

graphic standards

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INTRODUCTION

Mission

SteamPlant Arts provides a multidisciplinary arts facility in which artists, makers and visionaries can congregate to create, collaborate, experiment and dream. SteamPlant Arts aims to assimilate into the urban and cultural fabric of Eugene as a hub for community members and artists to interact and engage in creative processes.

Background

SteamPlant Arts is a multidisciplinary arts facility in Eugene, Oregon that was founded in 2010. Development of the old Eugene Water and Electric Board steam utility building was completed in 2009, and SteamPlant Arts moved in 1 year later in an effort to revitalize the Willamette Riverfront. The organization provides affordable studio rentals, educational art and fabrication classes, quarterly lectures/workshops, and a community gallery that are all available to the public. In addition, they host 2 annual community fundraisers. An art and craft show that features the work of local artists and makers, and an annual community event including food, drink, music, and art around the building and site.

The ability to occupy the old EWEB steam utility plant served as the inspiration for the organization's name. They wanted to show a sense of fabrication, creation, and production within a historical, industrial space. They partner with the City of Eugene, Lane Arts Council, The University of Oregon, and Lane Community College to produce educational programming and public art efforts. They have completed a mural in downtown Eugene, as well as an installation piece George Owens Rose Garden Park. Long-term goals include an art park adjacent to the SteamPlant Arts site on the Willamette Riverfront.

GLOSSARY

LOGO + LOGOTYPE

alignment: positioning objects so that they form an imaginary straight line by either edge alignment or center

alignment

bleed: images or text extending beyond the printable area of a page so that graphic elements will extend to the

edge of the page after printing and trimming

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

collateral: materials that aid in marketing or representing a brand

contrast: distinguishing graphic elements from one another by use of different colors, fonts, sizes, shapes, or

relationship on the page

kerning: adjusting the horizontal space between individual font characters to achieve a more aesthetically pleasing

look

leading: adjusting the vertical space between the lines of type

monochrome: when an object is comprised of one color or values of that one color

opacity: a method of making a graphic element more transparent; useful for producing watermarks or creating

contrast between text and images

sans serif: a type of font deriving from the French word "sans," or "without," and the Dutch word "serif," or "line;"

categorizes fonts without protruding lines from the top or bottom of each character

saturation: indicates how vivid a color will appear digitally or printed; a lower saturation will produce an image that looks

more faded or monochromatic, while a higher saturation will be more vibrant

tracking: equally adjusting the horizontal spacing throughout an entire word to produce a more aesthetically pleasing

look or to align a word or phrase with another graphic element

typeface: a font family; a set of fonts that share design features, such as an italic or bold version of a particular font

white space: negative space formed by deliberate organization of graphic elements; provides balance

The logo was designed with the industrious history of the SteamPlant Arts building in mind. The building itself is very vertical, so a tall, uppercase font was chosen so that the same feeling of height would be apparent in the logo. The word "steam" was deliberately placed at the top to resemble the lightness of realistic steam, while the word "plant" was placed at the bottom to literally ground the logo. Magenta was chosen to contrast the black so that the idea of an arts center would be prominent, and it was rotated on its side to create an invisible bounding box similar to the silhouette of the building. The steam cloud was added to show movement and allude to productivity while acting as the horizontal cross of the "T."

SteamPlant Arts' standard logo is utilized for formal collateral elements as as the primary form of representation for the organization. The stylized logo is utilized for recreational collateral pieces and as a secondary representation of the organization when the standard logo is already present in a design. The standard logo must always be presented on a white background, while the stylized logo is able to occupy a colored area, as seen on the business card.

standard logo



stylized logo



logotype

BUILT TITLING REGULAR Abcdefghijklmnopqrstuvsxyz 1234567890

BUILT TITLING LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

TYPOGRAPHY COLOR

The font Built Titling is to be used for both the standard and stylized logo. This completely uppercase sans serif typeface was chosen because of its verticality alluding to the SteamPlant Arts building, and its rigidity, resembling the industrial nature of the organization. Additionally, the typeface includes 10 variations for diversity among marketing items. Contact information is to be typed in the font Shree Devanagari 714, a rounder sans serif font with a lowercase option to counteract the Built Titling font.

standard logo

BUILT TITLING REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BUILT TITLING LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

stylized logo

BUILT TITLING REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

information

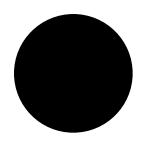
Shree Devanagari 714

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Shree Devanagari 714 Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 Black and magenta are the main colors utilized in both the primary and secondary logo. These colors were chosen for consistent, successful printing, as well as contrast and readability at any scale. Black and magenta are bold colors representing confidence and permanence. Black at a 50% opacity was used to resemble the color and transparency of steam.

primary color

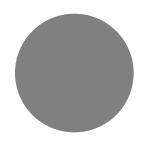


C: 0% M: 0% Y: 0%

Y: 0% K: 100%

opacity: 100%

secondary color



C: 0% M: 0%

Y: 0% K: 100%

opacity: 50%

contrast color



C: 0%

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

opacity: 100%

USE OF SPACE

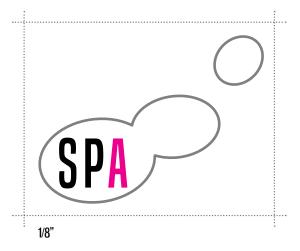
BUSINESS CARD

No graphic object or other text element may come within a surrounding 1/8" margin of both the standard and stylized logo. This is to preserve the singularity of each logo as a graphic, as well as text. Other objects may align to the standard logo on the left, right, or bottom, but never to the top so that the steam can "rise." Objects may align to the stylized logo on any side.

standard logo



stylized logo



The business card was designed with 2 sides to make use of the stylized logo as an eye-catching image and for contrast between the highly saturated magenta and stark white on opposing sides. The dominant side includes the standard logo and basic contact information for the individual. The standard logo is the focus, while the name and title of the individual are secondary, and the contact info is tertiary in design hierarchy.

front



back



LETTERHEAD

ENVELOPE

Since the letterhead is a one-sided piece, only the standard logo was used to represent the organization. A vertical strip of magenta on the right side ties in color and corresponds with the other collateral pieces. The logo itself is the most important element on the page, which is why it occupies its own column. The body of the letter is aligned to the right most portion of the logo, therefore creating this column in which the logo can reside. Contact info is directly opposite of the logo so that all organization information can be seen before moving on to the body of the letter, and the strip of magenta to the right emphasizes the ending of each line of text.

500 E 4th Ave Eugene, OR 97401 541.555.0155 info@spa.org www.steamplantarts.org .75" November 3, 2015 Dear Mr. Long, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dolor justo, pretium vitae condimentum a, dapibus quis arcu. In pharetra, enim quis elementum placerat, velit ex accumsan turpis, id aliquet metus nisl sit amet risus. Donec bibendum neque et nulla interdum varius. Etiam tortor mauris, fermentum in purus quis, tristique euismod elit. Morbi auctor non elit porttitor molestie. Duis convallis porttitor feugiat. Nam convallis tincidunt lectus in porta. Aliquam auctor urna id pharetra sagittis. Suspendisse auctor non metus non finibus. Nulla libero mi, tristique id mattis in, vestibulum vel metus. Aliquam posuere ex dolor, ut rhoncus ligula varius at. Suspendisse tincidunt sagittis nibh ac vestibulum. Nullam a est eleifend, blandit odio non, malesuada magna. Vivamus ac posuere metus. Donec ut mauris sit amet eros luctus semper sit amet et ex. In vel facilisis justo. Duis at mattis eros. Nunc id cursus est. Suspendisse volutpat ipsum nec pharetra condimentum. Etiam fermentum tortor ac accumsan elementum. In in risus vitae magna convallis commodo. Mauris a vulputate felis. In augue ante, tincidunt quis quam vel, porttitor imperdiet nisl. Phasellus facilisis risus enim, vel congue orci malesuada et. Maecenas maximus justo in arcu consectetur pretium. Suspendisse potenti. Mauris sed mollis ipsum. Nullam laoreet massa nec erat suscipit, at rhoncus ante mattis. Nullam eget ipsum eget sem ornare suscipit in eu metus. Pellentesque rutrum ipsum eu suscipit egestas. Donec rhoncus leo dignissim scelerisque pulvinar. Sincerely Karen Tate Facilities Manage .75"

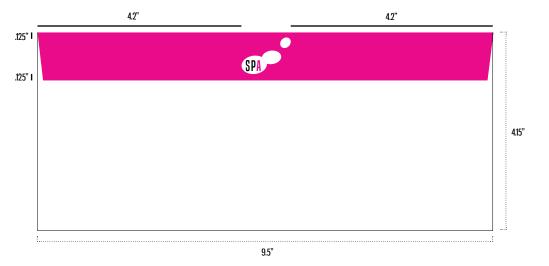
8.5"

The front of the envelope combines the format of the business card and the letterhead. It is similar to the business card in that the standard logo resides above the contact information, but also resembles the letterhead due to the vertical strip of magenta on the right side to bring in some extra color. The back of the envelope utilizes the stylized logo in the same manner as the business card with a solid magenta background and a white fill to give the piece a graphic element on the back side in addition to the front.

front



back

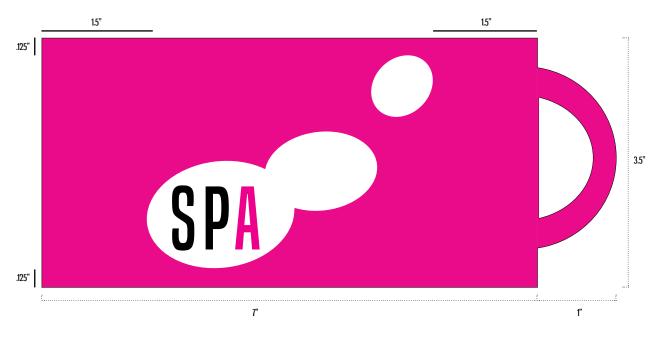


STICKERS

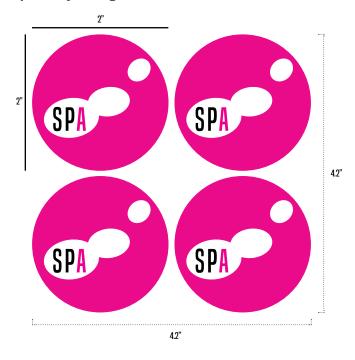
Every artist has a good, go-to coffee mug. A fun design item like this is the perfect place to employ the stylized logo. An entirely magenta coffee mug will stand out on a shelf or in a cabinet, while the logo itself remains graphic and readable at a larger scale as compared to the other collateral pieces. These coffee mugs could also be produced as solid grey or black mugs with the stylized logo placed on top to create variation among the merchandise.

Stickers are another recreational collateral item that can be sold or used for marketing purposes. The stickers are printed in groups of 4, and are 2" in diameter. Stickers should be produced primarily in magenta, but black at a 50% opacity and black at 100% opacity are additional design options to diversify merchandise and marketing.

unrolled elevation



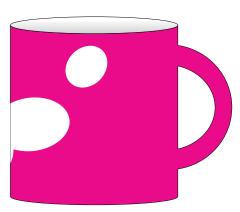
primary design



side 1



side 2



secondary design



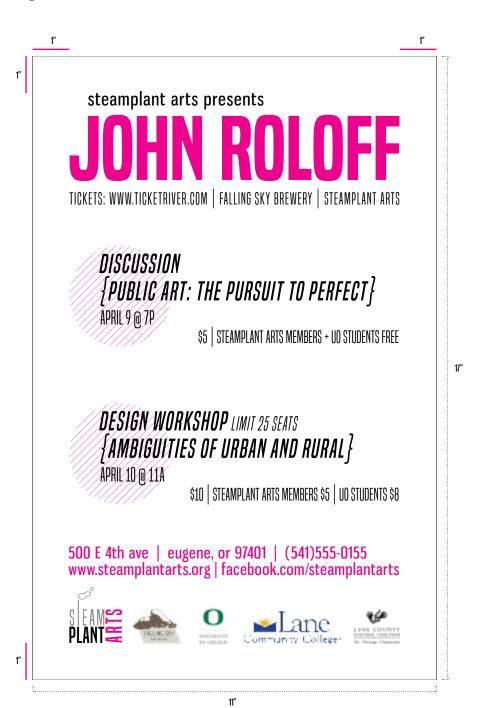
tertiary design



POSTER

DISPLAY AD

Posters for the organization are to be designed as a Tabloid size, or 11"x17." This poster stays true to the graphic standards of the organization by utilizing the Built Titling font, magenta, and black. An additional font, Gnuolane, was used to alleviate the consistent capitalization of Built Titling. Four versions of the Built Titling typeface are used: SemiBold, Light, Light Italic, and Regular Italic.



This design is a 1/4-page advertisement designed for placement within a newspaper or magazine. The size of the ad is 9.75" x 3.25." This horizontal 1/4-page ad was chosen to differentiate from the vertical poster design. The same graphic and text elements are present in this design, including the variation of typeface and the use of 2 fonts, Gnuolane and Built Titling.

