OREGON ARTS

C O M M I S S I O N

Oregon Arts Commission
GRAPHIC STANDARDS GUIDE

Contents

Introduction

PURPOSE

The following pages contain detailed instructions and guidelines for implementing the Oregon Art Commission's identity system in a variety of applications.

The purpose of this Graphic Standards Guide is to add consistency to every level of printed communication. This consistency, over time, will provide staff, partners, and the general public with a clear impression of who we are as each piece of communication relies upon and compliments the established image guidelines.

BENEFITS

The benefits of adhering to an identity system are far reaching in the marketplace. Consistency in the presentation of the Oregon Arts Commission image will build stability and raise the level of recognition in our constituents as well as the community at large. Therefore, we ask our staff and partners to adhere to the standards in this guide to promote and support the Commission's image.

The strength of this system relies upon your consistent implementation. Do not hesitate to ask if there are any areas requiring further explanation.

Identity Overview

COMPONENTS

The look and feel of the Oregon Arts Commission identity is determined by three basic components: the Oregon Arts Commission logo, color, and typography. These elements have been carefully designed and selected to project a coherent, pleasing, and meaningful image of the Commission to our audience. Your intelligent application throughout a wide variety of media, from grant applications to signage, will ensure the continued strength of our visual presence.

THE LOGO

The identity, comprised of a logomark and logotype, conveys the vitality of the arts in Oregon. Proper and improper use of the Oregon Arts Commission Logo are discussed later in this guide.

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COMMISSION

COLOR

PANTONE®
187

The primary colors of the Oregon Arts Commission logo are Pantone® 187 and black. For specifics on color usage in the logo as well as other options in the Commission's color palette see Color Logo Configurations and the Oregon Arts Commission Color Palette sections in this guide.

TYPOGRAPHY

AaBbCc

A small library of fonts has been selected to support the Oregon Arts Commission identity in a variety of applications. For the specific faces and their appropriate uses see Using Typography.

Oregon Arts Commission Logo

THE LOGO

The Oregon Arts Commission logo expresses our identity to the world. Consequently, its construction and placement are of the utmost importance in maintaining the integrity of its expression.

Almost as important as what's seen in the identity is what is not seen; the space between the logomark and the logotype, and the quiet space around the logo.

Although the system is set up to be flexible, please review this guide to find the best way to support the Commission's image within your application. By adhering to all of the principles that govern its usage, we ensure that our logo remains a powerful and consistent representation of our personality.

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— Logomark

— Logotype

Margin and Size Requirements

MINIMUM LOGO MARGIN

Margin Key:

A .... 1"

B........................... 1 7/8"

C .... 3/4"

D .... 3/4"

E .... 2"

Please use the following margin specifications when composing a letter on Oregon Arts Commission letterhead. Body copy should be 11 point Palatino .

(A)

Chris D'Arcy
Oeegon Arts Commission
775 Summer Street NE, Suite 350
Salem, Oregon 97301-1284

June 6, 2001

OREGON ARTS
COMMISSION

Dear Chris,

This Oregon Gallery Guide has been published by the Oregon Arts Commission as an aide to Oregonians who wish to see, first hand, the wide variety of visual arts being presented throughout the state; to tourists and travelers who are seeking out galleries in all parts of Oregon for the same purpose; and to artists who are looking for places to exhibit and sell their work. The Guide is arranged alphabetically by town and city, while the Index is a simple alphabetical list of each gallery with the page indicated on which it appears.

The Oregon Arts Commission provides leadership, funding and arts programs through its grants, special initiatives and services. Nine Commissioners, appointed by the Governor, determine arts needs and establish policies for public support of the arts. The Arts Commission became part of the Economic and Community Development Department in 1993, in recognition of the expanding role the arts play in the broader social, economic and educational arenas of Oregon communities. The Commission's grants, programs and activities are supported in part by the National Endowment for the Arts, a federal agency.

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Sincerely,

Christine D'Arcy
Executive Director

(B)   (C)

(E)

(D)

775 Summer Street NE, Suite 350
Salem, Oregon 97301-1284
Tel 503-986-0082
Fax 503-986-0260
TDD 503-986-0123
800-233-3306 in Oregon
http://art.econ.state.or.us

MINIMUM LOGO SIZE

Maintaining this minimum size will ensure legibility of the logomark and readability of the logotype. This minimum size of 5/8" wide is intended only for use in situations where the Oregon Arts Commission is appearing as a "footnote" (ie, as a sponsor's logo on an advertisement or handbill). For other logo applications including forms and promotions, etc., please keep the logo above 3/4" in width.

5/8 inch

MINIMUM LOGO MARGIN

Margin is the clear space around the logo that is free from any other text or graphic element. Adequate margin prominently stages the logo and enhances the supporting typography and imagery used in all applications. In general, the objective is to provide as much clear space as possible.

X = the distance from the rule that separates the logomark and logotype to the bottom of the logotype.

Acceptable Logo Configurations

LOGO CONFIGURATIONS

The success of the Oregon Arts Commission identity depends largely on the consistent application of the logo. While the only acceptable display of the logo as a whole is the preferred logo pictured below, the logomark can occasionally be broken out as a graphic element.

PREFERRED LOGO
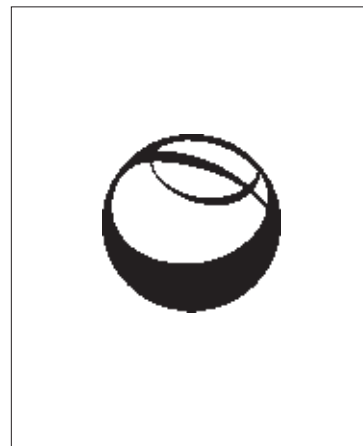

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While the logomark may be used as a graphic element, do not use the logotype on its own.

LOGOMARK GRAPHIC EXAMPLES

Logomark as
background screen

Logomark as
graphic element

Unacceptable Logo Usage

These samples demonstrate how the Oregon Arts Commission logo should never appear. Always use the official reproduction artwork provided by the Commission.

Do not spread the logomark and logo type further apart.

Do not move the position of the logotype in relation to the logo.

Do not rotate the logo.

Do not distort the logo.

Do not swap the color.

Do not "wallpaper" the logomark.

Color Logo Configurations

COLOR

The continued success of the logo depends largely on the correct use of color. The examples below demonstrate the preferred color system.

LOGO IN BLACK & WHITE

The most common and flexible use of the logo will be in black and white. The logo should not be screened, nor should any drop shadows be placed under the logomark or logotype.

LOGO IN COLOR

It is generally preferred that the only portion of the logo that receives color is the logomark. Pantone® 187 is the preferred color for the logo, but may on occasion be substituted with one of the colors from the Oregon Arts Commission Color Palette.

LOGO OVER COLOR OR IMAGES

If the logo appears over color fields or images the center of the logomark should knock out. Please use the logo that best stands out on the background (keep in mind that even in a full-color piece, it may be the black and white logo). When necessary, knock out the entire logo.

Oregon Arts Commission Color Palette

USE OF COLOR

Color plays a key role in the visual expression of the Oregon Arts Commission visual style.

The Oregon Arts Commission palette consists of five Pantone® colors: black, 129, 187, 377, and 542. These colors have been matched to the Pantone Uncoated Color Selector. Depending on the medium used for printing and other reproduction, the color will change. Please consult your designer or printer to ensure that your final color will match these specifications. The primary color for the logomark is 187. However, on occasion other colors from this palette may be used for the logomark, but the logotype should always be black. Colors outside this palette are unacceptable for use in the Oregon Arts Commission identity.

PREFERRED COLOR LOGO

OREGON ARTS
C O M M I S S I O N

ACCEPTABLE COLOR LOGO OPTIONS

OREGON ARTS
C O M M I S S I O N

OREGON ARTS
C O M M I S S I O N

OREGON ARTS
C O M M I S S I O N

PANTONE®
BLACK

PANTONE®
129

PANTONE®
187

PANTONE®
377

PANTONE®
542

Using Typography

AaBbCc
Bailey Sans ITC Book

AaBbCc
Eidetic Neo Regular

AaBbCc
Eidetic Neo Italic

AaBbCc
Palatino

TYPE FAMILIES

Whether it is used as an ad headline or as body copy in a directory, typography is an integral component of the Oregon Arts Commission identity.

Three type families, Bailey Sans, Eidetic Neo, and Palatino, have been chosen to be used exclusively in all Oregon Arts Commission media.

BAILEY SANS

Bailey Sans is a strong sans serif face that should be used primarily as subheads. On occasion it can function as a headline face, or even body copy in very small point sizes (i.e. donor lists, or photo captions). The only acceptable Bailey Sans face is the Book face. Never bold or italicize this face.

EIDETIC NEO

Eidetic Neo is a flexible font family. Its primary use in the Oregon Arts Commission identity is in the address block on all business papers. This face is also used as headline and body copy in promotional materials and communication media. The preferred versions of the face are Regular and Italic. While Bold versions are available in both Regular and Italic, its use should be very limited or avoided altogether. Never use Eidetic as the body copy for business or individual correspondence on Oregon Arts Commission stationary.

PALATINO

Palatino is a classic and flexible face for use in all general correspondence. This is the preferred face for all letters written on Oregon Arts Commission stationary, as well as application forms, spreadsheets, and any other common business papers. The face is available in Regular, Italic, Bold, and Bold Italic providing the individual user with great flexibility for various applications.

Design Samples

STATE OF THE ART—OREGON ARTS COMMISSION NEWSLETTER

State of
the Art

Spring 2001

Director's Message   2
Governor's
Arts Awards   3
New Commission
Chair   3
Oregon's Trust
for Cultural
Development   4
Regional News   6
Community Identity
and the Arts   6
Impact of Nonprofit
Arts in Oregon   7
NEA Grants   8

Book of Knowledge with Owls, by Portland artist/
printmaker Dennis Cunningham, one of ten sand-
blasted black granite panels set into niches in the
reference desk at the Oregon State Library in Salem,
was commissioned with funds from Oregon's Percent
for Art Program and installed in June, 2000.
Cunningham's images for the work represent people
and cultures that have been influential in shaping
the state of Oregon. His objective for the public art
commission was to connect aspects of the nature of
the library with compelling images and designs
indicative of the character of the state. The project
exemplifies the kinds of collaborations already
underway among Oregon's cultural agencies, in this
case, the Arts Commission and the State Library.

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Please note the following about the Oregon Arts Commission newsletter cover shown here:

Because logo appears on color field, the center is knocked out.

Headline is a mix of Eidetic Neo Regular and Italic.

Logomark is used as screened background in acceptable way.

List information such as the table of contents is Bailey Sans Book.

Design Samples

BUSINESS PAPERS

Please note the following about the Oregon Arts Commission business papers shown here:

Uses preferred logo with Pantone® 187.

Logomark is used as screened background in acceptable way.

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775 Summer Street NE, Suite 350
Salem, Oregon 97301-1284
503-986-0082 *Tel*
503-986-0260 *Fax*
800-233-3306 *Toll free in Oregon*
503-986-0123 *TDD*
http://art.econ.state.or.us

Christine D'Arcy
Executive Director

775 Summer Street NE, Suite 350
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(503) 986-0123 *TDD*
christine.t.darcy@state.or.us

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Address block is Eidetic Neo Regular. Because of its isolation from the logo, it can be right justified (letterhead), left justified (business card), or center justified (envelope).

775 Summer Street NE, Suite 350
Salem, Oregon 97301-1284

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Design Samples

2001 OREGON GALLERY GUIDE

Please note the following about the Oregon Arts Commission 2001 Oregon Gallery Guide cover shown here:

Because logo appears on color field, the center is knocked out.

Cover headline is Eidetic Neo Italic.

Logomark is used as screened background in acceptable way.

Address block is Eidetic Neo Regular. Because of its connection to the logo it must be center justified.

2001 Oregon Gallery Guide

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775 Summer Street NE, Suite 350
Salem, Oregon 97301-1284
(503) 986-0082 Voice
(503) 986-0260 Fax
(503) 986-0123 TDD
1-800-233-3306 toll free in Oregon

Please note the following about the Oregon Arts Commission 2001 Oregon Gallery Guide spread shown here:

Headline is Eidetic Neo Italic. Subhead is Eidetic Neo Regular.

Because of its small size and list nature, the body copy is Bailey Sans Book (see detail below).

Logomark is used as screened background in acceptable way.

Dereta Lehigh, *XXXXXXX*, courtesy The Kathrin Cawein Gallery of Art at Pacific University, Forest Grove.

Circle of Hands

Local Artist Collective
44 W Broadway
Eugene, OR 97402
541/342-4057

Mon-Sat, 10am-6pm; Sunday hours seasonal

Exhibit Types: Locally created art and gift items, any medium. An artist-owned and operated collective.

Contact: Any gallery partner

Procedure: Jury four times per year, 3rd Tues of Jan, April, June and Sept. Must have representative sample of work (no pictures/slides), jury form and SASE submitted to Circle of Hands before jury date.

Gallery Policies: 55/45 commission split for straight consignment; 65/35 split for nine hours per month work share. Must do work share for possible future invitation to full partnership.

Criterion Gallery

25 W 8th Ave
Eugene, OR 97401
541/683-8474 or /643-8453

Mon-Fri, 9:30am-5:30pm,
Sat, 10am-5pm

Exhibit Types: Limited edition prints & originals.

Contact: Mark Watkins

Procedure: Review by mail.

Duc Fine Art, Inc.

790 Willamette
Eugene, OR 97401
541/344-2163 or 800/344-6345
Fax 541/338-6240
ducart@teleport.com
http://www.mkartcenter...

Tues-Sat, 12:00-6:00pm

Exhibit Types: Modern and contemporary American and European, oils, sculpture and limited edition prints. Specializing in works on paper.

Contact: Susan A. Duc-Donohue

Procedure: Submit photos or slides and SASE.

Gallery Policies: 40% commission

Gallery at the Airport

Eugene Airport
28801 Douglas Drive
Eugene, OR 97402

Quarterly exhibits presented by the Lane Arts Council.

4:45am-Midnight, daily

Exhibit Types: Wide range of art from the region.

Contact: Dena E. Brown,
(541)744-0569

Procedure: Call to discuss.

Gallery Policies: 20% commission.

Jacobs Gallery

Hult Center for the Performing Arts
One Eugene Center (7th and Willamette)
Eugene, OR 97405
541/684-5626
jgallery@teleport.com
www.lanearts.org/jacobsgallery

Tues-Sat, 11am-5pm; and during all Hult Center performances

Exhibit Types: Contemporary Northwest regional art. Eight shows per year, including annual Mayor's Art Show.

Contact: Barbara Harris

Procedure: Call for proposals is February or March of even years. Contact gallery to be put on mailing list.

Gallery Policies: Gallery is a public/private partnership between the Lane Arts Council, Visual Arts Consortium, and the city of Eugene.

Maude Kerns Art Center

1910 E 15th Avenue
Eugene, OR 97403
541/345-1571
Fax 541/345-6248
mkart@pond.nry
http://www.mkartcenter...

Mon-Fri, 10am-5:30, open some Sundays

Exhibit Types: Juried exhibits featuring themes, media, processes and artists from local, regional, national and international sources.

Contact: Tina Schrager

Gallery at the Airport

Procedure: Artists submit slides for jurying every two years. No fee. Call for prospectus.

Gallery Policies: 30% commission on sales; aggressive media support; synergistic educational programs.

Robert Canaga Gallery

760 Willamette
Eugene, OR 97401
541/342-6282
rcanaga@rio.com
www.canagaart.com

Tues-Sat, 11am-5pm; Sun in Summer only, 12Noon-5pm, and by appointment

Exhibit Types: Contemporary modern. Paintings, prints, sculpture, glass.

Contact: Robert Canaga, Artist and Owner

Procedure: Call for appointment.

White Lotus Gallery

767 Willamette
Eugene, OR 97401
541/345-3276

Tues-Sat, 10am-5pm

Exhibit Types: Asian art. Contemporary Japanese and Chinese prints and paintings.

Contact: Dick Easley or Hue-Ping Lin, Ph.D., Gallery Director.

Florence

Blue Heron Gallery

1385 Bay St
Florence, OR 97439
541/997-7993

Winter, daily, 10am-5:30pm;
Summer, daily, 10am-8pm

Exhibit Types: Jewelry, glassworks,

Florence

Blue Heron Gallery

1385 Bay St
Florence, OR 97439
541/997-7993

Winter, daily, 10am-5:30pm;
Summer, daily, 10am-8pm

Exhibit Types: Jewelry, glassworks, metal sculpture, wood carvings, bronze sculpture, watercolors and lithographs.

Contact: Jack Butler

Procedure: Call for an appointment.

Gallery Policies: Representing all artists, as well as the gallery, in the best possible manner.

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