

Graphic Standards



Vann Carothers - Fall Term 2015

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Introduction

Vanns Moto Gear is a motorcycle company. This company was made in 2002 and we are very successful. It is an organization based in Eugene Oregon. we are a company that has all sizes of dirt bikes for all ages. We carry old dirt bikes for people who are old school , we also carry new dirt bikes and parts for all dirt bikes. My staff are very nice and will ask any questions you may have.

Glossary

Symbol- a drawn, non-type design element

Word Spacing- The specific distance between individual words

Head line- any tittle on a page usually emphasized by size,weight,or placement

PPi- pixels per square inch;the measurement of the input resolution for varios devices

Justification- the typography alignment setting of text or images within a formation in relation to the left or the right margines

Format- the specific horizontil and vertical measurement of a publication

Legibility- capability of being able to read with ease

Logo and Logotype

the logo should be used on every piece of external communication and all formal internal communication associated with the mytp. the logo should appear on light background because the border will be harder to see.



Use of Space

Vann's moto gear logo should not be used in conjunction with other texts or images where displayed. only contact information should accompany the logo. This logo shall not be changed or refigured in any way .



Color

Vann's moto gear uses two colors blue and black. The black is the border the words and the dirt bikes, the blue is on the inside of the border



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



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

Typography

The official logo font for the logo is Cooper Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Business Card

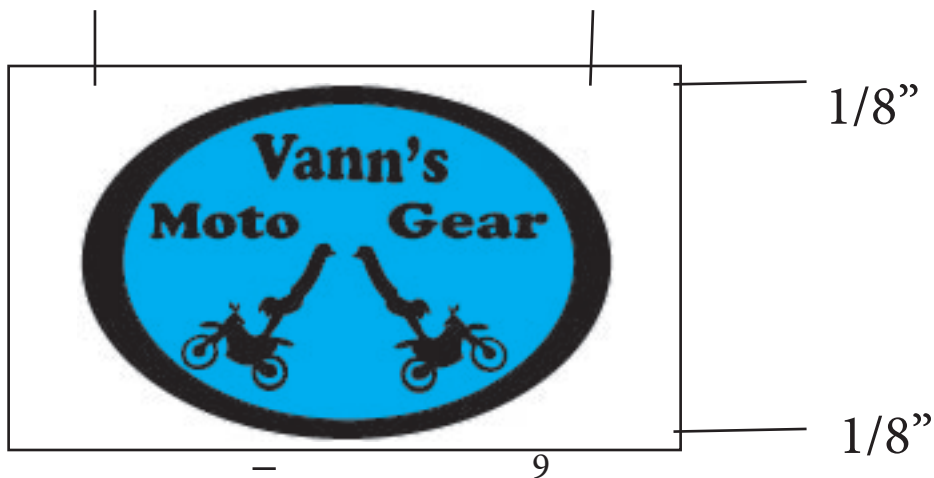
My buisness card has a back and a front, my information is the back and the front of the buisness card is my wonderful logo. I think my buisness card looks very simple and great.

2/8"



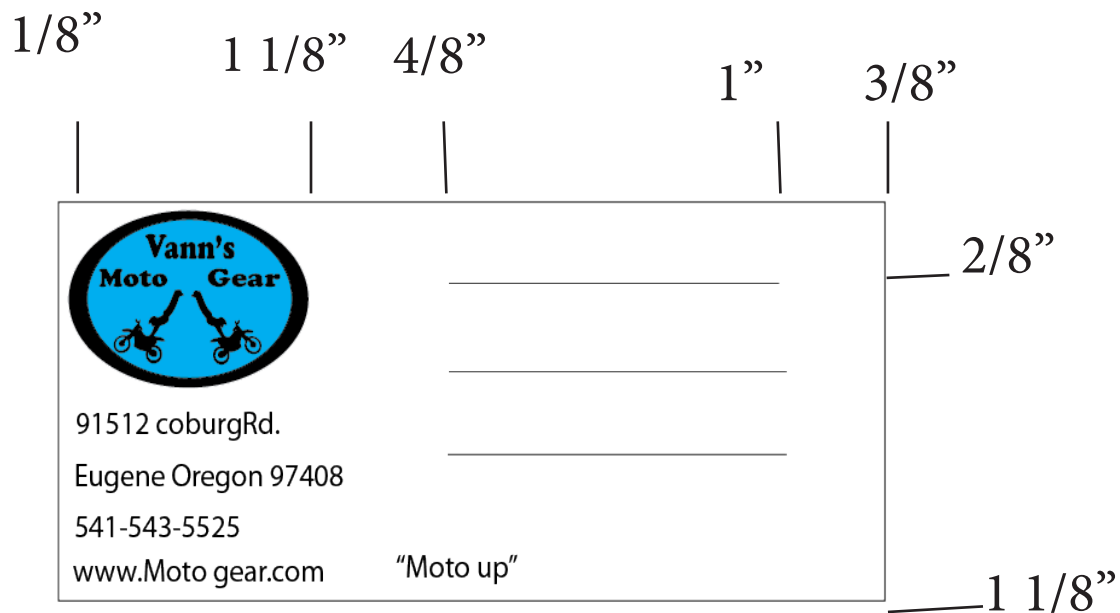
2/8"

2/8"



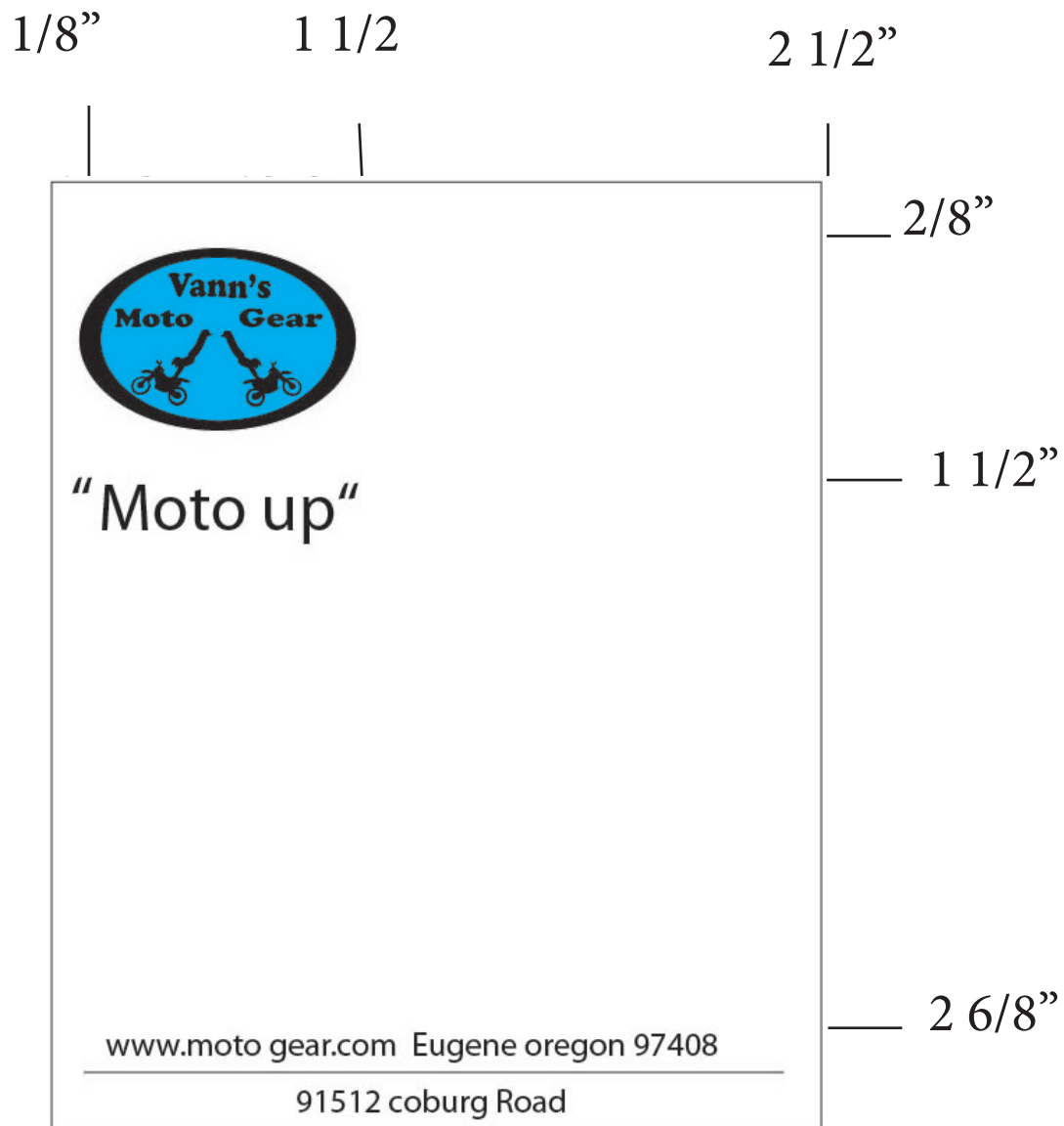
Envelope

I like how my envelope is set up because its simple. the logo is at the top left corner the information is right below it my slogan is moto up so i put that in the bottom middle.



Letterhead

My envelope is pretty good it has all my information at the bottom and my logo is at the top left corner with my slogan right under it.



4th Piece

For my company I wanted a shirt for my 4th piece. I put the logo over the tshirt and ta da

