

Graphic Standards

LADY
BLUNTT



by Nathaniel Morgan
AAD 610 Fall 2014

Table of Content

PAGE

| | |
|----|------------------|
| 2 | Table of Content |
| 3 | Introduction |
| 4 | Glossary |
| 5 | Logo & Logotype |
| 6 | Use of Space |
| 7 | Colors |
| 8 | Typography |
| 9 | Business Card |
| 10 | Envelope |
| 11 | Letterhead |
| 12 | Collateral |
| 13 | Display Ad |
| 14 | Poster |





Introduction

Lady Bluntt is a Jazz Band from Bend, Oregon. The organization was founded in 2012, and in a few years has become one of the most important organizations of its kind in Central Oregon.

The organization is focused in delivering good quality services, jazz performances, the simplest way, through good music. From this rationality comes the idea for the logo and other visual elements of the organization, good quality delivered through simplicity and minimalism.

Glossary

- 1- Alignment: The placement of images and other components in a presentation so that they are lined up along an axis, borders, common center, or other predetermined measurements
- 2- Collateral: Additional or secondary elements of a group that descended from same stock but from a different style or use.
- 3- Focal Point: Main element in a composition, purposely placed to attract the attention of viewers.
- 4- Logotype: Logo and characters that go with it.
- 5- Negative/Positive Space: Positive elements are on the surface of image, negative space on the background. Negative space can be the white or empty space between objects of a composition.
- 6- Proximity: The placement of Elements in relation to each other in a single composition.
- 7- Repetition: Duplication of elements in a composition, placed in order to strengthen the visual presentation.
- 8- Texture: The look and feel of a surface, adds richness and dimensions to compositions, emphasizing or suggesting moods or feelings in the viewer.
- 9- Typography: Style and Appearance of printed characters.
- 10- Watermark: A faint design made in paper, which is visible when paper is held against the light.





Logo and Logotype

The logo was designed to deliver a clear message about the organization, through a few elements, simple colors, and a balanced simplicity.

The Logotype LB was created with the Modern No. 20 Font.

The reason for selecting this font was the strong and classical old style look of the font, which gives the logotype a powerful character.

Modern No. 20 Examples:

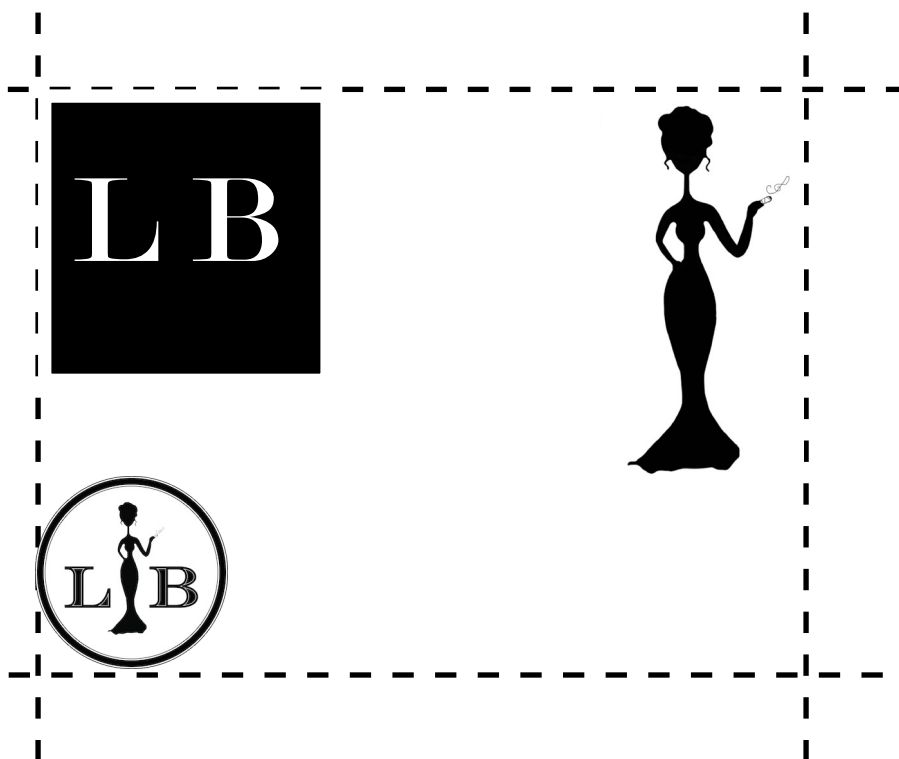
ABCLB - abclb - 12345

Lady Bluntt Logo & Logotype



U *se of Space*

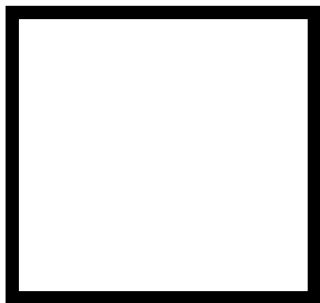
Most of the image is created by the use of negative space, which is white, creating a simplicity and clearness to the logo, which can be use almost everywhere, even with a transparent background. The fact that the main logo is circular makes it perfect for different uses, like drum heads or stickers. Also the fact that the elements of the logo can be separated, makes Lady Bluntt brand very versatile as shown in the different corners of this booklet.



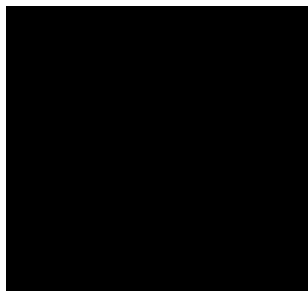


Colors

Color was probably one of the most important elements in the logo; the colors were purposely selected to demonstrate simplicity, classiness, and good quality. The colors selected were Black and White, and they can be inverted or reversed depending on the necessities of the organization, printing or background accommodations, and it can also change colors depending on the occasion and services the organization is providing.



C - 0%
M - 0%
Y - 0%
K - 0%



C - 0%
M - 0%
Y - 0%
K - 100%

T

ypography

The Typography selected by Lady Bluntt for all other documents and Collaterals, other than the Logotype, was Malayalam. The main reason was that this font looks uneven and softer than all of the other visual elements used to symbolize the organization, contrasting and balancing all of the elements in the compositions.

Typography Used in Logotype: Modern No. 20

L B

Examples

abcdefg - ABCDEFG - 1234567

Typography Used in Collaterals Malayalam

L B

Examples

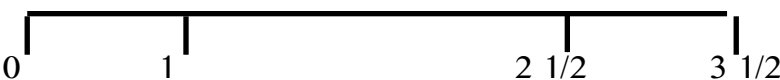
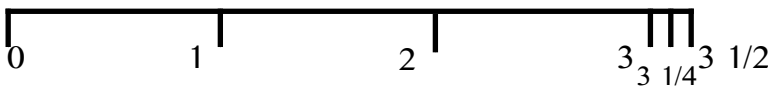
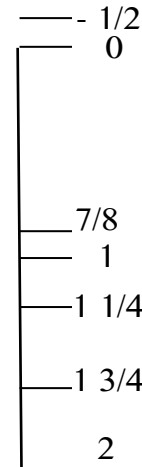
abcdefg - ABCDEFG - 1234567





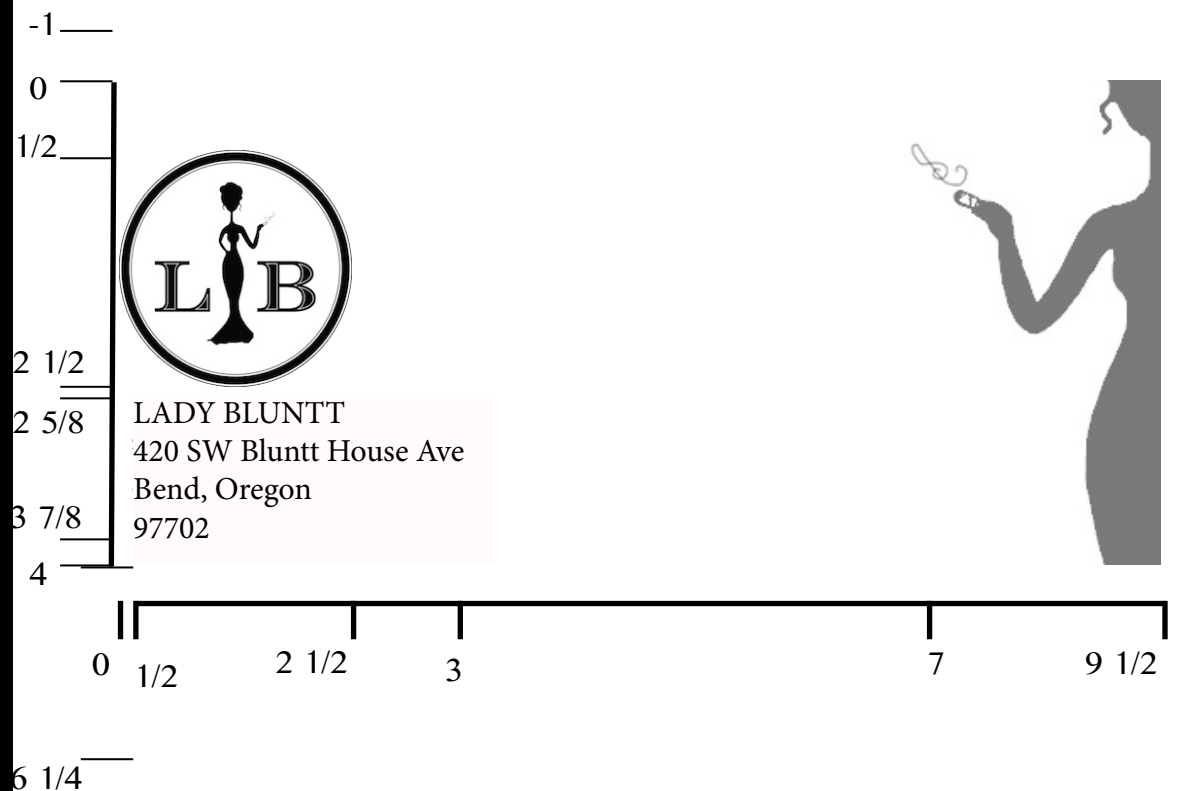
Business Card

Lady Bluntt's Business Card maintains the black and white colors, and is mostly black with a few visual elements and basic contact information in color white. It was designed to have a clear view of the logo in the back. In the front, we placed the lady holding a blunt cigar, with the most relevant contact information to the organization, all of which gives the card a simple and clear look.



Envelope

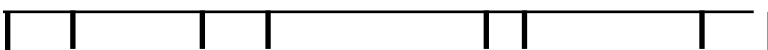
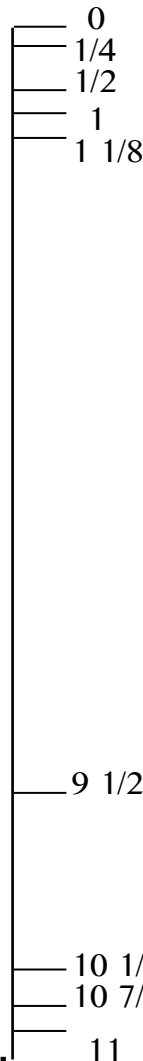
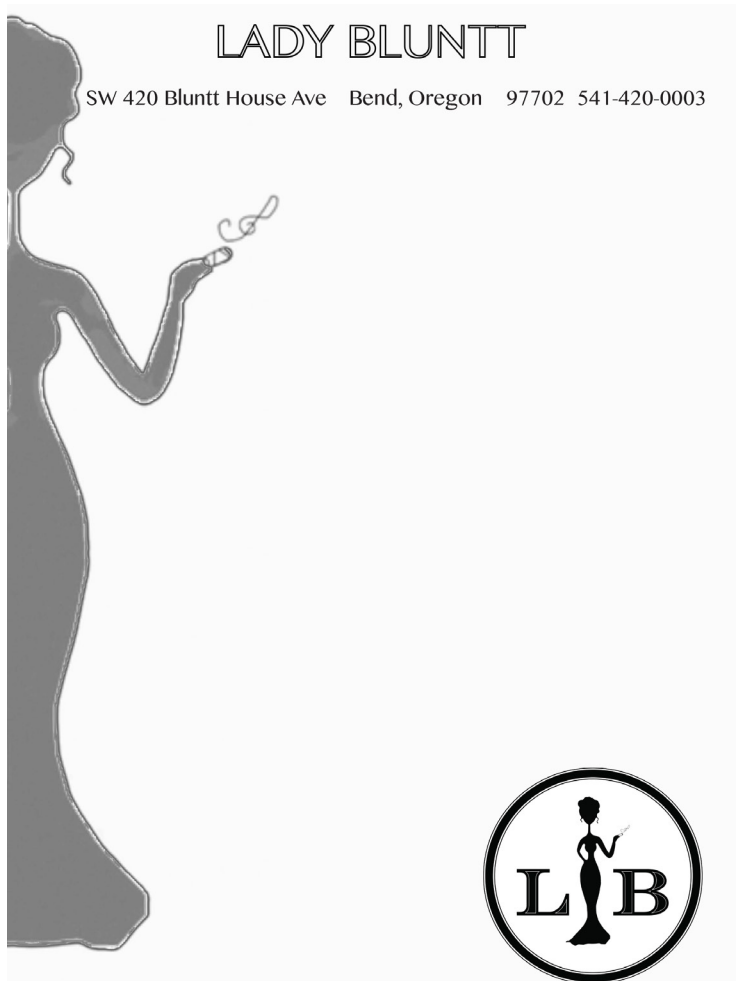
The envelope contains Lady Bluntt's Logo and address information of the organization, on the right side. To the left, I added the inverted image of Lady Bluntt as a watermark, just to achieve duplicity of the logo.





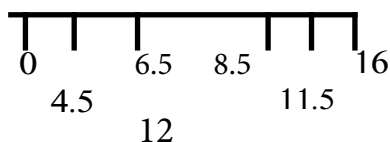
Letterhead

Lady Bluntt's Letterhead contains the contact information at the top center of the page, and the logo is at the bottom left side of the page. The watermark of Lady Bluntt is placed along the right side of the page, to attain duplicity by repetition with the logo.



Collateral

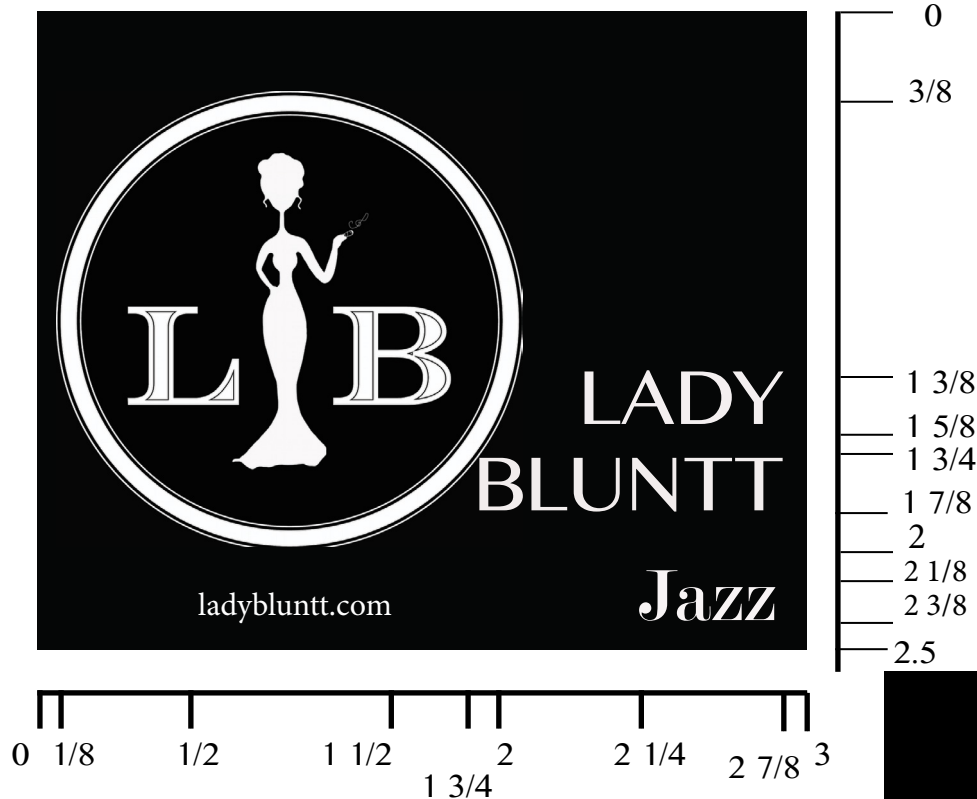
Lady Bluntt's 4th Piece is a Black T-Shirt, with long white sleeves; the lady from Lady Bluntt's logo in white is aligned in the middle of the black portion of the shirt, with the name of the band underneath it. Very simple design, but is very attractive for customers, and also is a great way of publicity for the organization.





Display Ad

Lady Bluntt's Display Ad is very simple; a black background with the logo in white, the name of the band in white, and underneath it all the word Jazz, to give a clear understanding of what the organization is about, without giving too much information, or overloading the readers. All is wrapped by the web address that links customers to the rest of the information online. LB's Display Ad is very simple and informative of the focus and services of the organization.



Poster

Lady Bluntt's Poster was designed to impress, be informative, attractive, inviting, and dramatic, but retaining the simplicity of other pieces. This is why the colors are still black and white. The focal point is the lady, in black, right in the middle of the composition, attracting the view, and attracting people since she stands on an empty theater with a big LB to her side giving the organizations initials. There is also plenty of room to put additional information as contact information, venue, dates, sponsors, etc. Finally, the background can be changed depending on the occasion.



LIVE @ The Oxford Bend
For More Details go to: ladybluntt.com Buy Your Tickets at ticketmaster.com

