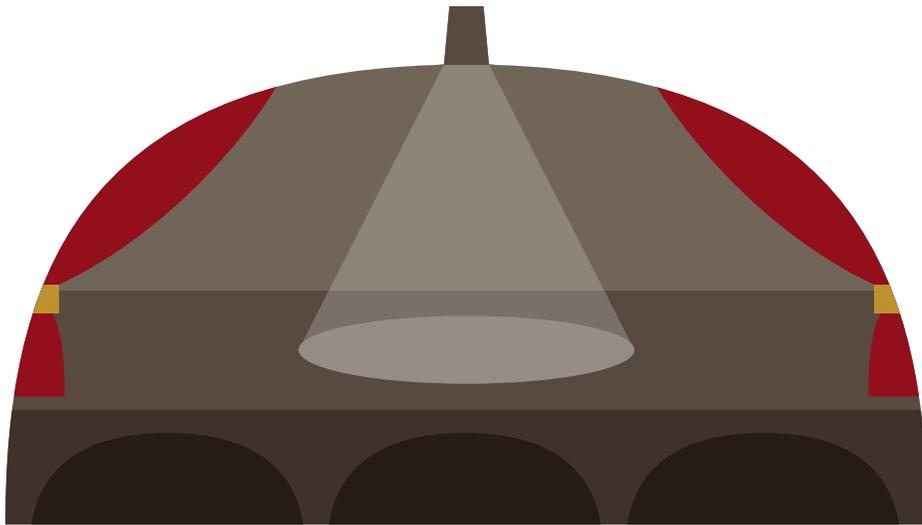


Brave Umbrella Productions

Graphic Standards



BRAVEUMBRELLA

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Introduction

We have chosen to create graphic standards in an effort to keep consistency throughout our promotional materials and our brand.

Brave Umbrella Productions was founded in 2016 by Gabe Carlin, Echo Johnson, David Gallagher, and Juliet Rutter. The concept behind it was to have a theatre for artists and focus on what they wanted to show. As this concept developed, it turned into an artist/community production company whose mission is: "To create bold theatre that excites contemporary artists and audiences. We strive to explore new works, ideas, and ways of approaching old concepts." We are also proud of our efforts to workshop with artists to produce quality scripts and performances. In the future, we are likely to expand our programs to help artists.

Most of our income is through ticket sales and Patreon.

Brave Umbrella produces clever, quality performances that aim to entertain, educate, and open minds. Therefore, the brand must also be clever, quality, entertaining, and mind bending. Much of Brave Umbrella's activities will be digital so the logo will need to be standardized, unique, and versatile.

Glossary

Aesthetic

A set of principles underlying and guiding the work of a piece of art, or style.

Bleed

The instance where elements of the design encroach on the area of the margins.

Collateral

Materials meant to promote an organization that are not explicit forms of advertising.

Logotype

The type related to a logo.

Relativity

A state of dependence on the location of other elements in a design.

Scale

Proportionally based on the relative size of a piece.

Typography

The appearance and style of type.

Logo and Logotype

Grant Thackray designed Brave Umbrella's logo and as Brave Umbrella was describing its preferred design, we decided that it should not explicitly feature an umbrella because the umbrella is simply a metaphor for an overarching, protective structure to house oneself under, like a shield against a sword. We wanted theatre to be the main focus of the logo so that, as we are starting out, people will see our logo and our name and associate it with theatre. However, we did not want the umbrella to be absent from the logo altogether as it is very important to the ideals of this theatre. We also want our logo to be memorable, interesting, artistic, and clever. With all of this in mind our logo was designed as a stage within an umbrella that one may notice if they are paying attention. The backdrop changes in relation to what it is being used for. If the logo is used for a profile picture, it will not feature a backdrop, if it is being used as a background or header, it will feature a backdrop. The color of the backdrop will be either (red) or (dark brown) depending on the useage and what looks best.

The logotype is Stentiga Regular which features a reaching, bold-looking style illustrating our reach toward great art, community, and our audiences. The type is also meant to look modern and unique to appeal to contemporary audiences. In addition to the logotype, our standard type is Roboto. It is a san serif that compliments the modern look of Stentiga Regular without distracting from its unique qualities. Title format should be 36pt normal text, header format is 30pt normal text, and body format is 18pt or 14pt depending on the importance of the words.

Roboto

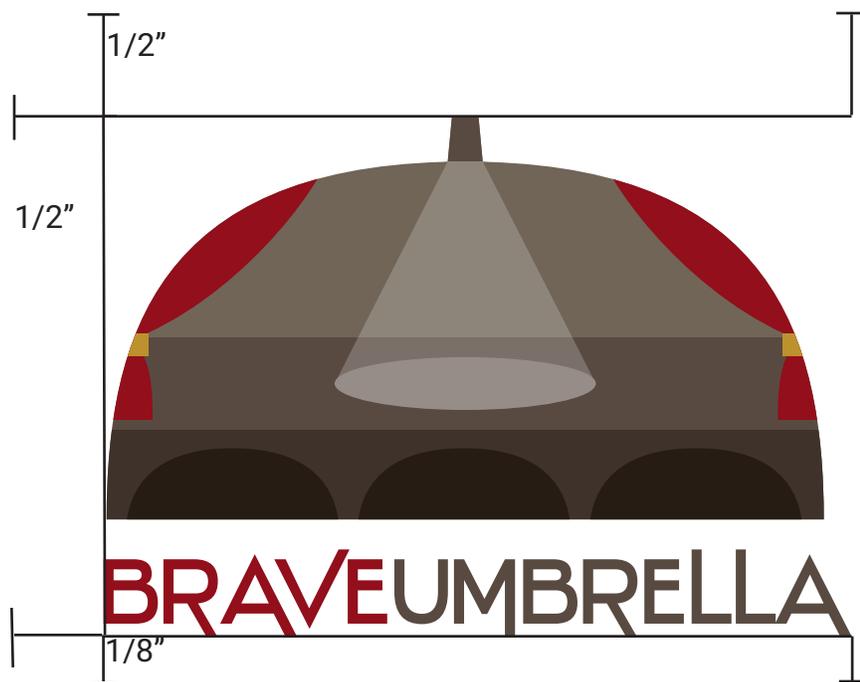
abcdefghijklmnopqrxtyvwxyz

ABCDEFGHIJKLMNQRSTUWXYZ

0123456789

Use of Space

The logo should be $\frac{1}{2}$ " away from margins on any side. It should be $\frac{1}{8}$ " away from standard type meant to illustrate the information under it, such as when it is used on an envelope as part of an address. In any other case that the logo is used in print it should be at least $\frac{1}{2}$ " away from other characters or elements. When used in digital form these same measurements should be used, but to scale of the situation in which it is presented.



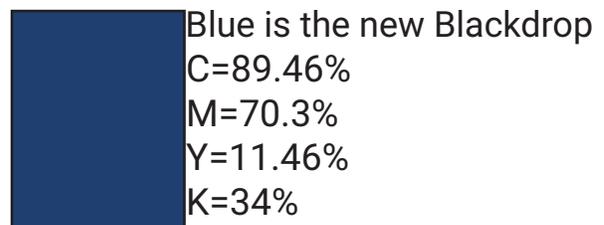
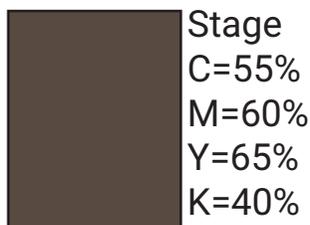
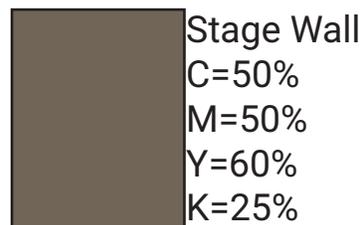
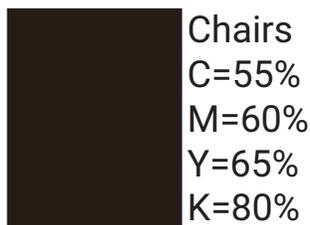
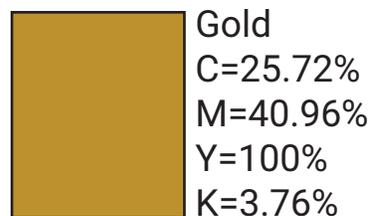
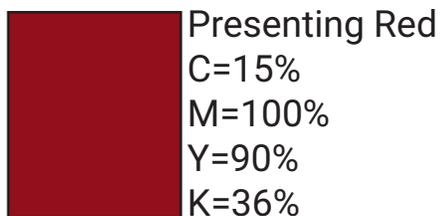
The standard type should have one extra space between the Title and Header texts (same as smaller type). It should also have an extra space (same size as smaller type) between header and body text.

Header

Body

Color

The dull browns are meant to simulate a theater space. The curtains pop as a Presenting Red. The word "Brave" also pops as the Presenting Red. The "Umbrella" is the theatre space so it will emulate the stage itself as Stage Brown. The light effect was made by lightening up the browns by a few shades. Gold is also occasionally used within the graphic standards in case there needs to be emphasis on a word or element, here it is used to hold back the curtains. We also use blue as a backdrop on various pieces to contrast the logo.



Typography

Stentiga Regular is being used as our logo font primarily for the aesthetic. It is reaching, but is also easily oriented in relation to other elements within a design. This type is a San Sarif that is indicative of modern types, but it is also reaching while being easily manipulated in relation to other elements of any design it is apart of.

Roboto Regular is being used to complement the logo text while also looking professional. It is used for all documents, creating uniformity throughout. Showing that a piece of text is more important, or should be the title, header, etc. is as simple as increasing its size per the predisclosed guidelines. This font is also useful because the spacing of the letters allow it to easily be read while not taking up too much space. Once again, San Sarif fonts are indicative of the present and a principle part of our mission is to be relevent to our audiences and artists.

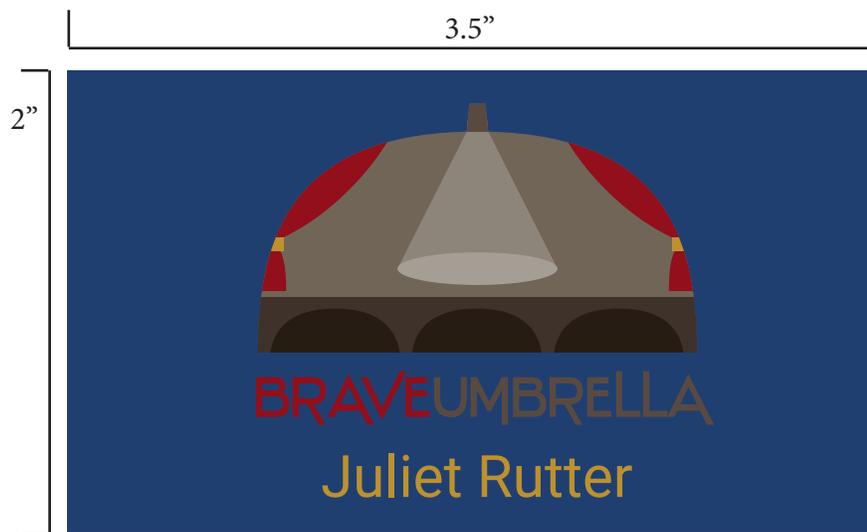
Roboto Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

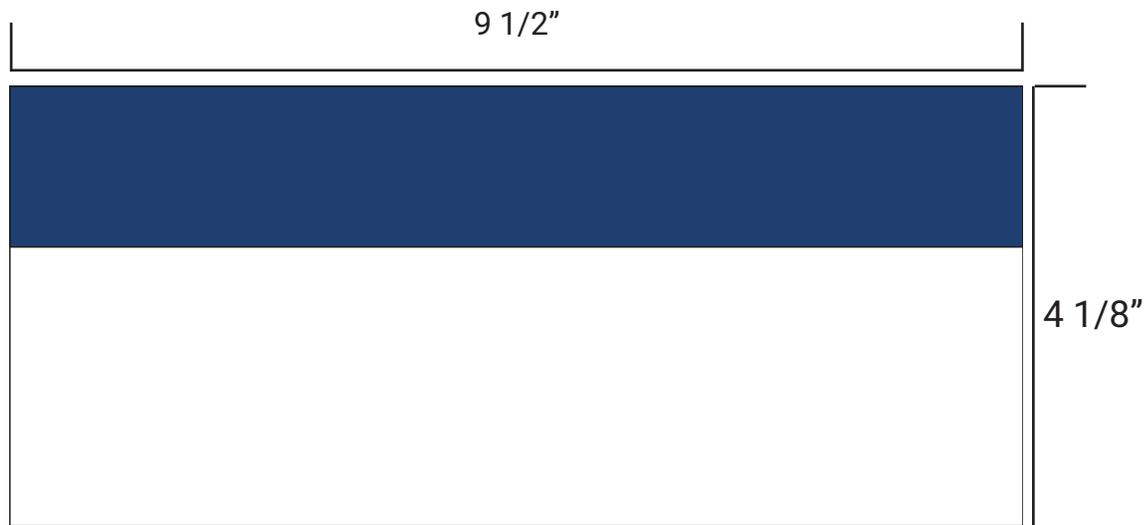
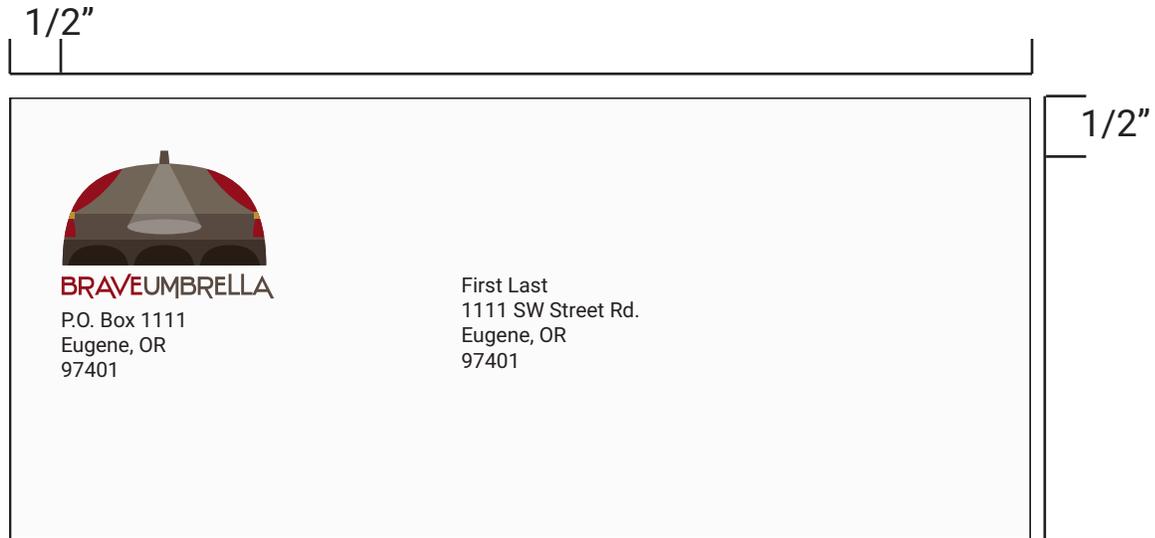
Business Card

Our business cards are two-sided. One side has the logo against the blue is the new backdrop with the name of the cardholder in gold. The other side has the contact information of the cardholder as well as the website and Brave Umbrella social media pages (to be added later).



Envelope

Our envelope is simple as we do not expect to be using many of them. Most of our communications will be by digital means. However, the envelope flap will be the blue is the new backdrop to add a bit of flare. Our logo will also be there to add a bit of style to the envelope.



Letter Head

Similarly to our envelope, our letter head is fairly simple as we do not use paper often. The logo is 1/2" away from the edge of the edge of the paper. The lettering under the logo is 1/8" away from the logo. The letter itself is 1/4" away from the logo and 1" away from the upper edge of the paper.



BRAVEUMBRELLA
P.O. Box 1111
Eugene, OR
97401

Dear Person of Interest,

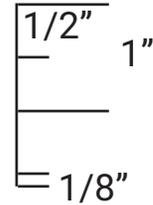
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Sincerely,
Brave Umbrella



Baseball Cap

We chose a baseball cap for this example in order to showcase the curvature of the logo. The hats themselves could come in black, white, or our blue is the new blackdrop. The logo has margins of an inch all around it except for the bottom side. It has a 1/4" margin.



Display Ad

The main things to understand about display ads or posters is that there will be a photo of the production behind all of the text, there will be a bleed to the end of the page, and everything should be able to be seen as black and white. Additionally, there should be a QR code sending anyone who follows it to our Patreon page or Facebook page depending on the purpose of the advertisement.



BRAVEUMBRELLA

To Own a Dali'

Available on:
www.patreon.com/brave_umbrella



Poster



BRAVEUMBRELLA
Presents

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