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Graphic Standards

Josh Francis - Fall 2014

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Introduction

Prince Pückler's is the most well-known ice cream shop in Eugene and has been in existence in the community for almost 40 years. Its cold treats are the epitome of the creamy homemade goodness that draws everyone from college students and suburban families to US Senator Ron Wyden and even President Barack Obama. It boasts a large variety of flavors including fresh banana, Oregon bing cherry, and eight different chocolate ice creams as well as shakes and sundaes.

I lived across the street from Prince Pückler's for a year and their logo drove me mad. It was bulky, dated, and awkward and didn't show the fun and near-universal appeal that ice cream offers for everyone. Though their brand identity is not yet pervasive in Eugene (unlike their ice cream), this set of graphic standards presents a rebrand of their logo and how it would translate to the various collateral that they would use to spread the word about their product.

Glossary

CMYK: A Color model used in color printing. It stands for the four inks used: cyan, magenta, yellow, and key (black).

Minimalism: A style that seeks to accomplish a goal using few design elements, often only what is necessary.

Opacity: The level of transparency of a typeface or image.

Radial Gradient: A shift of color or shade that occurs in a circular pattern.

Sans Serif: A typeface that does not have small projecting features (serifs) at the end of letter strokes

Serif: The small line attached to the end of a stroke in a letter or symbol.

Stroke: A line that makes up part or all of a letter or symbol.

Typeface: A set of one or more fonts that contain similar design features.

Watermark: A design or symbol that has a low degree of opacity, sometimes making it only visible when the paper that it's printed on is held up to the light.

The intention of the new logo is twofold: to modernize the Prince Pückler's look while simultaneously maintaining the tradition and history that surrounds the shop. The simple shape of the scoop of ice cream and the cone juxtaposed with the ornate crown portrays that intersection of the modern and the classic. Due to the shape of the cone, a verical type made more sense both for design and for efficient use of space. Finally, the colors harken back to different flavors of ice cream while adding some whimsy and fun to the whole logo.
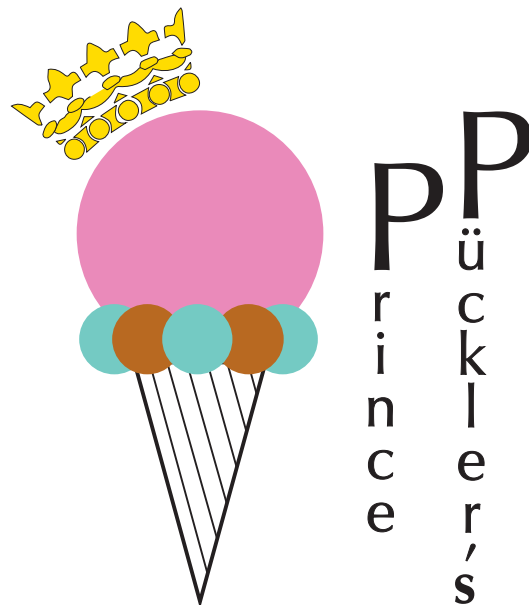
When used, the logo must always remain at least 1/8 of an inch away from other major design elements. Generally, this won't be much of a concern, as Prince Pückler's media will not tend to be too heavy on a large number of different design elements.
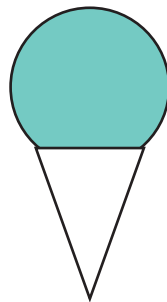
1/8"
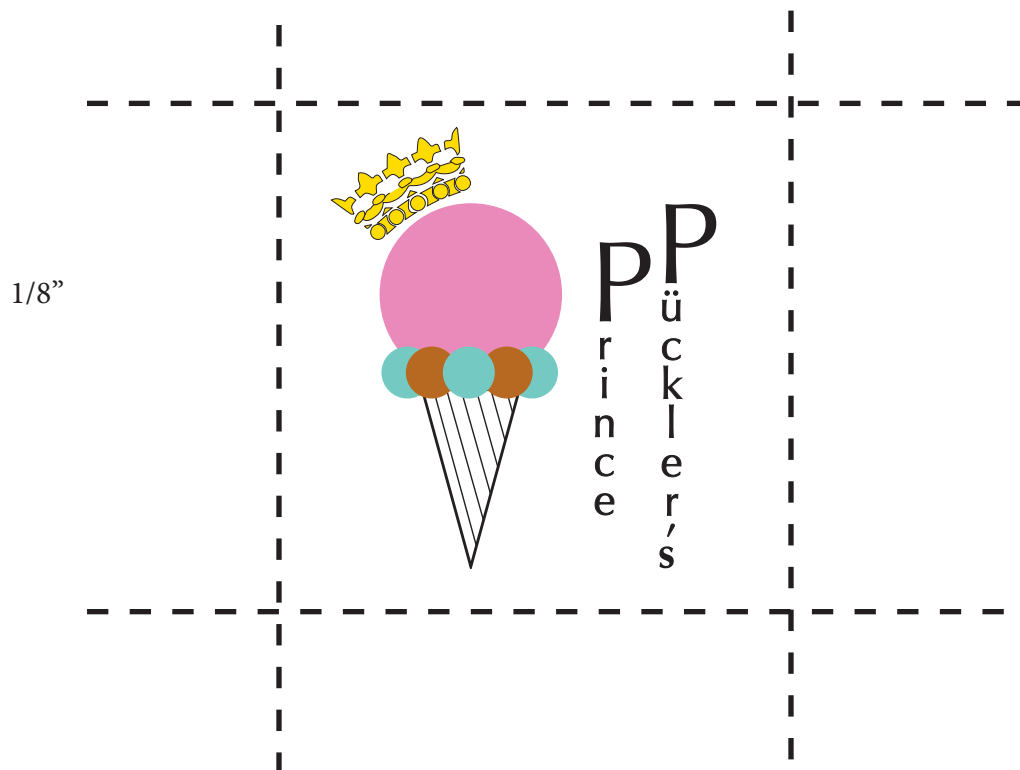
Flavors and Colors

As the colors in the logo are meant to call to mind ice cream flavors, they are best referred to as such. The top row, used for the ice cream in the logo are meant to be more pastel. The bottom row, used for the crown, the line and type, and the cone fill are starker and more vibrant.
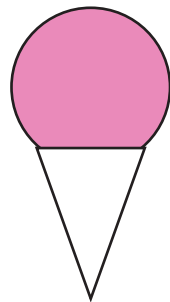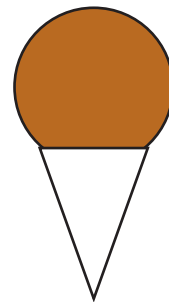
Strawberry Pink

C: 3.92%
M: 57%
Y: 0%
K: 0%
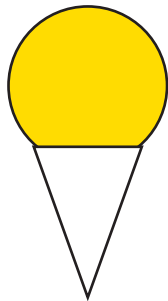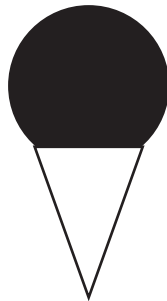
Pistachio Teal

C: 52.16%
M: 0%
Y: 27.84%
K: 0%

Chocolate Mousse

C: 15.29%
M: 61.69%
Y: 100%
K: 15%

Lemon Yellow

C: 0%
M: 10%
Y: 100%
K: 0%

Black Licorice

C: 0%
M: 0%
Y: 0%
K: 100%

Coconut Dream

C: 0%
M: 0%
Y: 0%
K: 0%
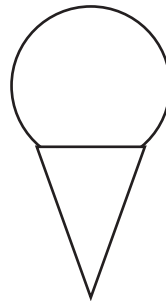
The type that I use for the logo is Optima. I chose this type because it is a strong and clean sans serif that looks modern, yet classy and classic - everything I am aiming for with the logo.

For this packet, I chose Big Caslon, which is to me Optima's serifed analog.

Both fonts should only be used at regular weight: no bold or italics.

Optima
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Big Caslon
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
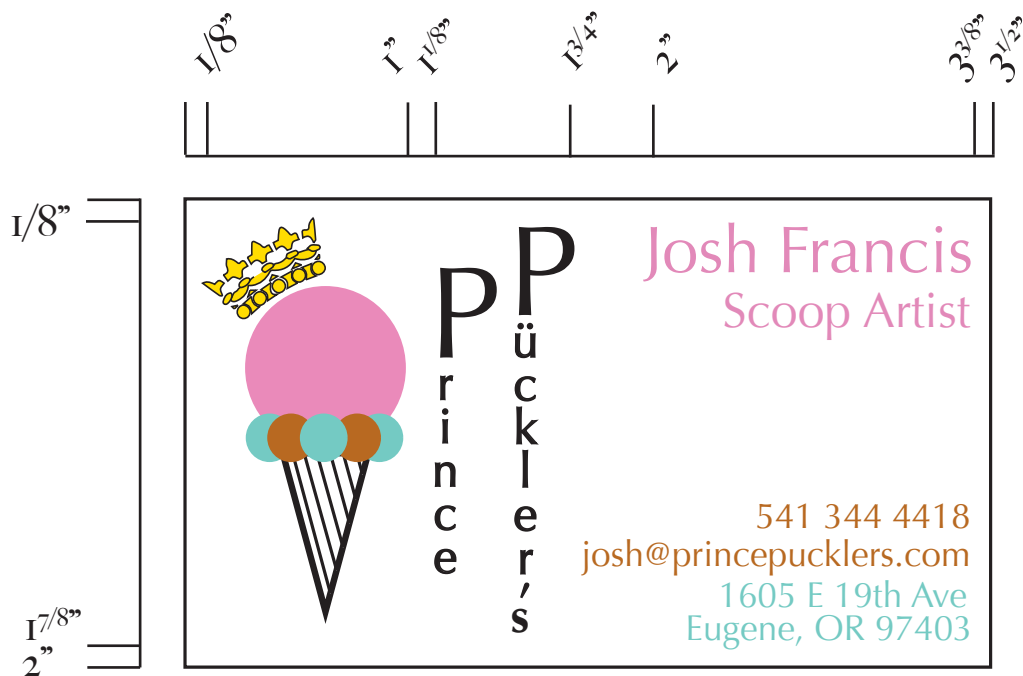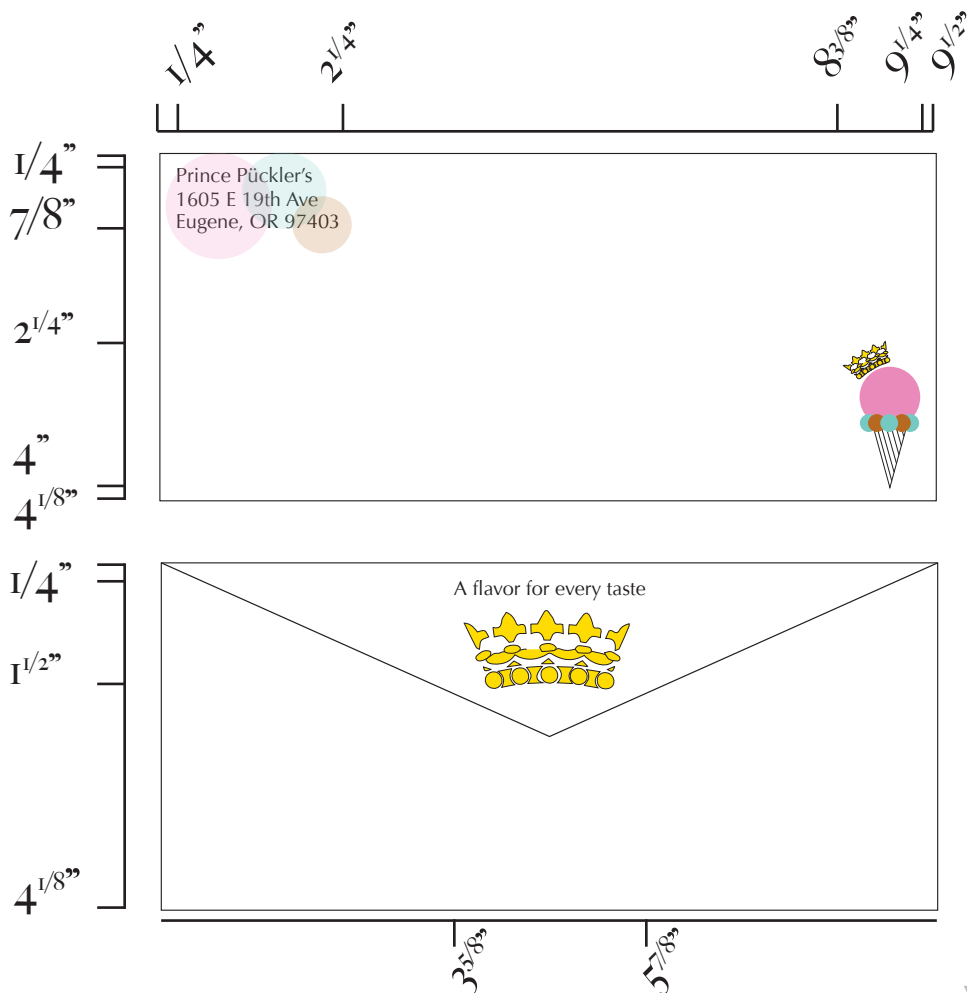
Business Card

With the business card, my intent was to showcase the logo while clearly showing the necessary contact information. I decided that the contact information should reflect the ice cream colors of the logo to maintain the fun that permeates these materials.

Prince Pückler's

Josh Francis
Scoop Artist

541 344 4418
josh@princepucklers.com
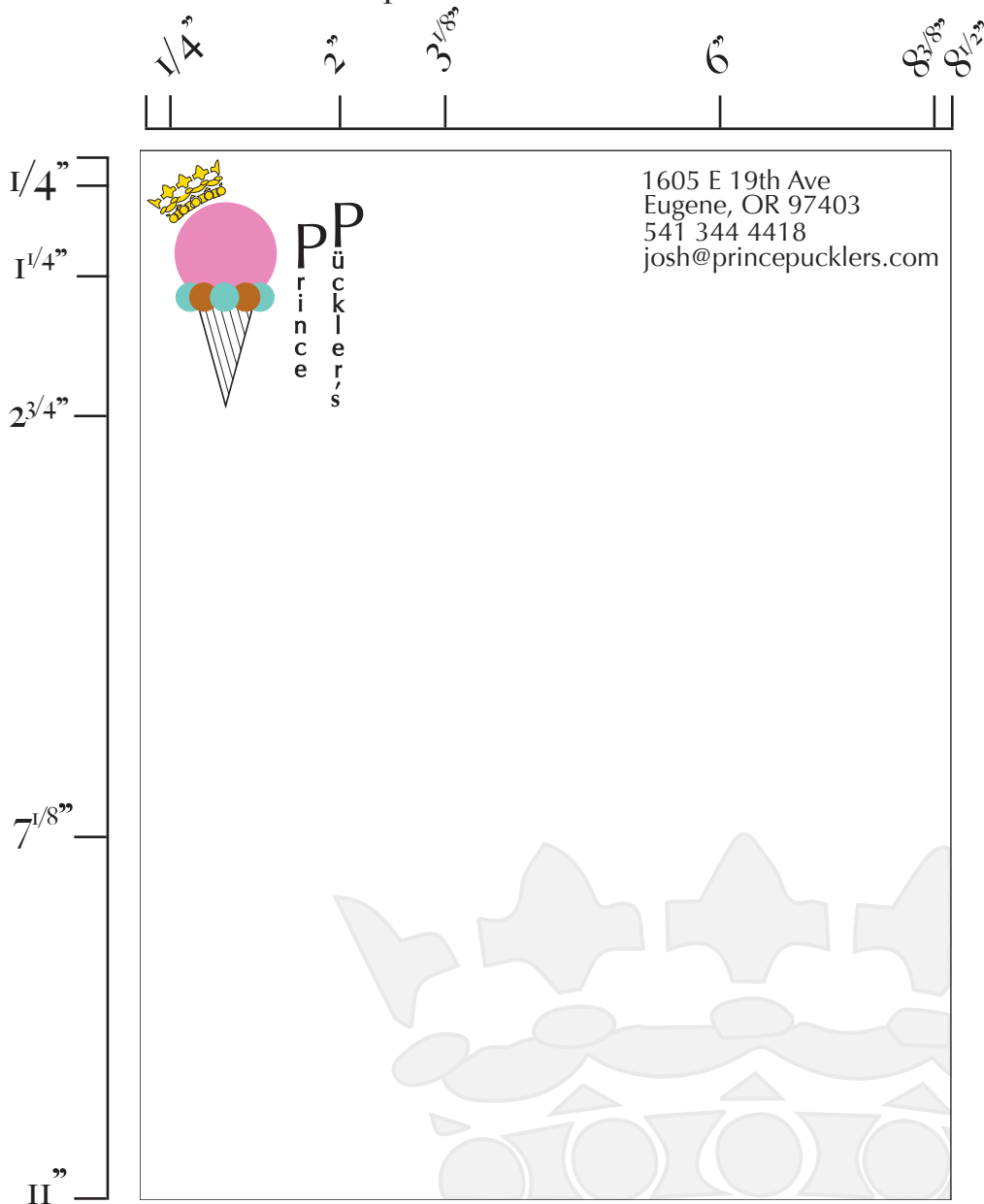1605 E 19th Ave
Eugene, OR 97403

Envelope

I incorporated the most design elements in the envelope. In the top left where the address is, there are transparent circles, the same colors as the ice cream in the logo, which serves as an abstract interpretation of the logo. The logo itself (without the type) appears at the bottom of the envelope to add more visual interest.

The back of the envelope features just the crown and the tagline "A flavor for every taste," which will hopefully both be identified with Prince Pückler's without the rest of the logo.

1/4"   2¼"   8³/₈" 9¹/₄" 9¹/₂"

1/4"
7/8"   Prince Pückler's
        1605 E 19th Ave
        Eugene, OR 97403

2¹/₄"

4"
4¹/₈"

1/4"

1¹/₂"   A flavor for every taste

4¹/₈"

                    3³/₈"   5⁷/₈"

The letterhead is simple with the logo in the top right and the contact info in the top left. There is a watermark of part of the crown at 5% opacity in the bottom right to add interest and tie into the back of the envelope.

1/4"   2"   3 1/8"   6"   8 3/8" 8 1/2"

1/4"
1 1/4"
2 3/4"
7 1/8"
11"

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Prince Pücklers

1605 E 19th Ave
Eugene, OR 97403
541 344 4418
josh@princepucklers.com

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Fourth Piece

The 4th pieces of collateral are the various sized ice cream cups that Prince Pückler's use for those who don't want cones. I used the circles from the ice cream in the logo for the different sizes of cup as the background for the crown. Like the envelope, the idea is the crown can function as a sort of "second logo," separate from the whole logo. If people carry around these cups of ice cream, the crown will begin to be associated with Prince Pückler's.
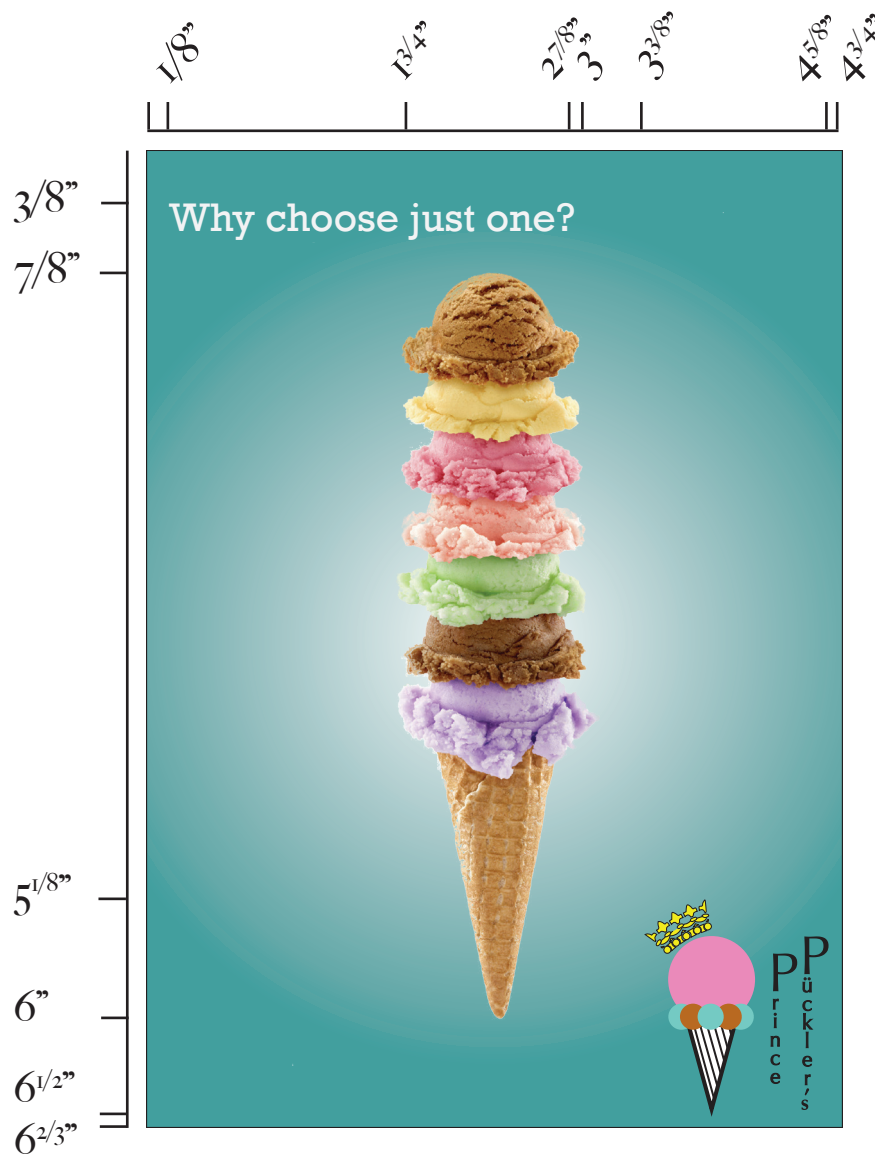
This poster highlights the whole shop as opposed to an indivdual program. The cone and tagline speak for themselves and the main job was choosing a complimentary background color and making a radial gradient to subtly highlight the cone even more. The poster is 11" x 17".

Why choose just one?

Due to the minimalism of the poster, it scaled easily to the display ad size. I based this size off of the Eugene Weekly 1/4 page square (4.75" x 6.667").

A flavor for every taste