

A blurred, grayscale photograph of a mountain range. In the foreground, there is a valley with some greenery and a small body of water. The middle ground shows a large, rugged mountain peak. The background is a hazy sky. The overall image has a soft, out-of-focus quality.

WESTERN REGION IDENTITY PROPOSAL C

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THE WESTERN CREST

In the scheme of Identity Design, the mark tells the world, in an instant, who you are. In the case of the Western Region, the mark must serve both as a standalone identity and part of a greater community of graphics - The Order of the Arrow, and Boy Scouts of America, and accompanying OA regions representing South, Central, and Northeast USA.

The mark's strength is in its position as a quasi-crest. Each element by itself is straightforward: a horse, text, and the OA arrowhead. Together, the composition takes on a traditional, familiar, almost hipster presence which can be easily rearranged in horizontal or square configurations among thousands of others.

The crest adopts the visual language of contemporary artists and photographers - drawing on classic cues to create a feeling of nostalgia while keeping a clean, modern aesthetic. This logo communicates a club-like bond within the Western Region community and leans away from foreign innovations.

The handmade horse graphic attains personal identity in its use of negative space, featured on page 7. By carefully integrating the geologic area of the Western Region into the mark, there is a greater attraction to its implementation and use.



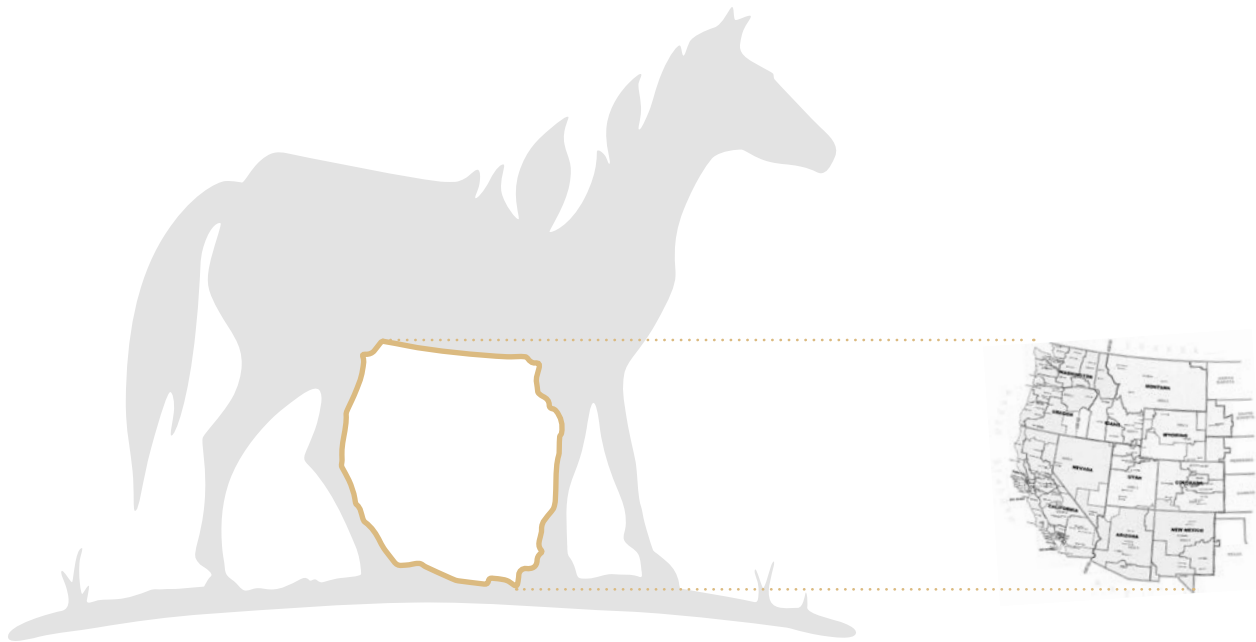
HORIZONTAL



SQUARE

THE LOGO FAMILY





COLOR PALETTE

The Identity Option C palette incorporates a mix of neutral colors grey, black, and gold - combined with strong hues of terra cotta and clay. The identity balances between a palette of natural hues and a bold punch evocative of the OA organization as a whole.

PRIMARY CHARACTER SET



R: 204
G: 60
B: 47



R: 220
G: 185
B: 128



R: 122
G: 44
B: 28



R: 77
G: 38
B: 0



R: 45
G: 42
B: 48



R: 164
G: 67
B: 43



R: 226
G: 226
B: 226



TYPEFACE FAMILY

PUBLIC GOTHIC AND OPEN SANS

Thematic and Flexible, the typeface family for Identity Option C pulls from a collection of opensource fonts for the ultimate flexibility. Public Gothic, the identity's signature block lettering, anchors the western style and is supplemented by Open Sans - a basic font gaining recognition in both print and web media.

Public Gothic is used primarily for large headers and special characters. It is designed for exclusive ALL CAPS use. All subheaders and auxilliary material are written in Open Sans for visual clarity. Where necessary, Gotham Bold may be used as a subheader font. Where a distinctly western look is desired, such as the "West is Best" signature, Gin Round may be used (available at Myfonts.com by the Hold Fast Foundry)

PRIMARY CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

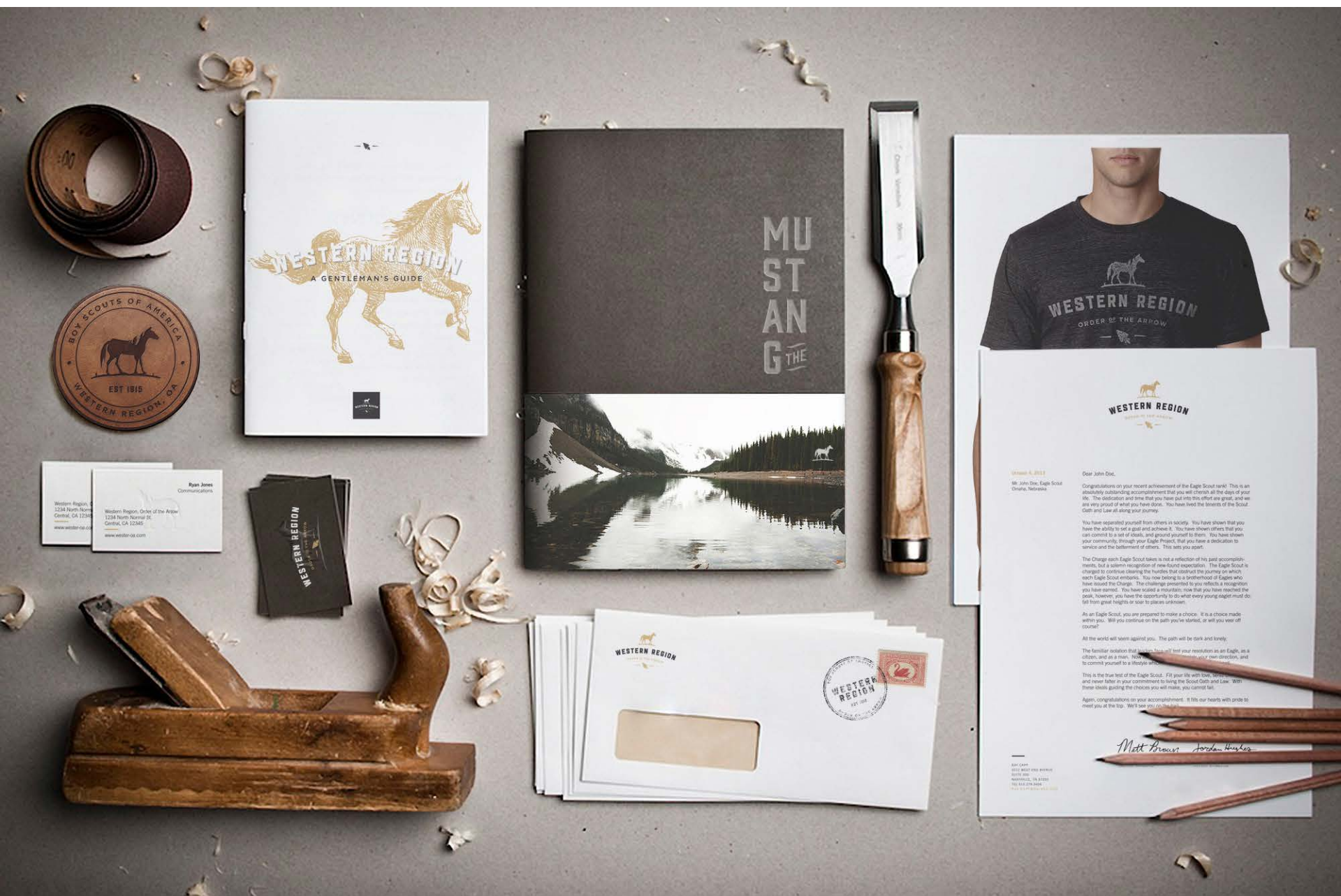
SQUARE	CIRCULAR	FEDERAL	VINTAGE	OPEN SANS LIGHT	OPEN SANS REGULAR	OPEN SANS BOLD
S	S	S	S	Ss	Ss	Ss

WESTERN

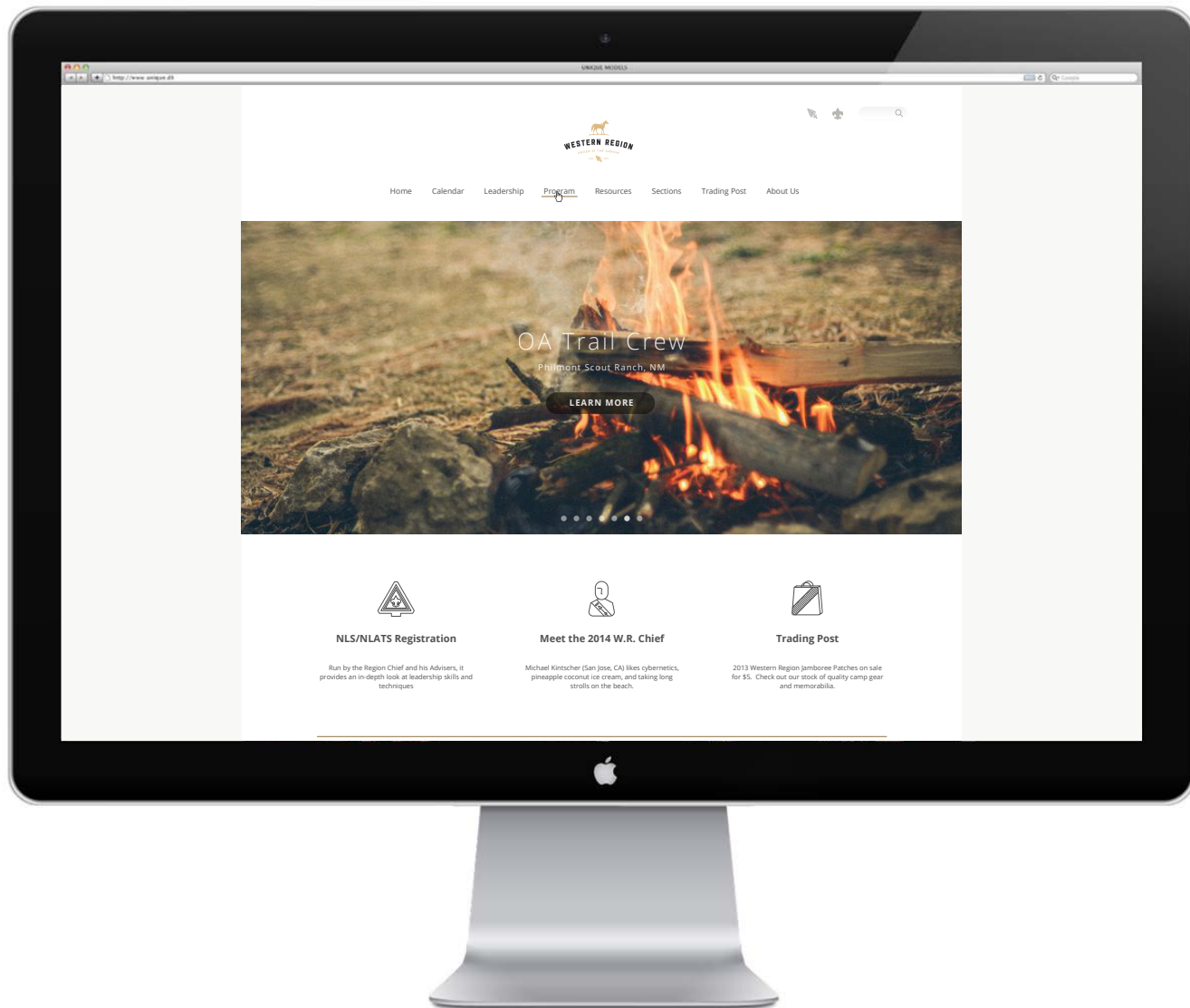
FIRM BOUND IN BROTHERHOOD, GATHER THE CLAN THAT CHEERFUL SERVICE BRINGS TO FELLOW MAN. CIRCLE OUR COUNCIL FIRE, WELD TIGHTLY EVERY LINK THAT BINDS US IN BROTHERHOOD, WIMACHTENDIENK.



















WESTERN REGION
ORDER OF THE ARROW

