

Graphic Standards

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AAD 610
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Introduction

ArtHaus is a non-profit community art center providing a safe, educational community space for homeless individuals in Lane County to make multidisciplinary artwork under the instruction of professional artists. Through the sale of artwork and community partnerships, ArtHaus provides basic living necessities to homeless artists and a hot meal at each art class. Most importantly, through the making of artwork, ArtHaus provides a space for artists to gain one more basic living necessity: personal fulfillment.

Glossary

CMYK: a printing method using four colors to represent the entire color spectrum

Character: a letter, punctuation mark, or figure

Letter Spacing: the specific distance between each character or type

Neutral Ground: an area that does not contrast or interfere with other elements

Pica: a printer's unit of measurement used principally for desinging types of sizes. There are twelve points to a pica, and approximately 72 points in an inch. This measurement is especially useful to recognize when desiging in Adobe Illustrator or InDesign.

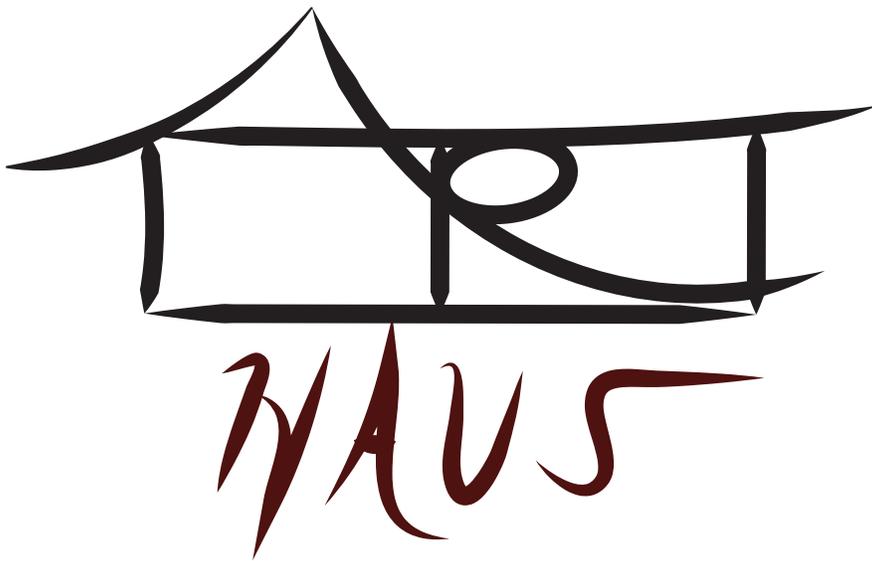
Type: printed letters or characters

Typeface: a set of characters with similar appearance and design

Stroke: the thickness of lines in a font character

Word Spacing: the distance between individual words

Logo & Typeface



ArtHaus
Community Art Center

The main ArtHaus logo is slightly scripted type reading “Art” designed as such that when the letters come together, the overall design resembles a house structure. The “Haus” type does not create a design, but rather sits below the house structure, the character “a” just barely touching the bottom line of the “Art” type. The typeface of “ArtHaus” is slightly scripted as to feel most welcoming to the viewer.

The title of the organization was chosen in reference to the BauHaus school in Germany that allowed early 20th century European artists to make arts and crafts in a community environment where the sense of community created by the artwork was at times just as important as what was created. There were students interested in a broad range of artistic mediums and teachers prepared to guide as all individuals learned from each other’s creativity. The secondary logo associated with the ArtHaus Art Center is the “A” from “Art” and the “H” from “Haus” combined in a simple, slightly scripted design. The “A” and “H” are both uppercase as they are in “ArtHaus,” and either appear in black or ArtHaus Red. The secondary logo may appear in conjunction or in place of the main ArtHaus logo.

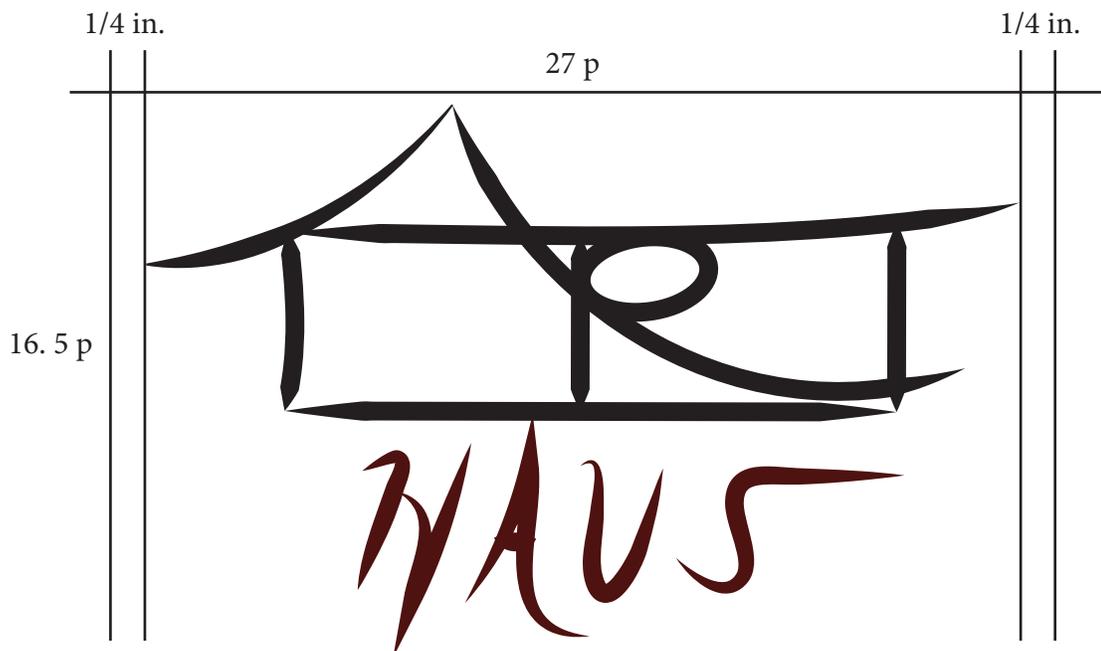
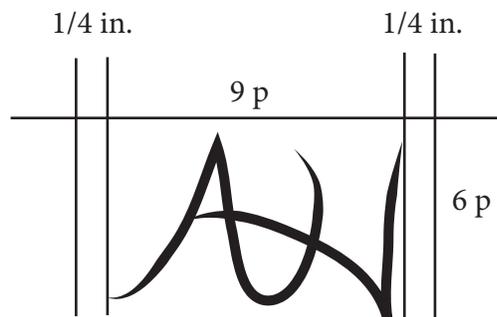
Apply the ArtHaus logo on all formal internal and external communications, including letterhead, envelopes, business cards, posters, post cards and all marketing merchandise, including t-shirts. Do not alter the shape of the logo or the color.

Use of Space

As displayed, position the main ArtHaus logo at least 1/4 in. away from other design elements, including type.

The measurement of the main logo is 16.5 picas tall by 27 picas wide. This logo can be scaled to fit in any document. The secondary logo is 6 picas tall by 9 picas wide and can also be scaled to fit in any document, mainly for use as page decoration element.

Logos should be adjusted in size according to their specific use such as the letterhead, envelope and business card.



Typography

The typefaces that will be used for the ArtHaus Art Center are Gill Sans Regular and Gill Sans Bold. Gill Sans Regular will be used on all communication materials, both in print and online. Gill Sans Bold will be used on occasion for the purpose of headlining.

The font size of Gill Sans will vary depending on use but should always be 12pt or larger with the exception of the ArtHaus envelope, on which the ArtHaus address should be 9pt.

Gill Sans Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color

The official colors of ArtHaus are AH Beige AH Red and AH Black.

Apply these colors to all stationary, signage and advertisements, in print and online. Do not replace these colors with any other colors.

The word “Art” should always appear in AH Black while “Haus” should appear in AH Red. AH business card background color and AH T-Shirt color should be AH Beige.

All text associated with ArtHaus materials should be either AH Black or AH Red.

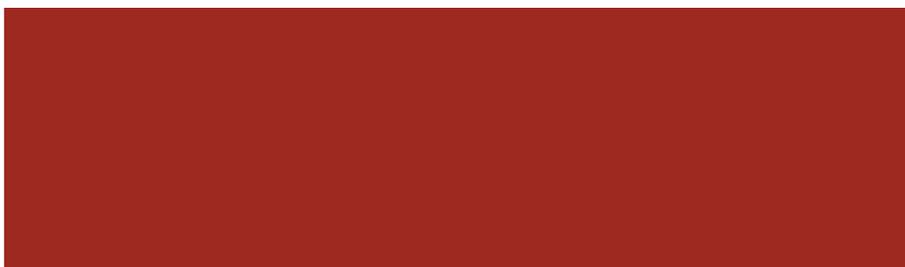
The color chips below provide the exact CMYK percentages which can be provided to printers for an accurate match.

AH Beige



C 15%
M 17%
Y 40%
K 4%

AH Red



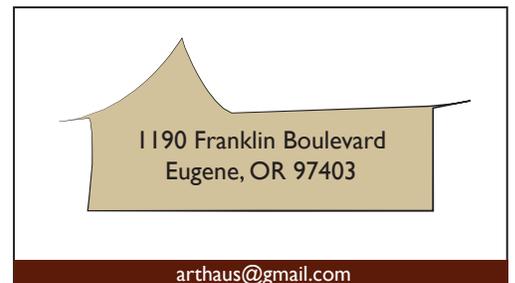
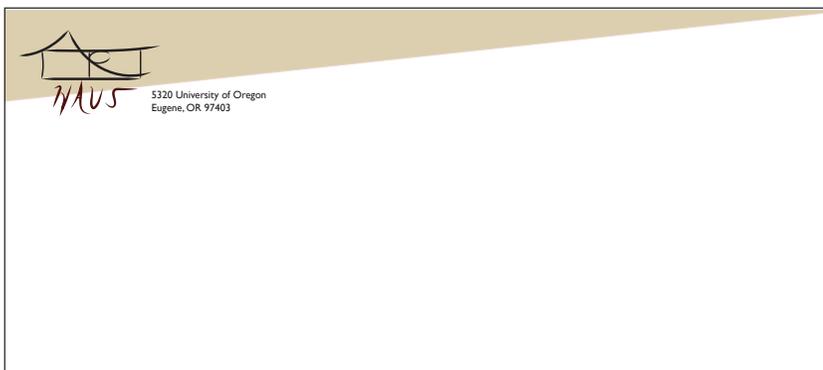
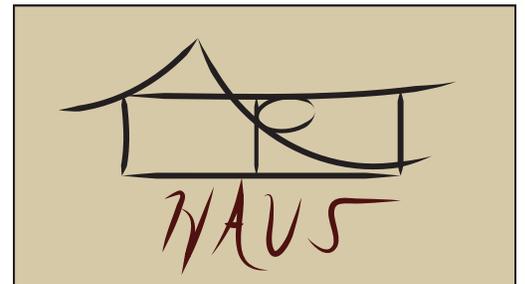
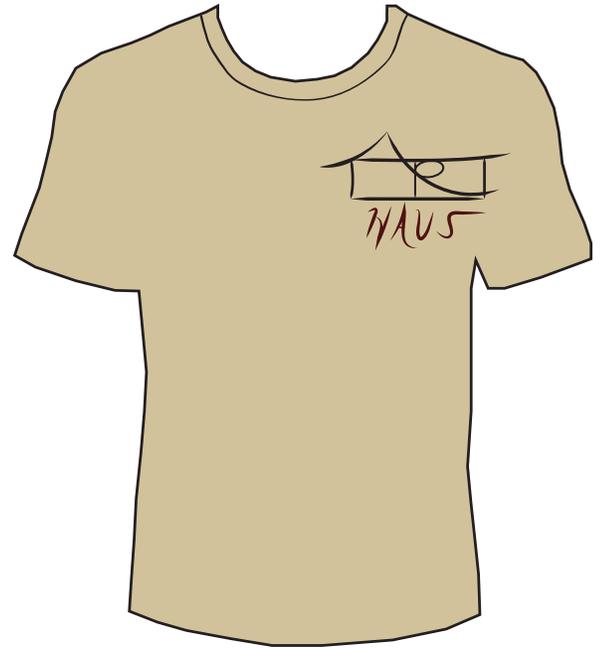
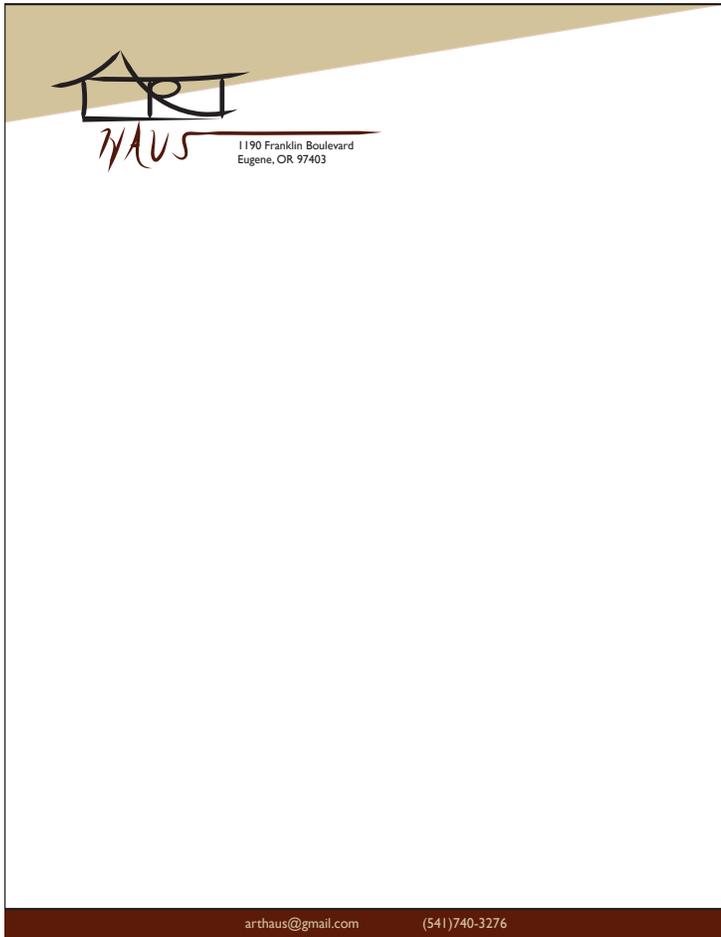
C 24%
M 94%
Y 100%
K 22%

AH Black



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

Collateral

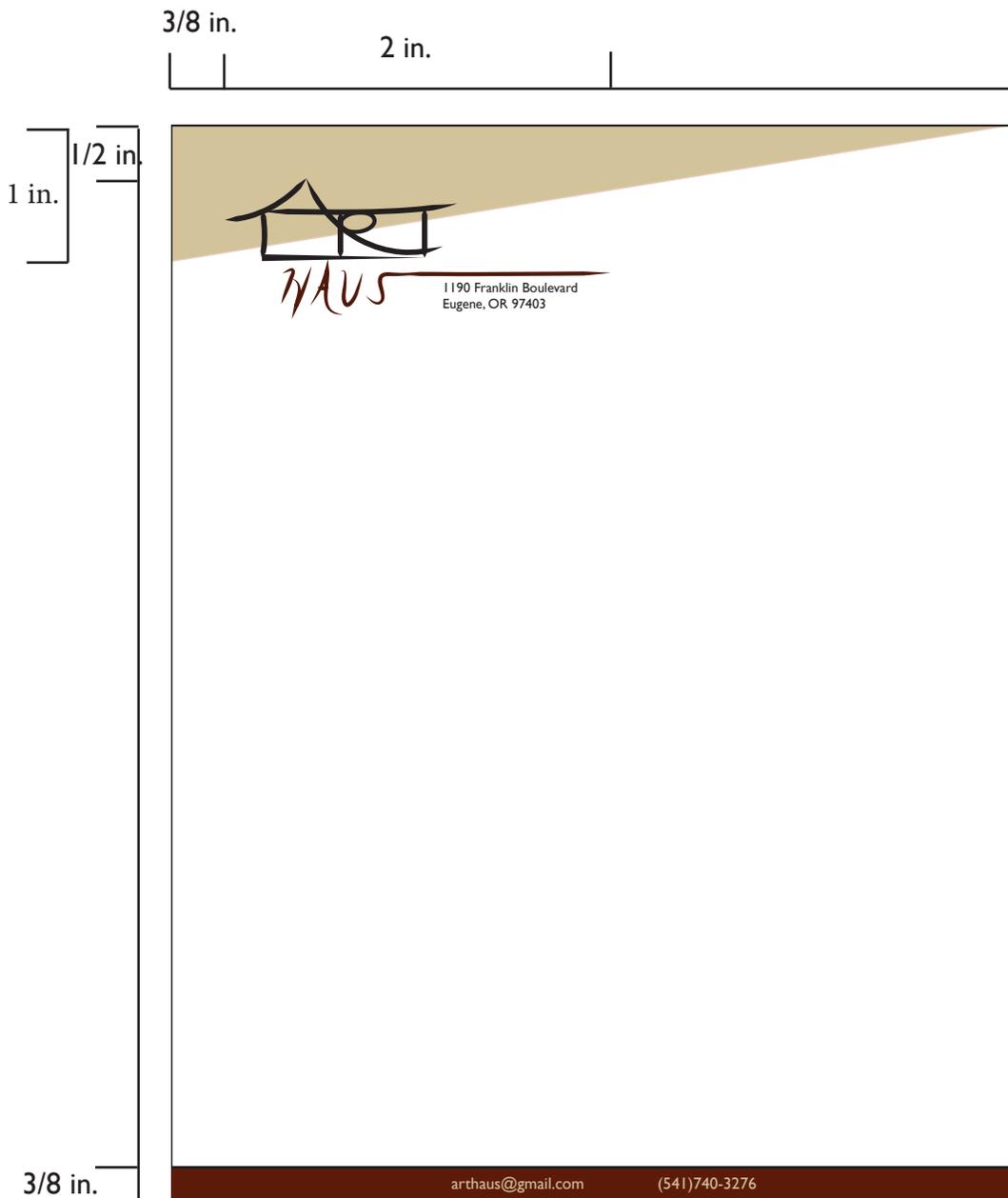


Letterhead

All official ArtHaus letterhead uses the same format. Each page is 8 1/2 inches by 11 inches in size and features the colors AH Black, AH Red and AH Beige.

To format the AH letterhead, place the AH logo on the upper left corner, 3/8 in. from the left edge and 1/2 in. from the top edge. The logo should extend 2 inches in length across the top of the page. An AH Beige triangle should extend behind the logo and text, at a thickness of 1 in at the left edge and coming to a point diagonally at the right edge.

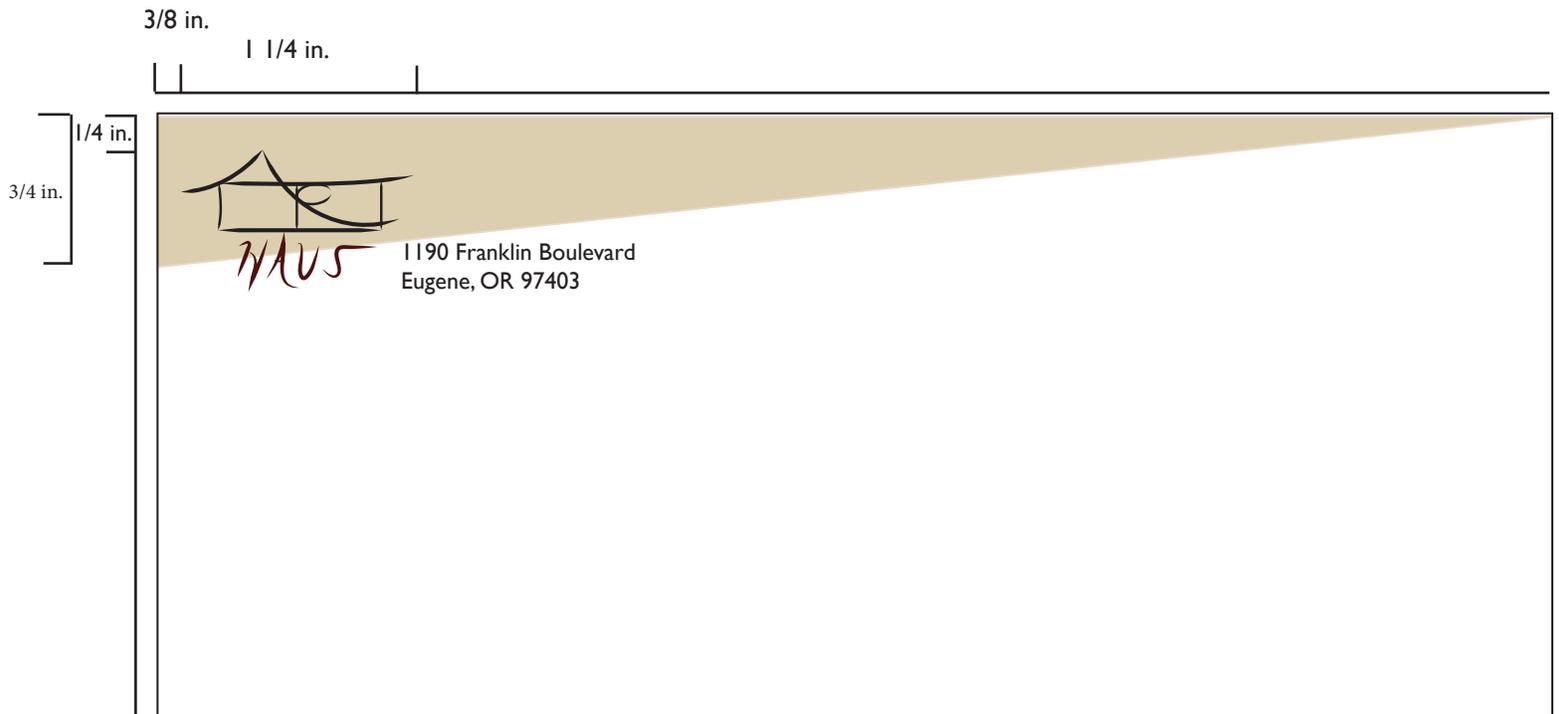
Along the bottom of the letterhead, place a 3/8 in. thick color bar in AH Red. In the center, place the ArtHaus email address, "arthus@gmail.com" and the ArtHaus telephone number, "(541) 740-3276". The two entities should be spaced approximately 1/2 in. apart and should be the color AH Beige.



Envelope

Quickest Flip uses a standard #10 envelope, which measures 9 1/2 in. by 4 1/8 in. The paper stock should match the letterhead, and the colors on the envelope should be the same colors utilized on the letterhead, AH Black, AH Red and AH Beige.

Place the main ArtHaus logo in the upper left corner, 1/4 in from the top edge and 3/8 in from the left edge. The ArtHaus logo should measure approximately 1 1/4 in. in length and 3/4 in. in width. Place the ArtHaus address, "1190 Franklin Boulevard Eugene OR, 97403" typeface Gill Sans regular, size 9, on the right hand side of the logo, 1/4 in from the furthest edge of the "s" in "Haus." Again, an AH Beige triangle should be arranged behind the logo and text, and should begin on the left edge at 3/4 in. in thickness and continue diagonally to the right top edge where it ends in a point.



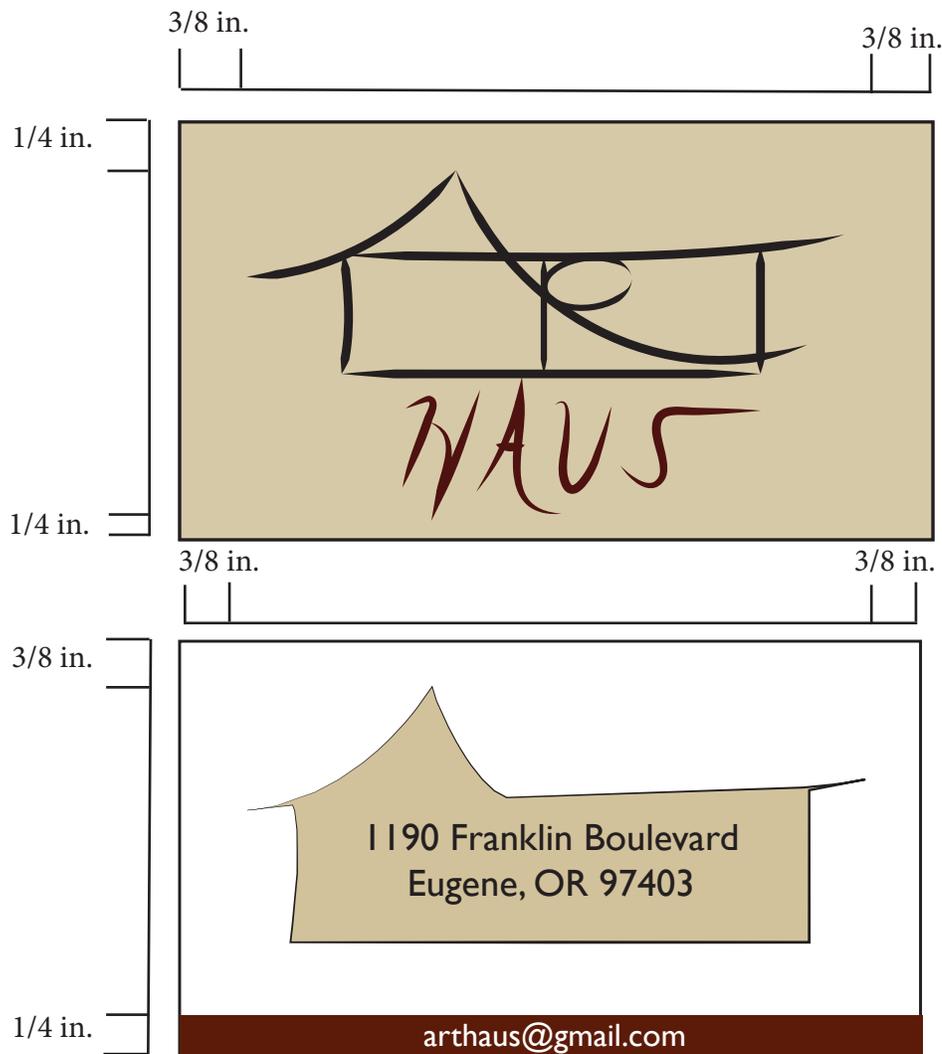
ArtHaus Business Card

The standard ArtHaus business card measures 2 in. by 3 1/4 in.

On the front of the business card, place the ArtHaus logo in the center, 1/4 in. from the top edge and 3/8 in. from each the left and right edges. The logo should also rest at least 1/4 in. from the bottom edge.

The background of the front of the business card should be AH Beige.

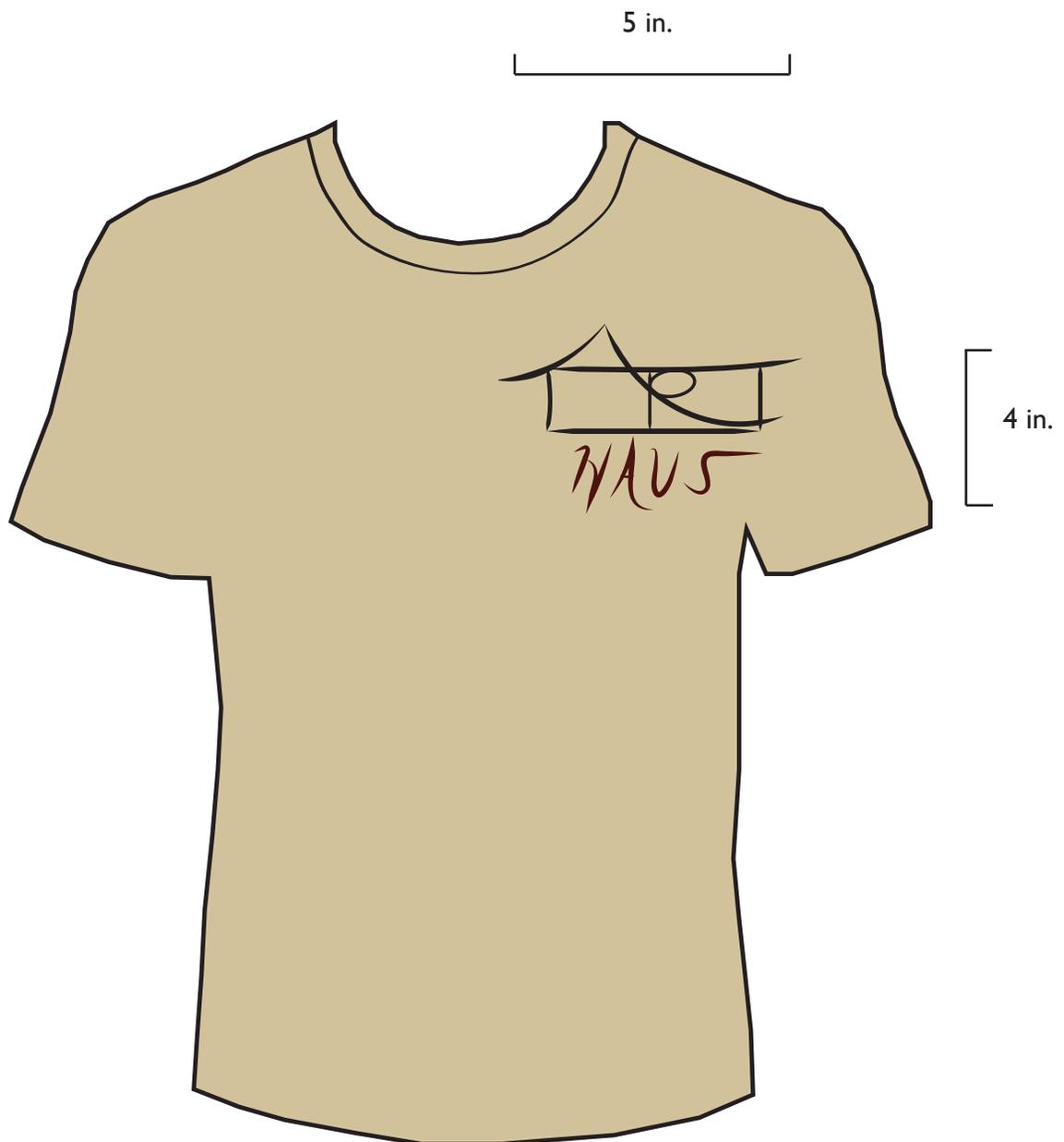
The backside of the business card should include the haus design, approximately 2 1/4 in. in length and 1 in. in width. The type, "1190 Franklin Boulevard Eugene OR 97403" in size 14 Gill Sans Regular should appear in the center of the haus design. Along the bottom edge of the backside of the card there should be a long AH Red color block 1/4 in. in width. In the center of the color block, type should read "arthus@gmail.com" in size 12 Gill Sans regular typeface.



ArtHaus T-Shirt

ArtHaus participants receive an ArtHaus T-Shirt when completing an ArtHaus workshop, and they are also given to all staff and volunteers. The T-Shirts vary in size. They should be AH Beige and include only the ArtHaus logo on the upper left chest of the T-Shirt.

The logo should measure 5 in. in length and 4 in. in width on all T-Shirts.



Below is a sample event poster measuring 11 in. by 17 in. The main ArtHaus logo was used, along with the standard AH colors.

Build benches with us!

**Visit Art Haus
December 2nd-6th
and 9th-13th
Noon-5pm**

Help build benches under the instruction
of professional artists.

**Half the profits from sold benches
will be given to those who
helped build them in the form of food,
warm clothing and transportation.**

This service is for the homeless.

Beginners welcome.

All materials provided, bring your imagination!

Art Haus Art Center
1190 Franklin Boulevard
Eugene, OR 97403
(541) 740-3276

Sponsored by:



Below is a sample ArtHaus display advertisement measuring 8 1/2 in. by 11 in. The main ArtHaus logo was used, along with the standard AH colors.

The advertisement is a square with a background of diagonal stripes in red, black, and tan. In the top right, there is a stylized logo consisting of a black outline of a house with a red 'HAUS' written in a cursive font below it. The text is arranged as follows:

Homeless?

**Come to Art Haus,
make art,
and get a free hot meal.**

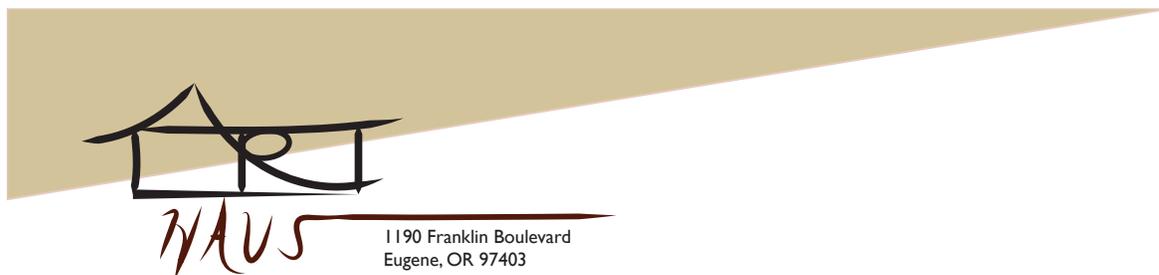
All materials provided.

Open studio hours:
Tuesdays, Wednesdays,
and Thursdays
1-5pm

Art Haus Art Center
1190 Franklin Boulevard
Eugene, OR 97403

(541) 740-3276

Below is a sample of the ArtHaus letterhead displaying an executive summary for a grant proposal. The size measures 8 1/2 in. by 11 in. and uses the main ArtHaus logo.



December 2nd, 2013

The ArtHaus Art Center was established as a 501 (c)(3) organization in 2008 by four women who are passionate about creating a safe, diverse community art space for homeless individuals in Lane County.

ArtHaus addresses the physical, mental and spiritual well being of homeless individuals by nurturing authentic expression, group collaboration and flexible program designs. Through the sale of artwork and community partnerships, ArtHaus is also able to provide artists with ample basic necessities, professional development, lasting personal advocacy and a hot meal at each class. While ArtHaus is partnered with agencies already providing food and clothing to those in need, we are the only art center in Lane County operating for the creative welfare of homeless individuals. ArtHaus is applying for the Collins Foundation Grant in part to expand dialogue with outside community members, build and strengthen relationships with social service organizations and implement creative ways to aid those in need.

TimberHaus, and the programs which will emerge from it, are aimed at providing opportunities for participants to create handmade woodworked pieces to beautify public spaces. TimberHaus programs such as Dream Benches will allow ArtHaus to continue its mission to provide multidisciplinary art opportunities, and in effect, enhance the beauty of a local park with handmade benches by those participants who regularly sleep there. With the help of the Collins Foundation, by May 2014, the Washington-Jefferson Park in Eugene will house at least 20 new benches and ArtHaus will boast a fully functioning woodshop. In a year's time, ArtHaus has plans to implement two more large-scale woodworking workshops, utilizing the woodshop space, equipment, tools, and training gained through the support of the Collins Foundation. The knowledgeable ArtHaus instructors are prepared to guide and challenge makers of all experience levels and interests.

The total cost of this project, \$25,000 includes the reconstruction of one of the ArtHaus studio spaces, the purchasing of woodworking equipment and safety materials, facilities support, three large scale woodworking workshops, hot meals for participants during each workshop meeting, as well as the installation of resulting work in public spaces, a commemorative event, and a month-long gallery showcase for each of the three TimberHaus workshop sessions.

Thank you for your consideration of our request,

Mary Thorsen
Executive Director of ArtHaus

arthaus@gmail.com

(541)740-3276