

Graphic Standards



JORDAN
SCHNITZER
**MUSEUM
OF ART**

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AAD 610 | Fall 2015

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INTRODUCTION

HISTORY & MISSION:

The Jordan Schnitzer Museum of Art (JSMA) is an academic art museum located on the University of Oregon's campus. Their mission is:

“The Jordan Schnitzer Museum of Art enhances the University of Oregon's academic mission and furthers the appreciation and enjoyment of the visual arts for the general public.”

The JSMA—originally the University of Oregon Museum of Art—was built beginning in 1929 and opened its doors in 1933. Its building was always intended to be an art museum. The museum was founded on the collection of Gertrude Bass Warner, an influential and well-traveled Eugene resident who had an extensive personal collection of Asian art. The JSMA has a rotating exhibition schedule, both traveling exhibitions and shifting pieces from the permanent collection, as well as an extensive calendar of events and programming.

GLOSSARY

WHITE SPACE: The unfilled, blank (white) space in and around a graphic or type/text.

KERNING: Adjusting the spacing between individual letters and/or words of type.

SANS SERIF: A category of typeface that does not have serifs, this font, for example, is sans serif.

SERIF: A category of typeface and/or the name of small, short lines that extend from the tops and bottoms of individual letters for embellishment.

TYPEFACE: Consistent design within a collection of letters, numbers, or symbols.

OPACITY: The spectrum of opaqueness or transparency in a specific color.

LOGO/LOGOTYPE: A logo is a graphic (whether typeface or not) representation, and a logotype is a grouping of typeface that makes up a logo.

ACRONYM: A shortened version, usually a condensed grouping of uppercase letters, that represent a longer name. JSMA is the acronym for Jordan Schnitzer Museum of Art, for example.

CONTRAST: The difference in appearance and weight, often the difference between thicker or thinner typeface.

LOGO AND LOGOTYPE

The Jordan Schnitzer Museum of Art logo:



LOGO AND LOGOTYPE

The Jordan Schnitzer Museum of Art logo is an abstract representation of a painted frame with the name of the museum centered inside. The institution's functional identity ("museum of art") is given more weight and greater contrast. The logo keeps the museum's standard color, sunset red, with black logotype for contrast.

The logo design is designed to bring a sleeker and more modern feel to the JSMA's brand. Sans serif font accomplishes a streamlined crispness to the type.

Moriston (light and semibold weights) is the typeface used in the logotype.

Logotype:

Moriston Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Moriston Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

USE OF SPACE

While the logotype can be used outside its sunset red frame when there are demands a more flexible branding representation and color (on a very dark poster, for example), the font and contrast of the type should never be altered.

The white space that exists in the corners of the logo exists to allow for a focal point in the center of the logo.



COLOR

The Jordan Schnitzer Museum of Art uses two primary colors: sunset red and black. Sunset red has been the JSMA's primary color since at least 2005 and was kept in the brand redesign. While black is the primary type color, the logotype might be changed on occasion to match collateral (posters with very dark backgrounds, for example).

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17 / 86 / 74 / 05



TYPOGRAPHY

Three fonts contribute to the JSMA's typography standards. The logo is in **Moriston**, using both the light and semibold weights. Moriston is a sans serif grotesque typeface with a slightly playful kick, presenting a modern look with a twist of fun. Embellished script for posters, display ads, and other necessary collateral should be in **Lust Script**. Lust Script was created by a Japanese designer and based off of calligraphy, conjuring a small but beautifully defined relationship between the JSMA's Asian art roots and its typographic representation.

Moriston Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Moriston Semibold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Lust Script

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

1234567890

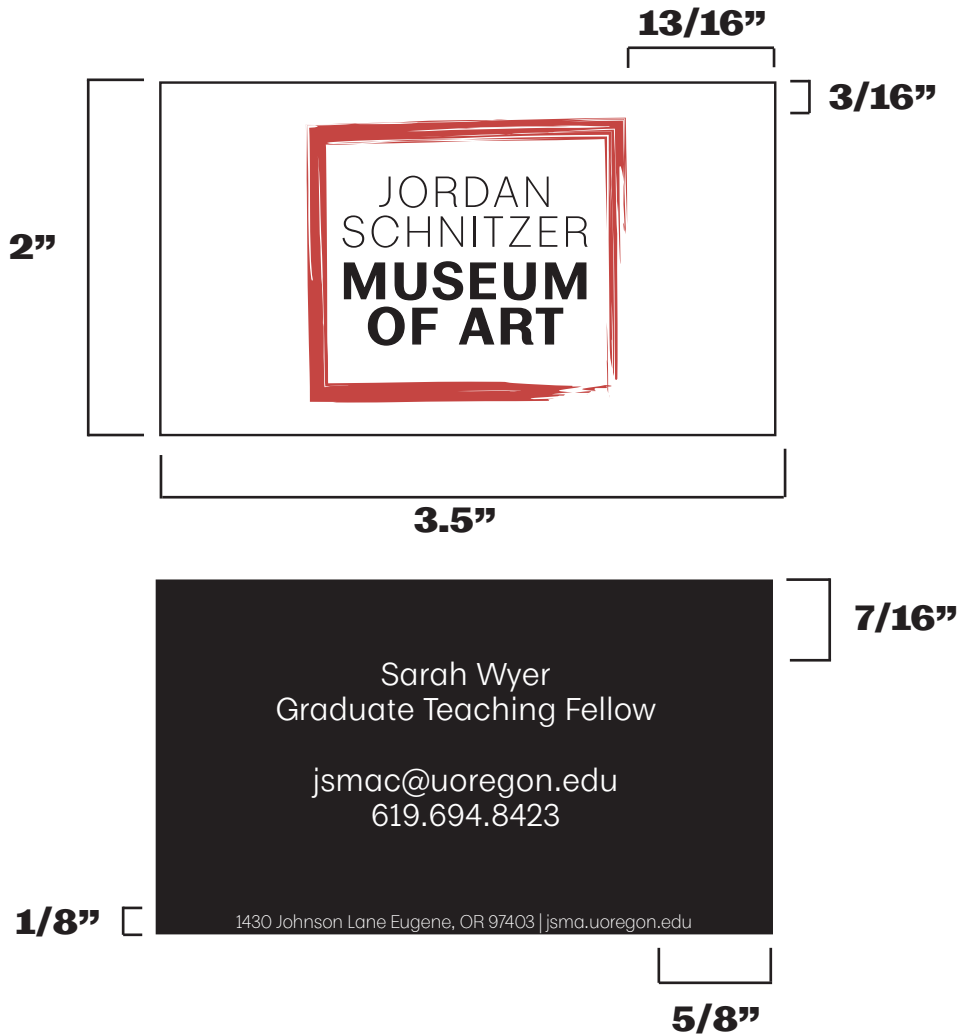
COLLATERAL



Mock-Up of JSMA collateral.

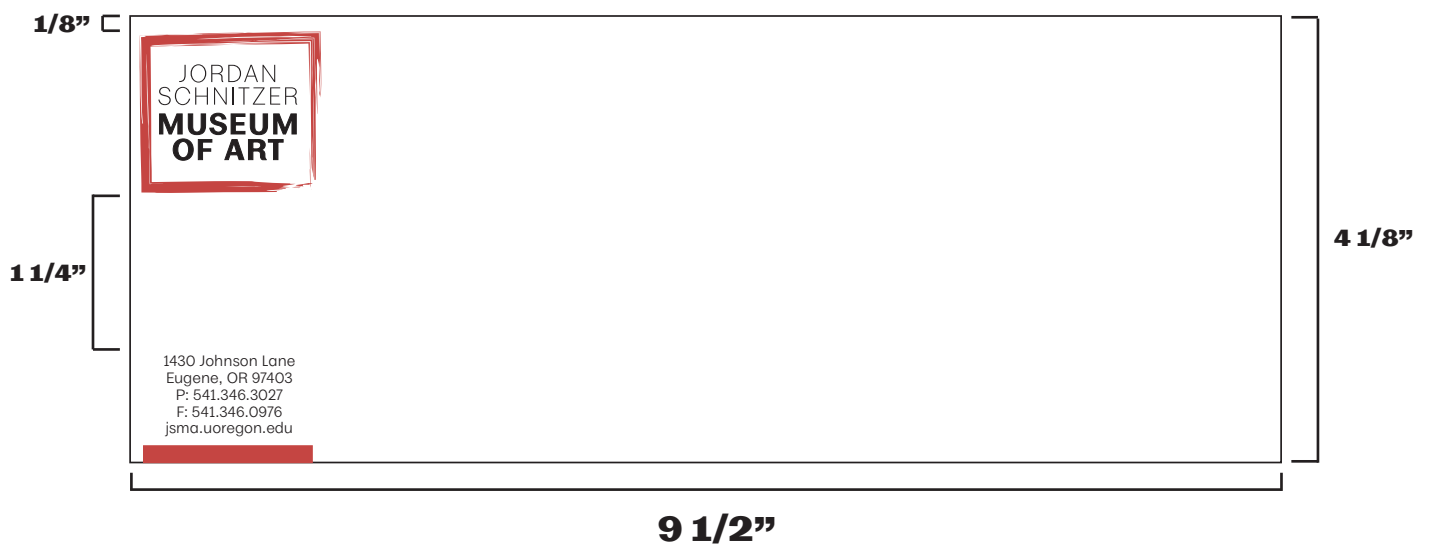
BUSINESS CARD

The Jordan Schnitzer Museum of Art business card has thick sunset red lining (not visible below but shown in the mock-up shot on the previous page). The card itself is heavy with contrast, with the logo surrounded by white space on one side and the staff name, job title, email address, and phone number in white on black. At the very bottom of the back side of the business card is the JSMA's address and website.



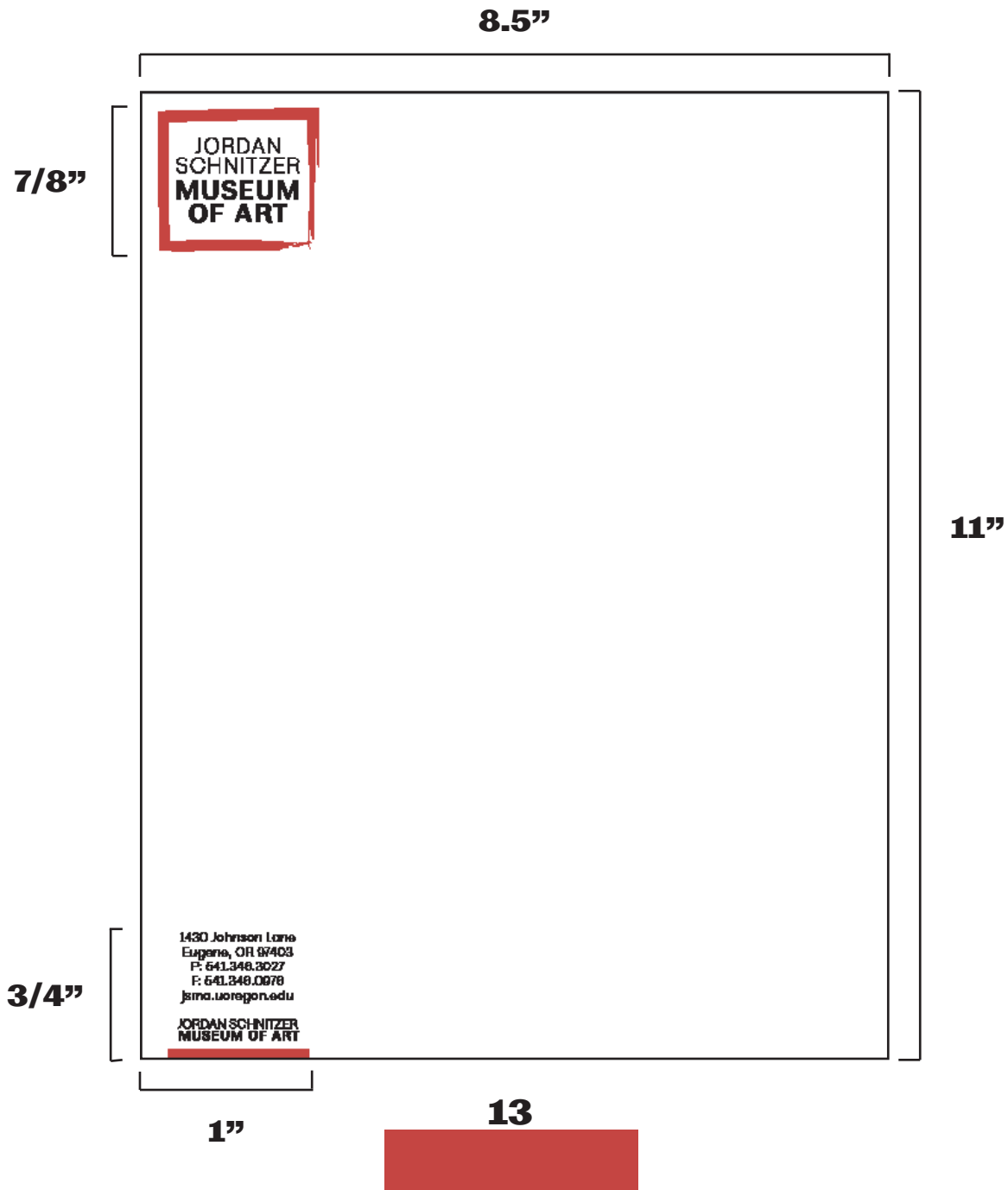
ENVELOPE

The Jordan Schnitzer Museum of Art's envelope has a sunset red lining (visible in the mock-up of collateral on page 10). Otherwise, the envelope is white with the logo in the top lefthand corner, 1/8" from the edge of the envelope. There is 1 1/4" between the bottom of the logo and the address, phone number, fax number, and website of the JSMA. While bleed is not accounted for in the physical design dimensions of this envelope, it is printed with a full bleed.



LETTERHEAD

Letterhead should be full bleed, 8.5" x 11". The logo's edge should be 1" from the lefthand edge of the page. The white space between the logo and JSMA address should not filled with any other characters.



CANVAS BAG

The JSMA has a museum gift shop that, ideally, will be stocked with collateral like this canvas bag. The JSMA logo should be centered on the bag (standard size 12" x 14"), positioned 3" from the top of the bag.



DISPLAY AD

The JSMA advertises print media in local magazines, newspapers, readers, and via posters. A standard Eugene Weekly 1/4 page ad (pictured below) is 9.75" x 3.25".

The display ad features JSMA's two primary typefaces: Moriston and Lust Script. Moriston is used in different weights, from light to semibold.

This particular display ad is for a student event at the JSMA, InFlux. Photos used in the ad are from the event in its previous year. Website address should never contain "http://www" on any collateral or print media. Dates should be separated by periods ("."), not dashes or slashes. Times should not include the colon and double-zero when applicable.

InFlux A NIGHT OF PERFORMANCE ART



5.23.2016
6 - 8 PM
jsma.uoregon.edu/influx

art in motion



POSTER

The poster also utilizes Moriston and Lust Script. The design includes a lot of white space in an attempt to emphasize JSMA's modern, minimalist brand. The poster plays with the viewer's attention by positioning heavy graphic weight at the bottom of the poster.

