY HAND MADE GOODS AND CLOTHING, ENJOYING A COFFEE OR BEER, OR RELAXING OUTSIDE BY THE FIRE. HOUSED IN A MODERN, RUSTIC TIMBER WAREHOUSE, THE BUILDING HAS AN OPEN FLOOR PLAN, WITH FREE FLOW THAT CREATES AN INVITING COMMUNITY AND RETAIL SPACE, WHICH DISPLAYS THE VALUES THAT STAGHORN EMBRACES.



GLOSSARY

BALANCED- BEING IN PROPER ARRANGEMENT OR ADJUSTMENT. PROPORTIONATE.

CMYK- A FOUR-COLOR MODEL USED IN PRINTING: INDICATES THAT ALL COLORS ARE COMPRISED OF THE 4 BASE COLORS INCLUDING: CYAN, MAGENTA, YELLOW, AND BLACK.

COMPOUND PATH-ALLOWS YOU TO COMBINE TWO OBJECTS, WITH ONE CUTTING A HOLE IN THE OTHER. ONCE THEY ARE CREATED THEY ACT AS A GROUPED OBJECT. A TIME WHEN YOU WOULD USE THIS IS IF YOU WANTED TO SEE THE BACKGROUND BEHIND AN OBJECT. SUCH AS A DONUT.

COLLATERAL- MATERIALS THAT ASSIST MARKETING OR REPRESENTING A BRAND.

CONTRAST- DISTINGUISHING ELEMENTS FROM EACH OTHER BY USING DIFFERENT COLORS, FONTS, SIZES,SHAPES, OR RELATIONSHIP.

KERNING- THE HORIZONTAL SPACE BETWEEN INDIVIDUAL FONT CHARACTERS OR LETTERS.

MEDIUM-THE MATERIALS USED TO CREATE A WORK OF ART OR DESIGN. EXAMPLES OF MEDIUM ARE OIL PAINT, CANVAS, ADOBE ILLUSTRATOR, PHOTOSHOP, AND CLAY.

NEGATIVE SPACE-ANY PART OF THE PAGE NOT TAKEN UP BY THE GRAPHIC. THE PROPER USE OF WHITE SPACE IS A BALANCED GRAPHIC BETWEEN POSITIVE AND NEGATIVE SPACE.

SANS SERIF- A TYPE OF FONT DOES NOT HAVE THE SMALL PROJECTING FEATURES CALLED "SERIFS" AT THE END OF STROKES

SCRIPT- A CURSIVE, HANDWRITTEN FORM OF A TYPEFACE.

TYPEFACE- A SET OF ONE OR MORE FONTS THAT SHARE COMMON DESIGN FEATURES.

LOGO AND LOGOTYPE

THE NAME STAGHORN CAME TO FRUITION WHILE THE COMPANY FOUNDERS WERE ON A MOTORCYCLE RIDE AND A DEER CROSSED THEIR PATH. WITH THE DEER AS AN INSPIRATION FOR THE LOGO, THEY CONCLUDED THE NAME STAGHORN WOULD REPRESENT THE BUSINESS. STAGHORN, EMBODIES THE BUSINESS AND THE FOUNDATIONAL VALUES, MEANING WILD AND FREE. DETERMINING THIS WAS THE APPROPRIATE IMAGE, I WANTED TO HAVE A 2 DIMENSIONAL, BALANCED LOGO WITH A VINTAGE FEEL. I TRACED A STAG PHOTO USING THE PEN TOOL, GROUPED THE POINTS, AND USED A COMPOUND PATH TO INTERSECT A TEXTURE AND THE LOGO. THE LOGO DISPLAYS THE RUGGED OUTDOORS THAT THE BUSINESS PROMOTES WITH A RETRO FEEL.

GRAPHIC LOGO



TEXTUAL LOGO



USE OF SPACE

NO GRAPHIC OR OTHER DESIGN ELEMENT MAY COME WITHIN A SURROUNDING 1/8" MARGIN OF THE GRAPHIC AND TEXTUAL LOGOS. BECAUSE OF THERE WILL BE NO INTERFERENCE WITH THE LOGOS, SO THE LOGOS WILL DIFFERENTIATE THEMSELVES FROM THE REST OF THE DESIGN. OBJECTS MAY APPEAR ON ANY SIDE OF THE LOGOS, AS LONG AS IT CREATES A BALANCED DESIGN.



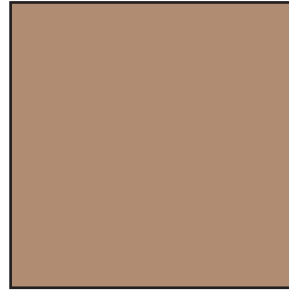
COLOR

NOT YOUR AVERAGE BROWN AND SAND. NO IT'S TAN, ARE THE MAIN COLORS UTILIZED IN THE MARKETING COLLATERAL. NOT YOUR AVERAGE BROWN, IS THE PRIMARY COLOR USED IN THE GRAPHIC LOGO AND BLACK IS BACK IS THE PRIMARY COLOR USED IN TEXTUAL PRINT MATERIALS. THESE COLORS WERE CHOSEN FOR CONSISTENT. SUCCESSFUL PRINTING. AS WELL AS BEING EARTH TONES TO REPRESENT THE COMPANIES PASSION FOR THE OUTDOORS AND NATURE.



C = 46%
M = 66%
Y = 74%
K = 46%

NOT YOUR AVERAGE BROWN



C = 31%
M = 44%
Y = 56%
K = 4%

SAND. NO IT'S TAN



C = 70%
M = 67%
Y = 64%
K = 74%

BLACK IS BACK

TYPOGRAPHY

THE FONT SMOOTHY (BOTH SANS AND SCRIPT) IS THE FONT USED FOR THE LOGOS. THESE FONTS WORK WELL TO CREATE AN OUTDOOR AND VINTAGE FEEL. SMOOTHY FLOWS TOGETHER WELL WHEN IN SCRIPT AND IS CONTRASTED NICELY BY THE SANS VERSION WHEN USED TOGETHER. THE GREAT OUTDOORS IS USED FOR THE BUSINESS INFORMATION ON THE COLLATERAL TO ADD A CONTRAST TO THE LOGO TYPE. THE OTHER TWO FONTS ARE USED IN THE POSTER TO CONTRAST AND COMPLEMENT THE REGULARLY USED FONTS. THESE FONTS ARE NORMALLY USED FOR ONE OFF EVENTS.

Smoothy Script
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SMOOTHY SANS
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

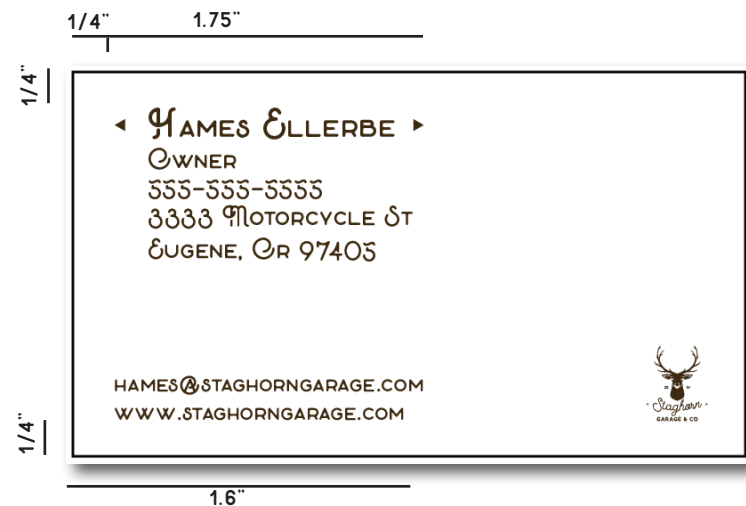
THE GREAT OUTDOORS
ඉඹුලඟුරුගලාපයේදී ඉහළම තරමේ තරගයක් පැවැත්වේ
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

STEELWORKS VINTAGE
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SUNN
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

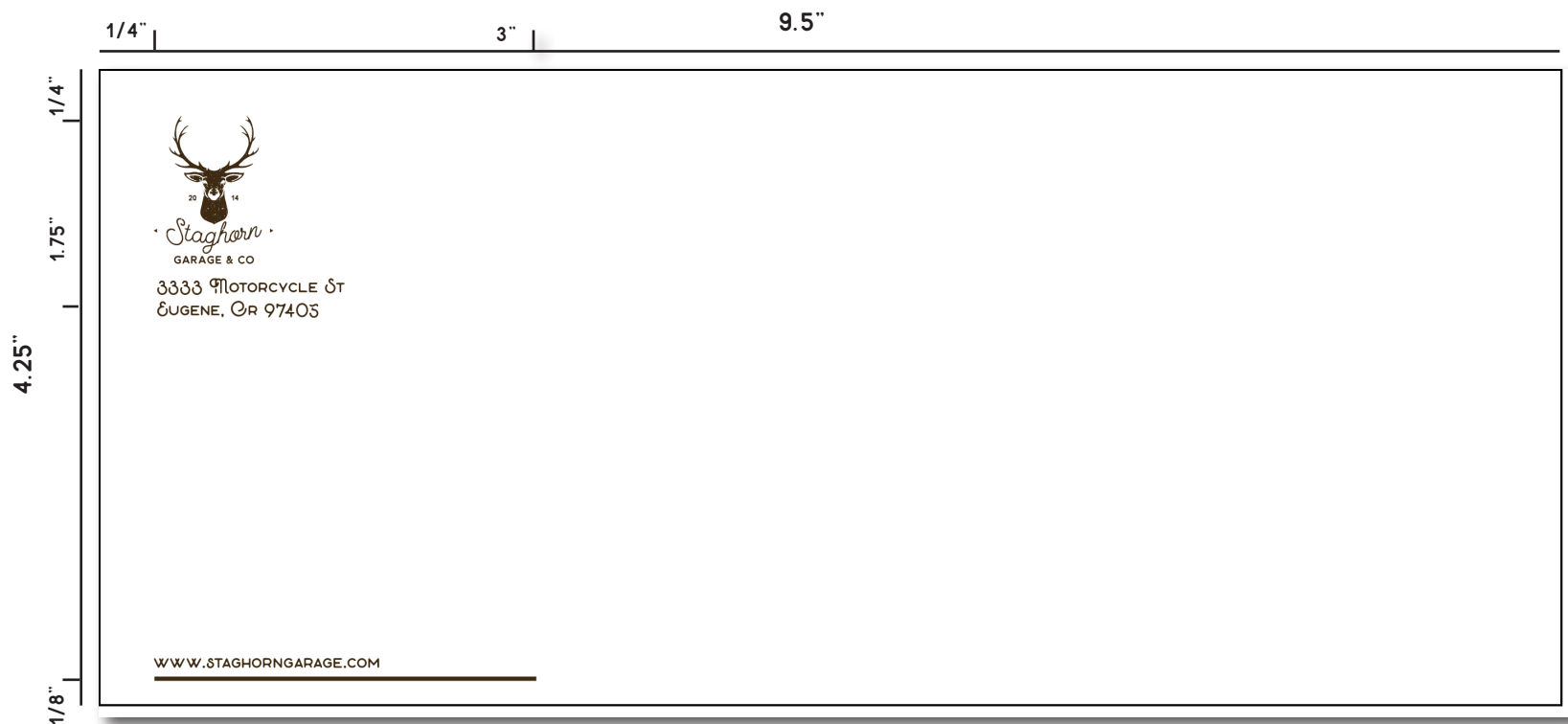
BUSINESS CARD

THE BUSINESS CARD IS A 2 SIDED DESIGN, FOR THE PURPOSE OF CREATING A CONTRAST. THE GRAPHIC LOGO SIDE CATCHES THE VIEWER'S EYE, WHILE THE TEXTUAL SIDE PROVIDES THE NECESSARY CONTACT INFORMATION. THE TEXTUAL SIDE ALSO PROVIDES CONTINUITY WITH LOGO USE IN THE LOWER RIGHT CORNER AND HAS USE OF NEGATIVE SPACE TO MAKE THE CONTACT INFORMATION MAKE A LARGER VISUAL IMPACT. THE LOGO IS THE MAIN FOCUS OF THE BUSINESS CARD, CREATING A VISUAL HIERARCHY THAT ENTICES THE VIEWER TO INQUIRE MORE ABOUT THE BUSINESS.



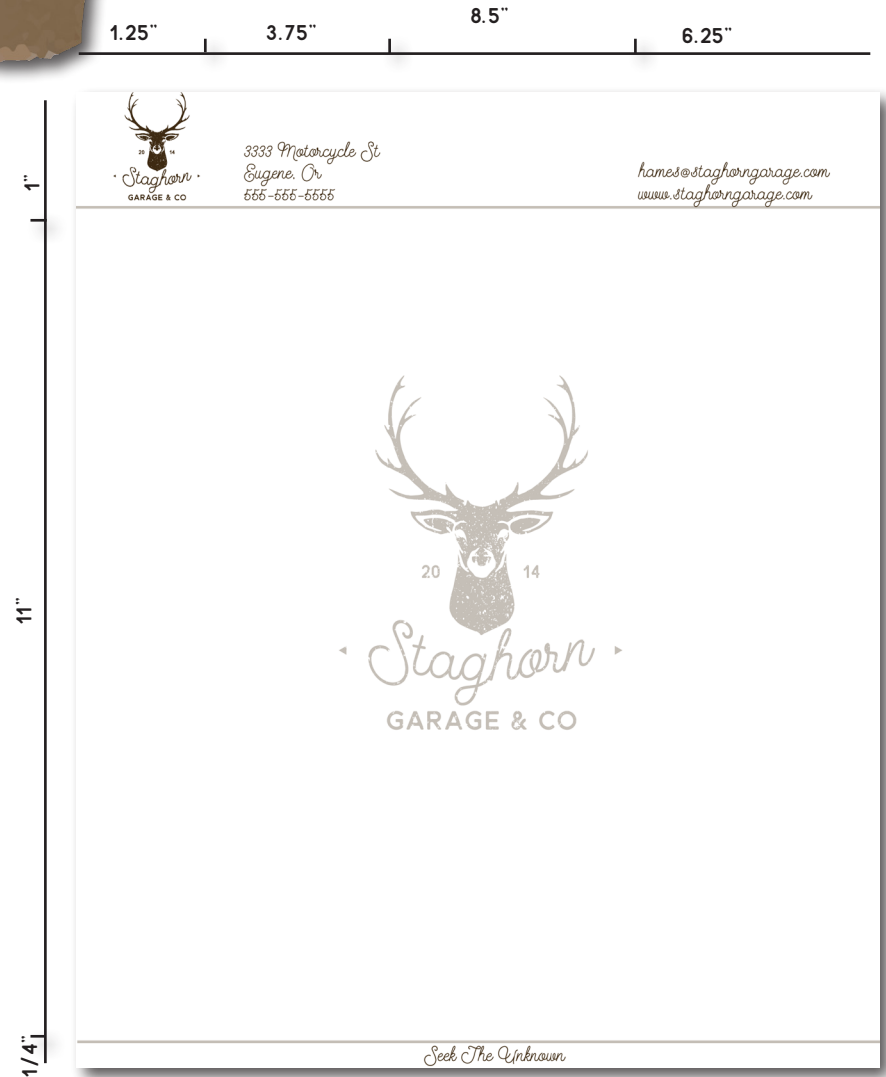
ENVELOPE

STAGHORN GARAGE'S ENVELOPE HAS A SIMPLE CONTRASTING LINE WITH THE WEB ADDRESS IN THE LOWER LEFT HAND CORNER. WHILE THE ADDRESS AND THE LOGO EXIST IN THE UPPER LEFT HAND CORNER. THE LOGO AND ADDRESS LAY A QUARTER IN A 1/4" FROM THE EDGE OF THE ENVELOPE. THE LINE AND WEBSITE LAY AN 1/8" FROM THE BOTTOM EDGE AND A 1/4" FROM THE LEFT EDGE. THE INFORMATION IS INSET TO ACCOUNT FOR ANY MISTAKES IN PRINTING.



LETTERHEAD

THE LOGO WAS CHOSEN TO BE PLACED IN THE UPPER LEFT CORNER ALONG WITH COMPANY CONTACT INFORMATION. ALSO THE GRAPHIC LOGO WAS PLACED IN THE CENTER AS A WATERMARK, TO CONTINUE BRAND AWARENESS. THE WEB INFORMATION IS PLACED IN THE UPPER RIGHT WITH A LINE BELOW THE HEADER CONTENT SEPARATING THE LETTER CONTENT FROM THE HEADER. ALSO AT THE BOTTOM, A LINE SEPARATES THE BODY OF THE CONTENT FROM THE COMPANIES TAG LINE, "SEEK THE UNKNOWN". THE PAGE READS FROM THE LOGO, THROUGH THE CONTACT INFORMATION, TO THE CONTENT/ WATERMARK, AND FINALLY TO THE TAG LINE. ALL OF THESE ELEMENTS WORK TOGETHER TO CREATE A LETTERHEAD THAT MATCHES THE THEME OF THE OTHER COLLATERAL.



STAGHORN TSHIRT



THE T-SHIRT IS THE BASIC STAGHORN BRAND SHIRT. THIS SHIRT IS ONE OF THE STORE'S TOP SELLING SHIRTS. THE GRAPHIC LOGO SITS IN THE CENTER OF EVERY SHIRT NO MATTER THE SIZE. THE SHIRT IS AN EXTENSION OF THE OTHER BUSINESS COLLATERAL.

DISPLAY AD

THE DISPLAY AD DESIGN IS INTENDED FOR USE IN NEWSPAPERS OR MAGAZINES, AS A 1/4 TO 1/2 PAGE. THE AD CAN BE EITHER SIZE BECAUSE IT CAN BE RESIZED AND CROPPED EASILY. THE SIZE OF THE AD TO THE RIGHT IS 6.75" X 5." THE HORIZONTAL 1/4-PAGE AD WAS CHOSEN TO CONTRAST THE POSTER DESIGN, WHILE DELIVERING THE LOGO AND COMPANY TAG LINE. THE AD READS FROM "SEEK THE UNKNOWN", TO THE ROAD, AND FINALLY TO THE LOGO. THE TAG LINE AND PICTURE INSPIRES ADVENTURE, AND TO FIND THIS ADVENTURE YOU NEED TO VISIT STAGHORN GARAGE.



11"

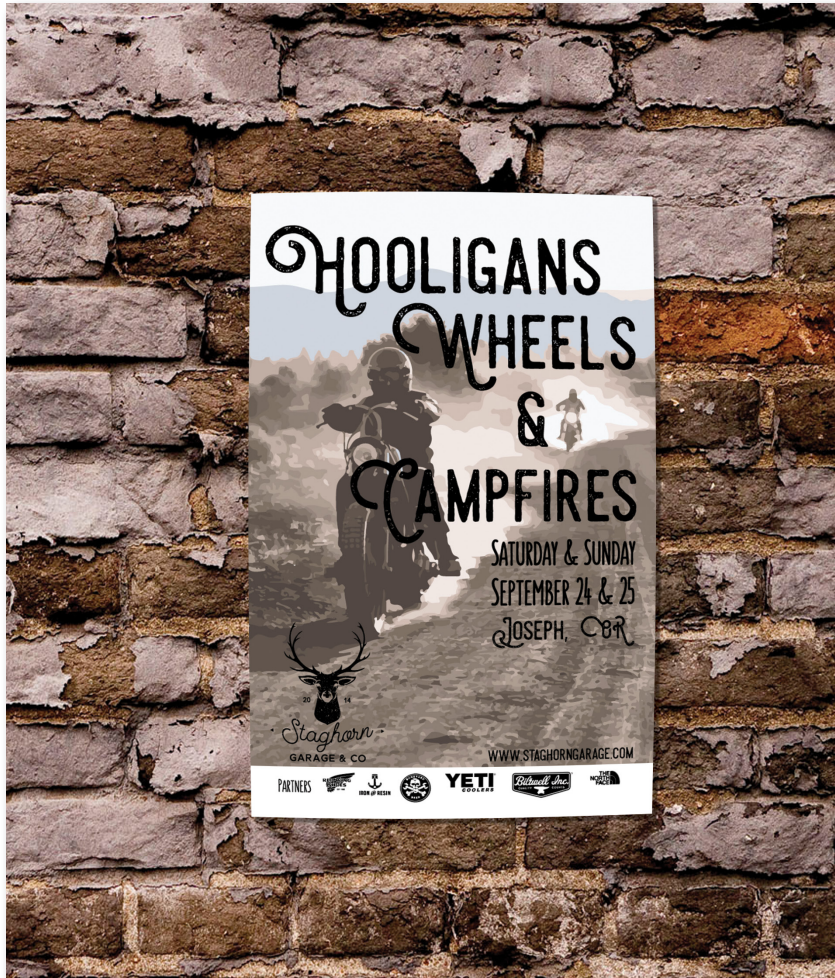
17"



POSTER

EVENT POSTERS FOR STAGHORN GARAGE ARE DESIGNED TO BE DISPLAYED AS A TABLOID, OR 11"X17". THIS EVENT POSTER CONFORMS WITH THE GRAPHIC STANDARDS OF STAGHORN, BY UTILIZING THE LOGO, VINTAGE FEEL, AND THE FONTS FROM THE COMPANY TYPOGRAPHY. THE COLORS ARE IN THE FAMILY OF 3 IN DIFFERENT OPACITIES. AN ADDITIONAL FONT, STEELWORKS VINTAGE, WAS USED TO CREATE CONTRAST IN THE EVENT TITLE AND LOCATION. ALSO, SUNN FONT WAS USED TO ADD ADDITIONAL CONTRAST FOR THE DAYS AND DATE.

APPENDIX



THE APPENDIX INCLUDES ADDITIONAL MARKETING COLLATERAL.



APPENDIX



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