

Graphic Standards

Prepared by Stephen Carlson
Fall Term 2014

Table of Contents

Introduction—3

Glossary—4

Logo and Logotype—5

Use of Space—6

Colour—7

Typography—8

Business Card—9

Envelope—10

Letterhead—11

Mouse Pad—12

Poster—13

Display Advert—14

Introduction

Digital Arts Lane is a proposed digital arts service company that would be based out of Eugene, OR and focus on exposing and elevating the digital arts as a vehicle for creative expression. It would offer workshops for free in an array of digital arts methods for youths and comparable for-fee workshops for adults and other lifelong learners, as well as offering equipment and studio space for rental.

Glossary

Aliasing—visible stair-stepping of curves in raster images.

Bezier Curve—a type of curve defined by a line and a point, used to create vector artwork.

Bounding Box—a rectangle defining the area of an image.

Composition—the arrangement of the visible elements or parts of a work.

Process Colour—cyan, magenta, yellow, and black combined to create colours. For the purpose of this document, the colours ‘DAL Substrate’ and ‘DAL Conduit’ refer to this.

Scale—the proportional relationship among parts.

Spot Colour—colours used independently in a printed piece. For the purpose of this document, the colours ‘Resistor Red’ and ‘Resistor Black’ refer to this.

Typography—the art or procedure of arranging type.

Vector Image—a computer-generated image that uses points, lines, polygons, and Bezier curves to produce mathematical descriptions of paths for the graphic. Vector images can be scaled without aliasing.

Logo and Logotype

The logo was created to resemble a printed circuit board, which is comprised of conductive conduits laminated onto a non-conductive substrate. Printed circuit boards often have holes drilled into them, referred to as throughholes or vias, through which wiring can be passed to the other side of the board. In electronics, various resistors and computer chips are also installed depending on what the board is for.

Neuropol

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

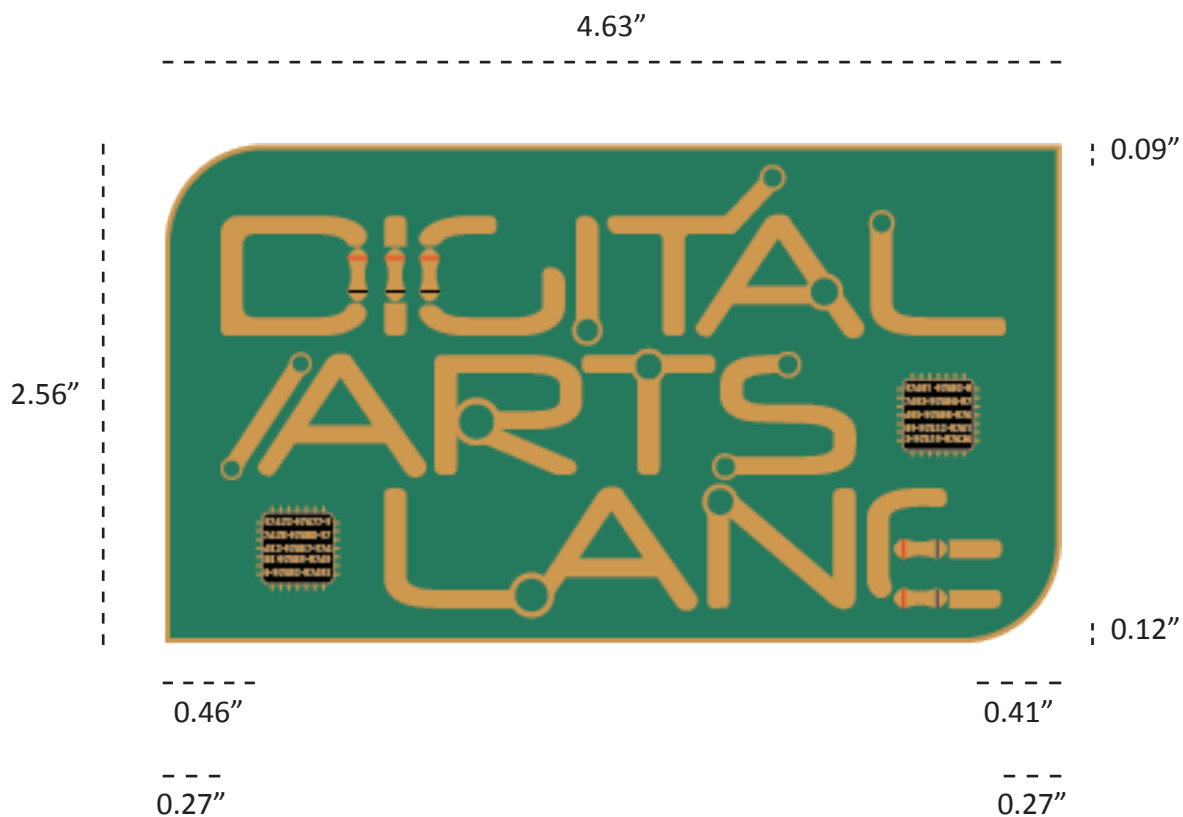
Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



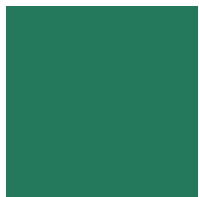
Use of Space

The logo was created at 4.63" wide by 2.56" tall with rounded top-left and bottom-right corners. The leftmost edge of the text, including the D and the illuminated conduit to the left of the A is positioned 0.27" from the left edge of the bounding box. This space is mirrored on the right from the rightmost tip of the L to the right edge of the bounding box. The topmost edge of the text, the extended arm on the T, is positioned 0.09" from the top of the bounding box. The bottommost edge of the text, the throughhole that connects the L and A in LANE, is positioned 0.12" from the bottom edge of the bounding box. The left chip is aligned with the horizontal equator of the L and its left edge is positioned 0.46" from the left edge of the bounding box. Similarly, the right chip is aligned with the horizontal equator of the S and its right edge is positioned 0.41" from the right edge of the bounding box.



Colour

The colour selections were made to replicate the look of a printed circuit board which, as stated above, are composed of conductive conduits etched from copper and laminated onto a non-conductive substrate. Red and black were selected for the 'resistors' that are a part of the logo (although the resistor banding here is just a simplified approximation). The same black is used in the chips.



DAL Substrate

C = 83%
M = 31%
Y = 72%
K = 16%



Resistor Red

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



DAL Conduit

C = 20%
M = 42%
Y = 81%
K = 2%



Resistor Black

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

Typography

The logo uses the Neuropol font created by Typodermic Fonts, and variations upon which parallels to a printed circuit board can be drawn. The logo also uses Myriad Pro, created by Adobe, as part of the printing on the 'chips'.

Other collateral also uses the Prosto One font, created by Jovanny Lemonad and Pavel Emelyanov. This sans-serif font is highly legible while still remaining similar to Neropol.

Neuropol

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

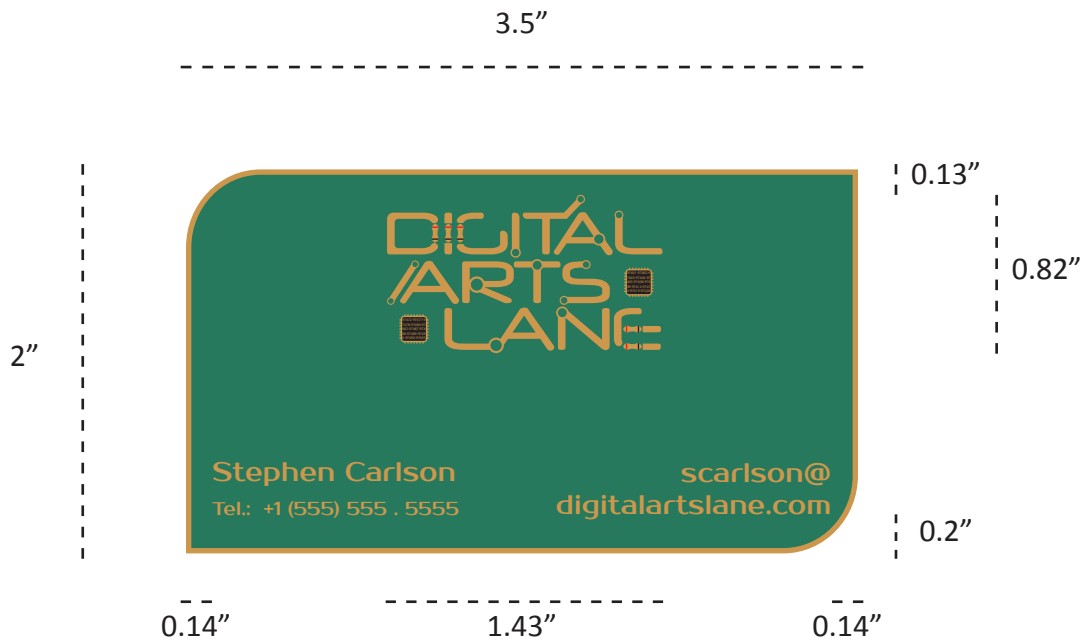
Prosto One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Business Card

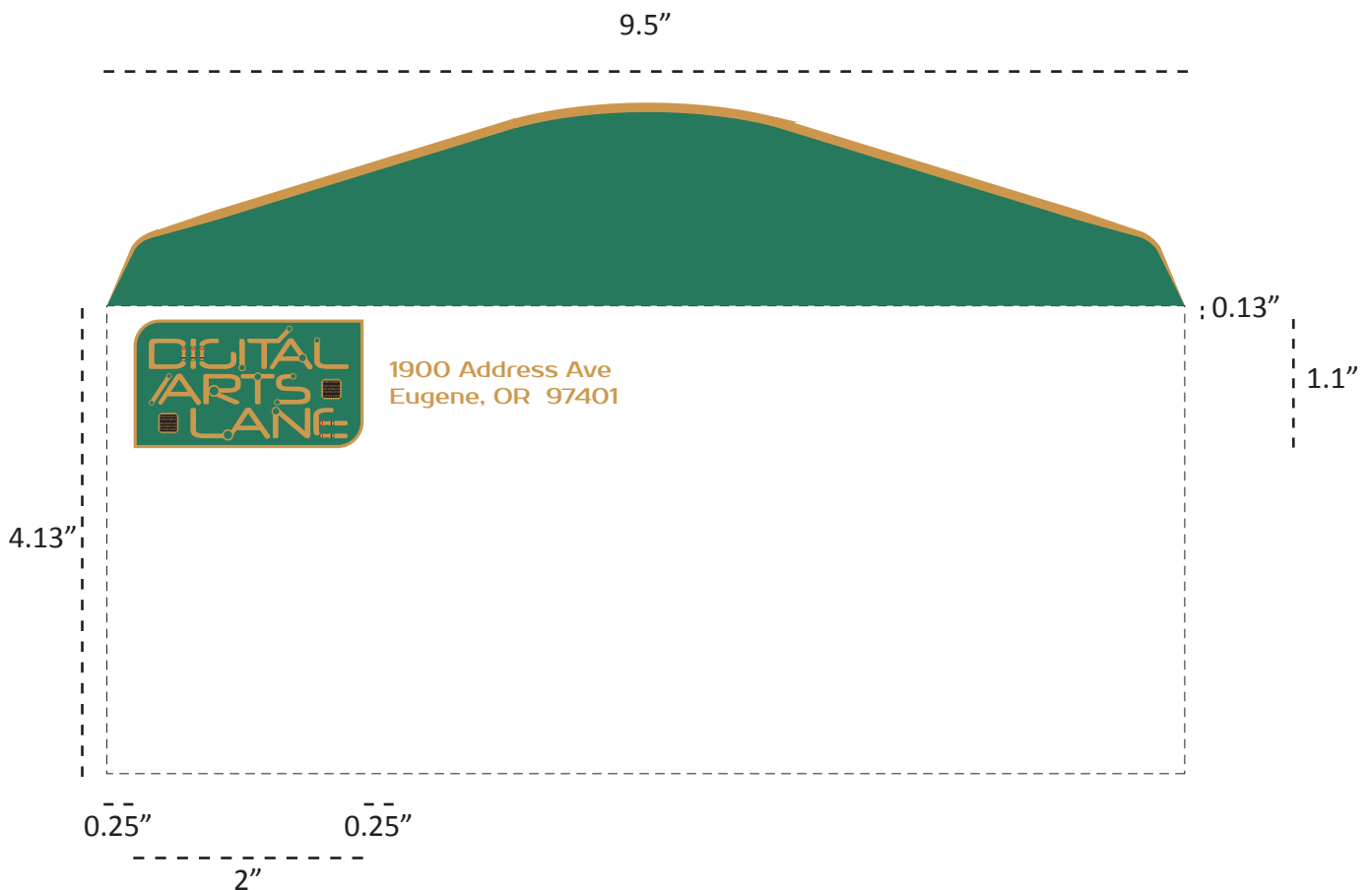
With the business card, the bounding box of the original logo is expanded to compose the borders of the card. The text and other pieces of the logo are scaled to 1.43" wide by 0.82" tall, centred along the vertical equator of the card and positioned so the topmost edge, the arm of the T, is 0.13" from the top of the card. The text is positioned 0.14" from the left and right edges of the card and 0.2" from the bottom edge.

The name of the person is in 10 pt. Prosto One, as is their email address. Their phone number is in the same font at 7 pt.



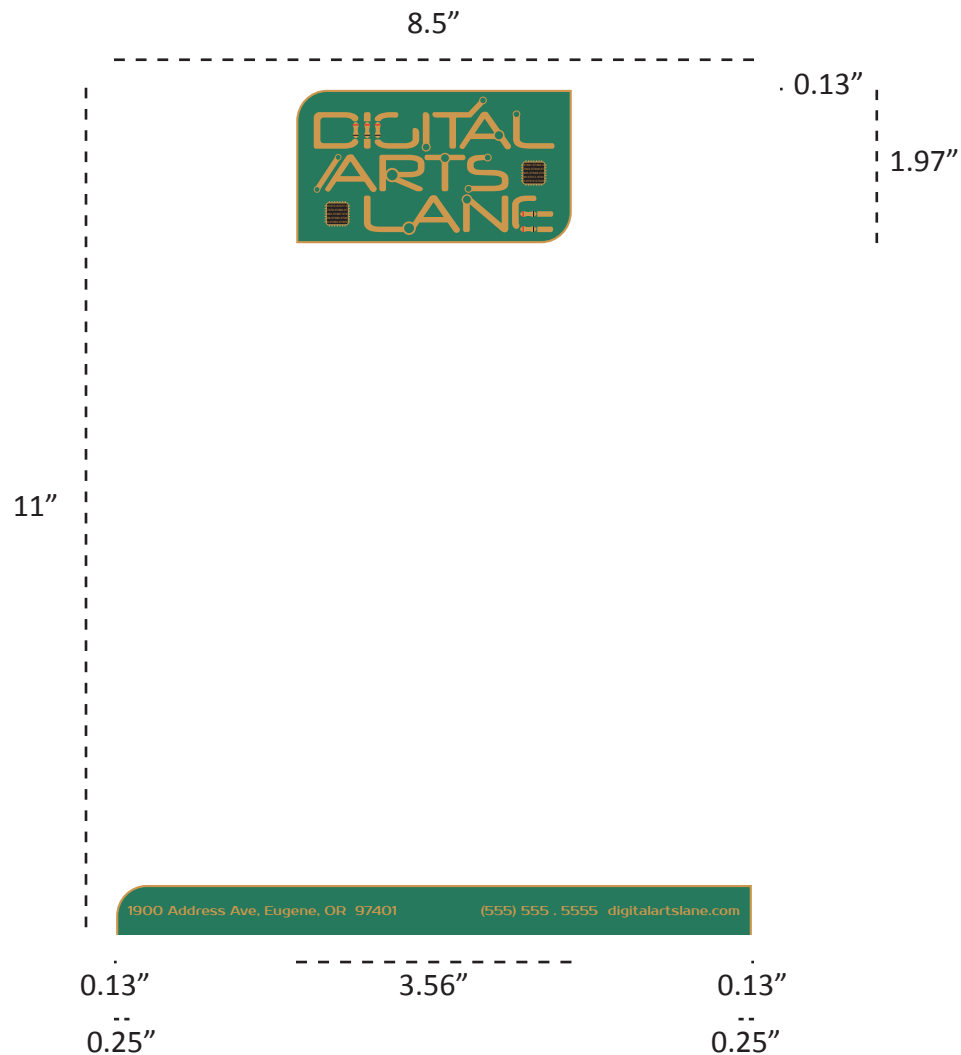
Envelope

The envelope uses the logo scaled to 2" by 1.1" and positioned 0.25" from the left edge and 0.13" from the top of the envelope. The return address is in 14 pt. Prosto One, aligned with the horizontal equator of the logo, and positioned 0.25" from the rightmost edge of the logo. The envelope flap, shown in the illustration, retains the substrate/conduit colour scheme from the logo.



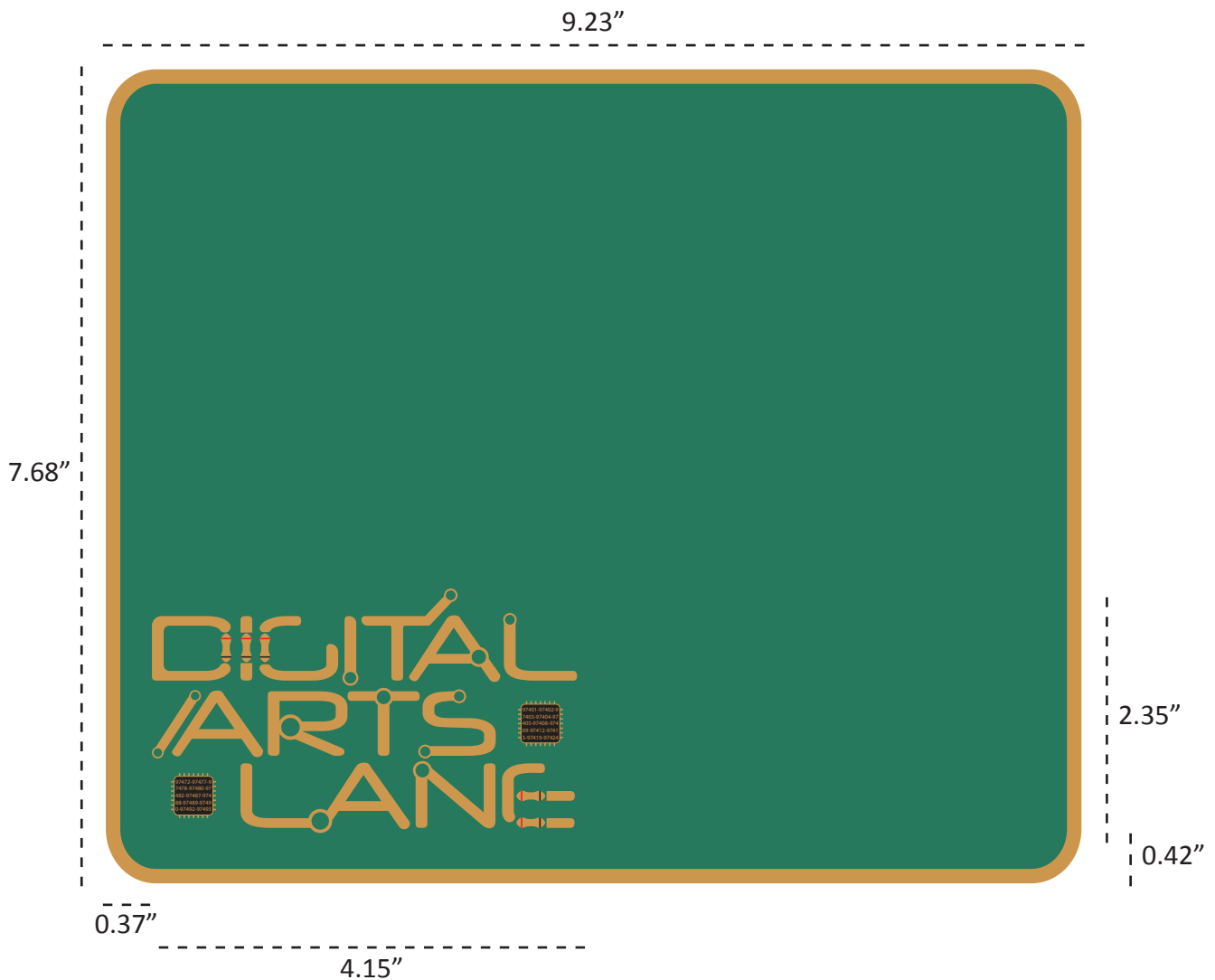
Letterhead

The letterhead uses the logo scaled to 3.56" by 1.97", centred vertically, and positioned 0.13" from the top of the page. The same style as the top of the logo is repeated at the bottom of the page, 0.13" from the left and right edges with the top edge positioned 1" from the bottom of the page. The address, phone number, and web address are in 12 pt. Prosto One, positioned 0.25" from the left and right edges of the page, and 0.13" from the bottom edge.



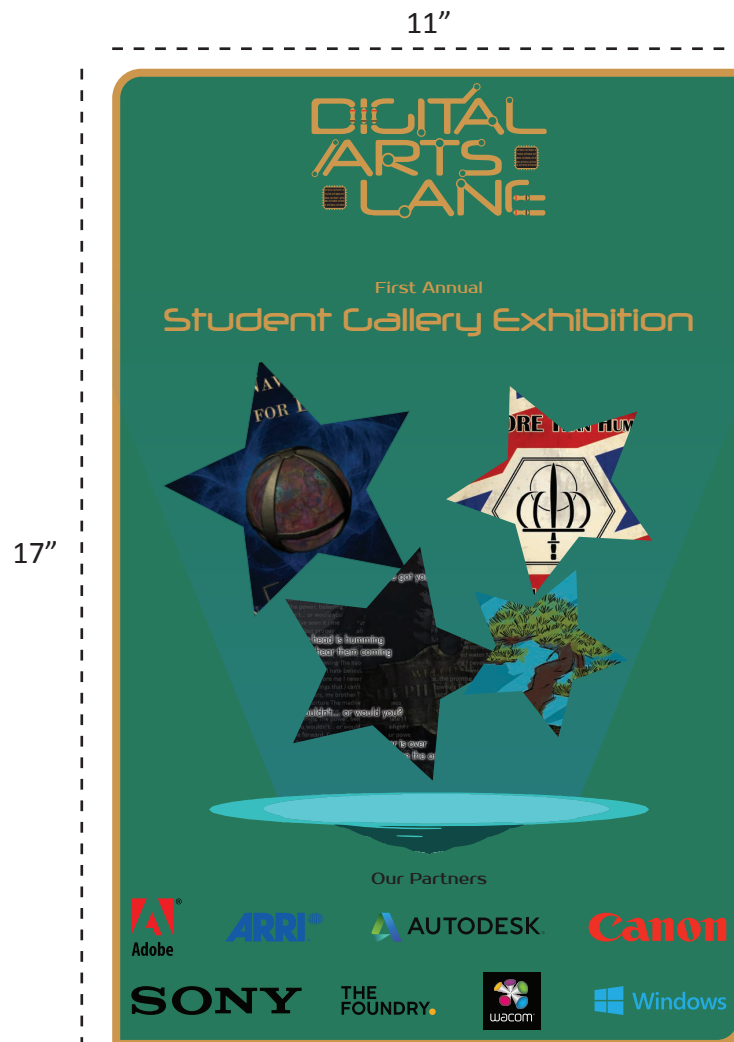
Mouse Pad

This mouse pad utilises the logo colour scheme, but dispenses with the explicit borders of the logo, instead just keeping the text portion which is scaled to 4.15" by 2.35", positioned 0.37" from the left edge, and 0.42" from the bottom edge.



Poster

This is an example of a poster that the company might use to promote one of its gallery showcases of student work. This example measures 11" by 17", uses the curves and colour of the full logo throughout while scaling the text for the logo to 4.15" by 2.35". The text is centred on the page with the event announcement in 20 and 48 pt Neuropol beneath it. Some samples of the work that would be on display are also featured, as well as the sponsors for the organisation.



Display Advert

This is an example of a quarter-page display advert that the company might use to promote one of its gallery showcases of student work. This example measures 8.5" by 2.5", uses the curves and colour of the full logo throughout while scaling the text for the logo to 2.63" by 1.48". The logo text is positioned 0.15" from the left edge and 0.1" from the top edge. The announcement text is left aligned in 14 and 21 pt Neropol, the left edge aligned with the logo and positioned 0.42" from the bottom edge. Some samples of the work that would be on display are also featured, as well as the sponsors for the organisation.

