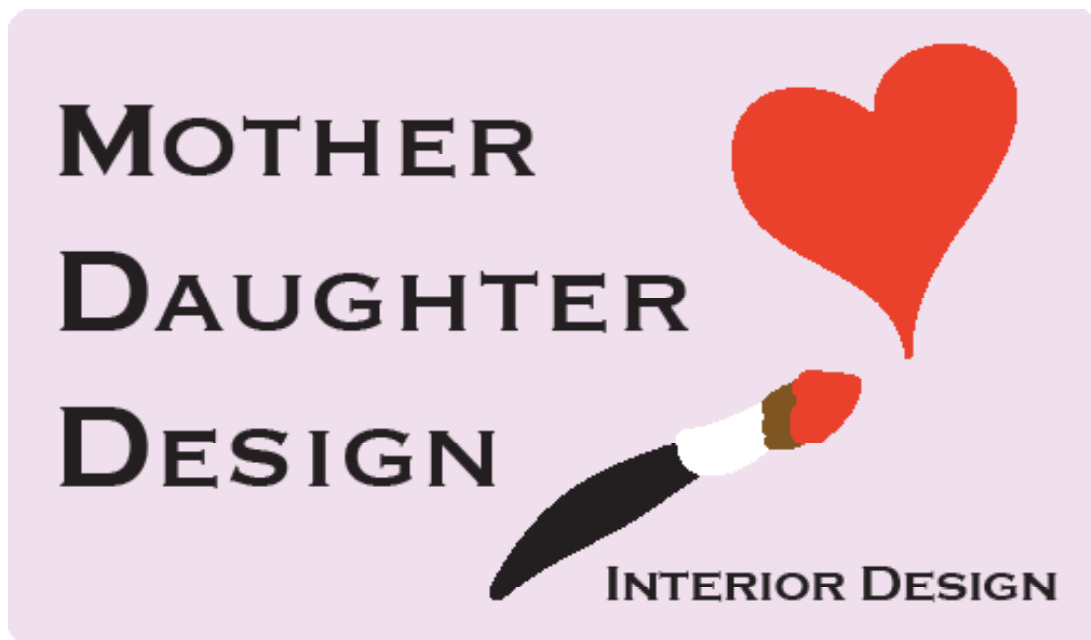


Mother Daughter Design Graphic Standards



By Carson Anderle Fall Term 2016

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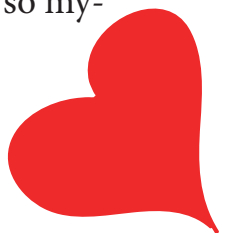
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Introduction

My company is called Mother Daughter Design. I, Carson Anderle, founded this company in 1967. It is called Mother Daughter Design because I work with my mom, Jennifer Anderle, even though I founded the company. I always have loved designing interior things since I was really young. My mom had too and she's really good at it. To contact us, you can call my mom, our call center or me. Another way you can contact us is just walk right into our little shop/ call center. We're located all over North America, but my mom and I only work in Oregon, Washington and California. Our home office is in Eugene OR, where both my mom and I were born. We only use economy safe paint and furniture. Our journey of design starts off with our customer(s) telling us their style and ideas. After that I design an idea or two using the app Home Design gold. We show them our design and make any changes necessary. The next step to success is my mom will take our customers shopping. When they go shopping they look for: paint colors, furniture, accessories and much more. Our company does not include any constructional work, but we can give many suggestions on where to go. We do include a couple strong people who can move all the furniture into your house. The last item we include is a group of amazing workers who can paint whatever and wherever inside. Our company is not like any other interior design company!

Our company, Mother Daughter Design includes many different services. We start off by giving many suggestions on paint colors, furniture and carpenters. We are not a construction company, but we work specifically on interior design. We can take you shopping at very high quality environmentally safe stores, we help you decide on the best brand of paint and colors of paint, we have employees that will paint whatever will please you and best of all place your furniture in the perfect spots. Our company is like no other. We're a mix of many different great things. We paint, we suggest, we design and we shop! You get an amazing workers discount for all the shopping we do. Doesn't that sound pretty amazing? Besides giving amazing discounts, all of our paints and furniture are not bad for the world. The most special concept of my organization is that the only thing you have to pay for is the thing you buy at the store. At every location of this business we have lovely college students who can also give amazing feedback and suggestions. If I have to say so myself all of these features are very unique!



Glossary

Logotype - The specific typography construction of the Harmonious Change logo.

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

Horizontal - Parallel to the plane of the horizon.

Letterhead - A matching suite of striking business stationery is a great way to show your clients you care about the details.

Typography - The style and appearance of printed matter.

C .Y. M.K. - C means Cyan, M means Magenta, Y means Yellow, and B means Black.

Legibility - The ease with which a font can be read.

Typeface - The font or lettering

Baseline - A minimum or starting point used for comparisons

Word Spacing - position or distance from one another.

C. R. A. P. - Contrast, Repetition, Alignment, Proximity.



Logo and Logotype

I used two different fonts that were pretty similar. I used Copperplate Gothic Bold to write the first letters of Mother Daughter Design and to write Interior Design. I used Copperplate to write the rest of Mother Daughter Design.

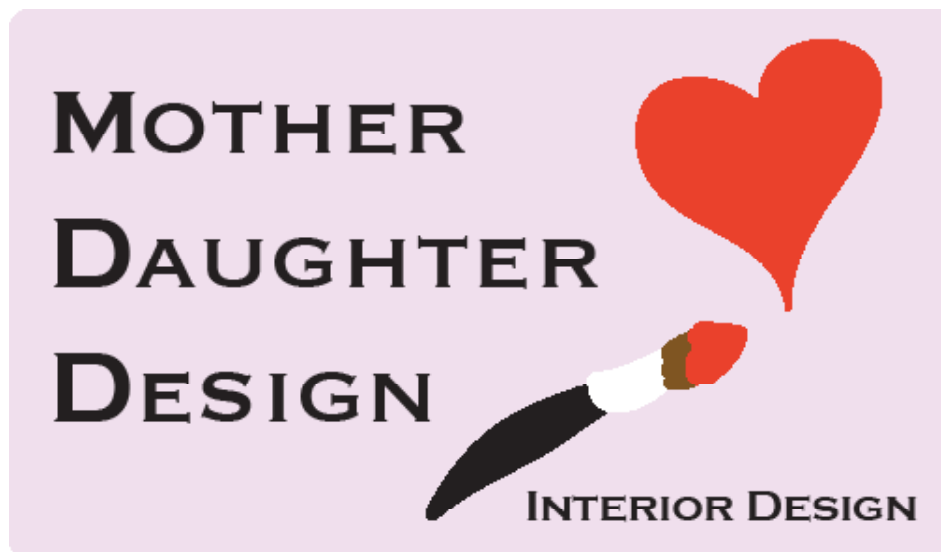
When you first see my logo you know it has something to do with “Mothers and Daughters” and Design. After you read “Interior Design” you know its a interior design company. I always wanted my company to regard design and I thought a really girly design aspect would be cool.

COPPERPLATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

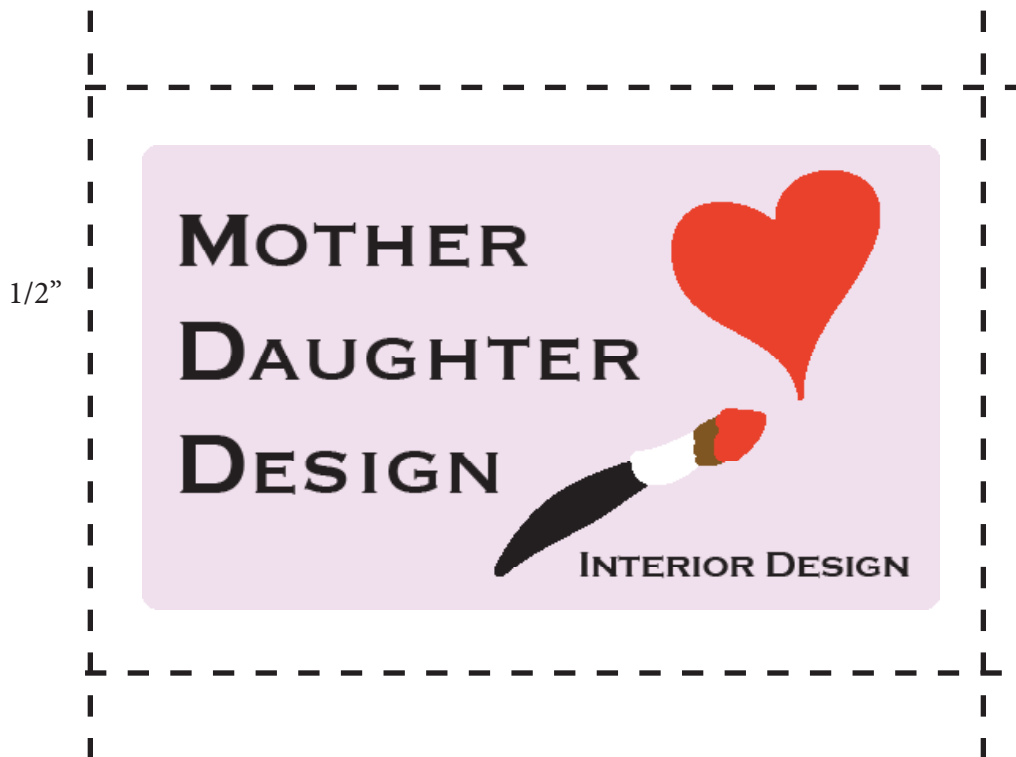
COPPERPLATE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Use of Space

The Mother Daughter Design has many different focus points. I think all the sizes of the features on my logo are really good. Because my logo is pretty simple but still has many elements, where I put everything was crucial. The focal point of my logo is the big red heart. Interior Design is an important part in explaining my logo. The Mother Daughter Design is just the name of the company. There isn't very much blank space in my design so everything fits.



Color

The colors that make up “Mother Daughter Design” are Flower Purple, Rose Red, Jet Black, Mud Brown, and Snow White.

I chose these colors because I wanted my logo to be a good mix between girly and having some design. The purple color is really girly and pretty. The red goes really good with the light purple. The brown also fit really well in my logo. The red is very substantial against the background. The black also stands out.



C = 4%
M = 13%
Y = 0%
K = 0%

Flower Purple



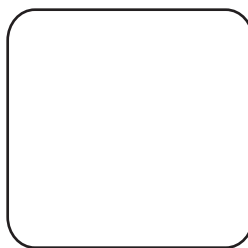
C = 0%
M = 96%
Y = 93%
K = 0%

Rose Red



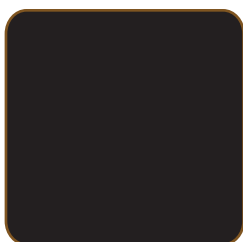
C = 38%
M = 62%
Y = 100%
K = 30%

Mud Brown



C = 0%
M = 0%
Y = 0%
K = 0%

Snow White



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

Jet Black



Typography

“Mother Daughter Design” uses two similar typefaces. Copperplate and Copperplate Gothic Bold.

I used Copperplate Gothic Bold to write the first letters of Mother Daughter Design and to write Interior Design. I used Copperplate to write the rest of Mother Daughter Design.

Both fonts really stood out against the light purple background. The fonts were also very legible.

COPPERPLATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

COPPERPLATE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

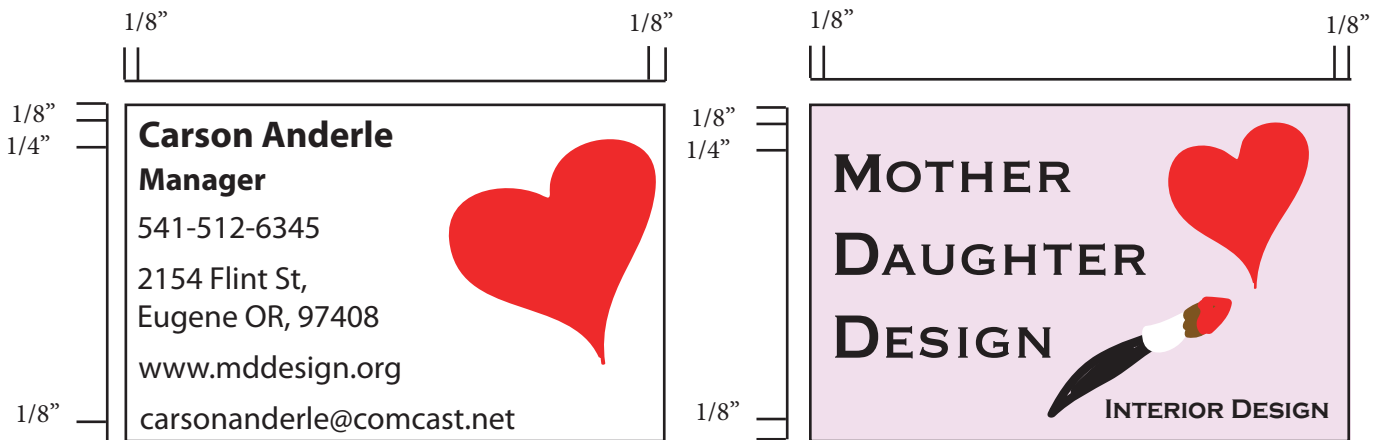
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890



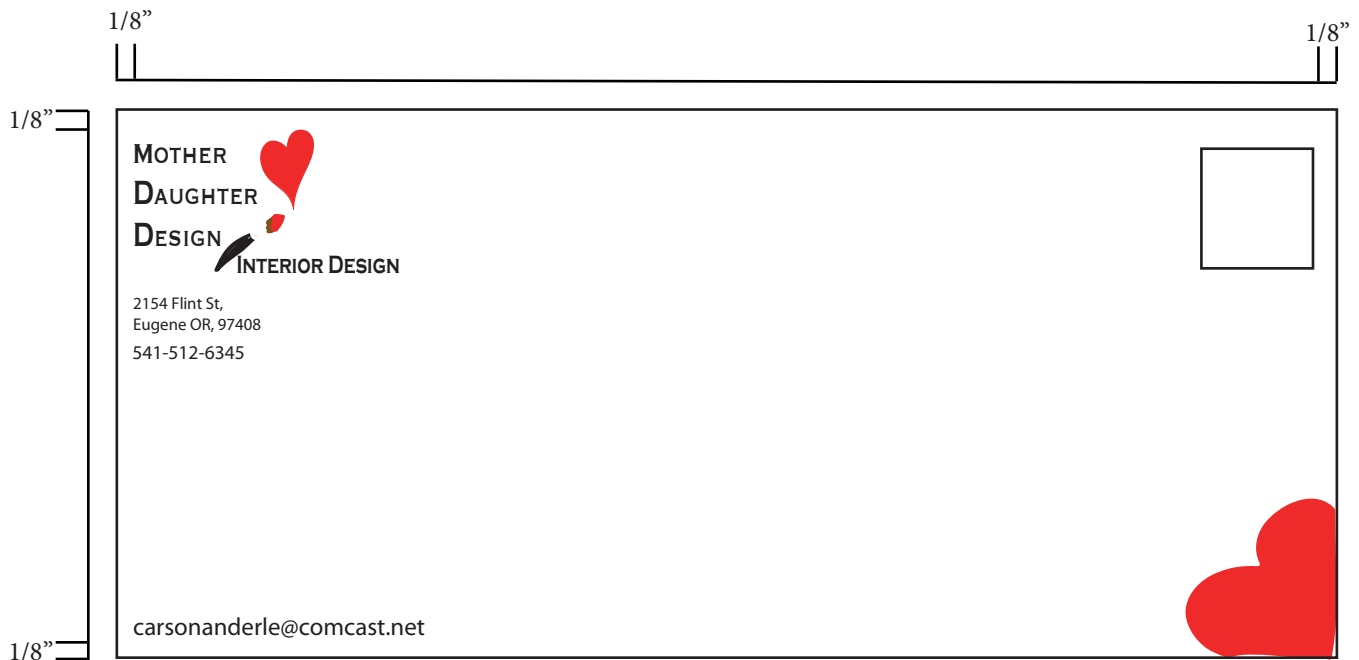
Business Card

The Mother Daughter Design business card has two sides. On the front side it contains just my whole logo. On the other side it contains my name, my position, my number, my address, my email, and my website address. The business card is the average size and is full of important information. I really like how they look because I carried the heart on to both sides of my card. One card has a white base and the other has a light purple base.



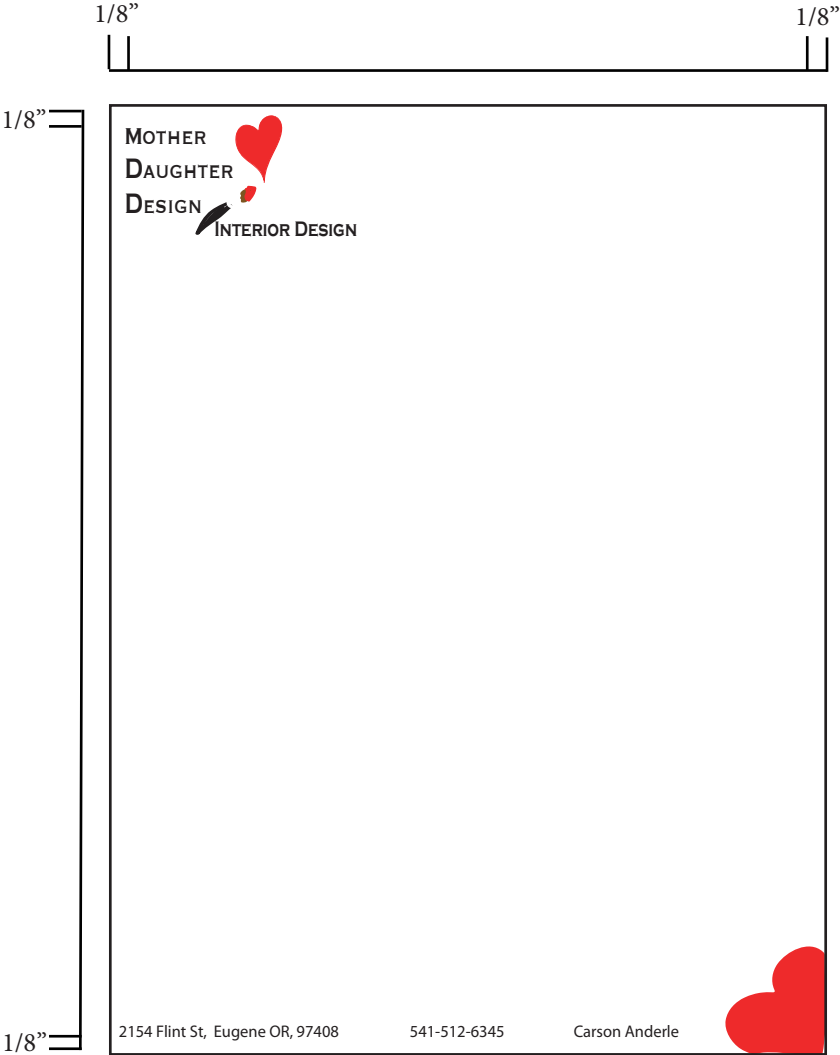
Envelope

The Mother Daughter envelope follows the basic design of an envelope. It has the logo in the top left corner and includes my address and my phone number. It also has my email on the bottom. Another cool element is the big red heart in the lower right corner. Everything is really organized and neat. The fonts are about a 12 font. There's a lot of white space but I didn't want my envelope to be too crowded.



Letterhead

For my letterhead I put my logo in the top left corner. My information like my phone number, my address and my name. The big red heart is also in the bottom right corner. Now there's still lots of space to write but you know that this letterhead belongs to my brand. There's a lot of contrast between the black, white and red! The red gives it a pop of color while the white and black keeps it even.



4th Piece

For my tee shirts I have one meant for girls and one meant for guys. There pretty universal though. One shirt has a white base with my logo on the front. On the back it has my slogan and the signature red heart. On the other shirt it has a white base with the red heart on the pocket. On the back it has my logo. Both shirts come in five different sizes: XS, S, M, L, and XL. Our workers wear them, and there for sale. We give our costumers shirts of their choice!

FRONT

BACK

