Cubicle Hotel Graphic Standards
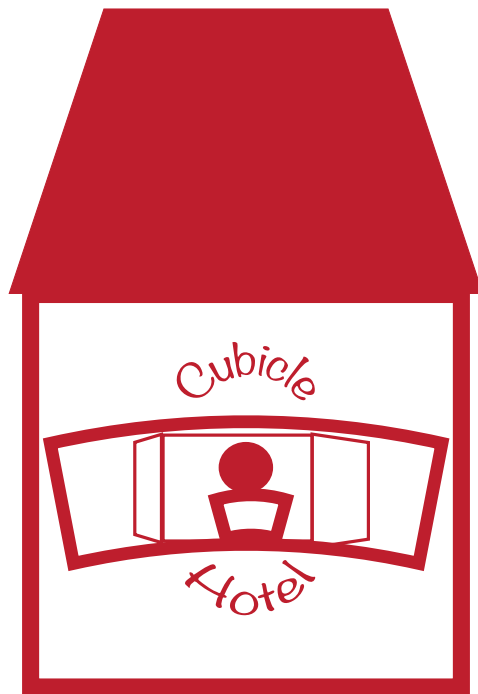
By Benjamin Halpren- Fall Term 2015

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Introduction

1. What is your organization or company. Give background history including who, when, and why it was founded.

It was founded in October 2015 where I said to my fellow worker "I want to live in a cubicle some day!" and thus Cubicle Hotel was made. When the first hotel showed up it was a hit.

2. What do they do or make – describe the products and services and what makes them unique.

Well we have wonderful art at the gateway, we have a pool & cubicle rooms. Are chiefs & workers are dressed in worker attire, Are food is shaped in a cube. We have a huge dance room. The workers have enough space to get management and customer service into there work spaces. The employees have there own special room where we prepare them special tasks for them to do.

3. Describe the culture of the organization or company. What is the work environment like – the atmosphere? What is the building like – exterior/interior, architecture, fittings and furniture? How do the employees work together? What are the jobs and roles of individuals? How are they treated by management?

We treat them like gods. We give the cooks all the materials they need. The work environment is top notch. The culture is great and is only getting better. In the last question we said that we had a special tasks for the employees. Those tasks are funding for events, Getting filling in for another workers job when there sick, etc.

4. Who is the targeted audience? What are their demographics?
    Family, we want everyone to experience the cubicle life.
Kids, men and women can be in a small cubicle together.
We want the biggest audience possible.

5. What is the organization or company mission statement?
Are tagline explains it all "Get out of work to get back to work!".We want are cubicles to simulate being in a real cubicle. We want to make the best hotel experience ever made.

Glossary

ASID: American Society of Interior Designsers;the oldest professional organization for interior designers

Logo: Also called logotype; the specific typographic construction of a graphic representation or symbol of a company

Type: Printed letters or characters

Typeface: A set of characters with similar appearance & design

Point: The measurement of type size [1pt=1/12 pica or 72 pts = 1"]

Horizontal: horizontal is arranged sideways, like a person lying down.

Word spacing: The appropriay spacing between words that creates a particular aethetic

Justified Spacing- the typographic allignment setting of text with column that align both the left and right margin

Logo and Logotype

The entire purpose of this scene is to sum up that most of the things you see in cubicle hotel are shaped similarly to a square.You might notice A cube behind that "man". Thats supposed to show how most of the rooms are shaped as such.
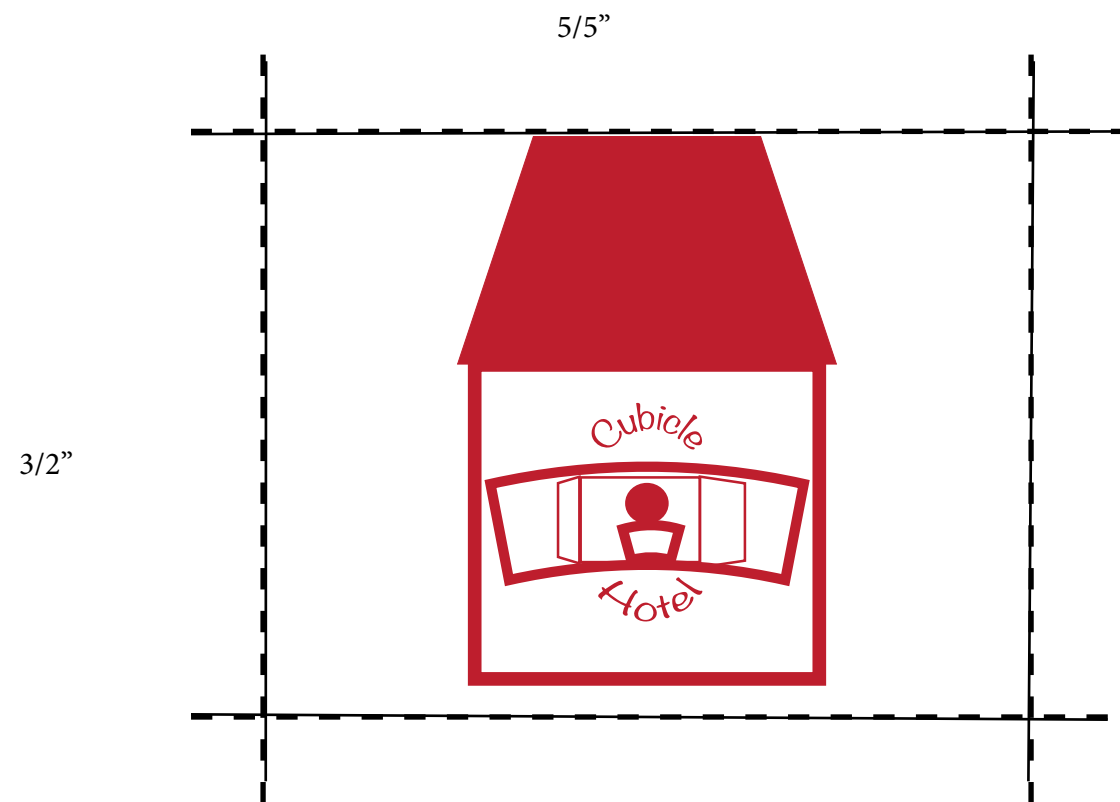
My logo uses noteworthy

Example:
Noteworthy
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnipqrstuvwxyz
1234567890
1234567890
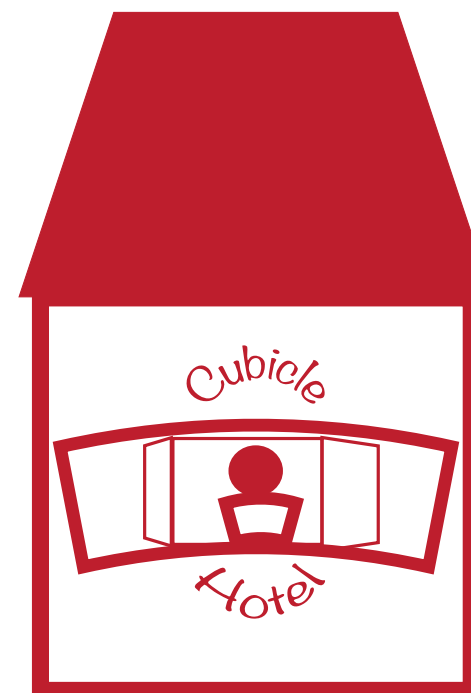
Use of Space

The use of space in the logo is to make sure that it can fit on to most likely anything. If it were as big as a buisness card it wouldn't fit very well on a mug or wallet. However we at cubicle hotel decided to make it so that it's height can fit on a box or a phonw

5/5"

3/2"

Color

There is only one color in the logo and that color is red.We choose red because it's the color that can stand in contrast unlike other colors like Light pink or silver.Red is also a color that isn't as dark as say purple or black.It makes the logo stand out alot more then just using the color blue or gray.

C = 15%
M = 100%
Y = 100%
K = 0%

Typography

We used noteworthy to

The Typography is noteworthy.

Example:

Noteworthy
Abcdefghijklmnopqrstuvwxyz
Abcdefghijklmnipqrstuvwxyz
1234567890
1234567890

Business Card

Paragraph that describes business card design, intents.

Place business card as PDF below, use line tool with shift key to draw lines and marks defining standoff distance from edges and element/copy chunks.

Cubicle Hotel
(541)-6869-0035

3225 Downing St.
Eugene, Oregon 97408

www.cubiclehotel.com

Ben Halpren
Owner

Envelope

d

Letterhead

Paragraph that describes letterhead design, intents.

Place letterhead as PDF below, **scale to fit page space,** use line tool with shift key to draw lines and marks defining standoff distance from edges and element/copy chunks. Measures should reflect actual distances as shown full size (100%) in Illustrator.

4th Piece

Paragraph that describes 4th piece design, intents.

Place 4th piece as PDF below, **scale to fit page space,** use line tool with shift key to draw lines and marks defining standoff distance from edges and element/copy chunks. Measures should reflect actual distances as shown full size (100%) in Illustrator.

Display Ad

Paragraph that describes display ad design, intents for publication, etc.

Place display ad as PDF below, **scale to fit page space,** use line tool with shift key to draw lines defining physical ad size. Measures should reflect actual full size (100%) of display ad in Illustrator.

Poster

Paragraph that describes poster design, intents for publication, etc.

Place poster as PDF below, **scale to fit page space,** use line tool with shift key to draw lines defining physical poster size. Measures should reflect actual full size (100%) of poster in Illustrator.

Web Bridge (Optional)

Paragraph that describes media designed specifically for application and/or treatment for online/web purposing - this can be tied to social media and marleting, infographics, video, etc.

Place any PDFs, images, resources, screen shots, etc., that are relevant to media listed above..