

GRAPHIC STANDARDS



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TABLE OF CONTENTS

Introduction.....	3
Glossary.....	4
Logo/Logotype.....	5
Use of Space.....	6
Color.....	7
Typography.....	8
Business Card.....	9
Envelope.....	10
Letterhead.....	11
Canvas Bag.....	12
Display Ad.....	13
Poster.....	14
Color Variations.....	15

INTRODUCTION

ArtCity Eugene creates opportunities for artists by offering business support and a collaborative studio environment. This start-up organization was founded in 2016 with the goal of nurturing the culture and economy of Eugene by providing opportunities for artists. ArtCity envisions Eugene as the most vibrant and culturally rich city between San Francisco and Seattle. They strive to do this by creating a collaborative arts community that will inspire activity, growth and opportunity. ArtCity was founded by artists, arts leaders, and forward-thinking citizens of the Greater Eugene Area, working together to create a platform for multidisciplinary artists to ignite culture, economy, and community.

GLOSSARY

Alignment:	refers to lining up the top, bottom, sides, or middle of text or graphic elements on a page
Bleed:	images or text extending beyond the printable area of a page after printing or trimming
CMYK:	four-color model used in printing; indicates that all colors are comprised of the four base colors including: cyan, magenta, yellow and black
Collateral:	materials that aid in marketing or representing a brand
Contrast:	the difference in appearance in weight, often the difference between thicker and thinner typeface
Logo/Logotype:	a logo is a graphic, and a logotype is a grouping of typeface that makes up a logo
Monochrome:	when an object is composed of one color or variations of that color
Opacity:	the spectrum of opaqueness or transparency in a specific color
Sans Serif:	category of fonts without protruding lines from the top or bottom of each character
Saturation:	refers to the intensity of color in an image
Typeface:	a set of characters with a similar appearance and design
White Space:	negative space formed by intentionally leaving a portion of the page unmarked

LOGO AND LOGOTYPE

The ArtCity logo represents the organization and its mission to help. The sans serif typeface, Lemon Milk, is clean, modern and dynamic. The logotype was tweaked to create negative space with the use of white logotype. The logo is bold, high contrast, and incorporates a hint of seafoam green. The box around the logotype creates a juxtaposition of textures with a hand-drawn feel that suggests movement and creates a sense of balance. This imagery references architecture, suggestive of a collaborative studio space.

LOGOTYPE:

LEMON MILK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



USE OF SPACE

The logotype may be used without the outside box/frame when there is a need for more flexible branding representation. However, when the box is used, the proportions of space between the frame and logotype should remain consistent. The use of the logotype as a stand-alone logo may be applied to branding applications as needed or when ArtCity expands to other cities. The logotype can be easily re-sized to be applied to various collateral material.

Standard Logo



Simplified Logo



COLOR

Black and seafoam green (at 100% and 50% opacity) are utilized in the logo and collateral material. Seafoam green suggests sustainability, which is one of ArtCity's key values. Black is versatile, timeless, and helps create a stark contrast against a white background. A version of the seafoam green at 50% opacity is used in collateral material.



C = 0%
M = 0%
Y = 0%
K = 100%

opacity: 100%



C = 57%
M = 0%
Y = 41%
K = 0%

opacity: 100%



C = 34%
M = 0%
Y = 23%
K = 0%

opacity: 50%

TYPOGRAPHY

The typeface chosen for the collateral material is Abadi MT Condensed Light. This delicate sans serif font contrasts the bold logotype and has high readability. Not only is it easy to read, but it is streamlined and contentemporary. This compact text makes it ideal for general text purposes. This typeface will be used in all printed materials to create a unified and consistent appearance.

Collateral Typeface:

ab

Abadi MT Condensed Light

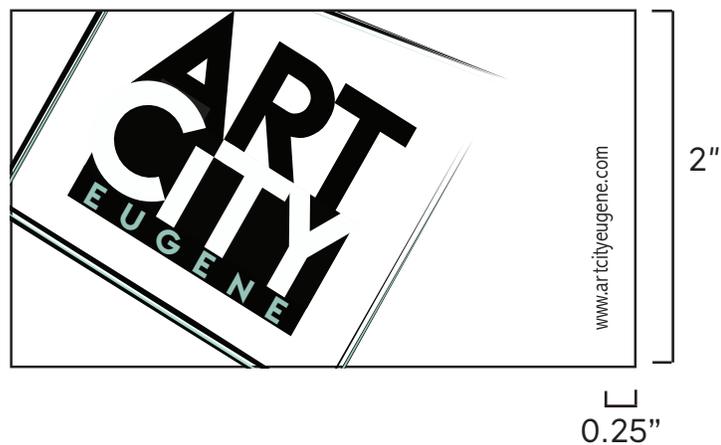
abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

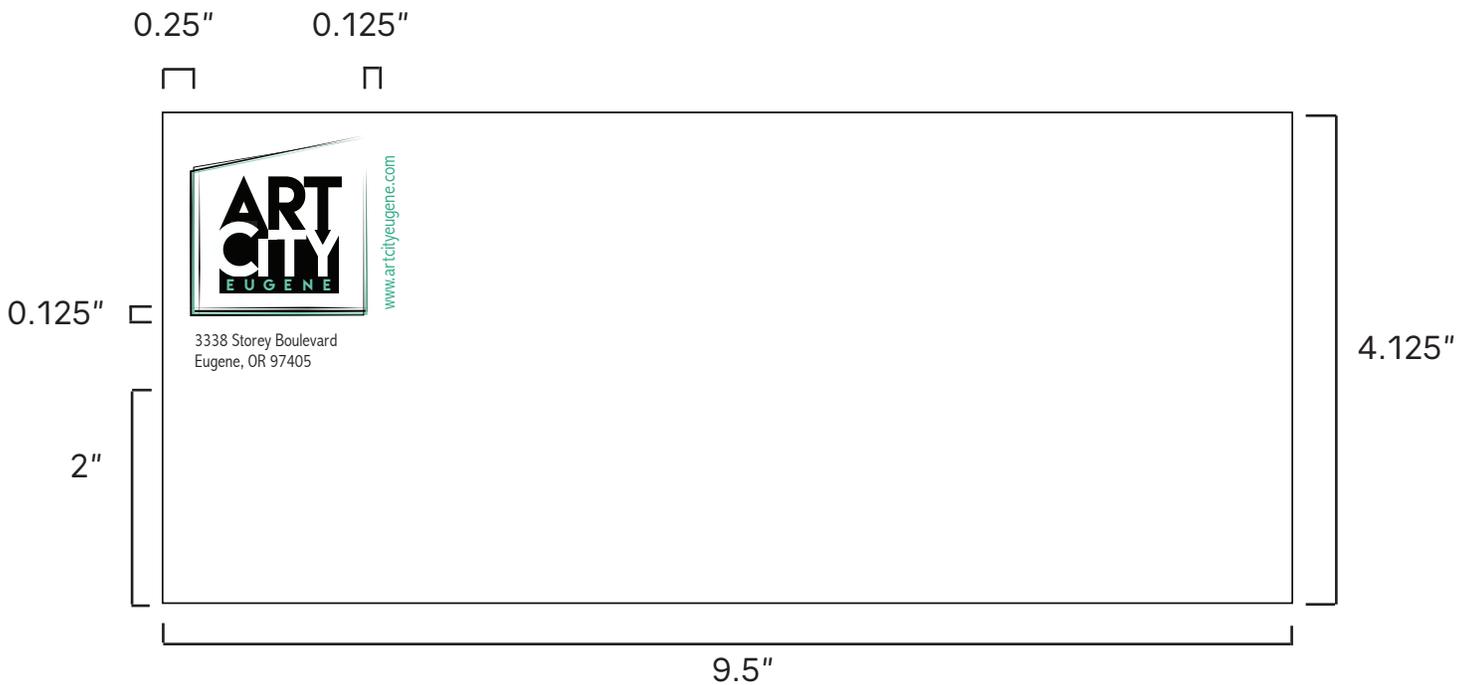
BUSINESS CARD

The business card is double-sided. The front side creates a sense of movement and energy by turning the logo diagonally and allowing it to break through the boundary of the paper. The bleed is important in this design as the printed image must extend to the edge of the card. This not only creates an interesting design element, but reinforces the idea that ArtCity is a forward thinking arts organization that aims to redefine Eugene's art scene. The flip side of the card contains the necessary contact information and icons to add visual interest. The use of seafoam green adds a touch of color and helps to balance the composition.



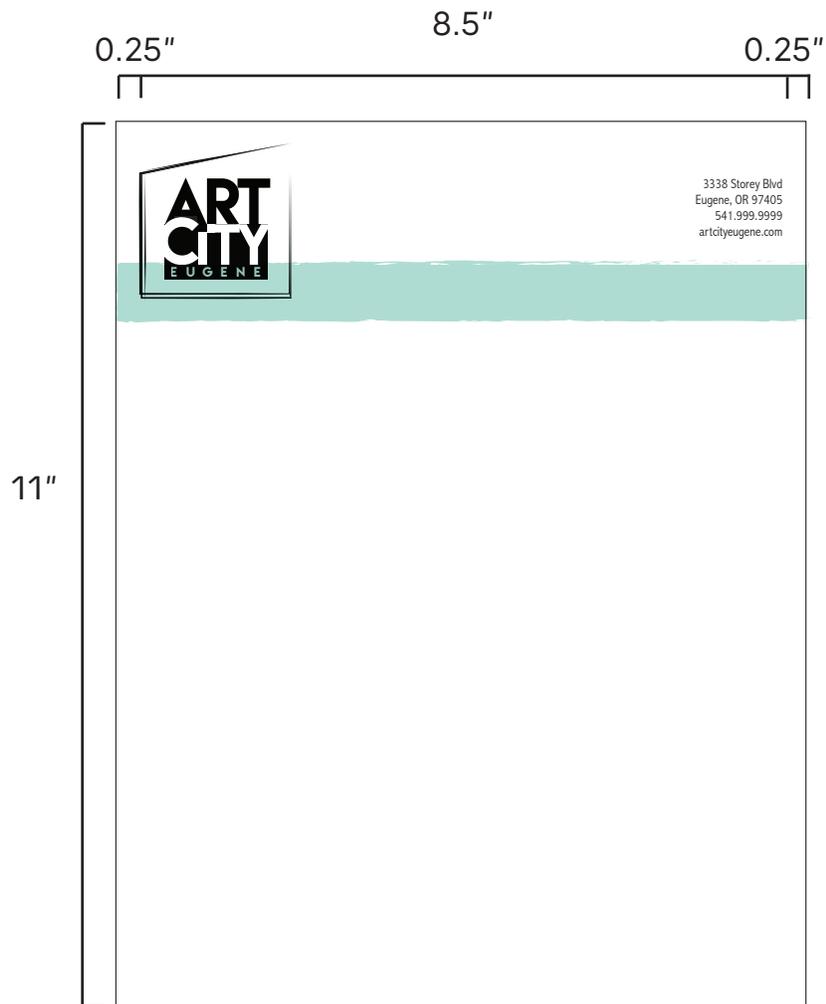
ENVELOPE

The envelope is white with the logo positioned in the top lefthand corner. The ArtCity logo is a quarter inch from the left edge of the envelope. There is 0.125" between the logo and the address and website. The inside of the envelope (not pictured) is lined with seafoam green at 50% opacity.



LETTERHEAD

ArtCity stationary conveys the professional character of the organization. Repetition is incorporated as a design element; the green strip from the business card is repeated to help tie the collateral materials together. The letterhead is standard size of 8.5 x 11 inches. The address and website are positioned in the upper righthand corner.



CANVAS BAG

The fourth piece of collateral material is a canvas bag. Canvas bags are ideal for toting around art supplies and are a more sustainable choice than plastic or paper bags for shopping. The logo fits on the standard size bag (12" x 14") and should be positioned 3" from the top of the bag.



DISPLAY AD

The display ad is designed for placement within the Eugene Weekly. The size is 4.75" x 4.389" which is 1/6 of a standard magazine page. The bright colors, playful fonts and collaged images are meant to draw the viewer's attention. Drink and Draw is a monthly figure drawing and music event hosted at a local pub. The background grid image and pencils relate to drawing while the red splatters reference wine and paint.

4.75"

ART CITY
EUGENE

DRINK & DRAW

Sam Bond's Brewing Co.
4.18.2016 4-6pm
Live Models + Music
\$10 suggested donation

4.389"

POSTER

The poster utilizes the same design elements as the display ad, only on a larger scale. The larger size allows for more white space to be incorporated into the design. Posters for ArtCity are tabloid size, or 11 x 17 inches. The design is meant to be fun, expressive and eye-catching. The pencil images frame the text and unify the composition by directing the viewer's eye to different parts of the design.



COLOR VERSIONS

These monochrome versions of the ArtCity logo utilize the logotype without the outer box/frame. They demonstrate the versatility of the logo and provide some examples of how a simplified and more stylized logo could be used to represent ArtCity in different branding applications.

