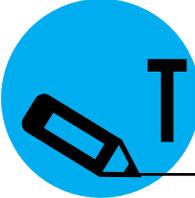


Graphic Standards



TRACING

Memories

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AAD 610
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About Copic

25 years ago Copic markers were developed in Japan by the company .TOO Corporation. Although originally created for fine art and design the Japanese comic industry started using Copic markers for Manga and Anime.

About 15 years ago Imagination International, Inc began importing Copic markers to North America.

“Imagination International, Inc was founded in 1998 with Japanese and American investors to work on international projects that encourage creativity, education and World peace.”

Today, they import, market and distribute high quality art materials to customers in North America. They also provide information and education about our products. To succeed in these goals they invest in a strong employee base, active sales representatives, and a network of people that have pride and believe in their high quality materials and professional business practices.

About Tracing Memories

Tracing Memories was developed in 2012 as an effort to provide an art therapy program and reach out to new audiences. The program has been tested on the elderly population but can be used by people of all ages. Recent studies have shown coloring can reduce stress levels and helps engage the frontal lobe of the brain.

In the pilot stage of Tracing Memories, the participants at Sheldon Park and Maude Kerns who tested the program were very receptive and enjoyed learning how to use Copic markers. Participants learned coloring techniques from the instructor and were provided with photographs and outlined images to color.

The program involves taking a photograph, reducing it to an outlined image, and coloring in the image to create a beautiful piece of artwork. The photograph is referenced as the participant is coloring in the image. Having the outlined image takes away the intimidation of a blank canvas. Participants do not need to consider themselves artists to participate. All levels of ability can participate in Tracing Memories.

Logo

The Tracing Memories logo includes a blue circle with black pencil inside, line coming out of the pencil which divides the words “Tracing” and “Memories.” The “T” in “Tracing” lies within the blue circle and the “R” lies just outside of the circle.

In order to fit various advertising and business materials, the logo may be scaled. See examples on pages 7-10. All materials must include the Copic logo at least once. The Copic logo will be placed above the black line and aligned right.

The logo type is always seen with “Tracing” in Bebas font and “Memories” in Always Forever font. The “m” in memories is always capitalized.

The logo is shown using blue for the circle and black for the rest of the logo. The only variation on color allowed is when the logo is seen on a blue background. In which case the circle can be filled in with white.

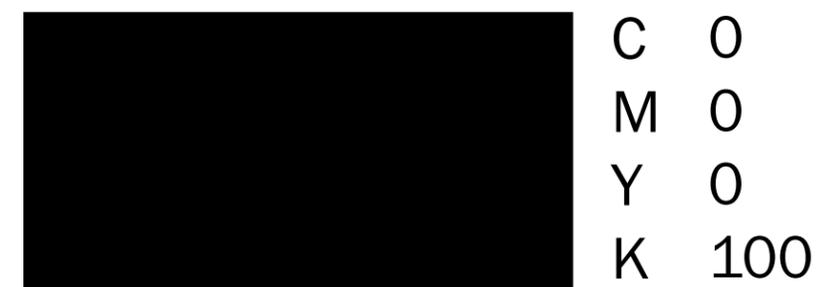
Any text or image near the logo must keep at least 1/4” distance away from the logo. If the line in the logo extends beyond the basic logo as seen here, text and images may go as close to the line as the designer desires as long as it is away from the logo itself. See examples on pages 7-9.



Color

The logo is seen in only two colors - blue and black. It can only appear in these two colors unless the logo is placed on a blue background. In this case the circle in the Tracing Memories logo can be changed to white. Tracing Memories uses a simple and consistent color scheme in order to make the brand memorable.

These three colors are used throughout the collateral and no other colors are added. The only time when color can be added to Tracing Memories material is when photos or images are included. Text is always in black and highlights can be in blue.



Typography

The logo type is always seen with “Tracing “ in Bebas font and “Memories” in Always Forever font. The “m” in memories is always capitalized. No other fonts can be used for the logo.

All text in Tracing Memories material such as business card, letterhead and envelope will be a combination of Franklin Gothic Medium and Franklin Gothic Book. Franklin Gothic Medium is used when text needs to stand out. All other text is in Franklin Gothic Book.

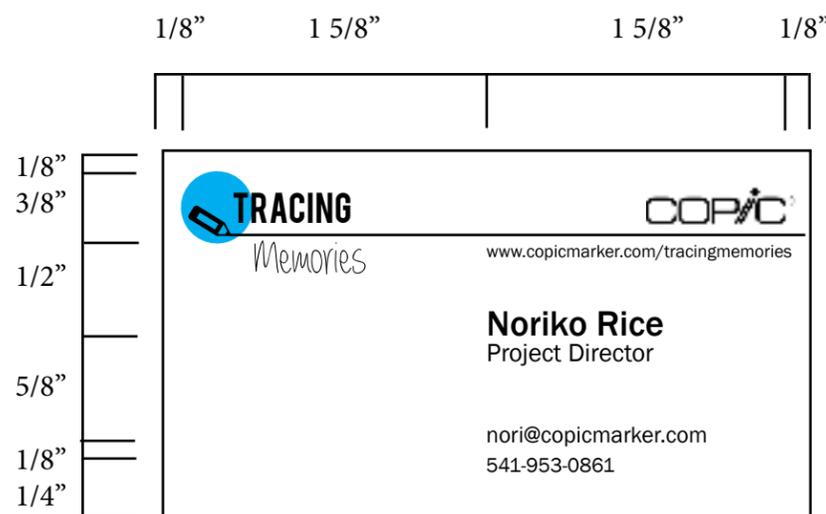
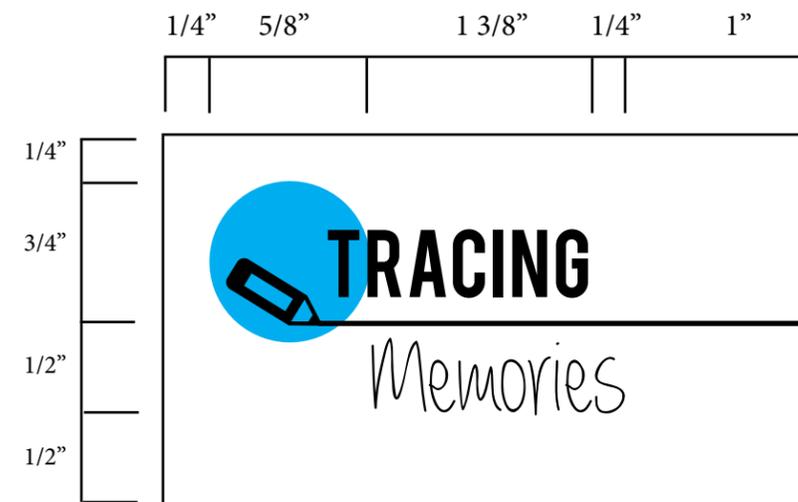
Always forever
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BEBAS
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Franklin Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Business Card

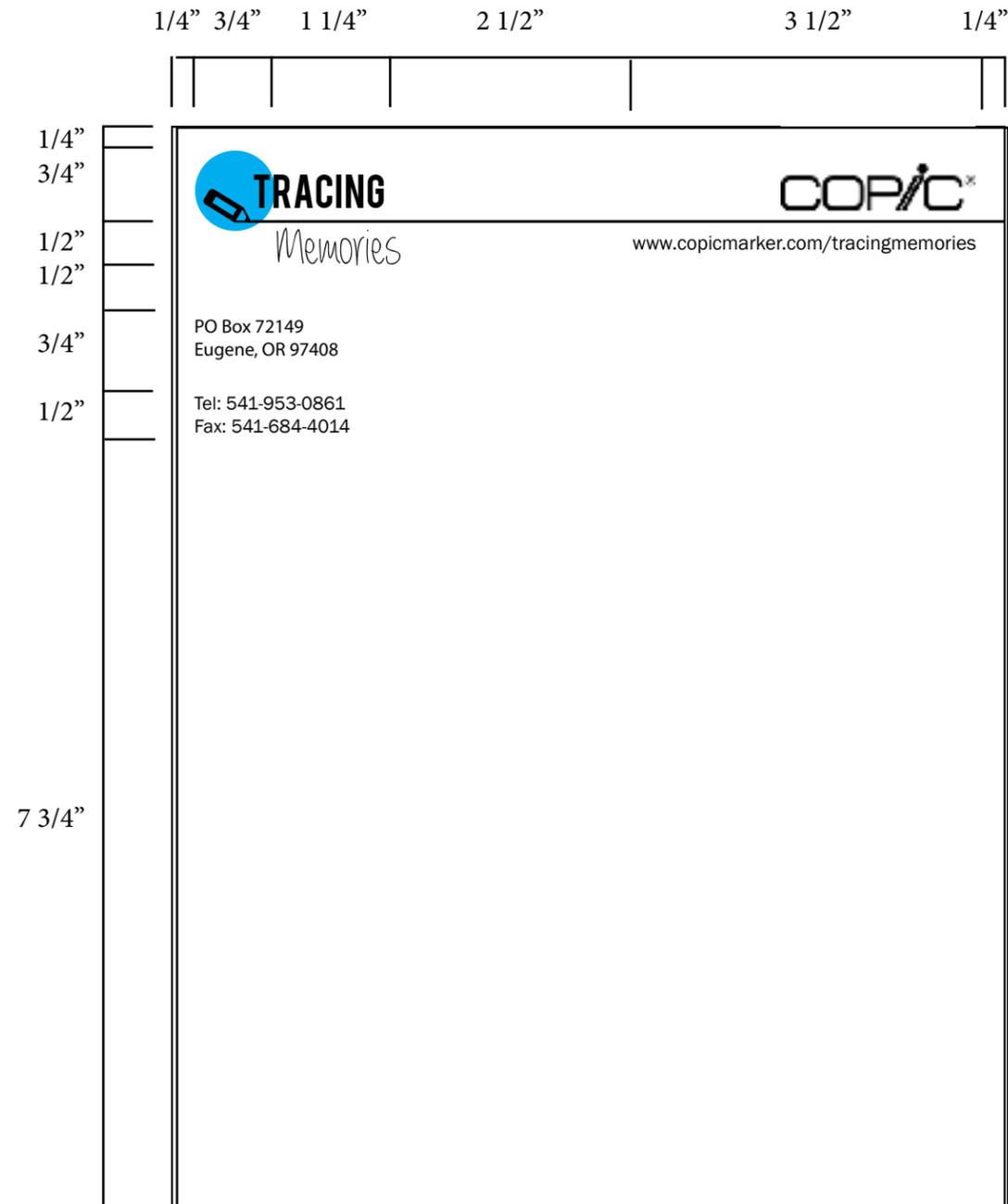


The official Tracing Memories business card is 2 x 3.5 inches and is two sided. The front side has the Tracing Memories logo printed across the the card with the line running to the edge of the card.

The back side of the card has the Tracing Memories logo scaled down on the top right hand corner with the line extended across the top. Above the line on the right hand side of the card is the Copic logo with website below in Franklin Gothic Book font size 7.

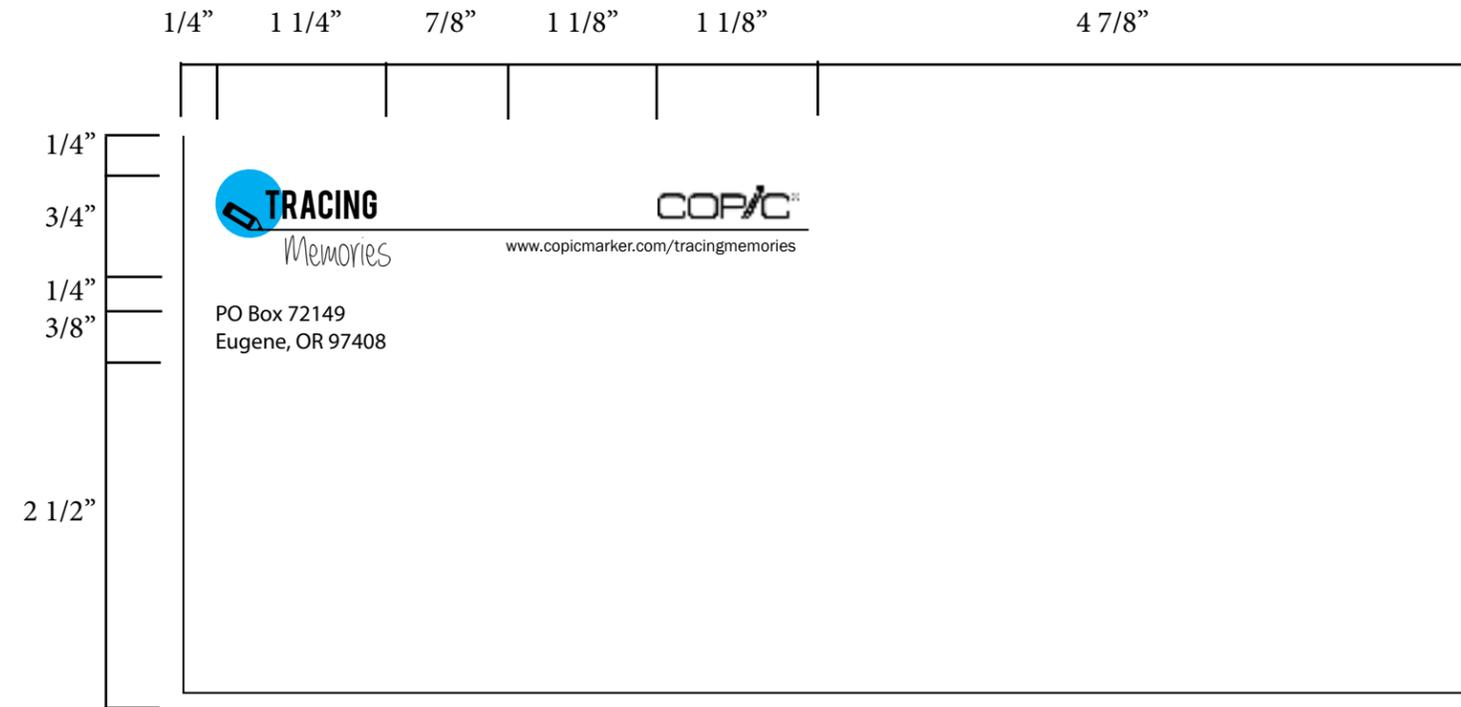
The name of the the employee is seen in Franklin Gothic Medium size 14. Their position is ilsted in Franklin Gothic Book size 10. Additional information is below in Franklin Gothic Booksize 9.

Letterhead



The official Tracing Memories letterhead is designed for letter size paper (8.5 x 11 inches). The logo is placed 1/4 of an inch away from both the top and left side of the paper. The line runs all the way to the edge of the paper. The Copic logo and website are positioned 1/4 of an inch away from the right side of the paper. The address, phone and fax information is placed 1/2 of an inch below the logo.

Envelope



The official envelope for Tracing Memories is designed for a no. 10 envelope that measures 9 1/2 inches x 4 1/8 inches. The logo is placed 1/4 of an inch away from both the top and left side of the paper. From the edge of the circle to the end of the line is 4 1/2 inches. The Copic logo is placed above the line on the right hand side with website underneath. The address is placed 1/4 of an inch below the logo.

Water Bottle

Glossary



The Tracing Memories water bottle is 10 inches high. The logo will be placed 1/2 of an inch from the bottom and will be scaled so that the entire logo will be 1 inch in thickness. The circle will be in blue and logotype and detail in black.

Alignment - the placement of text cell or image in relation to a page, column, or tab.

Color scheme - choice of colors used in design for a range of media

Font - the size weight and style of text.

Graphic standards - a set of rules defining text, typography, use of space, size and color used in a range media

Logotype - refers to the part of the logo that is text. A logo can exist without logotype. Also logotype and logo can each be used on their own or together to represent a brand.

Logo - a design used by an organization to identify their products, materials, etc.

Scale - To change the size of an object while maintaining the portions.

Typography - the style and appearance of printed text.