



# Wear The Bow

Graphic Standards

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3/10/14  
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# Glossary

Font - A specific size and style of type within a type family.

CYMK - A printing method using four colors to represent the entire spectrum.

Opacity - The quality of being opaque to a degree; to which something reduces the passage of light.

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

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

Logotype - The specific typography construction of a logo.

Watermark - A recognizable image or pattern in paper that appears as various shades of lightness/darkness when viewed by transmitted light.

Capital - An uppercase letter of type face.



# Introduction

The Bow Boutique is a company that makes stylish hair bows for people who need them!

The Bow Boutique was founded in January, 2014. The Bow Boutique owns a store on 2627 The Bow Road. The Bow Boutique sells the best hair bows in America.

The Bow Boutique customizes hair bows for the customer. We always want a happy smile on our clients face. My company's hair bows are so good that they will never be ruined.

These graphic standards show my company's letterhead, business card, envelope, and bag.

# Logo/Logotype

My logo includes the name of my business and a simple design of a bow. My logo also includes five dots separating "The Bow Boutique." My main colors in my logo are blue, purple, and a violet purple.



# Typography

There are three main fonts in my collateral. They are called airplanes in the night sky, century schoolbook, and myriad pro.

I used airplanes in the night sky for my logo. I used century schoolbook and myriad pro for my collateral, (business card, envelope, letterhead, and my bag).

Airplanes in the Night Sky  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Century Schoolbook  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Myriad Pro  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

# Color

There are five main colors in my collateral. I used two blues, two purples, and one violet purple. The purples I used are very similar but different in their own ways.



Blue:  
C = 69  
M = 4  
Y = 0  
K = 0



Blue:  
C = 58.04  
M = 4.71  
Y = 0  
K = 0



Purple:  
C = 54  
M = 100  
Y = 0  
K = 0



Violet Purple:  
C = 85  
M = 100  
Y = 5.1  
K = .39

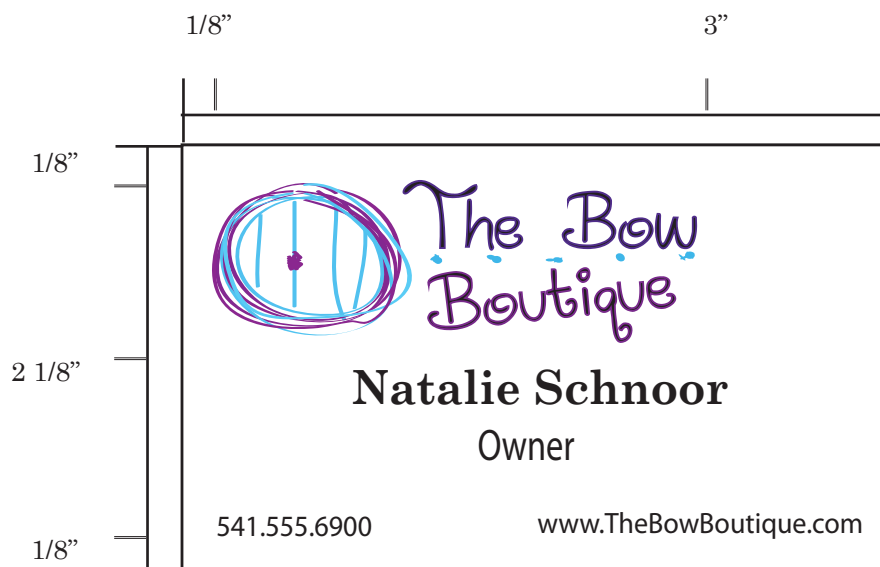


Purple:  
C = 65  
M = 100  
Y = 5.1  
K = .39

# Business Card

This is the business card for The Bow Boutique. It measures 2" by 3 1/2". It is one side, and lays horizontally.

The Bow Boutique logo is in the top left corner 1/8" away from the top and side of the business card. My name is the only piece of the contact information that is bold. The rest of my contact information is in Century Schoolbook or Myriad Pro regular.



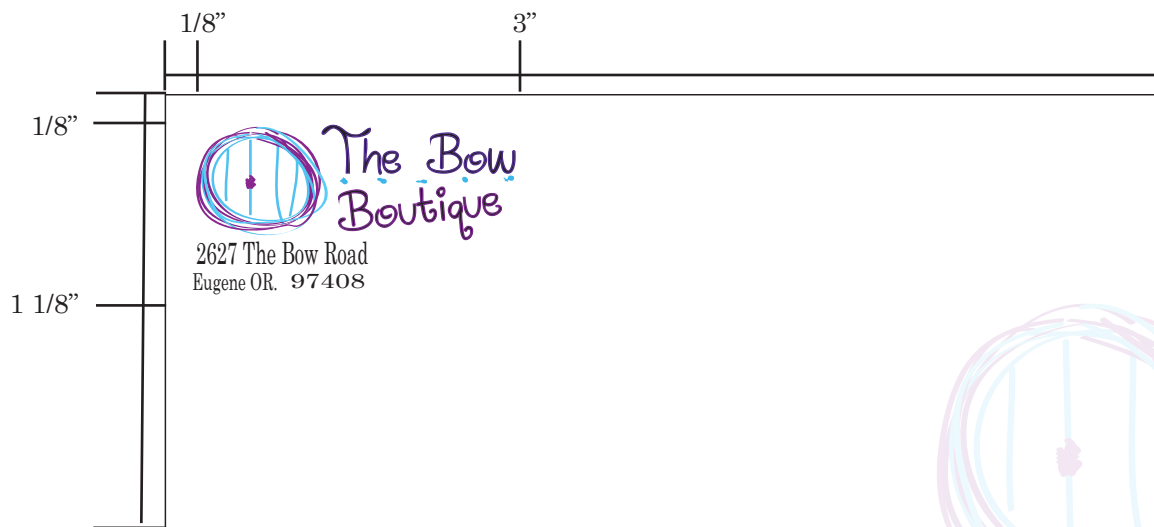


# Envelope

This is the envelope for The Bow Boutique. It measures 9 1/2" by 4". It is one side.

The Bow Boutique logo is in the top left corner 1/8" from the top and side of the envelope.

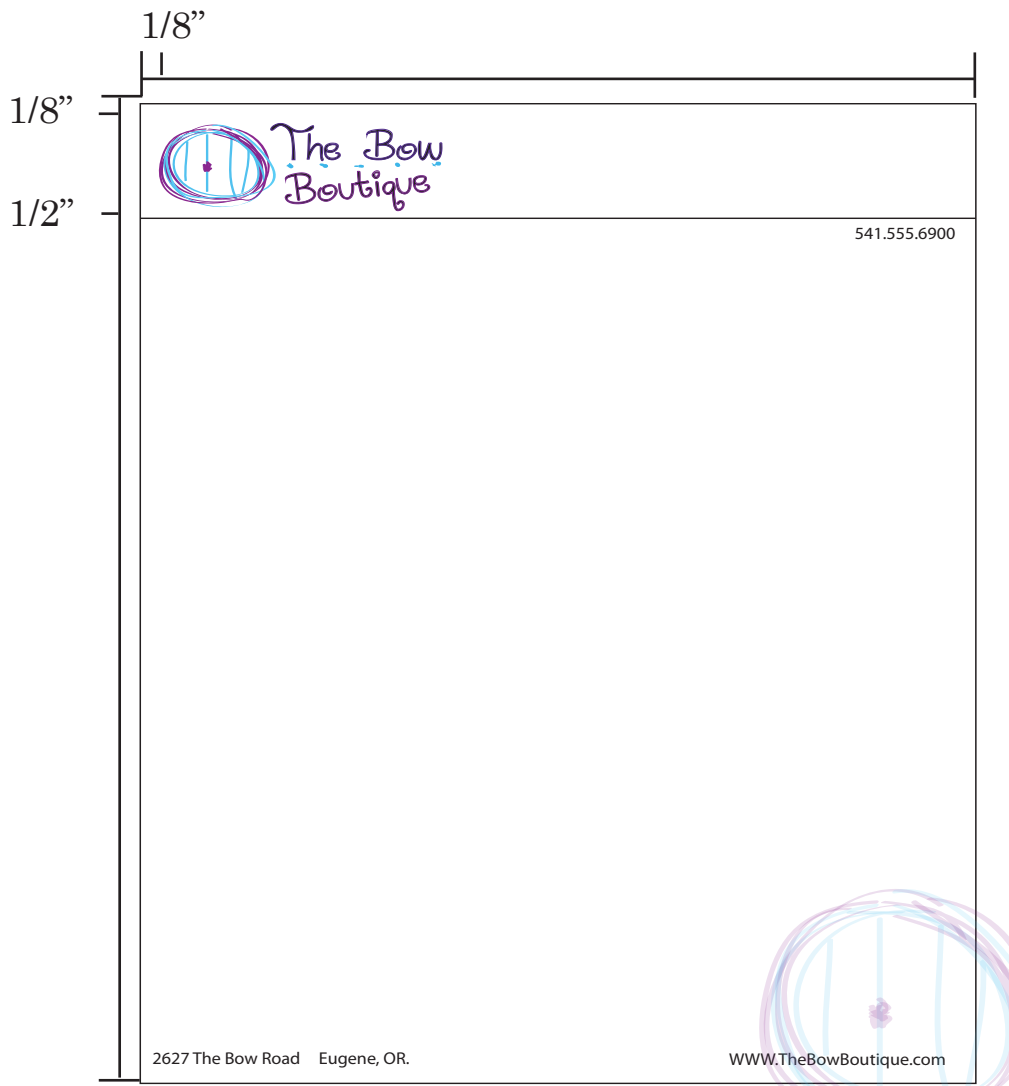
There is a water mark at the bottom right corner; it is the center of my logo at an opacity of 10%.



# Letterhead

The letterhead measures 11" by 8 1/2".

Similar to the envelope the letterhead has a water mark in the bottom right corner at an opacity of 10%. There is a one point line that runs under my logo in the top left corner.



# 4th Piece (Bag)

My bag measures 3" by 5".

My bag has my logo at the top (centered). My address is at the bottom (centered).

