

Cover Page

Marci's Bow-Tique

Graphic Standards

By Marci carrera- Fall Term 2015



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Introduction

My company, Marci's Bow-tique, was founded in 2006 when the founder, Marci Carrera was looking for a store to buy cheer bows for her cheer squad since her coach had spent their whole budget on a bus to take them to their meets. Marci and her mom were walking down the street when they finally found a bow shop. They walked in only to find that all the bows were for small children. Marci and her mom walked out of the store in dismay. But then, Marci had the brilliant idea to make her own bows! Marci's Bow-tique Makes cheer bows of all colors and designs. Marci's Bow-tique is a very happy place to be with our bright colored walls and lots and lots of mirrors. Don't worry dads we have plenty of chairs for you sit in and we even have a T.V. to watch the game on. We will treat you with the most respect and kindness that you have ever been treated. We are here to help future professional cheerleaders look the part and love the part. We will make you the cheeriest cheerleader on your squad!



Glossary

CMYK: Stands for cyan, magenta, yellow and black

Logotype: The specific typography construction of a logo

Typography: The style and appearance of printed matter

Logo: A symbol, picture, or other design made to represent something or someone

Typeface: A particular design of type

Legible: Easy to read

Capital: Uppercase letters

Horizontal: An adjective describing something horizontal to the horizon

Logo and Logotype

A capital “m” and a capital “b” mashed together so they look like they one. There is also “Marci’s Bow-Tique” written horizontally at the bottom.

Sathu
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890



Use of Space

Due to our logo having warm comforting colors and shapes it naturally fits into corners and can be the center of attention.



Color

The colors of our logo were chosen for their great contrast against each other and for how much they stand out and catch your eye.



C = 0%
M = 98%
Y = 100%
K = 0%



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

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



Typography

The font that I chose has mostly straight lines with a few curves. It is also almost always legible. The capital letters are nice and big, but they don't mix together.

Sathu
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Business Card

My business card has the Marci's Bow-Tique logo on one side and my contact information on the other with our rose red bow in the corner.



Envelope

This eye-catching envelope has the Marci's Bow-Tique logo in the top left corner just above the return address. In the bottom left corner there is one of our rose red cheer bows.



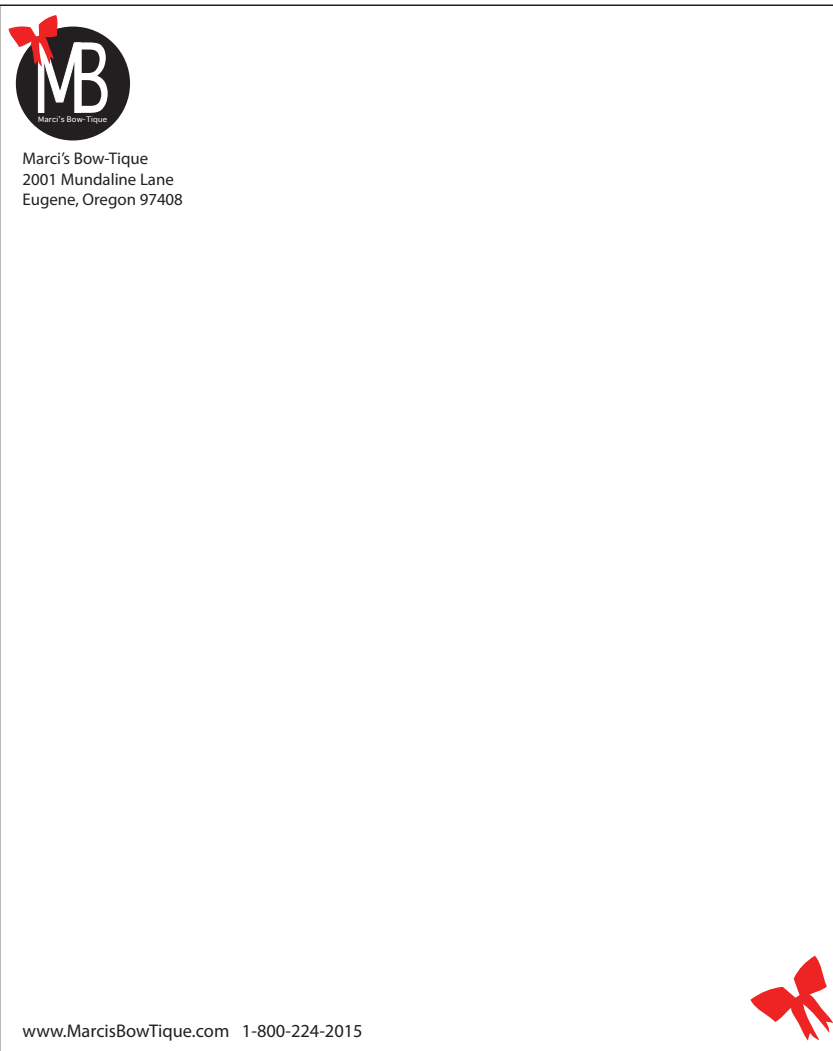
Marci's Bow-Tique
2001 Mundaline Lane
Eugene, Oregon 97408

www.MarciBowTique.com



Letterhead

In the top left corner of our letterhead is the Marci's Bow-Tique logo which is just above our return address. One of our rose red cheer bows sits in the bottom left hand corner.



4th Piece

My fourth piece is a cheer bow with the cancer symbols on it to support breast cancer awareness month.

