

Graphic Standards

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Fall Term 2016

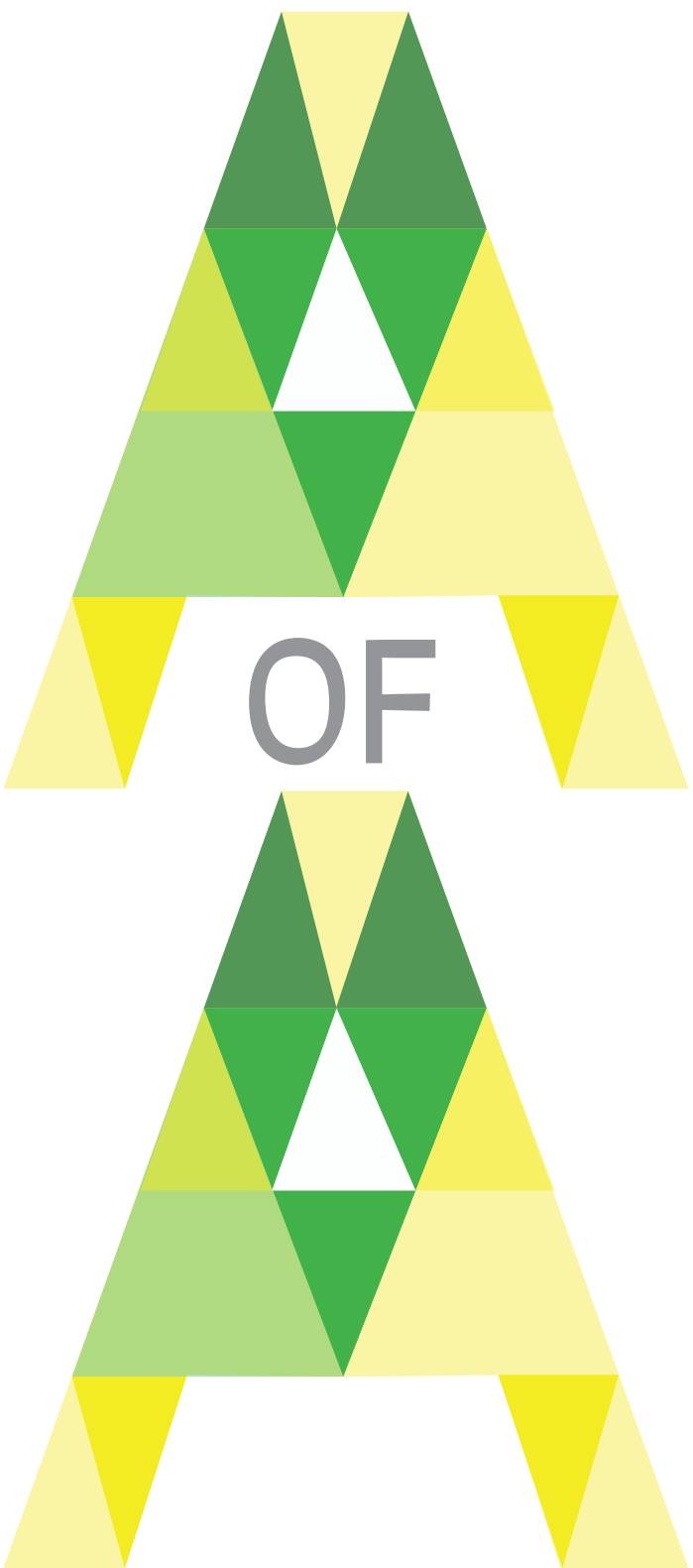


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Introduction

"The Art of the Athlete program transforms lives of youth and university students through art and forges meaningful connections for students with their peers, community, and family. A of A develops and prepares youth with 21st century skills that transcend beyond high school and college and prepare them to be better citizens and competitive in the workplace."

The Art of the Athlete program started as a two week workshop part of the University of Oregon's Arts Administration Department taught by Lisa-Abia Smith in partnership with the Jordan Schnitzer Museum of Art and the John E. Jaqua Academic Center. This was a workshop offered to University of Oregon Athletes to help them explore themes such as race, identity, culture, and heritage through art.

The program has continued on as the summer workshop with athletes from sports such as football, women's soccer, women's basketball, men's basketball, acrobatics and tumbling, volleyball, and women's golf. They create art as part of the two week workshop, then the art is displayed in a term long exhibition at the Jordan Schnitzer Museum of Art. Other outreach programs are done with Art of the Athlete participants throughout the year including art making with children with disabilities.

Looking ahead the program is looking to expand, potentially to other colleges, and potentially to the highschool or middleschool level. There are potential for mentoring opportunities for both new participants and past participants, and curriculum is being rewritten to be geared towards varying grade levels.



Glossary

Application- The uses of a design or logo.

Baseline- The bottom line on which letters sit

Collateral- An object in which a brand is placed on for promotional purposes

Condensed- A smaller version of the logo, taking certain elements out to stand alone

Crossbar- The connecting line in the middle of the letter "A"

Focus- Where the viewer is or should be drawn to, or the main idea of a design

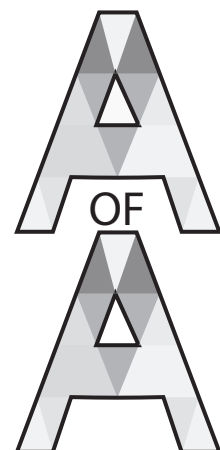
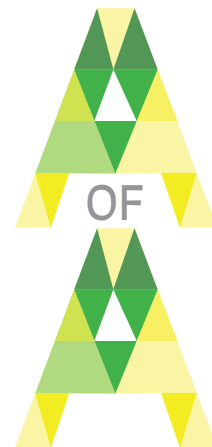
Letterhead- The stationary that business letters and notices will be printed on

Logo- A design that is meant to represent a brand, person, company, program, or organization.



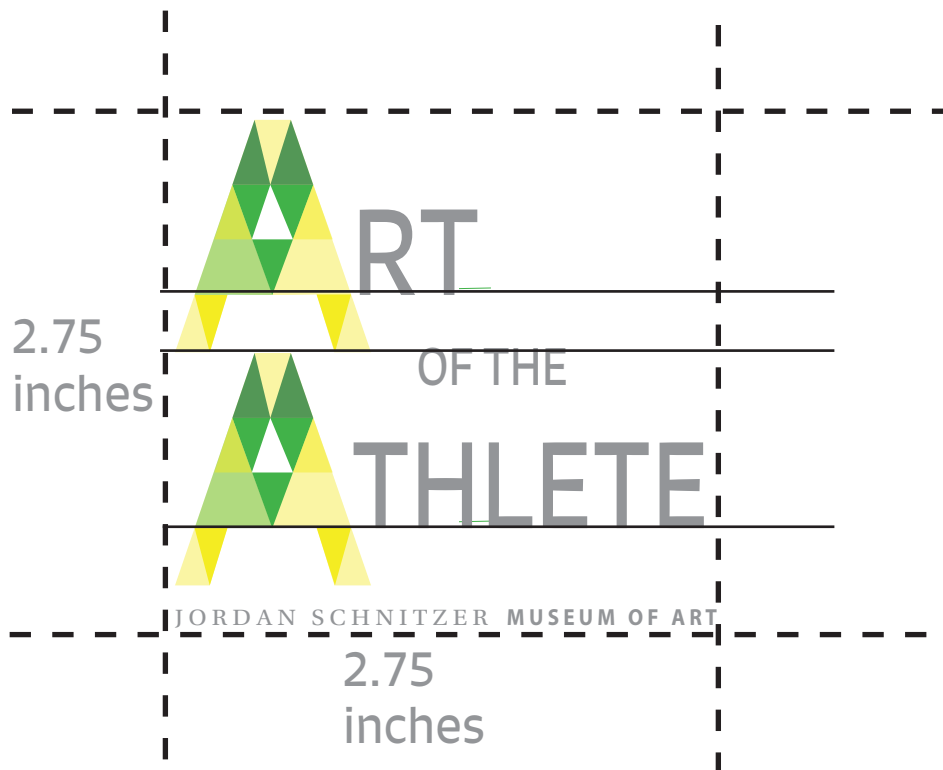
Logo and Logotype

The Art of the Athlete Logo has six total forms, four being pictured, the fifth and sixth being the left side logos without the words "Jordan Schnitzer Museum of Art". The logos will vary based on application. The left logo is the full logo with all elements, the right are the condensed logos. The bottom logos will be used for collateral or print material that must be printed in grayscale, and the top logos are the logos to be printed in materials using CMYK color. A singular "A" can be taken out for special uses as well, this element is used specifically on the business cards.



Use of Space

The logo is designed in a 2.75" by 2.75" square. The main logo incorporates the logo of the Jordan Schnitzer Museum as well, placed at the bottom. This is an optional element based on the application. The "A" elements are placed on top of each other with the bottom A's tops being in line with the feet of the top A. The baseline of "RT" and "THLETE" are in line with the crossbars of the A's. "OF THE" is also in line with the feet of the top A and the top of the bottom A.



Color

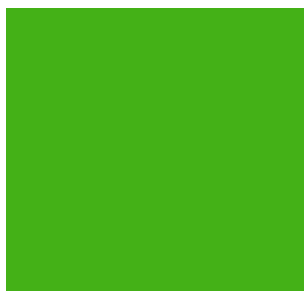
The Art of the Athlete logo has a number of colors within it. The colors were meant to be similar but not exact to the University of Oregon itself. This is to keep the connection between the University and the program, but not limit it from expansion. The logo uses two types of green, two types of yellow, and a gray as an accent which is mainly used for text.



C = 89%
M = 29%
Y = 100%
K = 17%



C = 2%
M = 0%
Y = 45%
K = 0%



C = 74%
M = 3%
Y = 100%
K = 0%



C = 0%
M = 0%
Y = 0%
K = 50%



C = 6%
M = 0%
Y = 94%
K = 0%



Typography

Signo is the main font of the logo, being that of "Art of the Athlete" and Melior and Kievet Pro being the University of Oregon's standard type for the "Jordan Schnitzer Museum of Art". Signo was used for its sleek and simple look. The sleek and simple idea stems from ideals that the University of Oregon takes in designing things like uniforms and posters for its athletic teams. This also is about forward thinking, which the program aims to be.

Signo

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Melior

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Kievet Pro

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Business Card

The business card has the simple logo on the back, and the "A" taken out of the logo for the front. The A is accompanied by the information of the employee including: name, position title, email, and phone number. The logo on the back is .125 inches from the top and the bottom, and centered on the card. The A on the front is .25 inches from the top and the bottom of the card, and .125 inches from the left. The text is in the standard gray centered in relation to the "A".

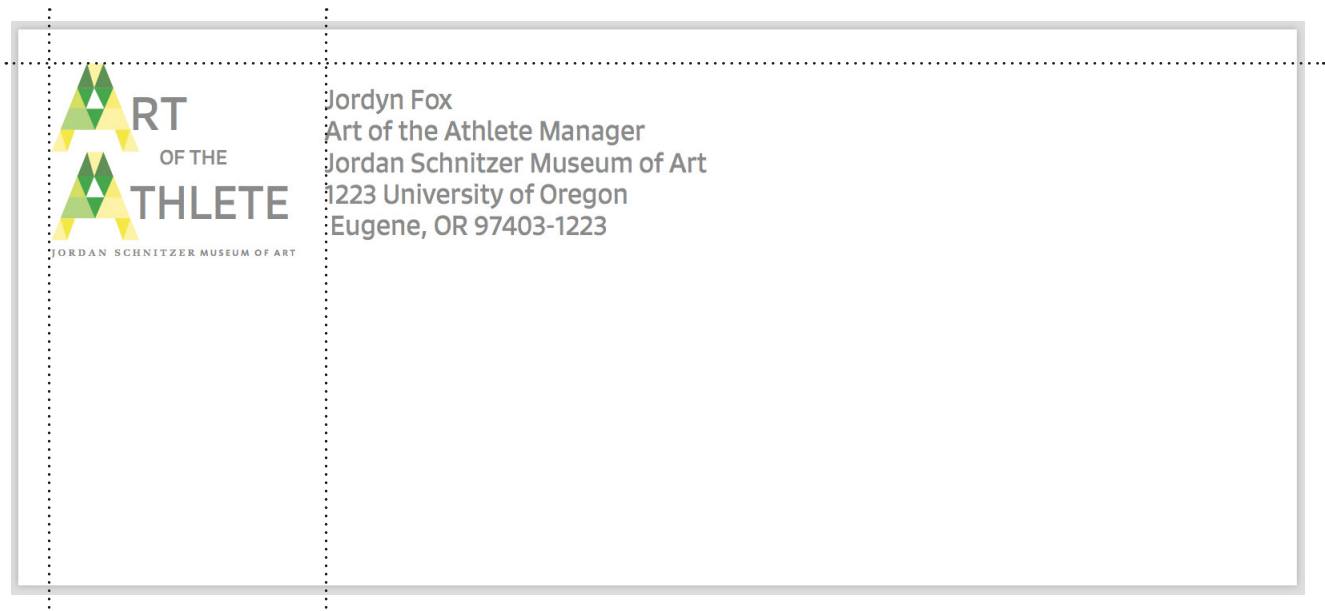


Envelope

The envelope is meant to be a simple design. The envelope includes the logo at the top left corner of the envelope with the return address to the right. The logo is .25 inches in from the top and the side, and the text is 2.25 inches from the left, and centered top to bottom in relationship to the logo. The text is in the standard gray matching the logo.

.25 inches

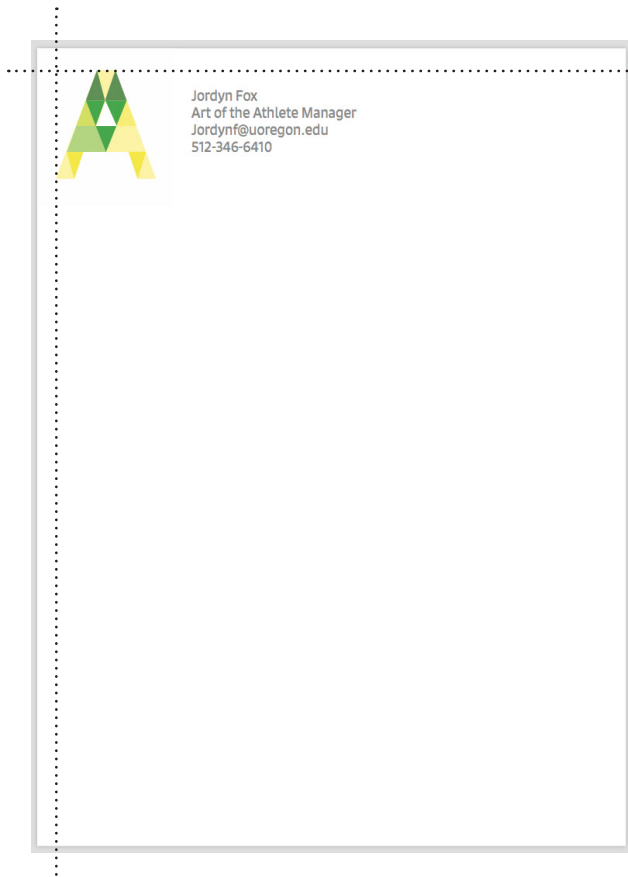
2.25 inches



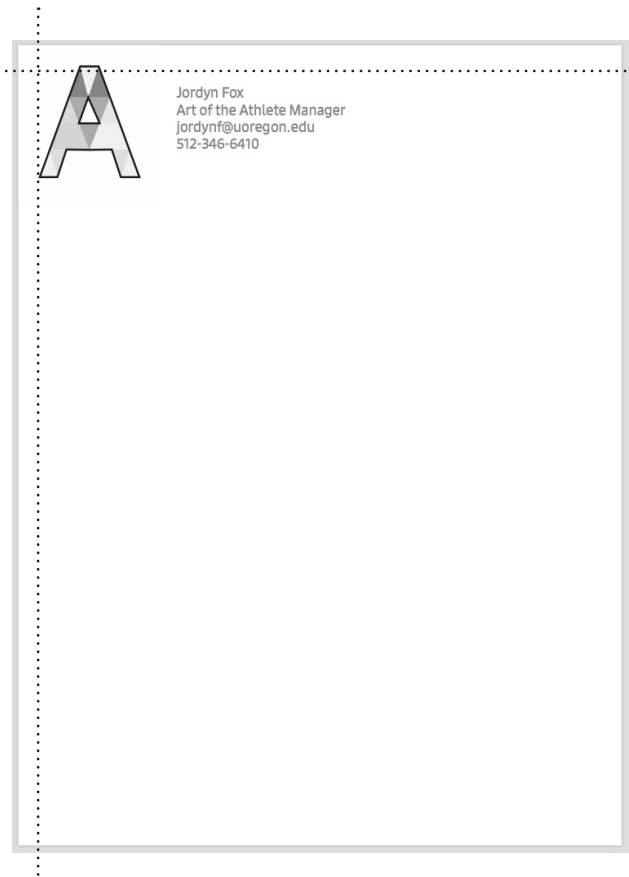
Letterhead

The letterhead similar to the envelope is meant to have a simple sleek design. The letterhead utilizes the simplified "A" that is used on the business card. There are two versions of the letterhead, one in color and one in grayscale. The grayscale logo is different, including the outline, so the color version can not just be printed in black and white, the grayscale logo must be used when the intention is to print in black and white. The "A" of the logo is .25 inches from the top and the left of the page. The text is in the standard gray and centered top to bottom in relation to the "A". The information includes: name, position, email, and phone number as the business card does.

.25 inches



.25 inches



Mug

The mug is white, with a double sided design. One side features the original color Art of the Athlete logo, while the other has the condensed color logo. Each of the logos are centered on either side. This is meant to show the whole logo, but then have viewers connect it to the condensed logo which is used in other applications, making it recognizable.



Display Ad

The display ad is a 2.25 inch by 10.25 inch newspaper ad which is 1/6th of a page side to side. The display ad uses a work that was created as part of the Art of the Athlete program in the past, putting the focus on the art. The piece was picked specifically for its verticality which fit the ad space. The image was converted to grayscale, and the grayscale version of the logo is used. The text is black instead of the standard gray because of the use of grayscale elsewhere in the design.



OPENING RECEPTION
WEDNESDAY, OCTOBER 12
6:30-8:30 PM
JORDAN SCHNITZER
MUSEUM OF ART



Poster

The poster highlights a painting that was created as part of the Art of the Athlete workshop this past summer. The painting and the art is the main focus of the poster and should draw attention. The black and white version of the logo was used for clarity. White gradient is also used to aid in clarity around the edges. Text is simple displaying the minimum amount of information about the events pertaining to the program.

