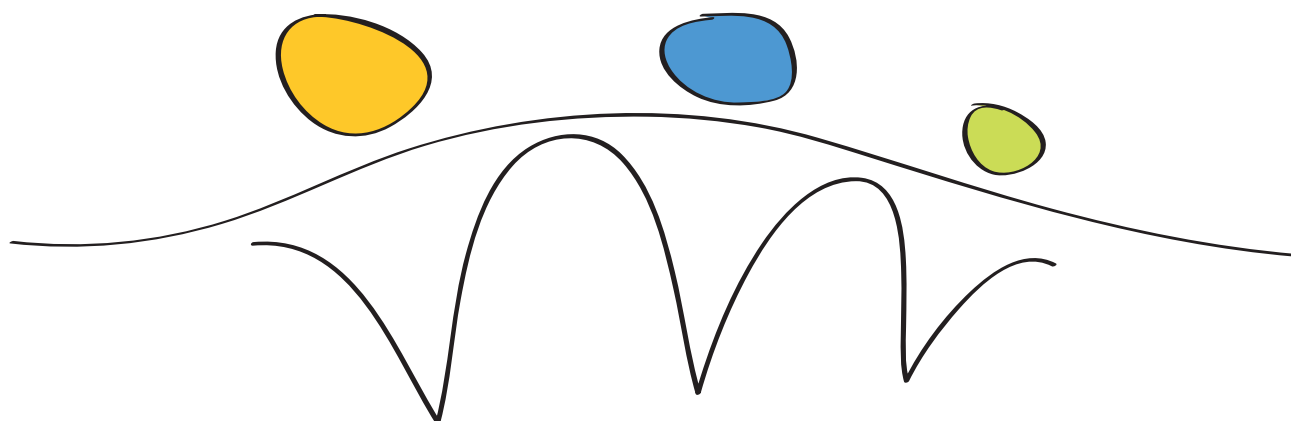


BuildaBridge

Graphic Standards



BuildaBridge

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Fall 2016

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Introduction

BuildaBridge is a non-profit 501(c)3 arts education and intervention organization whose mission and dedication is to engage creative people and the transformative power of art making to bring hope and healing to children, families, and communities in the contexts of crisis and poverty. These services take place in communities in the tough places of Philadelphia and the world through direct arts-integrated interventions and cross-cultural services.

They started in a Baptist Church providing a Saturday Morning Art Program for at risk youths in Philadelphia. In 2000 Dr. Corbitt and Dr. Nix-Early (Co-founders) were asked to lead a team to Rwanda to work with communities following the genocide. They lead counseling services for children and adults. From this experience, BuildaBridge began developing training materials for survivors of violence and abuse. Over the years, they have provided trainings and art programs to several countries in the world.

BuildaBridge was founded in 1997 and has grown in its support and partners. Nearly 1,700 arts and community workers have been trained through the Institute and 1,320 volunteers. BuildaBridge now partners with approximately 23 local, national and international organizations.

BuildaBridge engages the arts to bridge barriers of race, class, and ethnicity and to impact a child's academic, social, artistic, and character development. BuildaBridge developed direct service programs that have made the arts accessible to underserved populations. There are 3 distinctive programs that BuildaBridge serves.

1. Community Programs serves children and family members living in impoverished areas of the Philadelphia community by offering after school programs, evening classes, and summer camps. The focus of the Arts intervention program is to bring about healing and hope from trauma and abuse.
2. Institute – is a research and training academy to prepare artists, youth workers, community and congregational leaders, teachers, social service professionals who want to integrate the arts in community-based service. Professional leaders and volunteers come from around the world to gain knowledge and skills to develop this program in their communities.
3. International Program – organizes, leads, and provides overseas service opportunities for sustainable arts relief interventions and restoration/trainings for those communities affected by cultural and religious conflicts, environmental catastrophe, poverty, illness and social injustice. International teams have served communities in Columbia, Dominican Republic, Kenya, Haiti and Nicaragua.

Glossary

Sans Serif - a typography that does not have the small projecting elements called serifs at the end of strokes. The term is derived from the French word sans, meaning without, and serif from the Dutch word schreef meaning line; without serifs.

Topography - the art of the design and arrangement of type font. Type font can range from Serif to Sans Serif and can involve the spacing of individual type characters.

Alignment - the placement of text and objects on a page or in a design. Text and objects can be right-aligned, center-aligned, left-aligned.

Stroke - stroke means the outline of any element. A stroke is an outline of color and can be placed on any shape, clipping mask and text element. A custom stroke style can be dashed, dotted, or striped.

Kerning - refers to the amount of space between two letters or characters to achieve an aesthetic look.

White Space - the space inbetween different design elements. This space can be intentional or an integral part of the design.

Spacing - the adjustment of the space between words or characters to affect the overall look of a design.

Bleed - is a printing term that is used to describe a document which has images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When the image has a bleed, it must be printed on a larger piece of paper then trimmed.

Logo and Logotype

BuildaBridge spans barriers of race, class, faith, and culture to promote personal, family, and community development. Their mission is to engage creative people and the transformative power of art making to bring hope and healing to children, families, and communities in the contexts of crisis and poverty. BuildaBridge envisions a world where all children are resilient, experience self-efficacy, and have a vision for their future. I designed this logo with the mission in mind of communities working together to build a bridge of hope and healing. The free form drawing represents the art expression and a sense for humanity in the bridge figures and the words provide the bridge stability in the logo using the Verdana font that provides clean straight lines to the logo. Using 3 different colors signifies diversity of race, gender, class, and culture. The size of the figures over the bridge can also indicate children, adults, and gender.

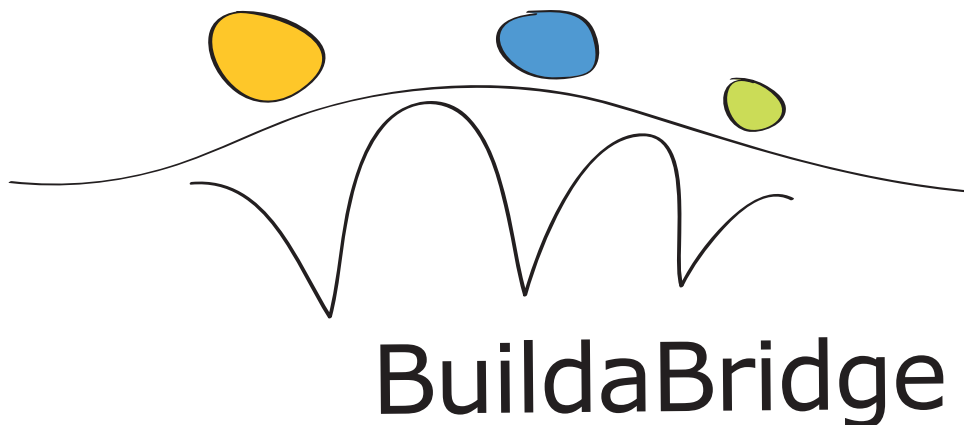
Verdana

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

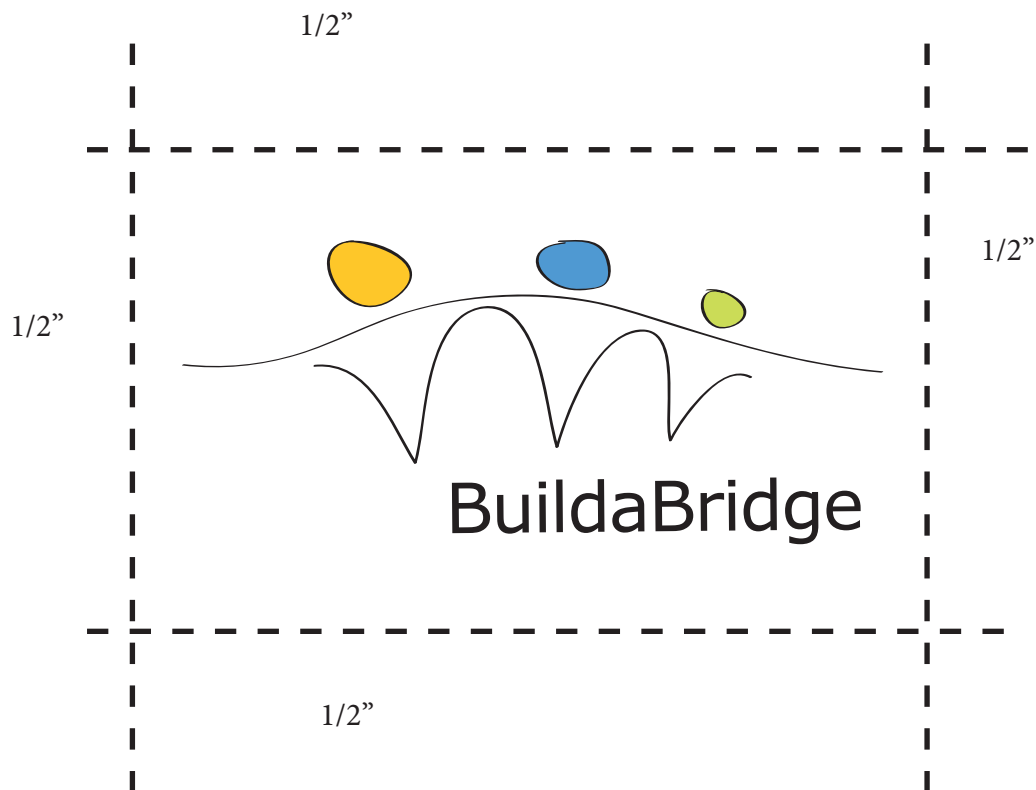
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



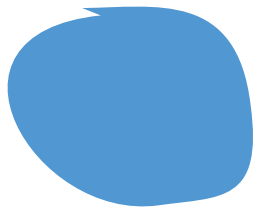
Use of Space

The use of space for the new logo for BuildaBridge is intended to be easily read and recognizable. The space around the logo is a minimum of 1/2". The logo can be placed on letterhead and envelopes with ease.

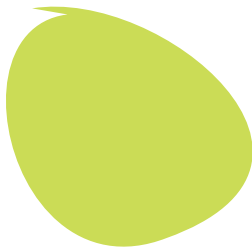


Color

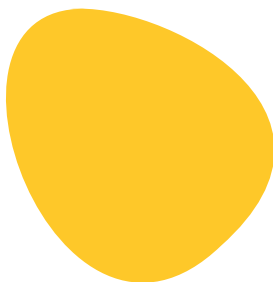
The colors are inspired by the global community program of BuildaBridge. Blue represents the sky, green represents land, and yellow for the sun. Further representation of colors include green for the color of life, renewal, nature, and energy, and is associated with meanings of growth, harmony, freshness, safety, and environment. Blue symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body. Yellow associated with joy, happiness, intellect, and energy. I chose these colors to represent BuildaBridge's mission of a global service. Using 3 different colors signifies diversity of race, gender, and culture.



C = 0%
M = 22%
Y = 92%
K = 0%



C = 65%
M = 29%
Y = 0%
K = 0%



C = 24%
M = 0%
Y = 82%
K = 0%

Typography

Verdana was used for the primary logo. The block simplicity added to the free form stroke of the bridge but the block typography gave stability to the design. I played with the different fonts for the poster and newspaper ad. For the business card, I kept with a simple block font different from the logo but similar in typography.

Logo - Verdana
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNQPQRSTUVWXYZ
1234567890

Business Card & Newspaper Ad - Myriad Pro
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNQPQRSTUVWXYZ
1234567890

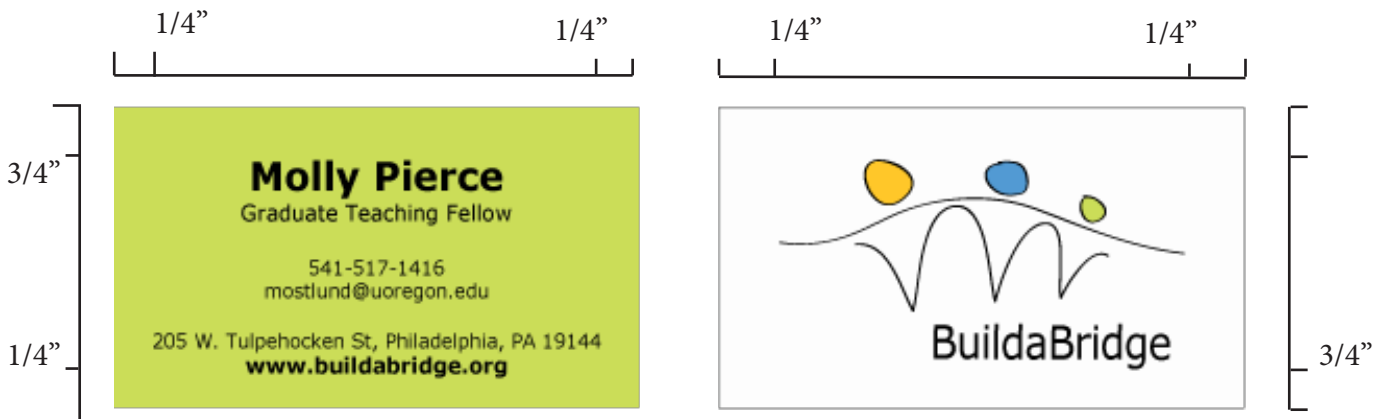
Poster - Luminari
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNQPQRSTUVWXYZ
1234567890

Poster - Lao Sangam MN
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNQPQRSTUVWXYZ
1234567890

Poster - Helvetica
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNQPQRSTUVWXYZ

Business Card

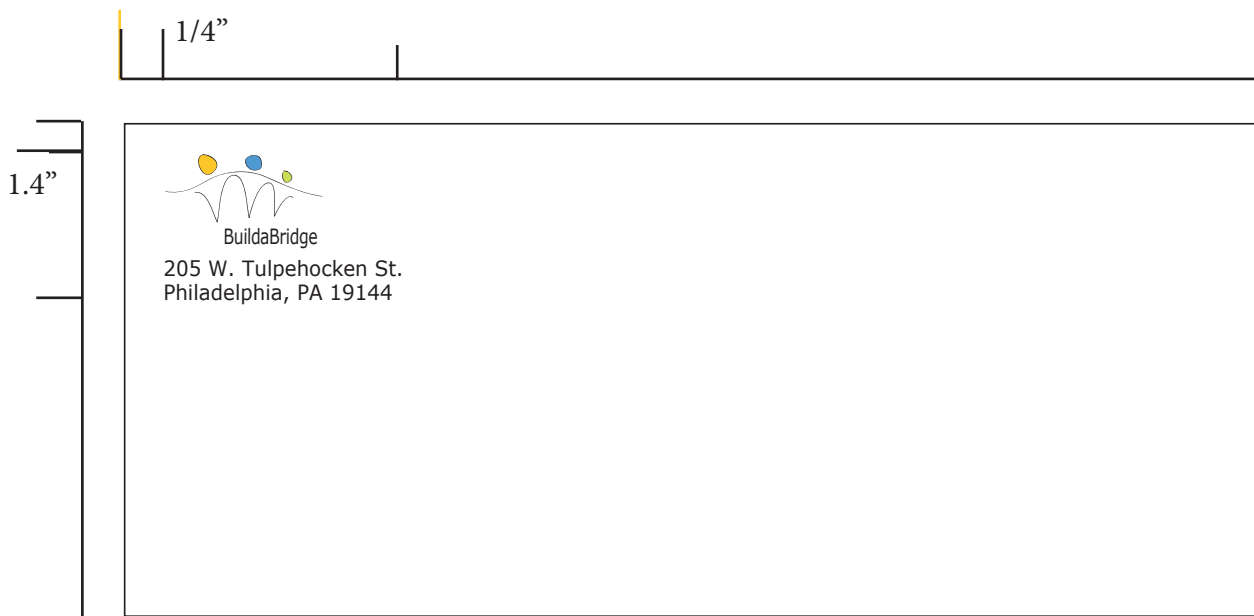
The business card contains the logo on the front of the card. The back side contains all the information needed to contact an individual working with the program. The website is easily found. The horizontal format works best with the layout of the logo design and allows for enough space to contain all the information. I chose to have the information in color to match one of the figures from the design. Any of the 3 colors could work for the back side of the business card for information.



3.5" wide full bleed x 2" tall full bleed

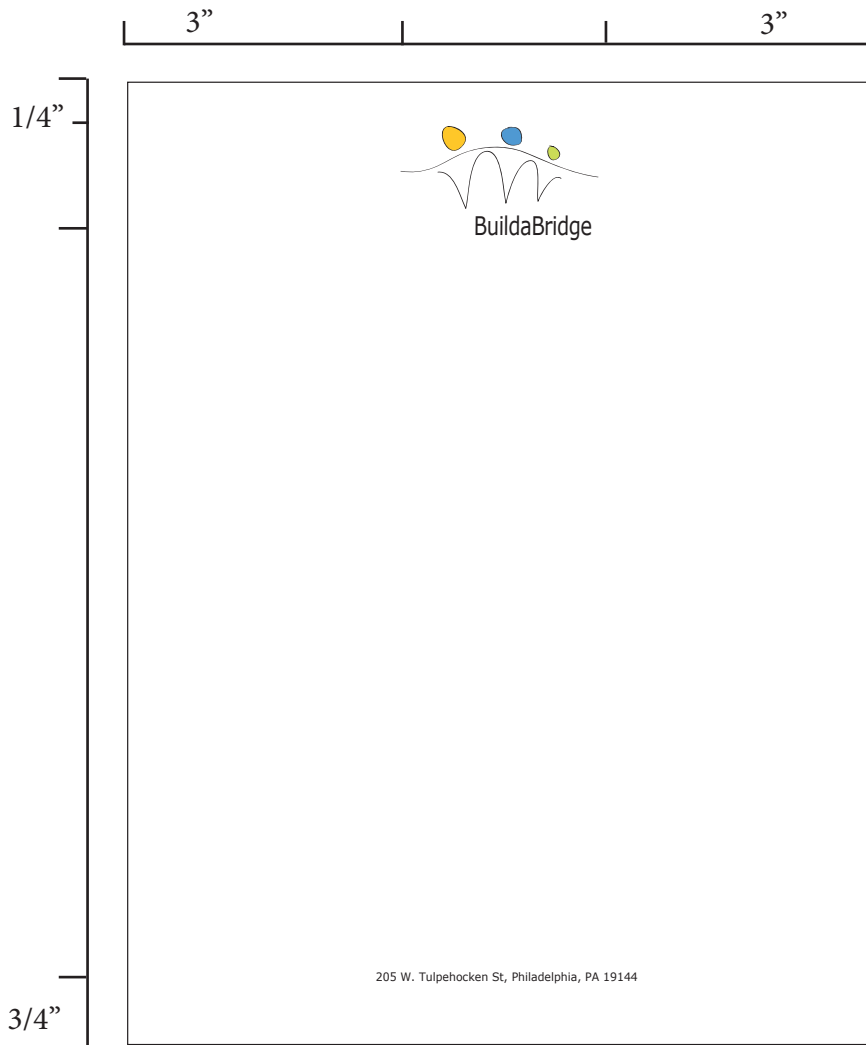
Envelope

The envelop is a standard size of 9 1/2 x 4 1/8 or # 10 size. The placement in top corner with address below keeps it clean and simple.



Letterhead

The logo is placed in the top center of the letterhead. The address placed in the lower center of the letter.



4th Piece

An organic draw string bag was chosen for a collateral piece that can be used by the participants in the program. This bag will be given as part of tuition for the Institution and available for sale to support BuildaBridge. The use of an organic bag falls along with their values of world support. The size of the bags can vary but with a 18-20” bag size, the Logo should be centered on the bag and logo size at least 6-8”.



Display Ad

BuildaBridge initiated a Holiday Festival in partnership with the Business Block on Penn's Landing in Philadelphia, Pennsylvania. Shops, restaurants, pubs, coffee houses, and businesses open their doors for a special festival of music, shopping, local crafts and gifts. Proceeds go to support BuildaBridge programs. This is one of their primary fund raising events supported by the community. The ad is a simplified newspaper ad bringing the element of the snowflake from the poster for continuity.

5 3/4"

4"



Join us for our
**3rd Annual
Holiday Festival**

Saturday, December 3
12 - 8 pm

Proceeds Support

The Business Block
on Penn's Landing



BuildaBridge

Poster

This is an 11" x 17" poster advertising the Holiday Festival in partnership with the Business Block on Penn's Landing in Philadelphia, Pennsylvania. I have included some of the sponsors for this event. Proceeds go to support BuildaBridge programs. This is one of their primary fund raising events supported by the community. I chose the image of the snowflake and Luminari font to set the feel for a holiday/winter festival.

