Grace's Shelter Graphic Standards
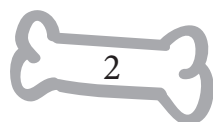
Grace's Shelter

EST. 2015

By Gracie Cates - Fall Term 2015

Table of Contents

Introduction

My company is called Grace Shelter and its a non profit organization that was created in October 2015 and it was created because during that month I went to a dog shelter for fun with my friend because she adopted her dog there. I realized how depressed and how unfortunate these dogs lifes were and I wanted to take part and create a dog shelter of my own. My company rescues and takes care of injured dogs and cats until they are healthy and ready to go to an adopting home. We feed and take these animals on walks and make them feel loved and cared for. My target audience is patient families with love and support for dogs that have either medical problems or just need obedience training. We expect adopting families to take great care of our animals. Our mission statement is "Bring home a furry friend today!"
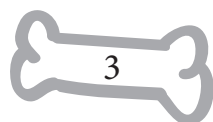
Glossary

Point- A small measure of units usually to calculate how big the font is.

Typography- Font; They style of how letters look.

Capital- An uppercase letter of a typeface.

Format- The specific horizontal and vertical measurement of a publication

Word Spacing- The specific distance between individual words.

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

Vertical- An adjective descibing an element having it's longest side perpecdicular to the horizon.

Baseline- The line type resets on defined by the base of the character, not including the decenders.

Opacity- The condition of lacking transperency

Logo and Logotype

My logo took a really long time to be completed but it was totally worth it. I love how it turned out and I like how it looks modern and the black has great contrast with how I sketched the dog. I got many people's opinions so I could get suggestions and change it if needed. I also experimented with different colors. I had to try multiple times to get the bone perfectly shaped but this is the finished product and I'm happy.
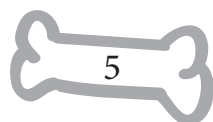
Use of Space

For my logo I want it to be at least 1/4 away from different objects or prints because my logo is cool and I want people to focus on it and pay attention to the design. I used the space under the dog biting on the bone by adding EST.2015 and I also used the space by bringing the wording around the circle and using both ends of the bone.

1/4"

1/4"
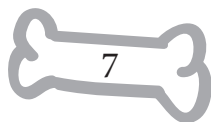
1/4"

1/4"

Grace's Shelter

EST. 2015
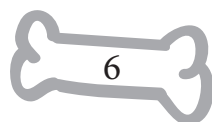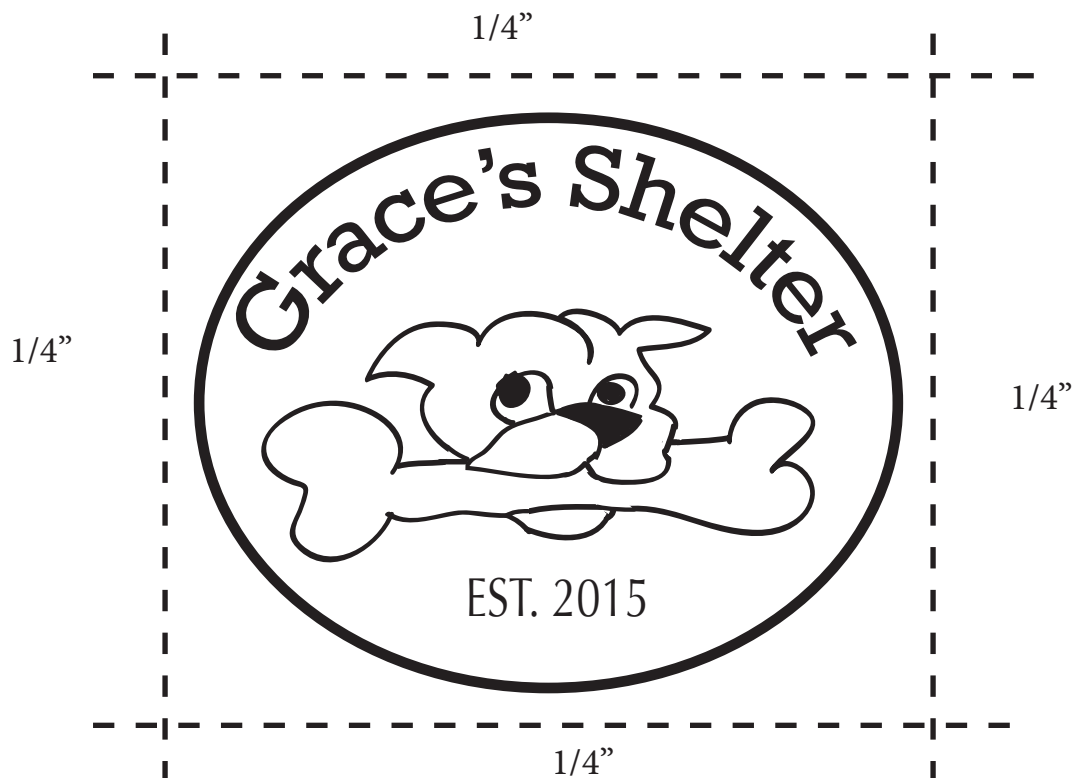
Color

I choose black to be my only color in my logo because I wanted my logo to look modern and old styled so I just went with black. I did experiment with other colors like blue, red, and green but the contrast just fit perfectly with black. Plus, the font went well together with black.

C = 0%
M = 10%
Y = 0%
K = 100%
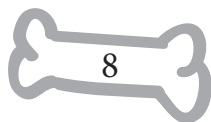
Typography

Rockwell Regular

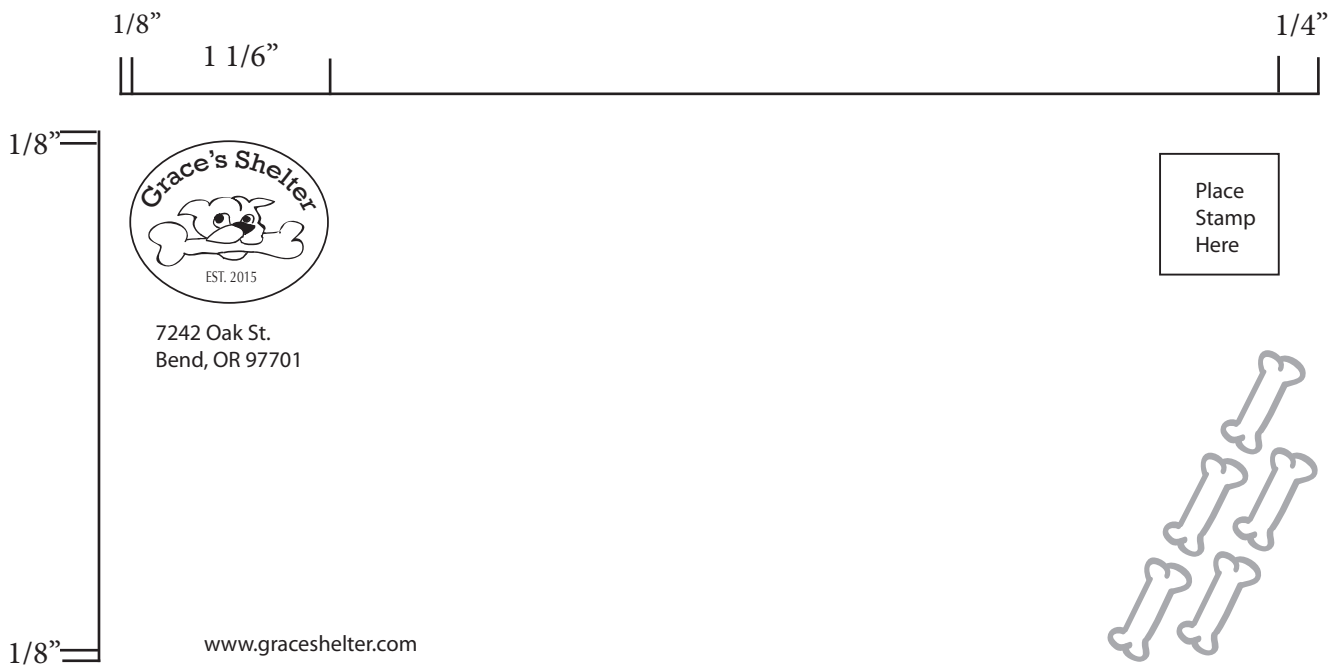abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

     For my logo I used Rockwell Regular. I chose this font because it looks really old fashioned and font that would be used in a typewriter.

Business Card

My business card is horizonzal and the front is my logo and its centered and on the back it has my name, location, website, and phone number. I also copy and pasted a dog paw to make it more decorative and cuter. I really like my business card because it has to the right amount of design and pictures and it has good imformation to find my shelter, call or contact my shelter and where the website is.

1/2"   1/2"   1/16"   1/8"

1/8"

Grace's Shelter

EST. 2015

1/4"   1/4"

1/4"

Gracie Cates
Owner

7242 Oak St.
Bend, OR 97406

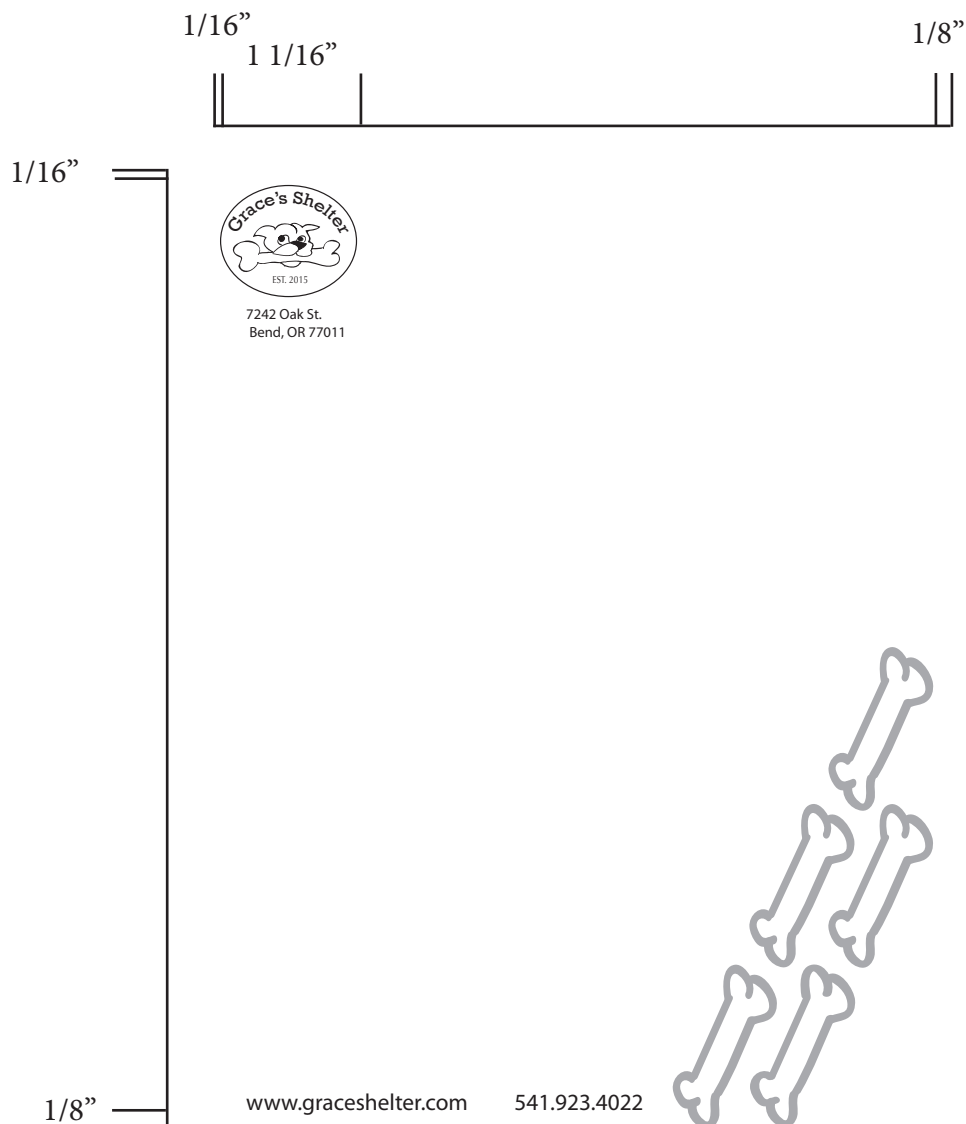www.graceshelter.com   541-923-4022

Envelope

My envelope has my logo in my top left corner, the address below it and my website on the bottom. I also added bones to show design and I thoughted it made it prettier. I put the dimensions on the outsides. I like it because it is simple and doesn't look too complicated. I also created a square to place the postage stamps.

1/8"
1 1/6"
1/4"

1/8"

Grace's Shelter
EST. 2015

7242 Oak St.
Bend, OR 97701

Place
Stamp
Here

1/8"

www.graceshelter.com

Letterhead

   My letterhead is very similar to my envelope because they both include the faded bones and my logo in the top left corner. I like it because it has cool design with the bones. It also has pretty color contrast. I added the dimensions on both sides. There is at least 1/8 space left in the corners/sides.

1/16"

1 1/16"

1/8"

1/16"

Grace's Shelter
EST. 2015

7242 Oak St.
Bend, OR 77011

1/8"

www.graceshelter.com   541.923.4022

11

Shirt - 4th Piece

My fourth piece is a t-shirt. It has my logo on the front in the top left room and the words "Grace Shelter" on the back. I really like my shirt because it looks cute, with the design on the back and the logo makes it look complete. I would have my employees/volunteers wearing these shirts when they are working at my shelter.