



BRAVA BREAKFAST

**Graphic Standards
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INTRODUCTION

BRAVA Breakfast is a catered breakfast for arts and business leaders meant to promote networking and partnerships between these two sectors. BRAVA is a program of the Arts and Business Alliance of Eugene (ABAE) that takes place twice a year in the lobby. While ABAE has its own logo and brand to promote, it has worked to brand many of its individual programs such as Eugene-a-Go-Go and Create Eugene! It now seeks a similarly strong brand identity for BRAVA.

The following graphic standards reinforce ABAE's desired image for BRAVA as an important event for established and aspiring professionals in the Eugene area to attend. While maintaining a professional image, the graphic standards seek to convey a splash of fun associated with the arts. This is what makes the event distinctive and more than a typical networking event.



GLOSSARY

Brand - An immediately identifiable association with for an event, company, institution, or product.

CYMK - Stands for cyan, yellow, magenta, and key, which is almost always black. These are the four colors printers typically use in color printing.

Graphic standards - The guidelines an organization or business uses to maintain a consistent and recognizable brand.

Header - A title to separate sections of a document

Masthead - A header that stretches horizontally across the top of a web page, poster, or other visual document.

Logo - An image to convey a brand.

Logotype - The typeface associated with the logo. Some logos, such as BRAVA, include the type as part of their design.

Typeface - The specific design of the characters assembled to create words on a page, often used interchangeably with “font.”

LOGO

The BRAVA logo uses the image of the rising sun behind the “V” in the name both to suggest the idea of a breakfast and to hint at imagination and creativity that is hidden under each attendees’ professional identity. The clean sans serif font of Gill Sans MT font for “BRAVA” represents this buttoned-down quality. BRAVA is a celebration of that spark represented by the rays of sun reaching out. The slanted, straight, empty spaces in the last half of the word BRAVA also echoes the sun’s rays.

The use of the sun is also attractive for sun-starved Eugene and conveys an energetic event, a great way to start one’s day.



BRAVA

Because of the particular need to show a sun behind the “V,” the sun always needs to have color. It is possible to use alternative colors to the blue in the BRAVA name, but the sun should always be filled with warm colors: gold, orange, and red. The primary colors, however, should remain the blue and the gold seen here. See the section on “colors” for details.

LOGOTYPE

BRAVA BREAKFAST

There are three acceptable configurations for BRAVA logotype. Arrangement #1 uses the word “BREAKFAST” in Gill Sans MT as a masthead. Here, a horizontal line connects the top of the center bar in the “B” in both “BRAVA” and “BREAKFAST.” There should always be a 1/4 inch between the final “A” in “BRAVA” and the “B” in “BREAKFAST.”

**BRAVA
BREAKFAST**

In Arrangement #2, “BREAKFAST” fully fills the space under logo, serving as an underline. There should always be 1/4 inch between the logo and “BREAKFAST.” Consistent with the logo, “BREAKFAST” is in all capital letters in both arrangements.

LOGOTYPE CONT.

BRAVA

Business

Recognizing

Arts

Vision

Achievement

Arrangement #3 spells out what the BRAVA acronym stands for. The choice to spell out the words while stacking them preserves a strong left alignment and a larger font size.

Stacking the words also reinforces the capital letters running down the left side, spelling out “BRAVA” for a second time.

These words use Adobe Caslon Pro Semibold, the second typeface in these standards. With this typeface the serif tail on the “A” and the “V” define the left edge for the purposes of alignment.

These three choices give ABAE flexibility in how to display their logo while remaining consistent to their particular brand.

USE OF SPACE

When working with the logo in design software, there should be an eighth of an inch between the logo and other text or images. This will preserve the integrity of the logo with across different scales and sizes. Use the logo below as a reference.



COLOR

There are two colors used in BRAVA materials: dark blue and gold. The “sun rays” graphic in several pieces of the art work was created by applying a linear gradient to the gold color at an a -135 degree angle. To maintain the integrity of the brand these colors should be used consistently across all materials associated with BRAVA Breakfast.

C - 100%
M - 100%
Y - 0%
K - 0%



C - 0%
M - 35%
Y - 85%
K - 0%



TYPOGRAPHY

The official BRAVA typeface for standard body text is Adobe Caslon Pro, which provides a just slightly stylized, crisp serif font to contrast with Gills Sans MT used in the logo and logotype. The goal in using Adobe Caslon Pro is convey a professional look for print materials with just a hint of artistry. BRAVA materials can use Adobe Caslon Pro in both Regular and the Semibold treatments.

Gills Sans MT can be utilized for headers in documents such as this one or for other design pieces, but should only be used in capital letter with the Regular treatment.

There has been no alteration to the spacing between characters in the use of either typeface. Following these guidelines, will ensure a unified appearance across all formats and media.

GILL SANS MT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Adobe Caslon Pro Regular

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

Adobe Caslon Pro Semibold

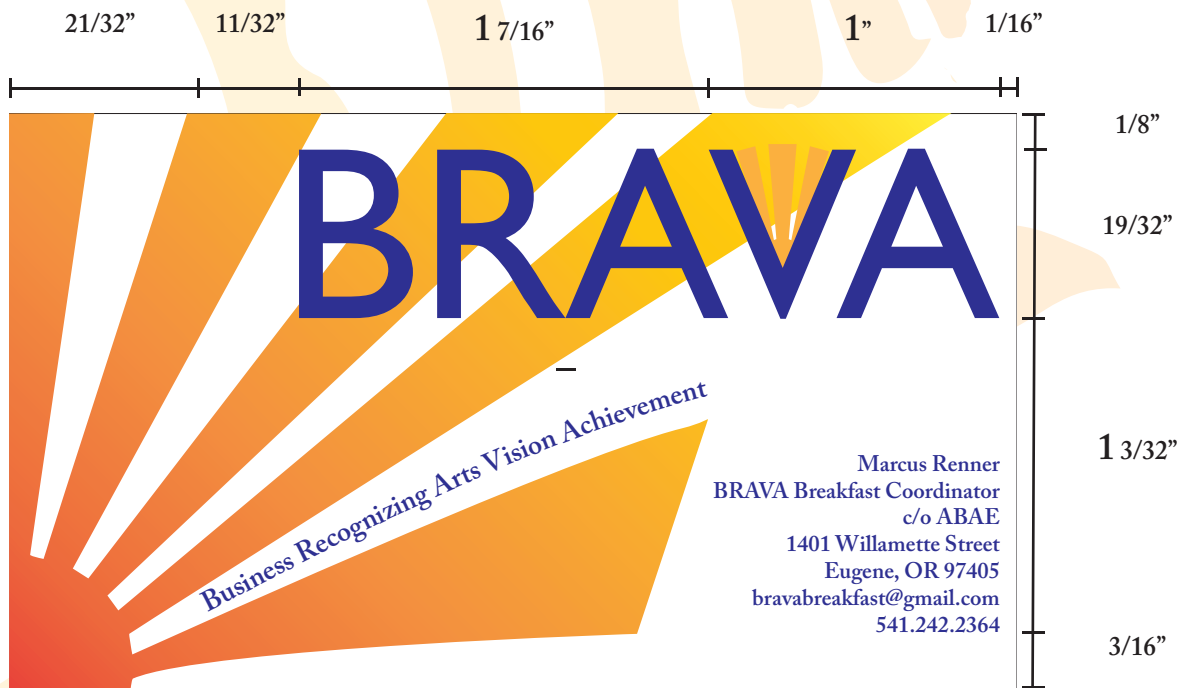
abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

BUSINESS CARDS

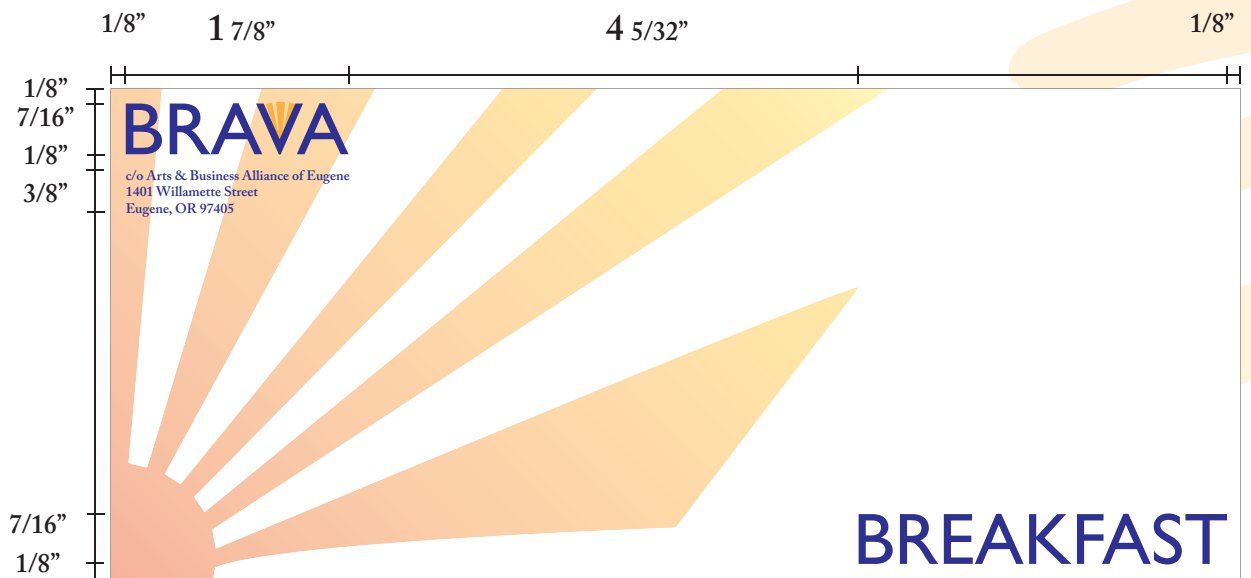
BRAVA Business cards are 3 1/2" wide and 2 inches tall and printed horizontally.

The edge of "A" in the logo sits 1/16 of an inch from the right edge of the card and 1/8 of an inch down from the top measured from the top of the "B". The right edge of the "B" in the logo should be one inch from the left side of the card. The full logo will measure 23/32" tall. The bottom of the text in the lower right corner is 3/16" from the bottom of the card and aligns horizontally with the lower right corner of the final sun ray. Vertically the text block aligns on the right with the edge of the "A" in the BRAVA logo. BRAVA currently doesn't have its own website. In the future, the email and phone would trade places and a website would go under the email.

One other alignment of note is line between the left edge of the "V" in the logo, the small "t" in "Achievement" and the top right edge of the sun ray.



ENVELOPES



BRAVA envelopes conform to the standard size of 4 1/8 inches tall by 9 1/2 inches in length. The BRAVA logo goes in the upper right corner, set in an eighth of an inch from the top and left edge of the envelope. An eighth of an inch separates the logo from the return address.

Mirroring the logo is the word "BREAKFAST" in the lower right corner. This word is set off an eighth of an inch from bottom and left edge of the envelope. Both the logo and the word "BREAKFAST" are 7/16" tall. The "B" in "BREAKFAST" aligns with upper right corner of the lowest sun ray.

LETTERHEAD

BRAVA letterhead maintains a clean a professional appearance with the hint of artistry peeking through in the fan of sunrays at the bottom of the page. The logo is set one quarter inch from the top and right edges of the page. One eighth of an inch below the logo is a bold line, a quarter inch in width. Contact information is set in the lower right corner, a quarter inch from the bottom of the page.



BANNER

The BRAVA Banner is five feet by ten feet and is meant to hang from the stairwell or rafters in the Hult Center Lobby. The logo is set 3 inches in and down from the top corner.

The ABAE logo and logotype goes at the bottom.



DISPLAY AD

The design below is for a quarter page color print ad in the Eugene Weekly. The size of these ads are 4 3/4" by 6 2/3". I have left room around the edges to allow for a bleed when setting it into the copy and to ensure it is not crowded by surrounding visual clutter. The logo is a quarter inch from the top edge of the page and an eighth of an inch from the right edge. The logo is separated from the "BREAKFAST" logotype by 1/8," instead of the standard 1/4" specified above to accommodate the design.



BRAVA
BREAKFAST

Friday, June 6
7:30 to 8:45 am

Honoring Arts and
Business Partnerships

Hult Center
Lobby

Reserve a
seat today!

Visit artsbusinessalliance.org

POSTER

The poster design is meant to be eye catching and direct people to ABAE's website for more information since they have to reserve a seat at the breakfast. The arc of the stylized sun pulls the eye toward the website and the center of the sun provides a focal point for the important information.



BRAVA BREAKFAST

Friday, June 6th
7:30 to 8:45am
Downtown Eugene
Hult Center Lobby

Honoring Noteworthy
Arts & Business
Partnerships

Reserve your seat!
artsbusinessalliance.org

Awards, Videos,
Live Entertainment