GRA3611 Vector Art Editing

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Style Guide

Graphic Standards
A graphic standards identity system is designed to enhance the image of a brand/product via consistent messaging. The proper application of these elements is important to establishing and reinforcing a brand. Your project decks should describe and define the graphic identity of your product.

Style Guide must specify:
- Mandatory design elements
- Logo usage
- Tagline
- Contact information
- Fonts
- Primary color scheme
- Secondary color scheme
- Color specification for Logo
- Color specifications for Product and Packaging
- Color specification for Advertisements

Goal of a Style Guide:
- To ensure printed materials are congruent with the current advertising campaign and image
- To help build brand recognition
- To avoid confusion from having different logos for different venues
- To provide cohesiveness across various marketing materials
- To enhance overall image
  This information is intended for all those who produce publications for the company. It applies to the production of:
- Brochures, pamphlets and circulars
- Packaging
- Newsletters, flyers and posters
- News releases
- Web page
- Advertisements and promotional material

EXAMPLE of Style Guide instructions:
Logo: to be used on the cover of all collateral pieces, as well as tactical and image advertising, business cards, letterhead, and more.
The font used for the logo is Albertan. It must be set in ALL CAPS. The letter spacing can vary from minus 5 pts. to plus 2 pts.
Positioning should never be "free-floating" and is most often positioned at the top of printed materials, flush to the right and left edges of the space. Top left and right edges can bleed off when applicable.
It can be rotated 90 degrees or –90 degrees.
It must be set in black or maroon (PMS 201on uncoated paper or PMS 202 on coated paper).

No other colors are ever used for the block and type always knocks out to white. Be sure to maintain the proportions of the block if re-sizing.
Once finalized, avoid re-creating the logo and typeface. Always be conscious not to distort the proportions of the images if resizing.

Additional Publication Elements:
Tagline: This tag-line is an integral part of the brands messaging. It should be included in all publications. It is usually printed in small, italic type-face at the base of the cover or front of printed item, 25% smaller the logo text.

Contact information
It is encouraged that all communication vehicles provide some contact information for the reader. There are specific guidelines to how this information is presented. It includes the brand/product name, address, phone and web site address.

Fonts
There are primarily two PostScript fonts to be used in the printed materials.
Albertan - logo/dropbox and tagline:
Garamond Italic - Headline treatment in all image advertising.

Colors
The official color is Maroon in either PMS 201 (uncoated stock) or PMS 202 (coated stock). In addition, black, white, grey and gold can be used, but not for the logo.

The application of color is rigid in advertisements, whereas it is more loosely applied in creative, print publications and collateral materials. Establish the CMYK equivalent of the PMS colors.