



World Music Series



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GRAPHIC STANDARDS
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Introduction

World Music Series is a world arts and culture concert series presented by the University of Oregon, School of Music and Dance. The series has been shadowed by the rest of concert music programs the school of music offers. However, it has been an independent concert series on and off for the last decade under the leadership by Dr. Mark Levy. Although Levy had been the sole organizer of the program in the past, the program remained a grass root effort and lacked publicity in general. World Music Series's visibility and marketing strategy had remained undermined up until Levy's retirement in Summer 2013.

The goal and effort of the World Music Series is to bring music of the worlds into Eugene, music that can not be heard or experienced in Eugene. There are typically 3 to 5 concerts a year given the demand and funding of the series. Since, Dr. Levy's retirement, Dr. Ed Wolf has been the new director for this program and wishes to promote and re-brand the series.

World Music Series intends to diversify its programming in response to the open and broad spectrum of a university education and culture. The series presents musicians and artists from different cultures around the world in forms of lecture recitals and world music workshops alongside with the concert events. World Music Series's diverse and multicultural sensibilities hopes to bring to the University of Oregon campus wide community a refreshing perspective of world arts and culture, and also preserves the high artistic excellence it has held in the past.

Glossary

Logotype: The typographic construction of the World Music Series logo.

Point: Printer's use of measurement. It predominantly used in designing type sizes. There are 12 points to a pica, and approximately 72 points to an inch.

Typeface: A set of characters with similar appearance and design.

Opacity: The transparent percentage of color.

Horizontal: Adjective describing an element parallel to the horizon

Vertical: Adjective describing an element perpendicular to the horizon.

Align to left: The text is aligned evenly along to the left margin, in a paragraph that is left aligned, the left edge of the paragraph is flush with the left margin.

Align to Right: The text is aligned evenly along to the right margin, where in a paragraph that is aligned to the right, the right edge of the paragraph is flush with the right margin.

Logo and Logotype

The World Music Series logo is comprised of three components. Zapfino type for the World Music Series characters in Forrest Green and a 20 % opacity level of British Gray drum face in the background. The logo must be on all communication materials and publications. This includes all collateral materials and not limited to event posters and websites.

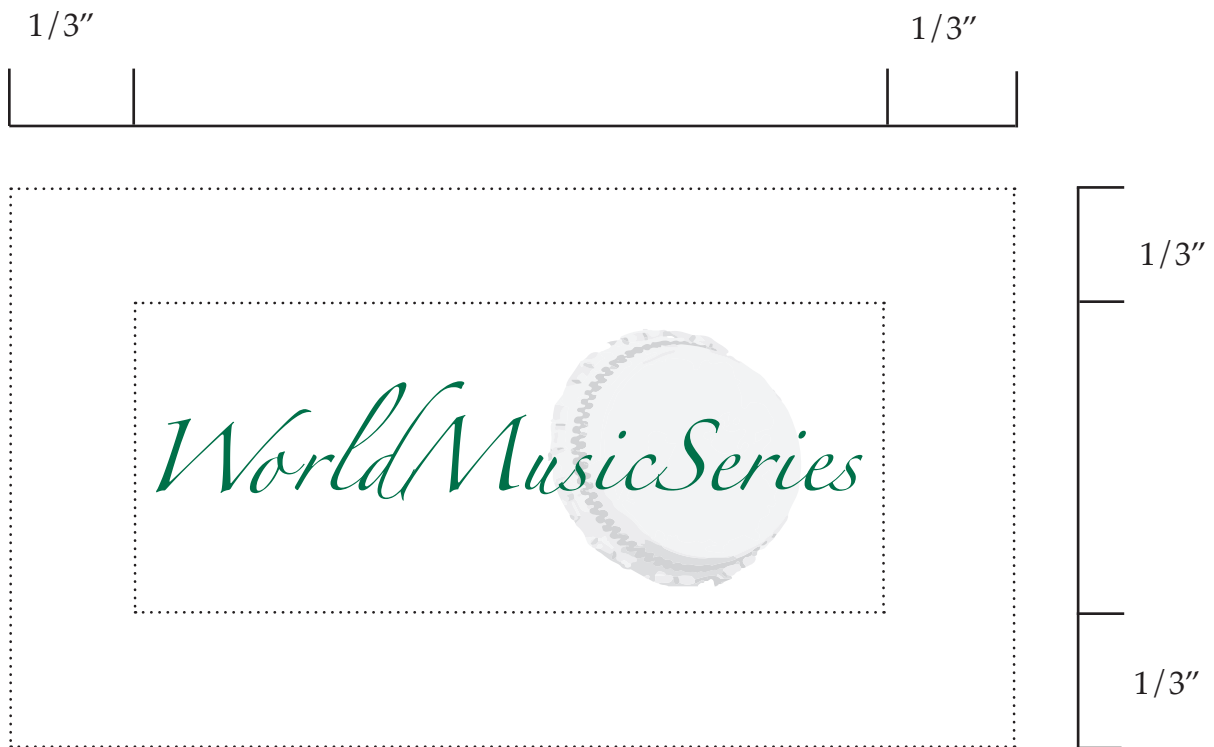
The size of the logo may vary depending on use, but should always be proportional. The logo should appear in color in all official publication unless if it is a black and white print.

The logotype for World Music Series is Zapfino, and may not be substitute for any other type face.



Use of Space

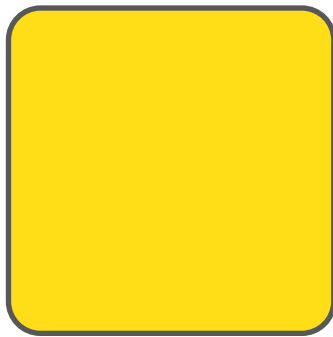
The opaque drum face may not appear independently by itself, because it is part of the logo. The appearance of the drum face should always face towards the right and placed 1 point before the second letter “e” in “Series” of the logo. There is a 1/3” space all around the logo.



Color

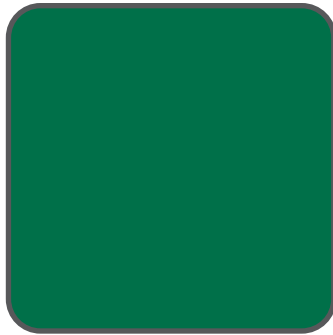
The official colors of World Music Series are Forrest Green (C 100, M 0, Y 78, K 42), Golden Yellow (C 0, M 10, Y 95, K 0), and British Gray (C 0, M 0, Y 0, K77).

Apply Forrest Green and Golden Yellow for any designs and collateral for World Music Series with the exception of British Grey. British Grey is for the color of textual contents. Do not replace these colors with any other colors in order to keep consistency and public image of World Music Series for public recognition.



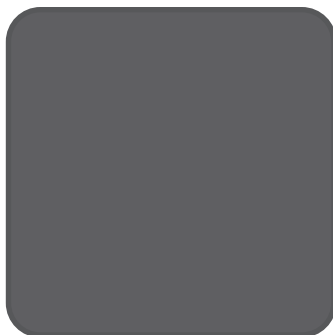
Golden Yellow

C: 0
M: 0
Y: 78
K: 42



Forrest Green

C: 100
M: 0
Y: 78
K: 42



British Gray

C: 0
M: 0
Y: 0
K: 77

Typography

World Music Series uses four type faces in its graphic standards. Zapfino, Avenir Light, Avenir Light Opaque and Palatino. All point sizes in the various fonts are acceptable.

Zapfino is used for the logo “World Music Series” characters only and nothing else. Avenir Light is used for all other text within the corresponding collateral and publications. Avenir Light Opaque is used for contrast with Avenir Light. This includes all text on letterheads, business cards, post cards, envelopes and advertisements. Palatino is used only in the graphic standards for all the written content.

The designer may follow these guide lines for design. For consistency and legibility here are the three types:

ZAPFINO

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

\1234567890!@#\$%^&()_+*

Avenir Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

\1234567890!@#\$%^&*()_+

Avenir Light Opaque

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

\1234567890!@#\$%^&*()_+

PALATINO

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

\1234567890!@#\$%^&*()_+

Business Card

The World Music Series business card is a standard 3.5" by 2" card in landscape format. There is a 1/4" margin from the left and the right edge of the business card, and a 1/3" margin from the top and the bottom edge of the card. The weight of the paper should be 40lb and no less. It follows the two color format of Golden Yellow and British Gray.

All text and information is flushed to the left edge of the card. The order of the text is Name, Title, and then Email address. The name should always be in Avnir Next Condensed Demi Bold in 21 point which appears in the first line on the top left corner. The title and email should be in Avenir Light 12 point in the second and the third line. The World Music Series logo is flushed to the right in the bottom right corner.



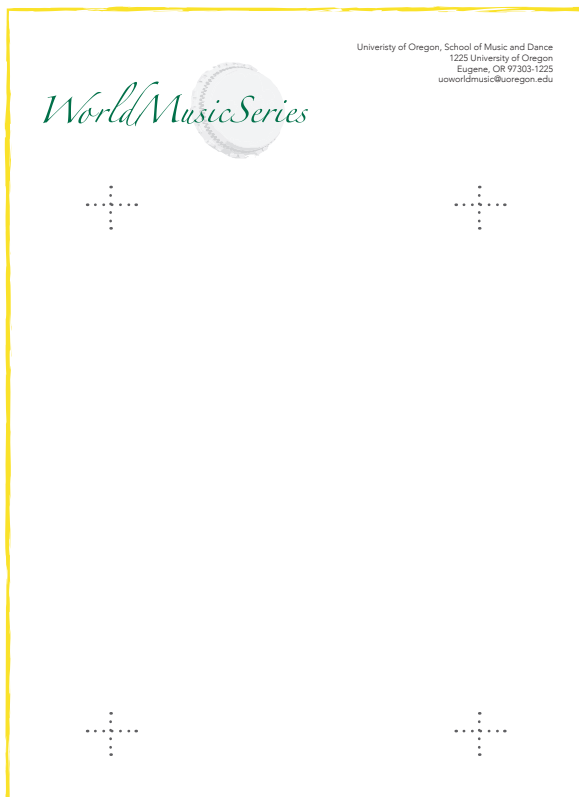
Letterhead

There are two designs for the World Music Series Letterhead. Both are standard 8" by 11" standard letter size. The Logo should always be on the top right hand corner with the designated 1/3" space around it.

The address, phone, and email is to the top left corner of the letter head justified to the right. The typeface used is Avnir Next Condensed Ultralight in 9.5 point in British Gray. One letterhead design has the green trim and the other with yellow for different occasions of publication.

The body of the content should begin 2.5" inches from the edge of the paper from the top and 2" inch from the bottom and a maximum of 1.25" inches from the left and 1.25" inches from the right.

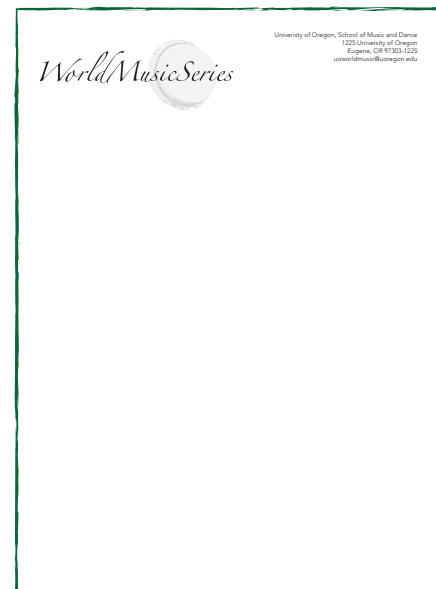
1/3" 1.25" 1.25" 1/3"



1/3"

2.5"

2.0"

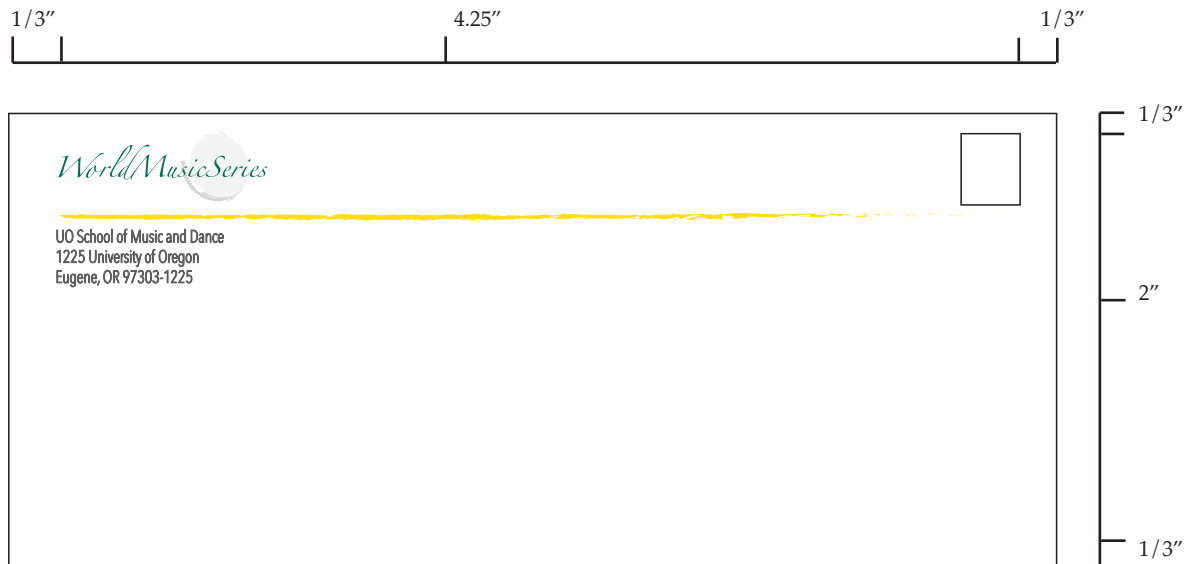


Envelope

World Music Series's envelope is measures at 9.5" by 4.125". The recipient address should align at left with the horizontal midpoint of the envelope, 4.25" inches from the Left edge. And the address should begin 2" inches from the top of the Envelope.

The World Music Series logo and the organization address is aligned to the left with a 1/3" inch margin from the edge of the envelope from the top and the left.

The font for the address is in Avenir Light, 11 point font. The horizontal straight brush stroke in Golden Yellow and 2 point font act as the rule between the logo and address, which provides points of alignment.



Post Card

World Music Series post card measures 4" by 6" in size. The borders are trimmed with Golden Yellow in 2 point brush stroke and an overall 1/3" space all around from the edge. The logo measures 1.75" by 3.25" placing in the bottom right corner with 1/3" use of spaces around it. The address is aligned to the left 1/3" away from the edge. The address of the post card is in Avnir Condensed Ultra Light font in British Gray and 11.54 point font.



Display Ad

The display add for World Music Series is multipurpose. The ad measures 4" by 5 1/2" and in landscape format. The logo is placed in the bottom right corner with the 1/3" use of space around it. And the text for all information displayed are followed by the graphic standard typography guideline. The advertisement is in full color required by the graphic standards on use of color.

A Thousand Arabian Nights
An Evening of Classical Arabic music

The Sharq Ensemble

UO School of Music and Dance
Beal Concert Hall

January 30th, 2013

World Music Series





