



MATERIALS EXCHANGE CENTER for COMMUNITY ARTS

GRAPHIC STANDARDS

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Fall 2013

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INTRODUCTION

MECCA, the Materials Exchange Center for Community Arts, is a nonprofit organization in Eugene, OR that provides lost-cost arts programming to the public. MECCA hosts artist led workshops about creative re-use and operates a recycled art supply store as part of their effort to divert scrap material from the landfills of Lane County. The organization maintains a materials exchange storefront that is replenished by donations from the community. The stakeholders of this organization are mainly local artists, families with children, teachers, and students. The time and energy of MECCA volunteers help keep the arts alive and thriving in the Eugene community.

MECCA sports their logo on everything from business cards and low-cost flyers printed in-house to on-line posts about upcycled project ideas on Facebook, Pinterest, e-newsletters and their website. These graphic communication standards provide guidelines for how the MECCA logo should be used and are designed to create a distinct brand for the organization at large.



GLOSSARY

Acronym - An abbreviation formed from the initial letters of other words and pronounced as a word.

Bleed - Images or color that extend all the way to the edge(s) of a page, leaving no margin.

Brand collateral - The collection of media used to promote the brand and support the sales and marketing of a product or service.

Color screen - A field or section of color that is placed within a two-dimensional surface.

Contrast - The difference in visual properties that makes an object distinguishable from other objects or the background.

Composite image - A graphic image or photograph made up of a combination of images.

Logo - A graphic representation or symbol of a company name designed for easy identification.

Logotype - A single piece of type bearing two or more uncombined letters, a syllable, or a word.

Opacity - The density of a color or tonal value. The opacity of an image can range from transparent (0% opacity) to opaque (100% opacity).

Stakeholder - Someone who has interest in supporting an organization such as an employee, a volunteer, a participant, or a supplier.

Watermark - A faint-colored image or pattern that blends into the background of a page.



LOGO & LOGOTYPE

The MECCA logo is a representation of the acronym for the organization's full name, the Materials Exchange Center for Community Arts. The letter X is placed behind the logotype and reinforces the X created by the interlocked C's in the acronym. The letters M and E are joined by the center vertical line between the two. The outside edge of each beginning and ending letter in the logo is placed at a 70 degree diagonal. As these diagonals face each other, their relationship creates a pinnacle effect. *Mecca* is defined as a central place of high activity or interest; the complex relationships among the letters within the logo serve as a visual metaphor for this definition. The green X resembles a stenciled background image and works to amplify the idea of exchange.

This logo should be used on every piece of external and internal communication. The size and placement of the logo may vary, but the proportion of the X should remain constant with the logotype.



USE OF COLOR

MECCA uses a specific hue of green to convey the environmental consciousness of the organization.

This green may be used in combination with either black or white throughout MECCA communication materials.



Green

C = 75 %

M = 0 %

Y = 100 %

K = 0 %

Opacity = 60 %

USE OF SPACE

The MECCA logo should not be overcrowded by additional images when used in a marketing ad or collateral piece. A spacing measure of at least 1/4 inch should remain around the entire logo (an exception is made for business cards in which case 1/8 inch is appropriate). When the MECCA logo is used in print material it should retain left side alignment on the the page, flyer or poster and may be placed at either the top or bottom.



TYPOGRAPHY

The standard typeface font used in MECCA communication materials is Avenir Next. The font style is regular. The font size may vary as it can be tailored to whatever size works best for the collateral material at hand.

Avenir Next is a clean sans serif font and is used by MECCA to both complement the logo design and to stand out in images displaying a variety of materials.

Avenir Next
abcdefghijklmnop

AVENIR NEXT
ABCDEFGHIJKLMNPO



BUSINESS CARDS

The standard MECCA business card is horizontal 3 1/2 x 2 inches on white 110lb cardstock. The typography font on the card is Avenir Next Regular. There are two variations of the card; one with the logo in a black and white color combination placed in front of a green color screen (contact info displayed on the backside) and one with the original logo design placed in the top left corner and anchored in a horizontal baseline (contact info displayed in bottom right corner).

In the first design example, the organization name is displayed in 14 point font beneath the logo which is placed 1/4 inch from the top edge. There is a 1/8 inch spacing from the edge of the card on either side of the organization name.

In the second design example, the organization name is displayed in 14 point font beneath the horizontal line anchoring the logo. There is at least a 1/8 inch spacing from the edge of the card around all sides.

FRONTSIDE DESIGN

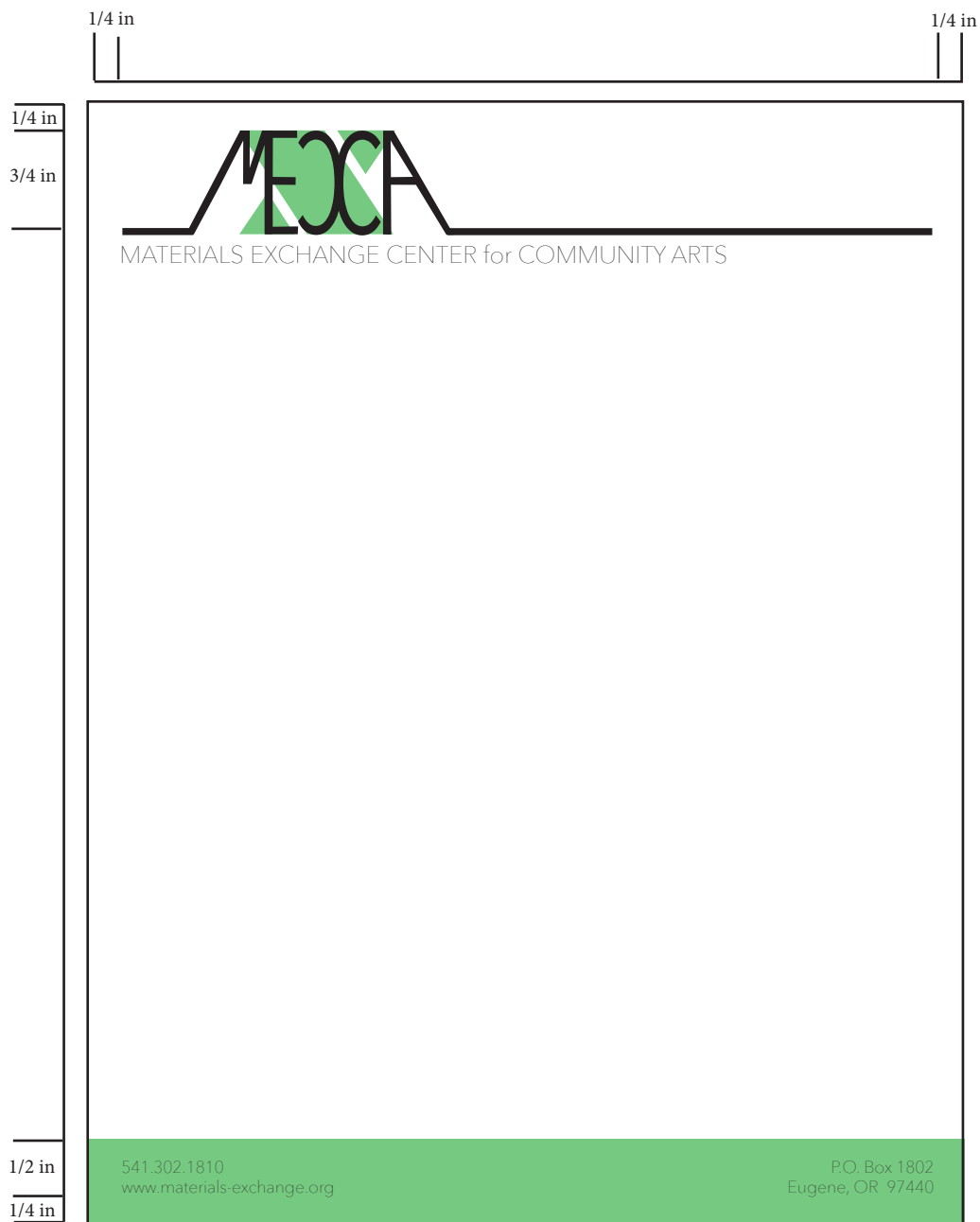
3.5 inch (W) X 2 inch (H)

BACKSIDE DESIGN



LETTERHEAD

The MECCA letterhead is minimalist and professional; the logo is placed in the top left corner with the outside diagonal edges anchored in a horizontal black line. The letterhead is printed on standard 8 1/2 x 11 inch paper. There is a 3/4 inch tall green color screen across the bottom of the page that bleeds to the edges.



ENVELOPE

The MECCA envelope design is minimalist and professional to reflect the aesthetics of the letterhead. The logo is placed in the top left corner with the website URL listed underneath. A horizontal line of 2 point stroke runs parallel to the bottom edge of the envelope and a portion of this line is intersected by the mailing address.



CANVAS TOTE

This is the collateral design example for a re-useable canvas tote. The organic playful line extending from the letter A in MECCA invites the artist to complete the image by using his or her imagination to add a custom drawing.

Re-useable Canvas Tote



DISPLAY AD

This is a newspaper ad for open studio at MECCA. The dimensions of 4.9 x 4.8 inches were based off a quarter tabloid ad size for the Registered-Guard. Here the logo is displayed in the reverse color combination of white and green to contrast with the darker image in the background.



LOOKIN' FOR A FRESH IDEA?

OPEN STUDIO
@ M.E.C.C.A.

12 - 6PM
TUES - SAT

MECCA 449 WILLAMETTE ST.