

# **WATER ZONE**

## **Graphic Standards**



**By: Diego Gonzalez - Fall Term 2014**

# Table of Contents

Introduction	3
Glossary	4
Logo/Logotype	5
Use of space	6
Use of color	7
Typography	8
Business card	9
Letterhead	10
Envelope	11
4th piece	12
Display ad	13
Poster	14

# Introduction

My company is called Water Zone which makes the cleanest and tastiest water ever known! It was founded at July 30th 2015 by Diego Gonzalez who believes that clean water was everything. How did all of this happen? Diego says that one day he went to California and had a cup of water and... well, you know, he got sick for 3 months and found out a liver eating parasite was inside of him from the unclean water. The doctors put him in surgery to take the parasite out. After that experience, Diego knew what he had to do... He will have to found a company that had the cleanest water ever known, that is what he had done. Water Zone sells the cleanest and tastiest water ever known, but that's not all they make. Water Zone also makes flavored water, sparkling water, and sparkling flavored water. All of them are full of flavor. The service is very nice and always on task. Selling the cleanest water ever known makes us very unique. Our employees are very nice, if not, they're fired! The building is 16 stories high and is very wide! The furniture is nice and fancy, but not too fancy. In the building is a large fish tank that has the Water Zone logo inside of it. The employees work really nicely with each other. Some employees design new machines to make the water cleaner/or tastier, others work in office answering phone calls, while others drive trucks to get the water in the market. My targeted audience is anyone. Anyone would love Water Zone if they tried it. People who want to be really healthy and would like to drink clean and tasty water will buy Water Zone.

By: Diego Gonzalez

# Glossary

Capital- an uppercase letter of typeface.

Font- a specific size/or style within a type family.

Point- the unit of measure used to determine the size of a font.

CMYK- a printing method using four colors to represent the entire spectrum.

Horizontal-parallel to or in the plane of the horizon or a base line.

Centered-being or placed in the center.

# Logo and Logo type

I Used this font because I thought it was fun to use and it captures your attention. Not to mention that it makes you feel *relaxed* since how simple, rounded, and amazing it looks. Makes you want to buy bottled water, or something else tasty from Water Zone like flavored water, sparkling water, or sparkling flavored water. The Water Zone logo has the same effect on you too.

Arial MT Rounded Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890



# Use of Space

When I made this logo, I decided to make a little space above the word "WATER" so it will make it look a little better. I just didn't like the idea that the water filled up more than 1/2 of the circle.



# Color

I choose the color blue in my logo because the color reminds you of water. Thinking of water will make you thirsty right? That will make people want to buy a tasty drink from Water Zone.



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



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

# Typography

I used Arial Rounded MT Bold because I thought it was a nice, fun font that captures your attention. I used the other fonts such as Bangala Sangam MN and Bell MT Bold on the business card and the envelope to make it a little bit fancier. The fonts really made a difference in my work

**Arial Rounded MT Bold:**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890

**Bangala Sangam MN:**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890

**Bell MT Bold:**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890

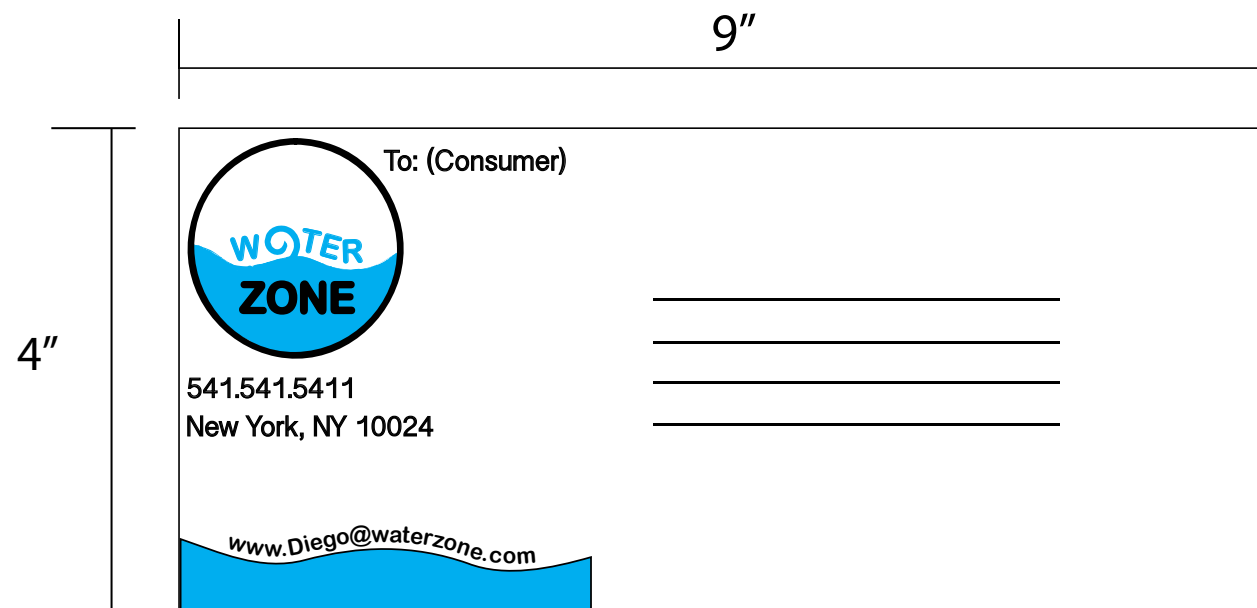
# Business Card

I chose this business card because I thought it was a good design. I can imagine this as a real business card, that is also another reason that I chose this design. It took me the longest to make the business card, but it was worth it. As you could see on the business card, I'm the CEO of the company.



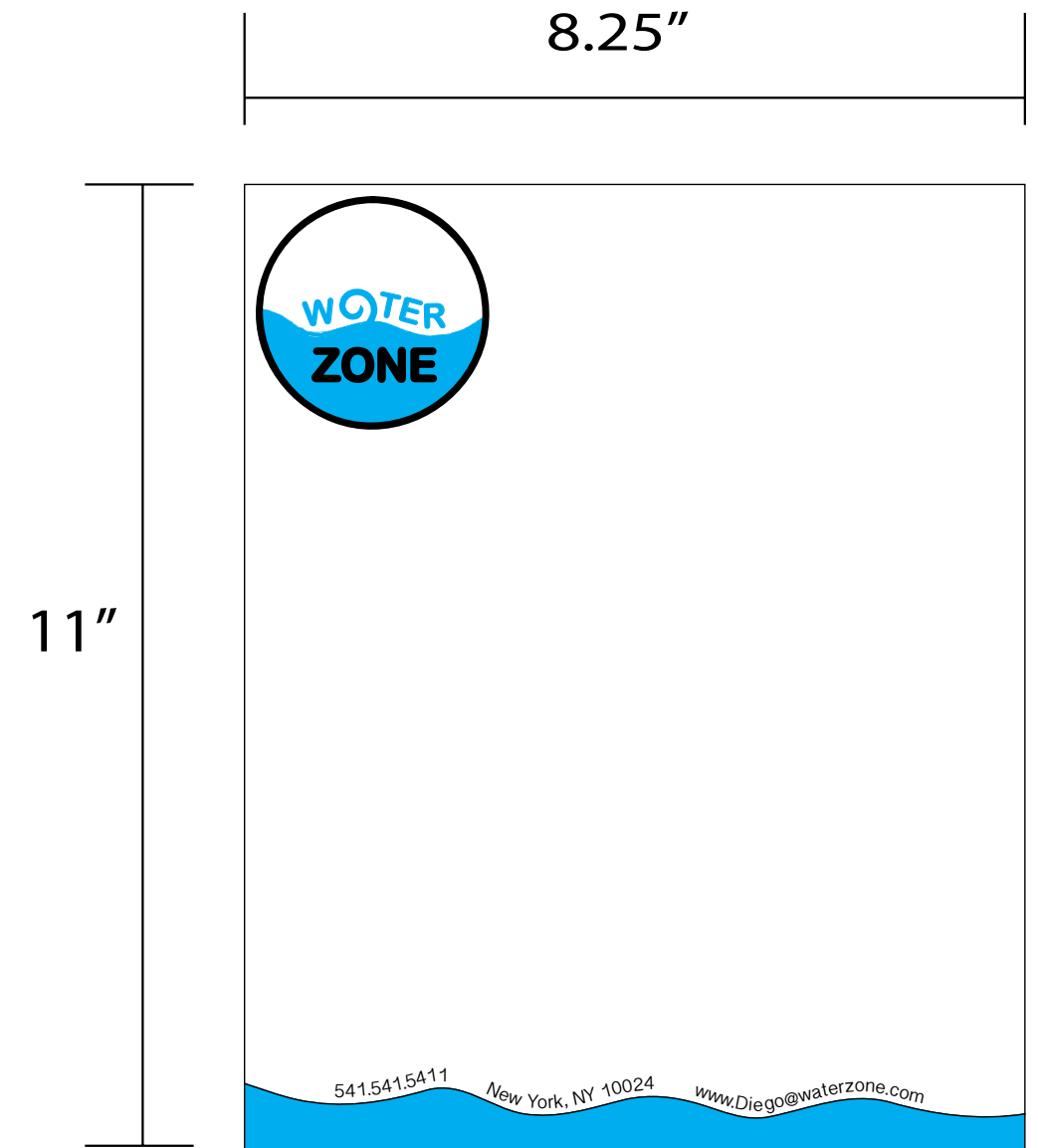
# Envelope

I choose the fonts for the envelope wisely to make it look realistic, like a real envelope. As you can see, the consumer's name is right next to the Water Zone logo. I'm very proud of this envelope looks.



# Letterhead

This is my fantastic looking letterhead and as again, I have chase the fonts wisely, the Water Zone logo is on the top left corner some of the Water Zone information is on the bottom of the letterhead.



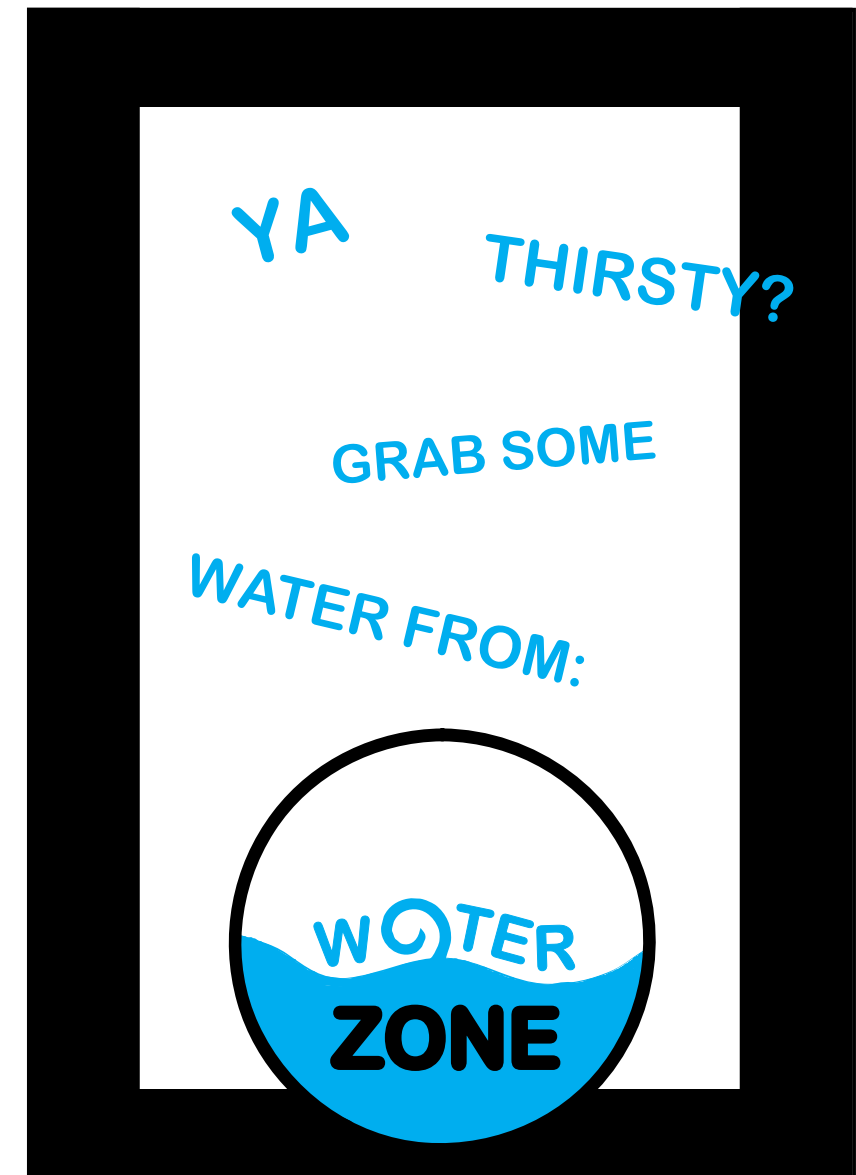
# 4th Piece

For my 4th piece, I have made a stainless steel water bottle with the Water Zone logo on it. These bottles are each sold separately, which means that we do NOT sell our water in stainless steel bottles. We sell our water with 80% recycled plastic bottles. I just made this stainless steel water bottle just for fun.



# Display Ad

For displaying my ad, I made a poster. Our ads also appear on TV and mobile devices. Our ads will be commonly seen by people around the world.



# Poster

I made this poster to make people buy our tasty drinks. This poster has made me thirsty already, why not someone else?

