
HANSON HOWARD GALLERY

GRAPHIC STANDARDS



LENA FREEMAN, FALL 2014

TABLE OF CONTENTS

INTRODUCTION	3
GLOSSARY	4
LOGO AND LOGOTYPE	5
USE OF SPACE	6
COLOR	7
TYPOGRAPHY	8
BUSINESS CARD	9
ENVELOPE	10
LETTERHEAD	11
4TH PIECE	12
DISPLAY AD	13
POSTER	14

INTRODUCTION

THE HANSON HOWARD GALLERY IS A CONTEMPORARY ART GALLERY LOCATED IN ASHLAND, OREGON. THEY FEATURE ARTISTS WHO WORK IN A VARIETY OF MEDIA INCLUDING SCULPTURE, PAINTING, TEXTILES, CERAMICS, AND FINE ART PRINTS. JUDY HOWARD ESTABLISHED THE GALLERY IN 1979 WITH THE HELP OF HER HUSBAND. JUDY IS NOW THE SOLE PROPRIETOR OF THE GALLERY.

THE HANSON HOWARD GALLERY IS THE OLDEST GALLERY STILL IN OPERATION IN ASHLAND. THE GALLERY SHOWCASES OVER 40 ARTISTS FROM THE PACIFIC NORTHWEST, AND ROTATES THEIR SHOWS SEASONALLY. THE GALLERY IS LOCATED IN THE HISTORIC DOWNTOWN OF ASHLAND, ONLY ONE BLOCK NORTH OF THE OREGON SHAKESPEARE FESTIVAL. BEING LOCATED SO CLOSELY TO OSF, THE GALLERY DRAWS THEIR CLIENTELE FROM THE TOURIST POPULATION THAT VISITS OSF.

ALTHOUGH THE GALLERY HAS HAD A LONG HISTORY OF SUCCESS, THERE ARE MANY THINGS THAT CAN BE IMPROVED UPON. AS OF OCTOBER, 2014, THE GALLERY DID NOT HAVE MISSION STATEMENT, NOR ANY NOTICEABLE ATTEMPTS AT SELF-PROMOTION THROUGH SOCIAL MEDIA OR OTHER TECHNOLOGICAL PLATFORMS.

GLOSSARY

CMYK: FOUR BASIC COLORS IN THE PRINTING INDUSTRY, CYAN, MAGENTA, YELLOW AND BLACK

BLEED: WHERE COLOR OR IMAGE EXTENDS PAST THE EDGE OF THE PRINTED PAGE

OPACITY: THE VARYING RANGE OF TRANSLUCENCY

TYPEFACE: A PARTICULAR FONT OR TYPE

SERIF: THE PROJECTING FOOT ON THE BOTTOM OF A LETTER GIVING THE APPEARANCE OF FORWARD MOVEMENT

ALIGNMENT: TO ARRANGE DIFFERENT ELEMENTS IN A DESIGN IN A STRAIGHT LINE TO ONE ANOTHER

GRAY-SCALE: THE VARYING RANGE OF BLACK AND WHITE IN A MONO CHROME DISPLAY

VECTOR: QUANTITATIVE PATHS, MADE UP OF POINTS, SHAPES OR LINES IN THE CREATION OF AN IMAGE OR DESIGN

LOGO AND LOGOTYPE

THE HANSON HOWARD GALLERY CURRENTLY USES A BLACK AND WHITE LOGO, WITH A RATHER OUTDATED BRUSH STROKE EFFECT. IN THIS DESIGN, THE LOGO HAS BEEN GIVEN A MUCH NEEDED UPDATE, STREAMLINING ITS OVERALL APPEARANCE.

SINCE THE ORGANIZATION'S INITIALS ARE HHG, I WANTED TO PLAY ON THE IDEA OF THE DOUBLE H. I JOINED THE TWO H'S TOGETHER SO THAT THEY SHARED A MIDDLE STEM, AS WELL AS RAISING AND DROPPING THE RESPECTIVE CROSSBARS.

AFTER THE CREATION OF THE CENTER LOGOTYPE, I DECIDED THAT IT WOULD BE AN INTERESTING COMPLIMENT TO BOX IN THE DESIGN, AS IF IT WAS A FRAMED PIECE OF ART.

YOU CAN SEE THE SLIGHT DROP SHADOW THAT ALSO HELPS CREATE THIS EFFECT ON THE BOTTOM AND RIGHT SIDE OF THE DESIGN. TO FINISH THE DESIGN, I USED THE SAME TYPEFACE TO SPELL OUT HANSON HOWARD GALLERY. THE DESIGN IS INCLOSED WITHIN A THIN 1 PT BORDER.

THIS KEEPS THE DESIGN LIGHT, BUT ALSO ENCLOSES IT, GIVING IT A FINISHED APPEARANCE.

COPPERPLATE GOTHIC LIGHT

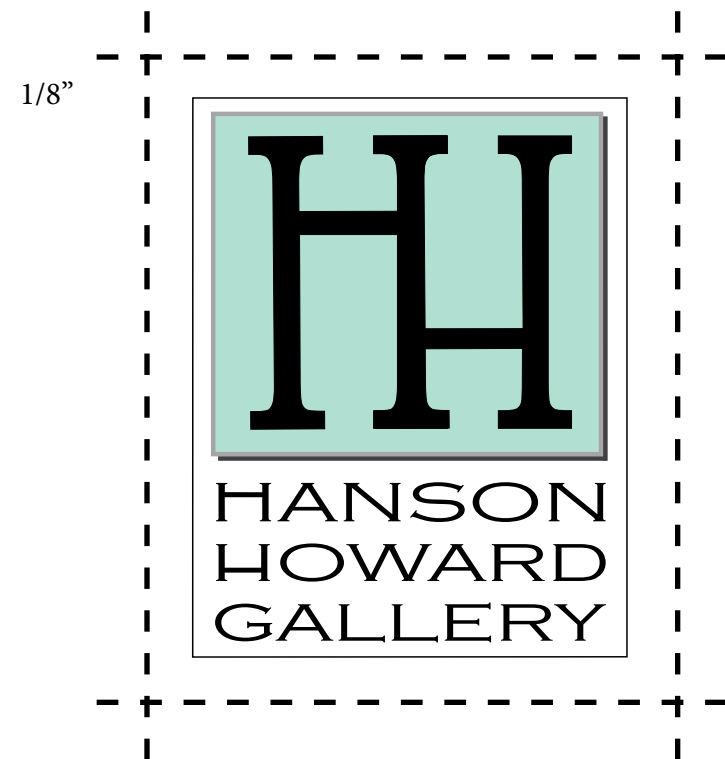
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



USE OF SPACE

AS A GENERAL RULE, THE LOGO DESIGN WILL REQUIRE A BUFFER OF 1/8" FROM ALL OTHER DESIGN ELEMENTS. THIS IS TRUE FOR THE MAJORITY OF COLLATERAL REPRESENTED IN THE FOLLOWING PAGES. HOWEVER, THERE WILL BE EXCEPTIONS TO MADE TO THIS RULE.

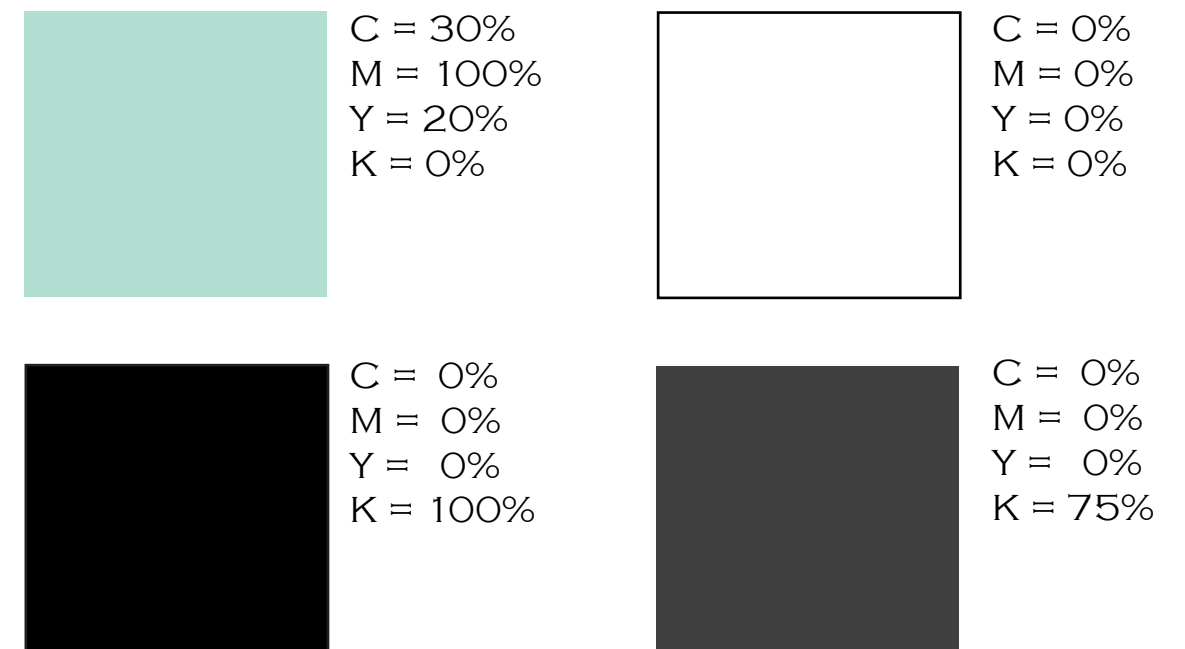
FOR EXAMPLE, IN THE DISPLAY AD AND THE POSTER COLLATERAL ON PAGES 13 AND 14, YOU WILL SEE THAT THEY LOGO IS LAYERED OVER AN IMAGE. THE PROXIMITY OF OTHER IMAGES TO THE LOGO WILL BE DETERMINED ON A CASE BY CASE BASIS IN ORDER TO NOT JEOPARDIZE THE INTEGRITY OF THE LOGO DESIGN.



COLOR

THE PRIMARY COLORS USED FOR THE HANSON HOWARD GALLERY ARE AS SHOWN.

IF COLOR PRINTING FOR COLLATERAL IS NOT AN OPTION, THE OFFICIAL MINT GREEN COLOR MAY BE ILLIMINATED, LEAVING A GRAY-SCALE RENDITION OF THE MAIN LOGO. ALL COLORS ARE REPRESENTED IN CMYK SCALE.



TYPOGRAPHY

THE PRIMARY TYPEFACE USED FOR THE HANSON HOWARD GALLERY IS COPPERPLATE GOTHIC LIGHT. THIS TYPEFACE IS TO BE USED ON ALL VARYING FORMS OF COLLATERAL INCLUDING THE INITIAL DESIGN, BUSINESS CARDS, STATIONARY AND ANY PRINTED POSTERS OR DISPLAY ADS.

A SECONDARY TYPEFACE NAMED PALATINO MAY BE USED FOR OTHER PRINTED MATERIALS, OR ACCOMPANIMENT WITH COPPERPLATE GOTHIC LIGHT. THIS ALLOWS FOR VARIANCE WITHIN POSTERS, DISPLAY ADS, NEWSLETTERS, AND OTHER PRINTED MATERIALS.

COPPERPLATE GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Palatino

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

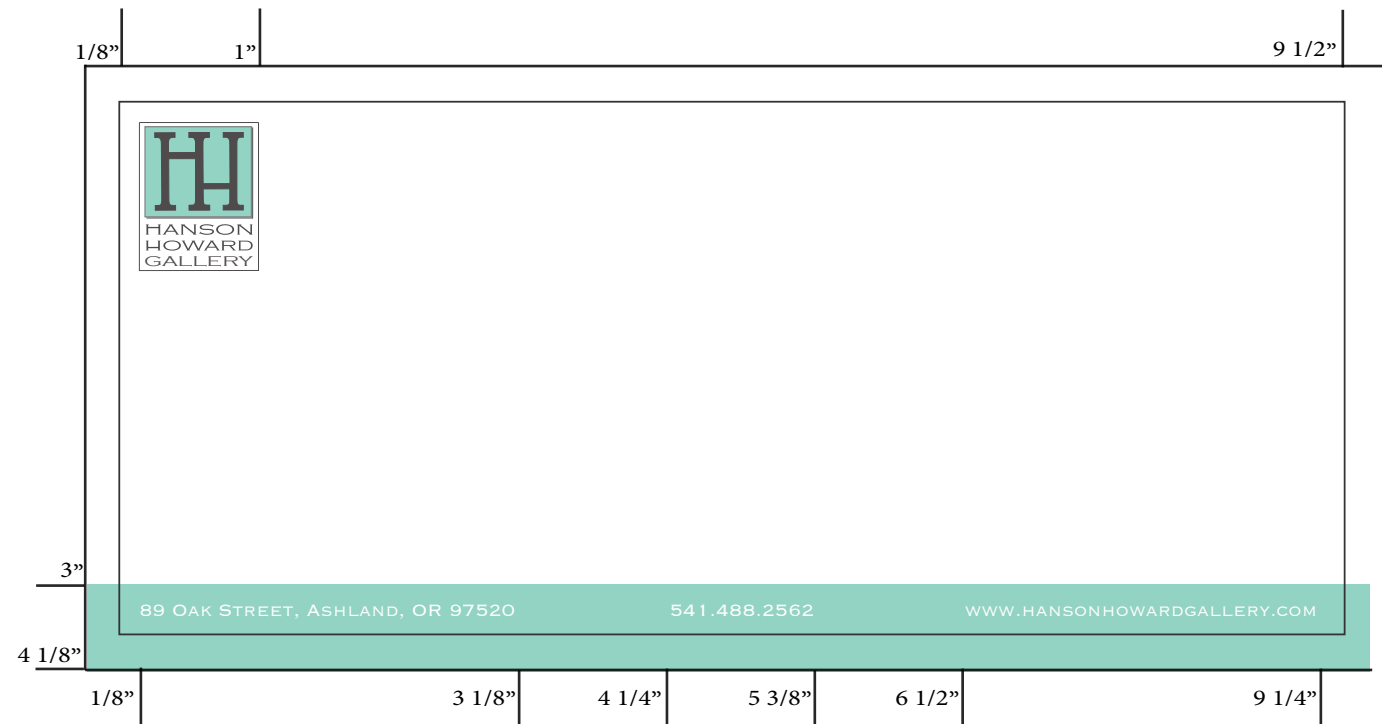
BUSINESS CARD

THE BUSINESS CARDS FOR HANSON HOWARD GALLERY WILL BE PRINTED ON A WHITE, HEAVY WEIGHT, MATTE CARDSTOCK. THE LOGO WILL BE PROMINENTLY FEATURED ON THE LEFT SIDE OF THE BUSINESS CARD, WITH AN 1/8" MARGIN FROM THE EDGE OF THE CARD. ON THE RIGHT SIDE OF THE CARD, A BLEED OF THE OFFICIAL MINT GREEN WILL BE REPRESENTED. THIS WILL ALLOW ROOM FOR PERSONAL CONTACT INFORMATION TO BE FEATURED, AND EASILY LEDGIBLE. ELEMENTS OF THE BUSINESS CARDS WILL BE REFLECTED IN REMAINING COLLATERAL.



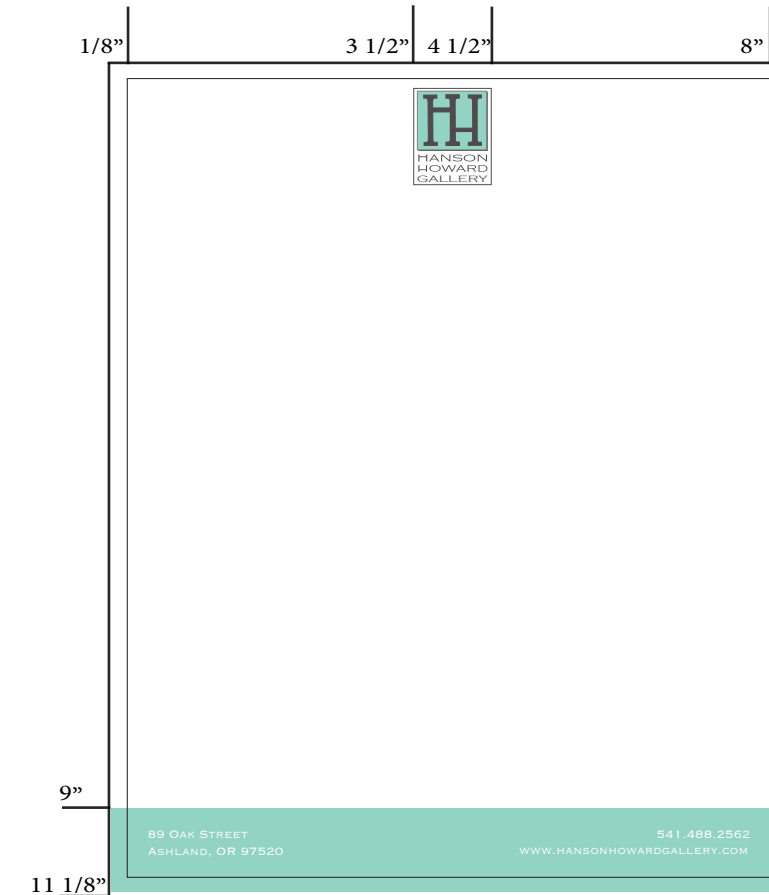
ENVELOPE

THE ENVELOPE WILL BE A STANDARD SIZE OF 4 1/8" x 9 1/2", AND PRINTED ON WHITE PAPER. THIS WILL MAINTAIN THE INTEGRITY OF THE LOGO GRAPHIC. THE LOGO WILL BE LOCATED ON THE FRONT OF THE ENVELOPE IN THE UPPER LEFT HAND CORNER WITH 1/8" BREATHING ROOM FROM THE EDGE OF THE ENVELOPE'S EDGE. THERE WILL BE A 1 1/8" BLEED OF THE OFFICIAL MINT GREEN AT THE FOOTER OF THE ENVELOPE. CONTACT INFORMATION CAN BE FOUND WITHIN THE FOOTER, AND WILL REFLECT THE DESIGN OF THE LETTERHEAD.



LETTERHEAD

THE LETTERHEAD FOR THE HANSON HOWARD GALLERY WILL BE PRINTED ON 8 1/2" x 11" WHITE PAPER. THIS WILL MAINTAIN THE INTEGRITY OF THE LOGO GRAPHIC. THE LOGO IS TO BE REPRESENTED IN THE MIDDLE OF THE TOP OF THE PAGE, WITH A 2" BLEED OF THE OFFICIAL MINT GREEN AT THE BOTTOM FOOTER. CONTACT INFORMATION CAN BE FOUND WITHIN THE FOOTER, AND WILL REFLECT THE DESIGN OF THE ENVELOPE.



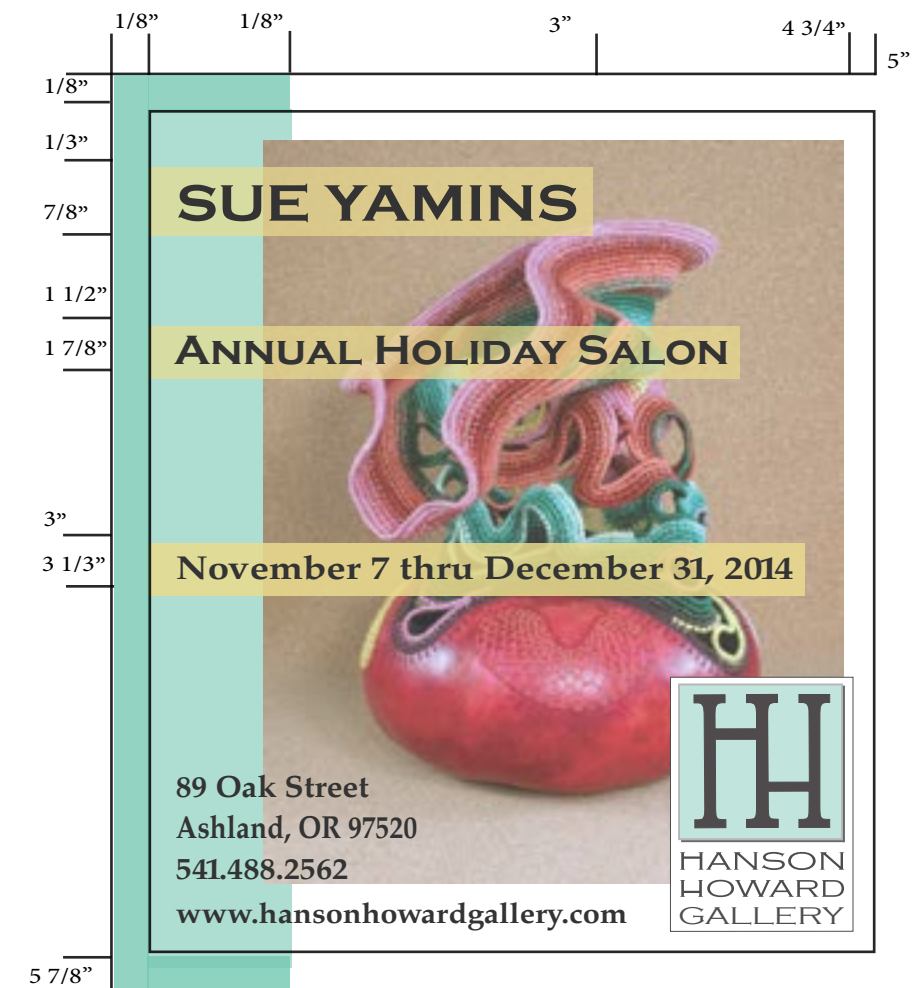
4TH PIECE

AS FOR AN ADDITIONAL PIECE OF COLLATERAL, THE HANSON HOWARD GALLERY WILL ALSO INVEST IN A COMPANY SET OF WINE GLASSES. THESE GLASSES WILL BE A BEAUTIFUL AND FUNCTIONAL COMPLIMENT ANY EVENTS HOSTED BY THE GALLERY, SUCH AS EXHIBITION OPENINGS, COMPANY EVENTS, AND OTHER VARIOUS PROMOTIONAL EVENTS.



DISPLAY AD

THE POSTER SHOWN BELOW IS A POSTER DESIGNED AND CREATED FOR THE ANNUAL HOLIDAY SALON. THIS YEAR'S FEATURED ARTIST IS SUE YAMINS. THE POSTER FEATURES A PHOTO OF ONE OF HER SCULPTURES, ALONG WITH THE DETAILS OF THE SHOW. THIS POSTER WILL BE PUBLISHED IN THE LOCAL NEWSPAPERS, AND COMMUNITY EVENTS CATALOGS.



POSTER

THE POSTER SHOWN BELOW IS A POSTER DESIGNED AND CREATED FOR THE ANNUAL HOLIDAY SALON (SEE DISPLAY AD FOR MORE INFORMATION). THIS POSTER WILL BE DISTRIBUTED TO OUR COMMUNITY PARTNERS FOR THE PROMOTION OF THIS EXHIBITION.

