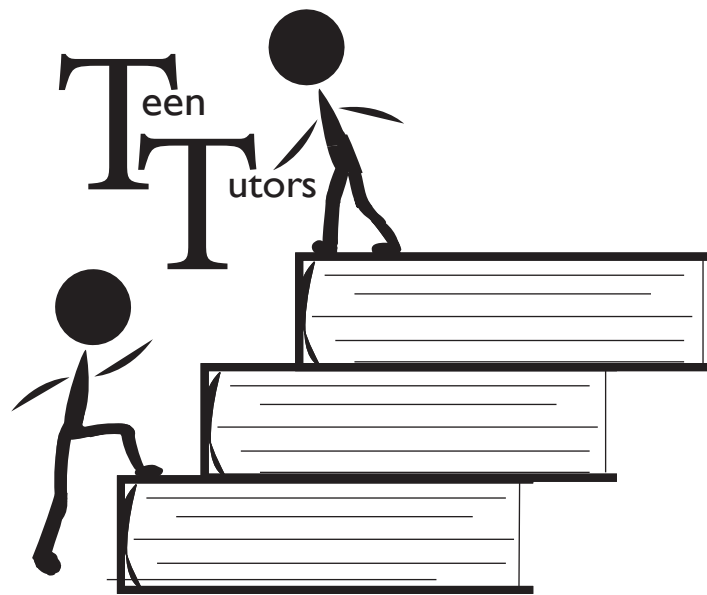


Cover Page Teen Tutors Graphic Standards



Allison McAllister - Fall Term 2014

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Introduction

Teen Tutors is a company where we help young teenagers from ages 12 – 18 by tutoring them with people their own age. This program is to be more effective than adult tutors because people your age know how to explain things that only teenagers would understand. You get to choose your tutors based off a description of their personality and their interests. This company was founded by Allison McAllister in 2015. This company was founded because while she was in school she always ended up helping everybody in her grade because they didn't understand what the adults were saying. So she decided to make it official. That's when Teen Tutors came into place.

Glossary

Capital - An uppercase letter of typeface

Headline - Any title on a page usually emphasized by size weight placement

Horizontal - An adjective describing an element parallel to the horizon

Icon - A small graphic symbol that represents an idea or concepts

Legibility - Capable of being read with ease

Logo - The specific typography construction of the line upon inc. logo

Opacity - The transparent percentage of color

Typography - The font used for the type that is used

Verticle - An adjective describing an element having its longest side perpendicular to the horizon

Logo and Logotype

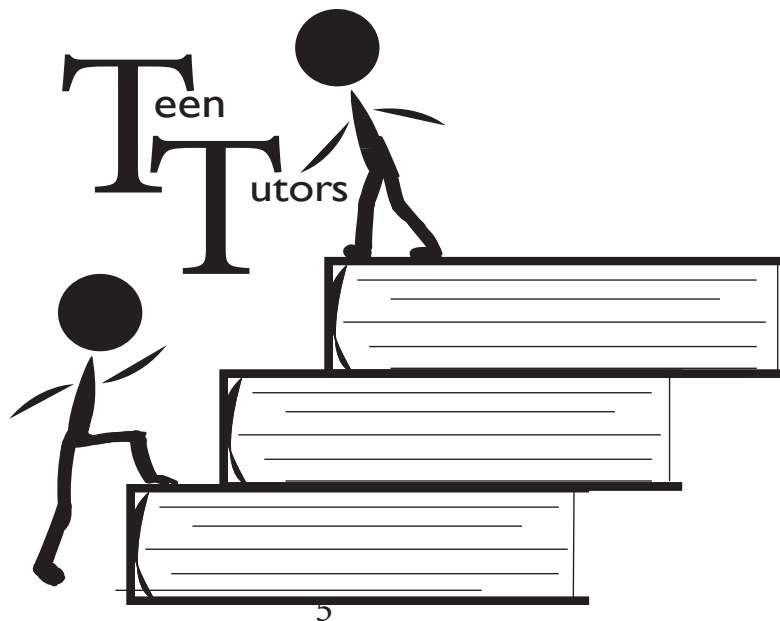
The Teen Tutors logo is made up of the main title and the actual logo. The title is in the font Gill Sans for the small text and for the “T’s” I used Minion Pro. The logo is supposed to be stairs that are made of books and two people, where one is helping the other one up. This is supposed to represent someone the same age (teenagers) helping the other advance through learning skills (books).

Minion Pro

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890

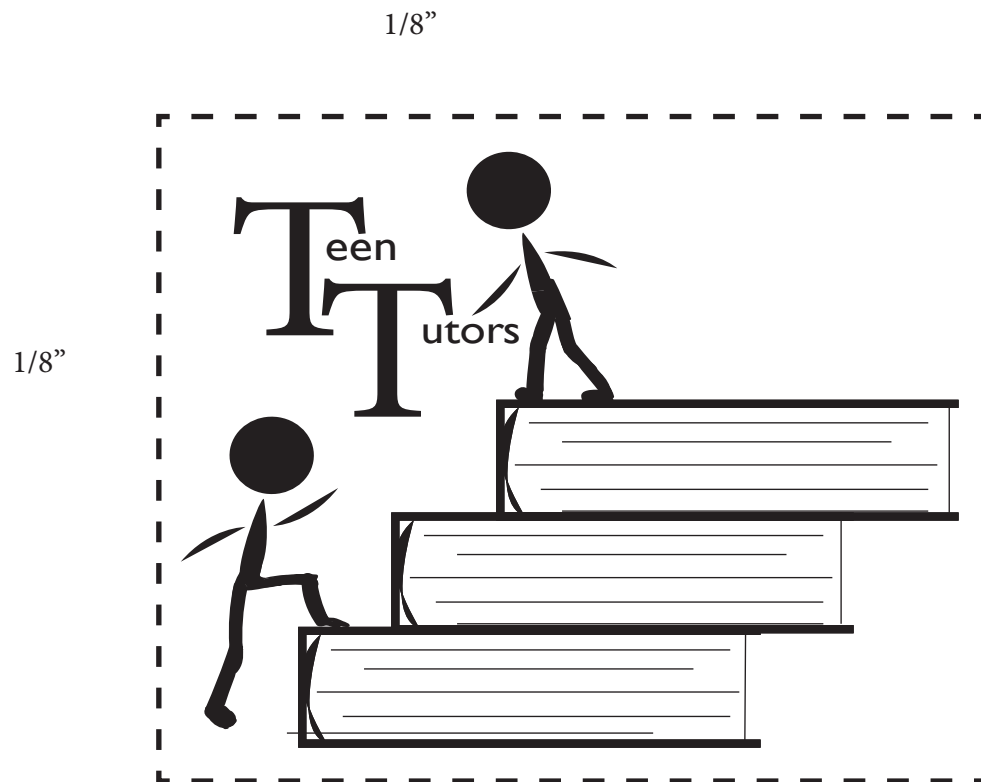
Gill Sans

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890



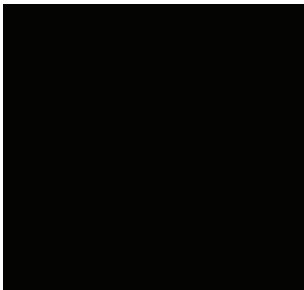
Use of Space

When it comes to the space of my logo, all of the sides of my logo are 1/8 of an inch in. The logo itself is 8 1/2 inches by 7 1/2 inches. This logo is always going to be 1/8" away from the edge of the pieces.



Color

I didn't use any colors other than black because black is such a straightforward and it has a great contrast with everything.



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

Typography

Teen Tutors uses more than one font which are Gill Sans and Myraid Pro. The small text is Gill Sans and the large text is Minion Pro.

Show the typography used with your logo design.

Example:

Minion Pro

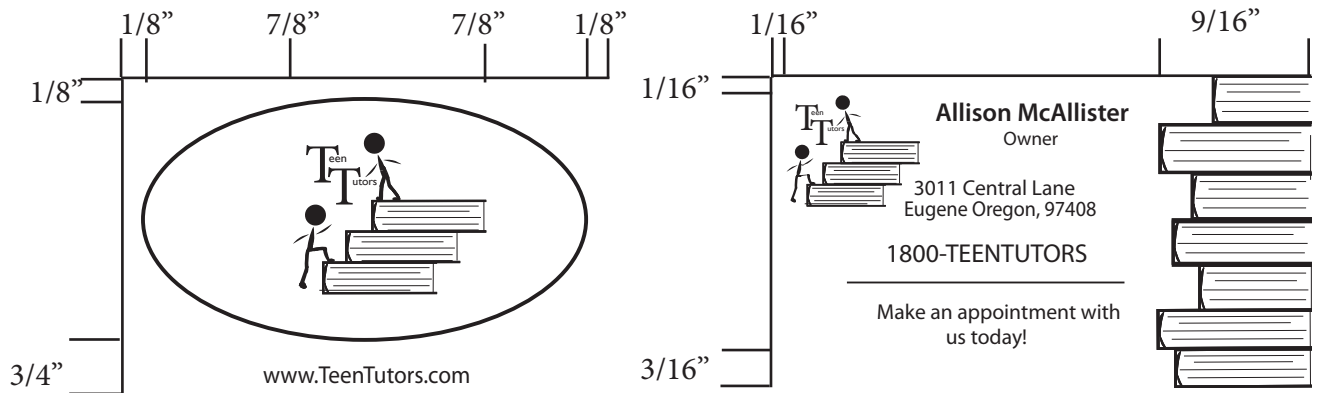
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gill Sans

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Business Card

The Teen Tutors Business Card is double sided. The front side is the logo and the back side has the logo and all the information. There is no color other than black and white and there is a book border on both sides of the card. The measurements are below. The cards are 3.5" by 2".

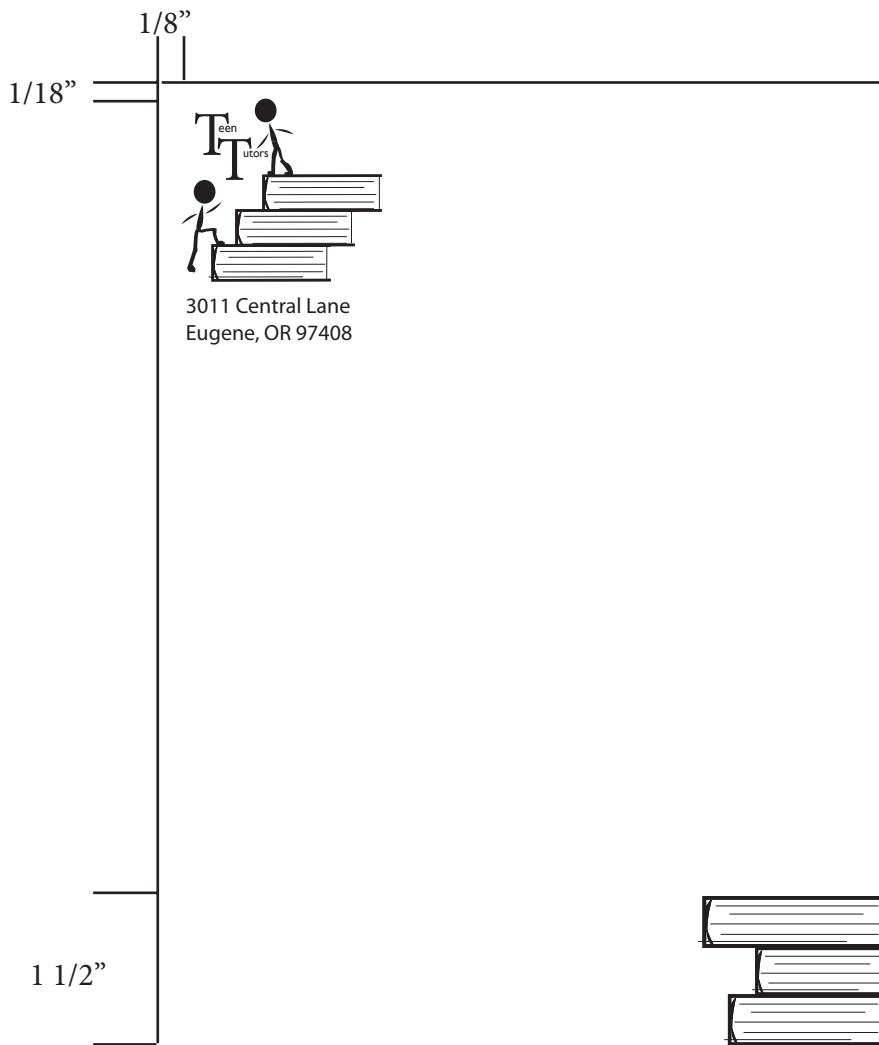


Envelope



Letterhead

The Teen Tutors Letterhead has the normal book borders and the logo in the top left corner. No watermark and the address and email. Measurements are down below. This letterhead is 8 1/2" by 11".



4th Piece

Teen Tutors 4th piece is a mug with the logo on it.

