3rd Space Arts

Graphic Standards

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Table of Contents

Introduction

3rd Space Arts serves as a community venue for performance and display of heritage art that promotes expressive culture among immigrant populations in Eugene, Oregon.We act as a community space for immigrant populations for events, performances, and community engagement. We offer dynamic and relevant programming based on the interests of our community. 3rd Space Arts performs (plays, dance recitals, storytelling, music) for the entire community of Eugene to enjoy.

3rd Space Arts puts their logos on a variety of different collateral to promote their organization's tagline that state "where seeds of culture thrive". The logo appears on business cards, concert posters, letterheads, and just recently, a collection of glasss water bottles. These graphic standards provide the basic guidelines for how 3rd Space Arts logo creates distinct branding for the organization.

Glossary

Collateral: A collection of media work that promotes the brand.

Bleed: Images or color that extend all the way to edge of page, leaving no margins.

Contrast: Difference in visual aesthetic that makes a object different from other objects in the background.

Stroke: Line of color that follows precisely on a path that can adjust for thickness on specific images and typeface

Typeface: Designates a consistent visual appearance or style which can be a family or related set of fonts.

Guides: Designed to help control line objects and path within Illustrator. Also helpful when creating correct alignment for design.

Vector Images: Vector images are created to define the shapes and points of the image.

Grid: Format for aligning columns and texts as well as placing objects. Key when playing with negative space and finding the right alignment and proximity for images or logos.

Logo & Logotype

The intent behind 3rd Space Arts was to make a neutral logo that felt creative and comfortable.

Building contrast around the logo was done by using different colors for the font. Repetition was essential when trying to create this contrast by only choosing one main color (green) and adjusting the shade. Alignment played a part to find a clean design that ensured the spacing of each of the words was lined up accurately. Lastly, proximity was important to train the eye to look towards the Arts and then read left to right. This uneven spacing left negative space, which lead for new exploration for the logo.

PT Serif Caption

72 pt

3rd Space Arts

Use of Space

3rd Space Arts was able to explore "white space" or the negative space surrounding the logo. With the use of our seed graphic on one end, this created a nice asymmetry contrast for the logo. When learning to master visual design, it was extremely important to learn how to master negative space and become comfortable with it.When the 3rd Space Arts logo is in print material, it should retain left-side alignment on the page, posters or letterheads. It can be placed either top left or bottom left. The positioning of where the logo is placed will depend on the collateral.

3/10"

3/10"
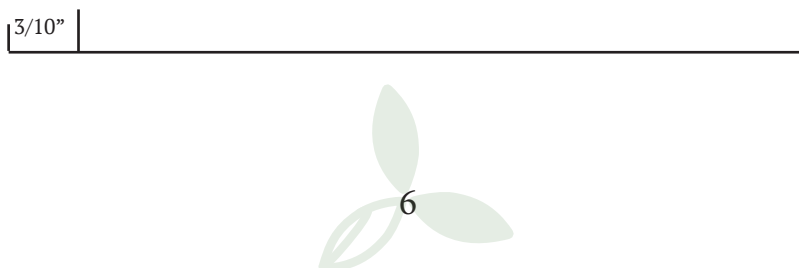
Color

3rd Space Arts uses specific shades of green to convey growth, energy, and abundance in cultural hertiage arts. Green is an emotionally positive color and when looking at, one cannot help but feel some sense of joy or happiness. It is an obeservant color and can relate to the world of service organizations. These shades of green may be used in combination with black through 3rd Space Arts collateral materials. The watermark color is included because it is inclusive used to the seed graphic represented in some of the communication materials.

Grateful Green
C = 71%
M = 26%
Y = 88%
K = 9%

Pistachio Potency
C = 21%
M = 8%
Y = 27%
K = 3%

Go-Getter Green
C = 68%
M = 26%
Y = 88%
K = 9%

Typography

The choice of typeface for was decided upon through legibility as well as readability. PT Serif Caption is a serifed typeface designed in "classical tradition". It works great with flexibility to be read easily but add a touch of whimsical nature. When choosing a numerical character, PT Serif was poised as the best choice.

PT Sans Narrow comes into effect for the business cards. When tight on space, and needing grab the attention of the reader, we reached for PT Sans Narrow. PT San Caption blends both traditional and modern aesthetic together, which is what we were searching for to make our organization relateable to everyone.

PT Serif Caption
ABCDEFGHIJKLM
1234567890

PT Sans Narrow
abcdefghijklm
ABCDEFGHIJKLM

PT Sans Caption Bold
abcdefghijklm
ABCDEFGHIJKLM

Business Card

This style contains the logo and the name, title, and contact information of the employee. The seed graphic is included on the front side of the card with the tagline "where seeds of culture thrive". The samples below are pictured at 90% of it's actual size.

3rd Space Arts offer an horizational business card design that is printed on 2" X 3.5" 100 lb premium matte paper. The front of the card had standoff distance .18inches.

Logotype Dimensions: 2.0" X 3.5"
Typeface: PT Sans Narrow- 18 pt (tagline) PT Sans Caption -18 pt Bold (tagline)
      PT Serif Caption-72 pt (Logo)PT Sans Narrow- 11 pt (Address)
      PT Sans Narrow-18 pt (Employee Name)

Front

Where Seeds Of
Culture Thrive

.18 in   1.44 in

3.5 in

2 in

3rd
Space
Arts

2277 Friendly St.   Eugene, OR 97405

Tara Burke
Creative Director
847.494.6161

Back   1.25 in

Envelope

The 3rd Space Arts envelope is stylistic and artistic to mimic the similarities found in the letterhead. The logo is placed in the bottom left corner with the watermarked seed graphic aligned to the right. Typed along the path of the seed graphic is the tagline and at the bottom right hand corner is the address for the organization.

Dimensions: 4.125"X 9.5"

Typeface: PT Serif Caption-72 pt (Logo)
PT Sans Narrow- 18 pt (tagline)
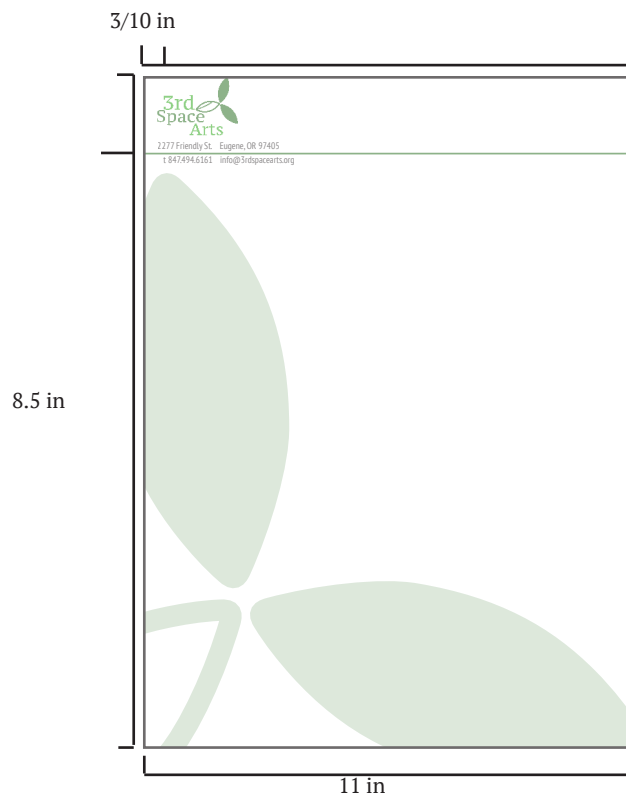PT Sans Caption-18 pt Bold (tagline)

3rd Space Arts

Where Seeds of **Culture** Thrive

2277 Friendly Street Eugene, OR 97405

4.125 in

3/10 in

9.5 in

Letterhead

This is the offical letterhead and will be used for all external communications wmedia outlets, partnership organizations and corporate sponsorships. There is a green line with 2 point stroke across the top that seperates the mailing address and other contact information. The letterhead should be printed with a full bleed of the seed graphic watermark on the the left-hand edge.
Dimensions: 8.5" by 11"
Typeface: PT Serif Caption-30 pt (Logo)
             PT Sans Narrow- 11 pt (Address)

3/10 in

3rd
Space
Arts
2277 Friendly St.   Eugene, OR 97405
t 847.494.6161   info@3rdspacearts.org

8.5 in

11 in

Water Bottles

This is the collateral design examples for glass water bottles. The purpose of the reusable waterbottles was to promote this for our merchandise. We wanted to promote environmentally centered water botttles because plastic bottles are used far to often at performance arts venues. We thought that by providing clean, modern, and compact water bottles, they can serve as a great vessel for promoting sustainability and the arts.
Dimensions: 2.0" X 7.0"
Typeface: PT Serif Caption (fit to wrap text)

3 in

7 in

1.75 in

3rd Space Arts

bkr

2 in

Display Ad

This is a newspaper display ad for the Eugne Weekly. The dimensions are based off a half page ad size. Here the logo is displayed in full color to make it stand out within the music section of the Weekly. This sample below is 45% of it's original size.

Dimensions: 6.667"X 9.75"
Typeface: PT Sans Narrow- 82 pt (Date/Time) PT Sans Narrow-30 pt (tagline)
       PT Serif Caption- 63.81 pt (Logo)
       PT Sans Caption -30 pt Bold (tagline)

Poster

This poster is for a concert that was sponsored by our organization. The poster would be available as an online pdf as well as for print. We would be adverising throughout the city of Eugene especially on the University campus, where the venue is located.
Dimensions:11" X 17"
Typeface: Manu Chao Font (Exclusive to Artist)
PT Sans Narrow 82 pt (Date/Time)
PT Serif Caption 63.81 pt

Poster 2.0

This is redesign for the poster.