

Raquel Vargas Ramírez
Marketing, Media and Communication
Fall2013

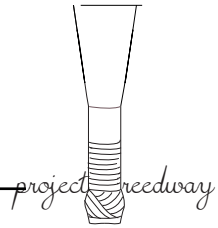
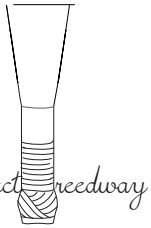


Table of Contents

Introduction	3
Glossary	4
Logo	5
Logotype and Typography	6
Color	7
Business Card	8
Envelope	9
Letterhead	10
T-shirt	11



Introduction

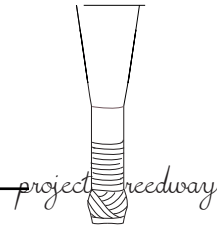
Project Reedway is an organization started by bassoonist James Ryan Morris after receiving his masters in bassoon performance last May. The name gives you a clue of what this business is about: yes, it's bassoon reeds!

Project Reedway sells cane at all the different stages of the process as well as a variety of brands and shapes. Reed blanks are available as well as finished reeds ready to be played.

The target audience of this organization consists of bassoon players that haven't yet learned how to make reeds or rather more experienced bassoonists that lack the time to do it.

The ultimate goal is to provide customers with an alternate option other than factory cane and reeds, so that they are able to purchase them while keeping the quality a handmade reed offers.

Glossary



•**Alignment:** Keeping objects in a specific place or line so that the design looks organized

•**Contrast:** The distinction of elements on a page. This can be achieved by using contrasting colors, shapes, fonts, etc.

•**Grid:** Structure of horizontal and vertical straight lines that help you organize your design in the cleanest way

•**Focal Point:** The most emphasized element in a design

•**Logos:** A symbol design to portrait and represent the service a company provides

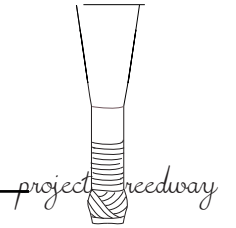
•**Logotype:** The typography that is used to brand a company throughout all its documents

•**Rule:** Graphic design tool used to keep elements in line

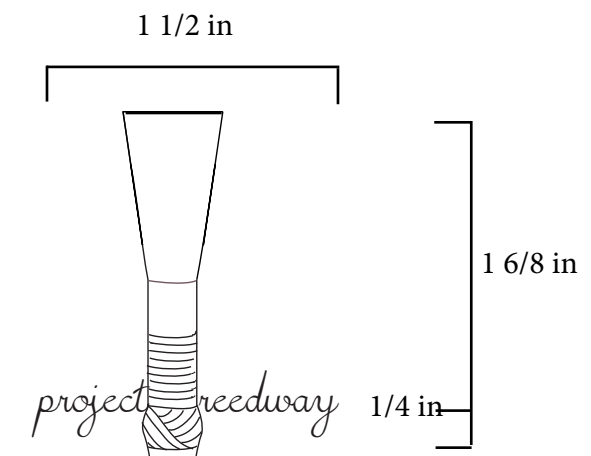
•**Scale:** It refers to the size relationship of a graphic element, so that even when it's made bigger, the proportions stay the same

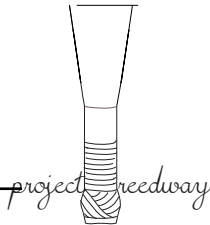
•**Whitespace:** Absence of text and graphics; it gives the eye a rest from the form

Logo



Project Reedway's logo is formed a line drawing of a bassoon reed in the middle of the two words "project reedway" written in 5th Grade Cursive font.



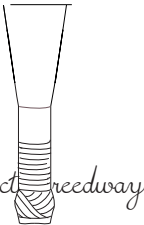


Logo Type and Typography

Project Reedway utilizes 5th Grade Cursive font in its logo and Eurostile in the rest of the texts and documents. You can see an the details of the fonts below:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

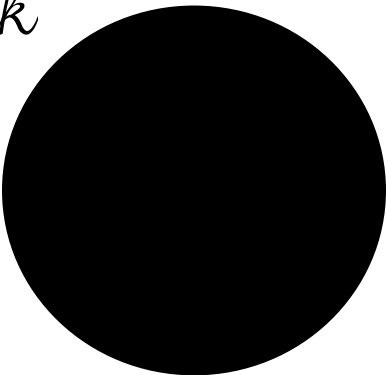
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Color

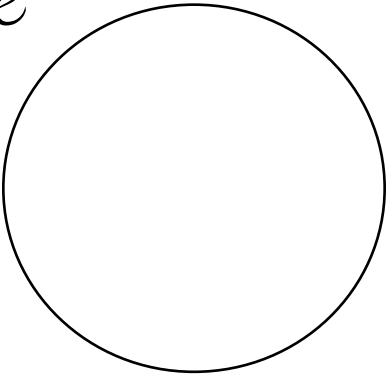
Project Reedway only uses black and white in its logo:

Black

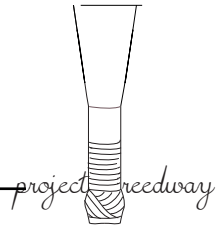


C 0%
M 0%
Y 0%
K 100%

White

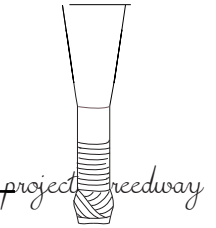
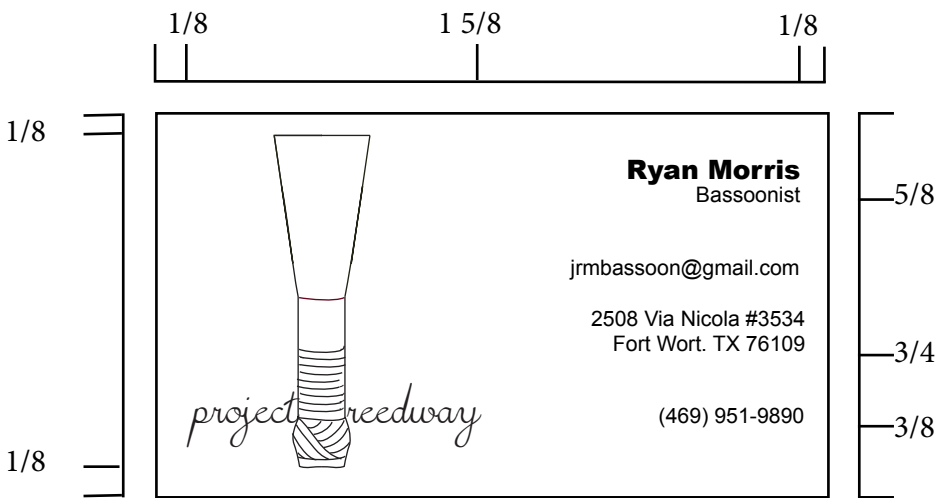


C 0%
M 0%
Y 0%
K 0%



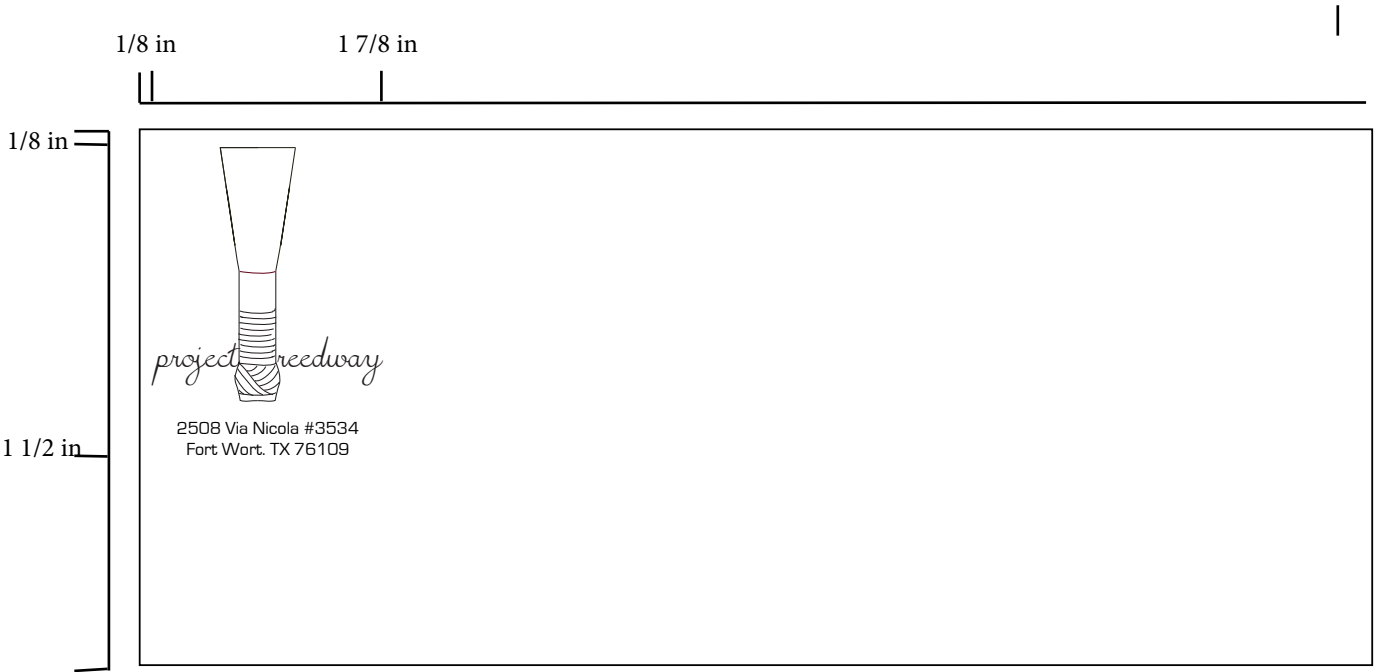
Business Card

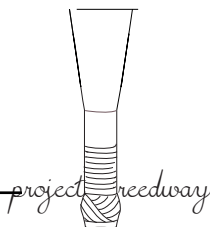
Below you can observe the standard business card for Project Reedway. The design is simple, the logo is to the left and the information of the person in to the right. Dimensions should be followed as shown:



Envelope

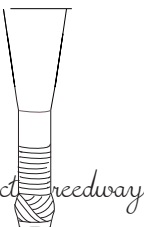
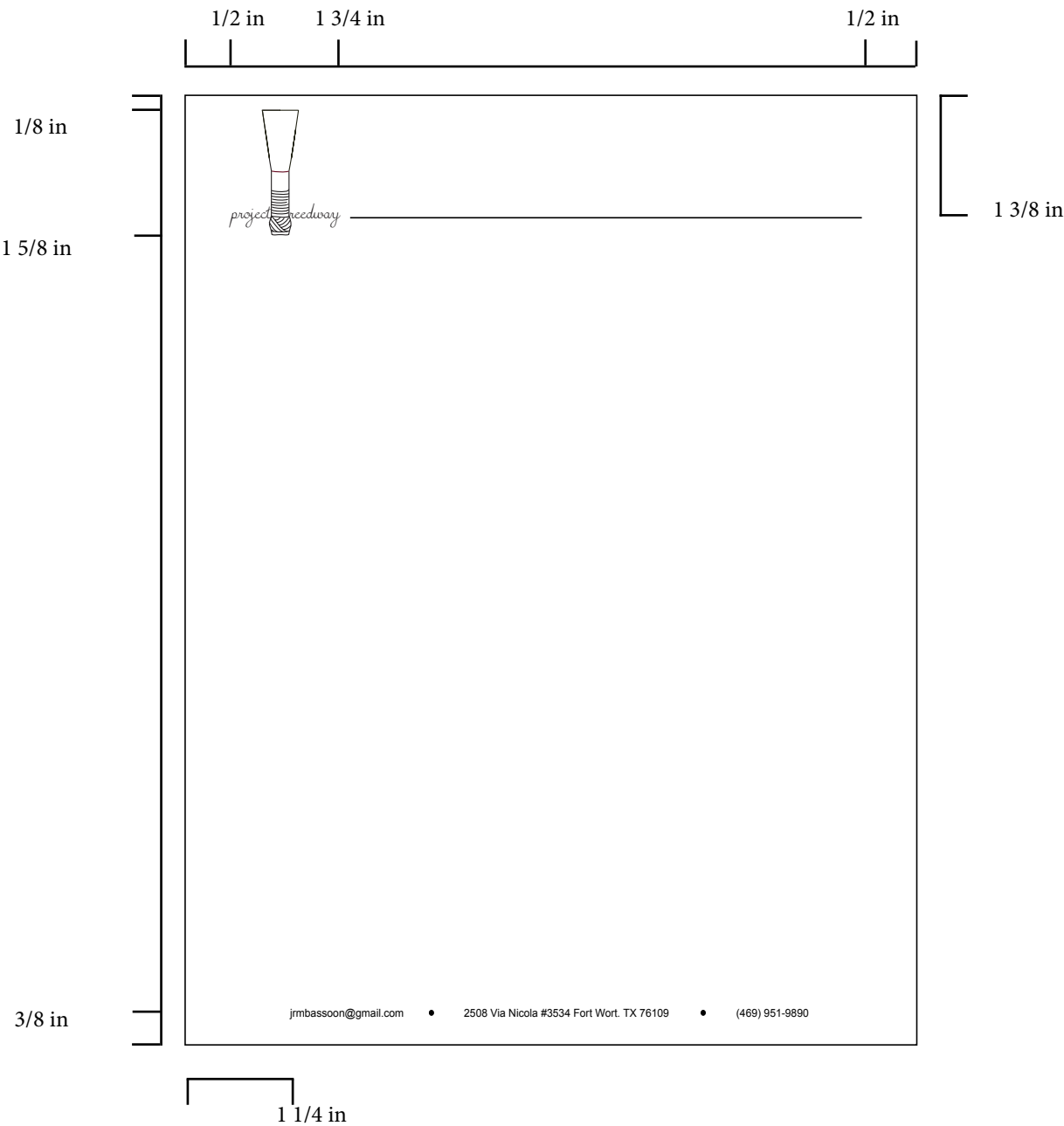
The design of Project Reedway is simple. It features the logo in the top left corner and the address right under it. Below you can observe the specific proportion of the placement:





Letterhead

This is the design to use for documents being sent from Project Reedway. The logo is placed at the top left corner with a black line across to the margin on the right that originates from the “y” of reedway.



T-shirt

This shirt is given away by the company for free and it serves as a walking advertisement. They are given out mostly during events at schools of music to current musicians and future music teachers catch a glimpse at it.

