FEEBLE
SCOOTERING

Graphic Standards

By Noah Natt

Fall Term 2014

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Introduction

My company is called Feeble Scootering. It was founded in 2017, in Eugene, Oregon. It was founded by a young Phoenix team scooter rider named Noah Natt. Feeble is a sub company of Phoenix scooters which is based out of Portland, Oregon.

We make scooter parts and complete scooters. Our scooters are 100% metal and are not heavy at all. We have a patented hollow body design, and use special alloys that are designed for maximum strength. Our pro team is a collab team with Phoenix's pro team. All parts are custom designed by customers online with our patented design started templates. We create all of our parts in store and will ship them within 8 days.

Our buildings are state of the art with built in skate parks to test out our new creations or new parts. We have trampolines in store to try tricks and so that customers can test out their new products. Our staff is very friendly and loves to help you look for exactly the right part you are looking for. Every one of our staff members rides scooters and can give you many useful tips or advice. Our managers and workers are all good friends so they all get along to get the job done.

Our products are made for any age, gender, social status, ETC. We build our scooters for the love of the sport and we believe that anyone should be able to experience the hard work that is put into scootering.

"For the Love of Scootering, Feeble"

Glossary

Opacity- The condition of lacking transparency

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

Watermark- A faint design made in some paper during manufacture

C.Y.M.K- Color model used... Cyan, Yellow, Magenta, Black

Logotype- A single piece of type that prints a word or group of separate letters

Type- A specific style of type within a type family

Borderline- A line marking a border

Typeface- A set of characters with similar appearance and design

Logo and Logotype

The intent of my logo was to go for a ramp with my company name and a scooter on coping. I wanted to integrate the company name with the ramp so I decided to put it right in the middle. I added the scooter for effect and I put on coping for the scooter to sit on something. It was difficult to make the right angles for the ramp but once I found the arc line tool it got easy.

Use of Space

When the logo is used on any object there should be at least 1/8th of an inch space around the logo. It applies to all sides. The "Feeble Scootering" should always be capitalized and in the same typeface.
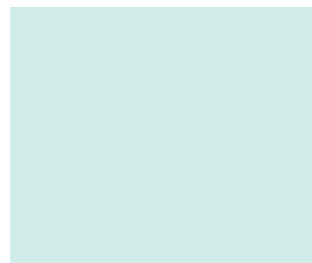
Color

My colors were chosen very specifically because I needed a lighter brown for the top of the ramp and a darker brown to show shadows on the side of the ramp. I decided to go for black on the letters because it is easily seen against the light brown. The colors really complimented each other to make the logo look nice.

C= 0
M= 41.57
Y= 100
K= 30

C= 17
M= 0
Y= 9.02
K= 0

C= 0
M= 41.57
Y= 100
K= 41

C= 0
M= 0
Y= 0
K= 55

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

Typography

I chose these typefaces because they went really well with the design and I really liked them. I found cracked first and I immediately fell in love with it because it reminds me of a skate park. I had trouble finding a type that went well with cracked but I found condensed and I thought it looked good.

Cracked

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

DIN Condensed Bold

abcdefghijklmnopqrstuvwxyz
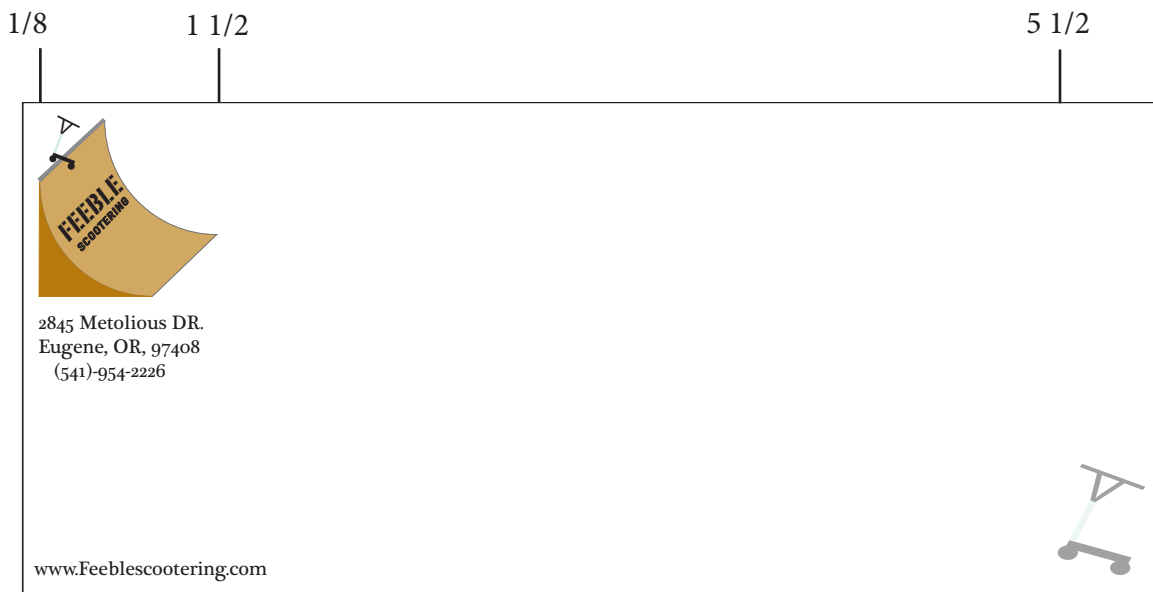ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Business Card

I wanted a simple business card so I just put the logo and a simple scooter with a low opacity. I put my name and all the other info on the front of the card. I went for a one sided horizontal card because I didn't like how my logo looked when it was on a two sided card or a vertical card.

1/8   1 7/8   2 3/4

Noah Natt
-Founder-

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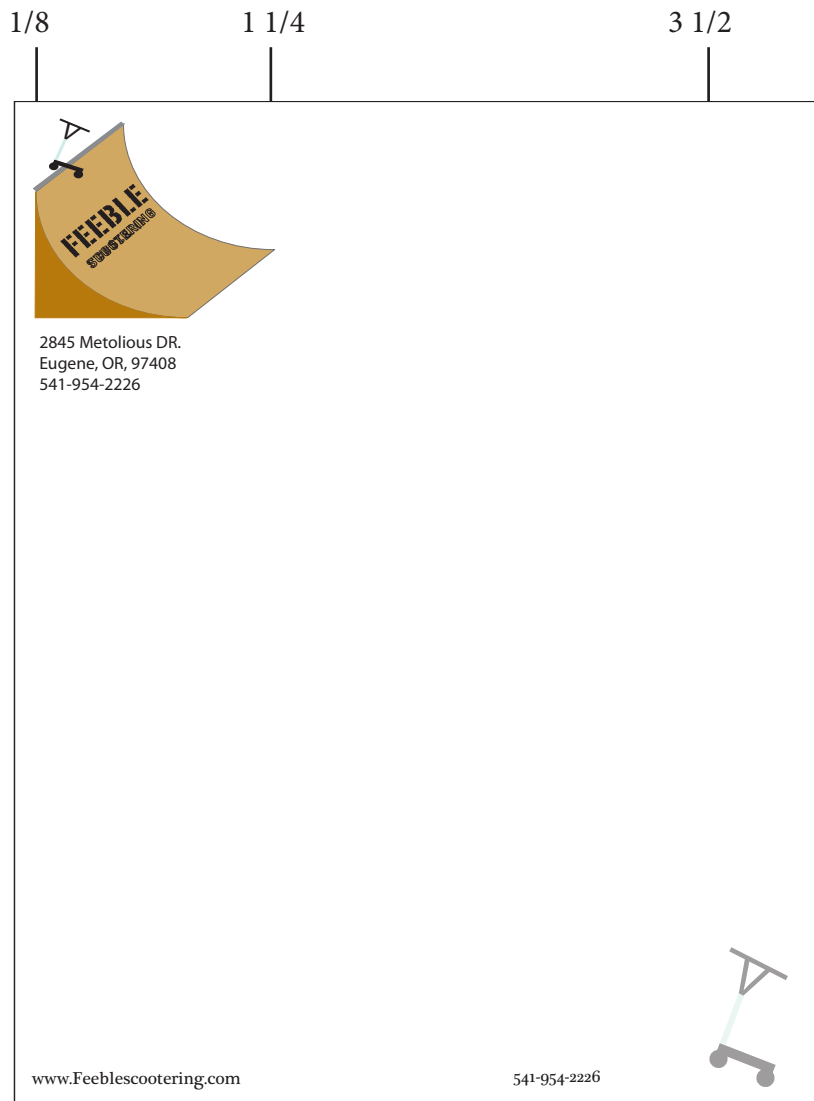www.Feeblescootering.com

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Envelope

For my envelope I wanted a simple design that would look well on the front of an envelope. I liked how the spacing worked out and where everything was placed. I liked how the low capacity looked on the scooter.

1/8   1 1/2   5 1/2

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Letterhead

For my letterhead I wanted a simple design that would look well on a letter or paper. I liked how the spacing worked out and where everything was placed. I really liked how the low capacity looked on the scooter. I also liked how my website and my phone number are on the bottom.

1/8   1 1/4   3 1/2

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4th Piece

For the 4th piece I went with a sticker that could be placed on anything. I made it just big enough to fit on almost all scooter decks or bars. I put Feeble Scootering separated on the top and the bottom of the sticker. The words are in the same type as the Scootering in the logo.

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