

the vera project

VISUAL SYSTEM STYLE GUIDELINES

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WHO WE ARE

OUR MISSION

The Vera Project is an all-ages nonprofit space dedicated to fostering personal and community transformation through collaborative, youth-driven engagement in music and art.

A music venue, screen print shop, recording studio, art gallery, and safe space for radical self-expression, The Vera Project is a home to Seattle's creative community.



COMMUNICATION GOALS



ENGAGING

Create a vibrant and energetic image that resonates with the community and encourage involvement.

PLAYFUL

Design a fun and creative visual experience that matches the characteristics of the community members.

SUPPORTIVE

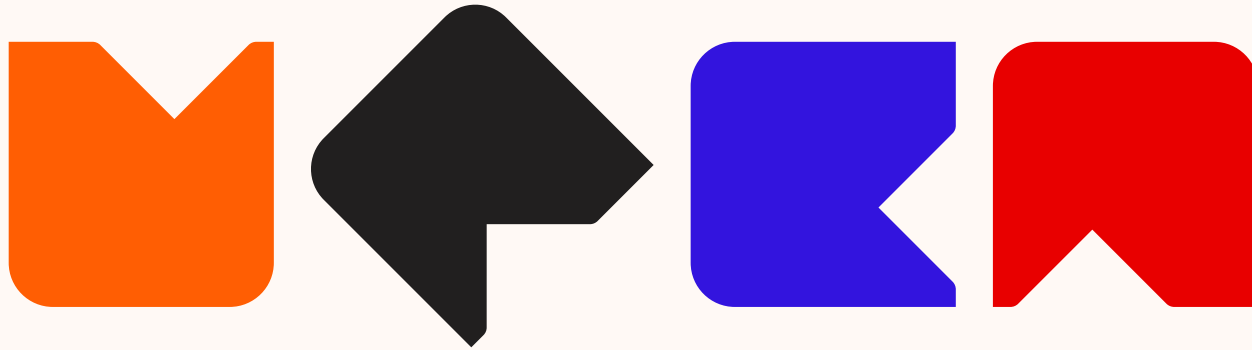
Provide community support and show the inclusivity of individuality and radical self-expression.

DIGESTABLE

Reorganize the information and make it easy for audience to find and digest the information.

OUR LOGO

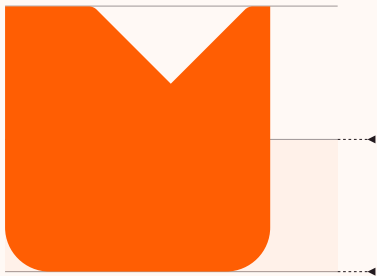
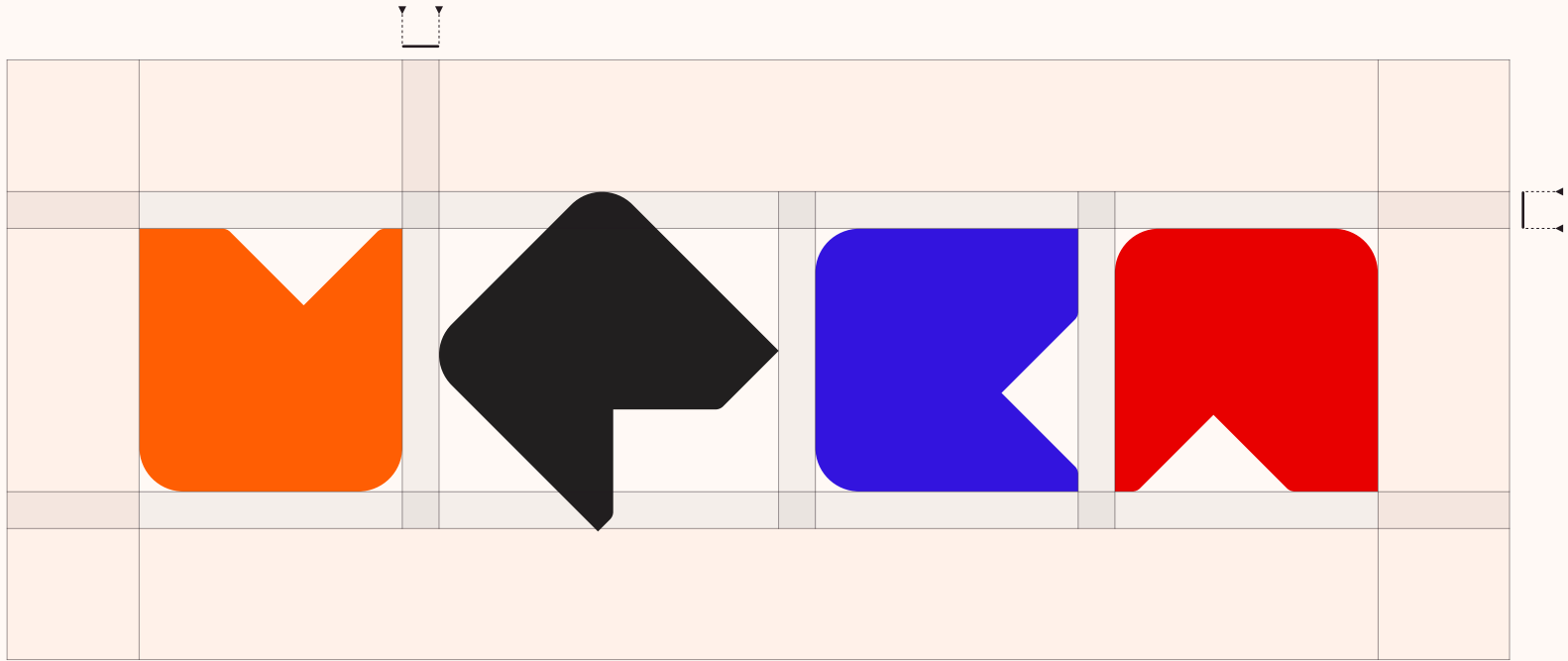
PRIMARY LOGO



Our primary logo is a simple and modern wordmark of “Vera.” The “V” shape is a square with two rounded corners at the bottom and an indent at the top right. All four letters are the same shape but rotated with different angles,

representing Vera’s like-minded yet diversified creative community.

Our logo also provides a playful modular element that are used in various places throughout the visual style system.



SECONDARY LOGO



Our secondary logo is a combination of the letterform icon and wordmark. This logo may be used when the full name of the organization need to be present and it is large enough so that the wordmark is eligible. Under certain circumstances

we prefer to simply use the icon on its own instead of the full logo mark.

Note: While the icon can exist without the wordmark, the wordmark should never exist without the icon



GRID SYSTEM

12 columns, 8 rows

12 columns, 8 rows

12 columns, 8 rows

12 columns, 8 rows

12 columns, 8 rows

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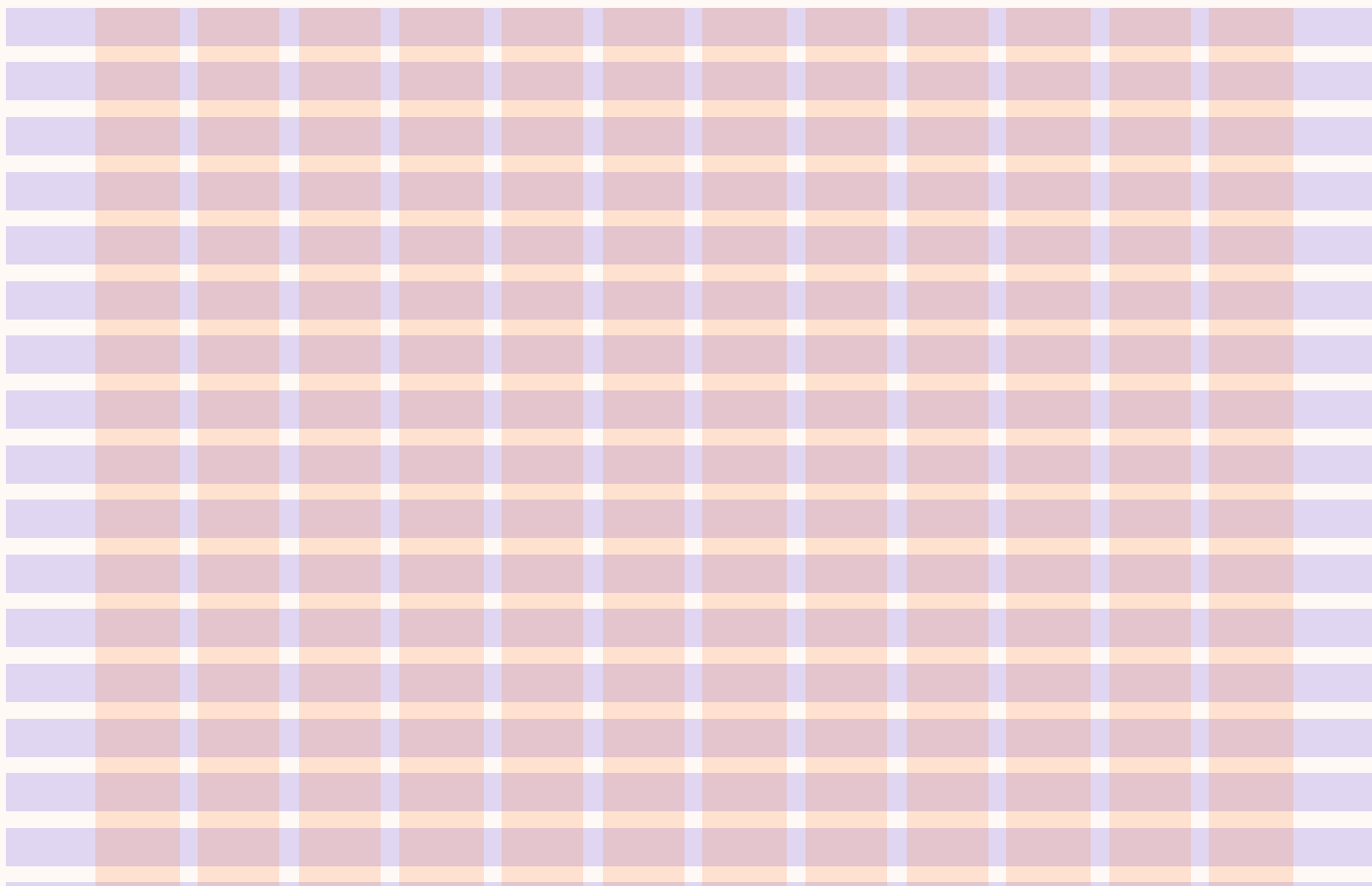
GRID: WEB

12 columns (stretch)

- Gutter 20 px
- Margin 100 px

40 px rows (top)

- Gutter 20 px
- Offset 0px



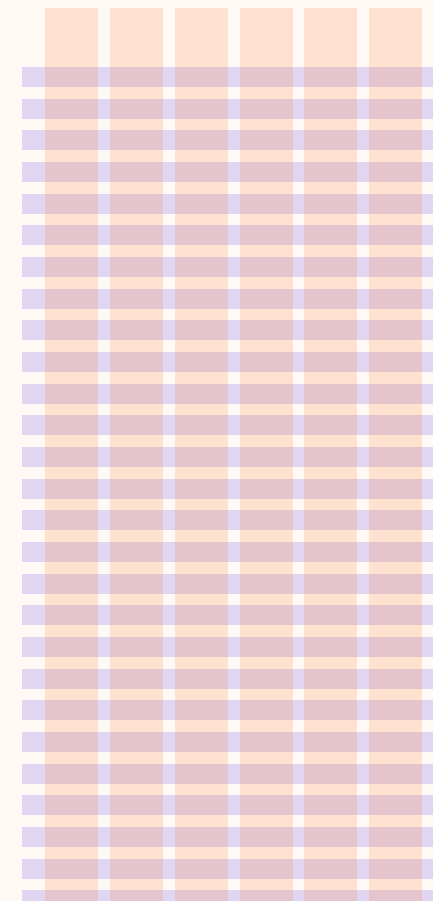
GRID: MOBILE

6 columns (stretch)

- Gutter 12 px
- Margin 24 px

20 px rows (top)

- Gutter 12 px
- Offset 60px



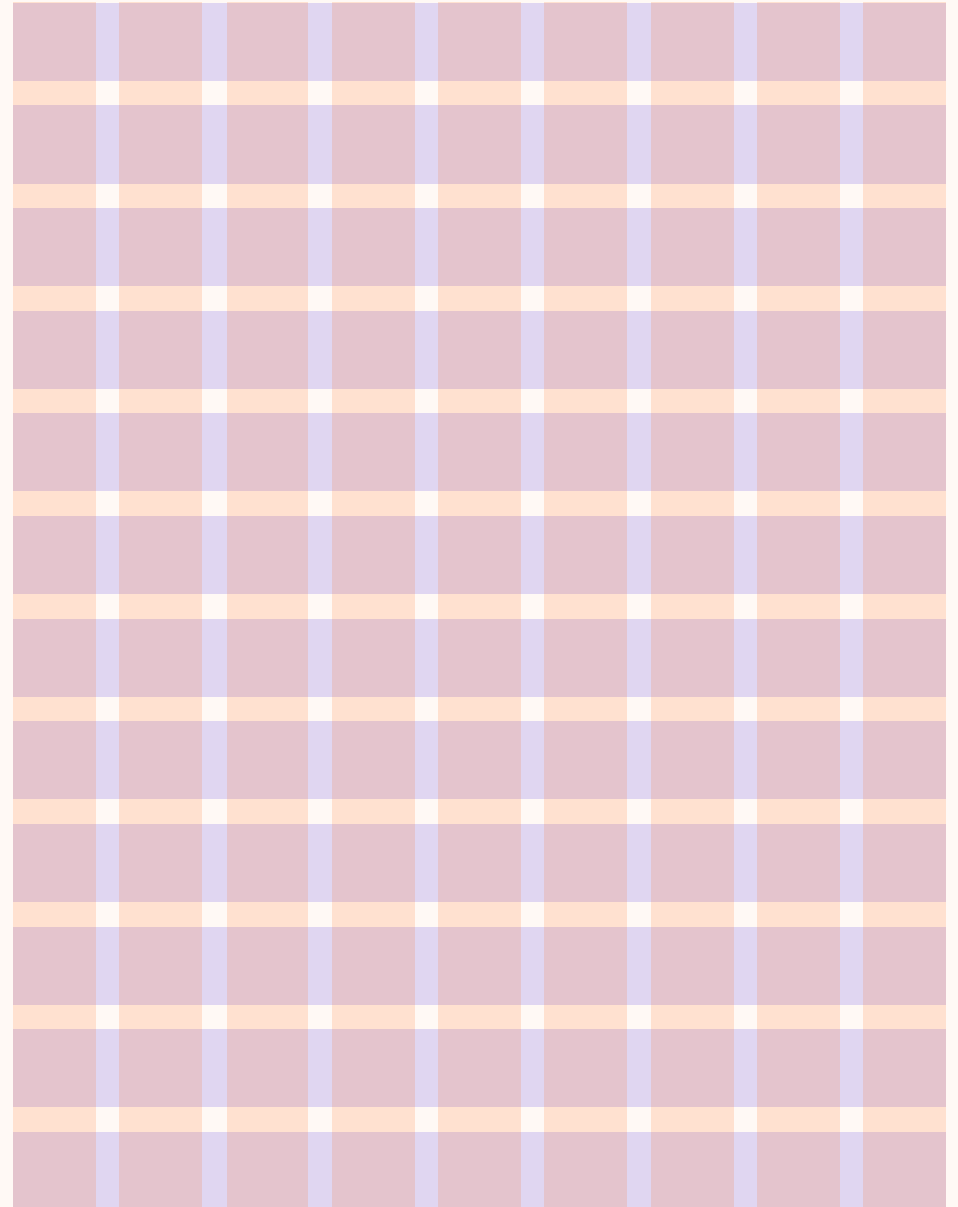
GRID: POSTER

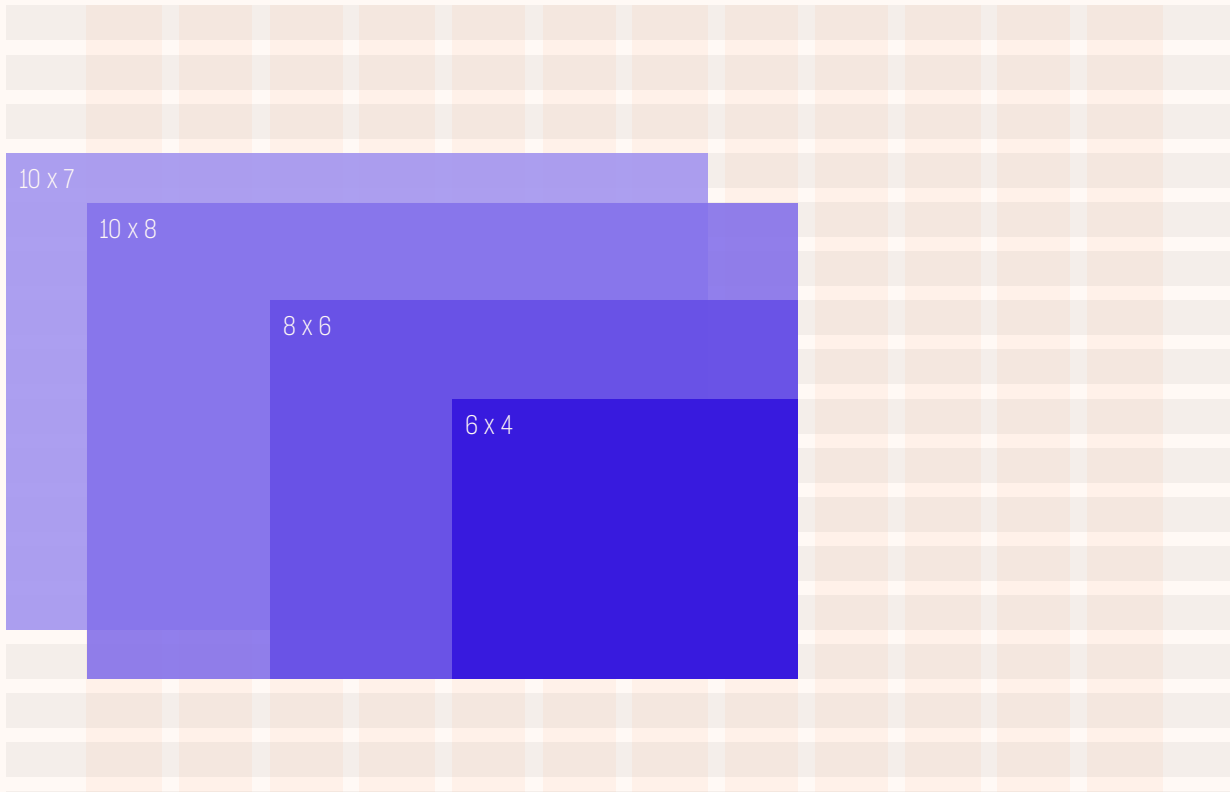
9 columns (stretch)

- Gutter 16 px
- Margin 0 px

12 rows (stretch)

- Gutter 16 px
- Offset 0px

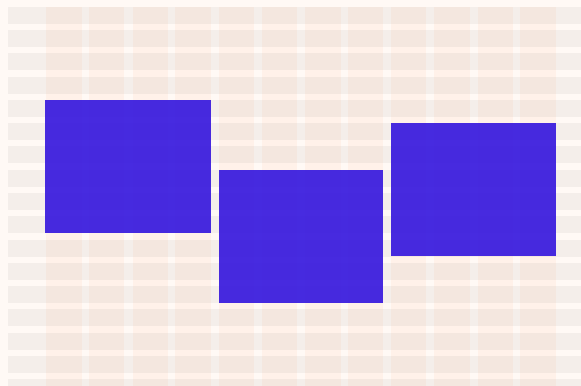
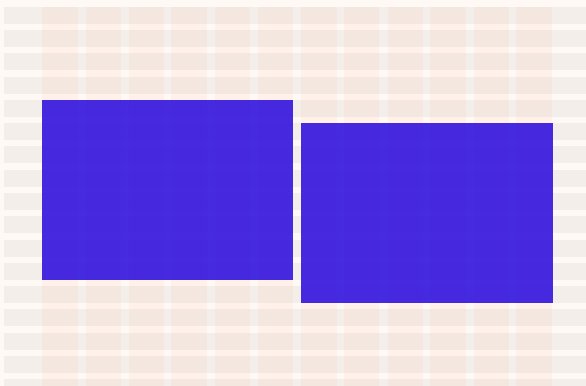




RULES: WEB

Image sizes and alignment

- Hero (10 x 7) – overlaps the left margin.
- Large (10 x 8.)
- Medium (8 x 6) – top edges unaligned.
- Small (6 x 4) – top edges unaligned.



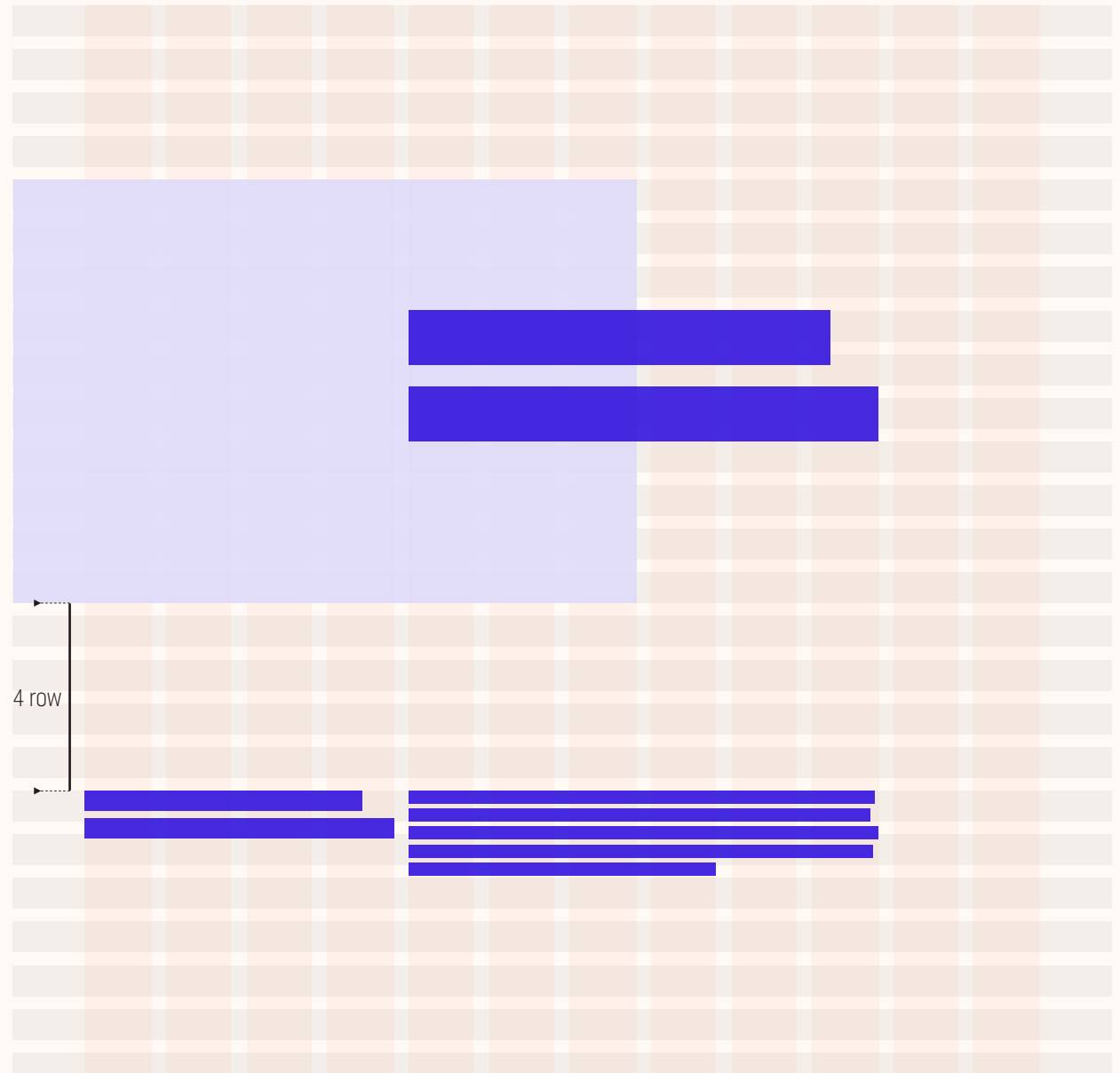
RULES: WEB

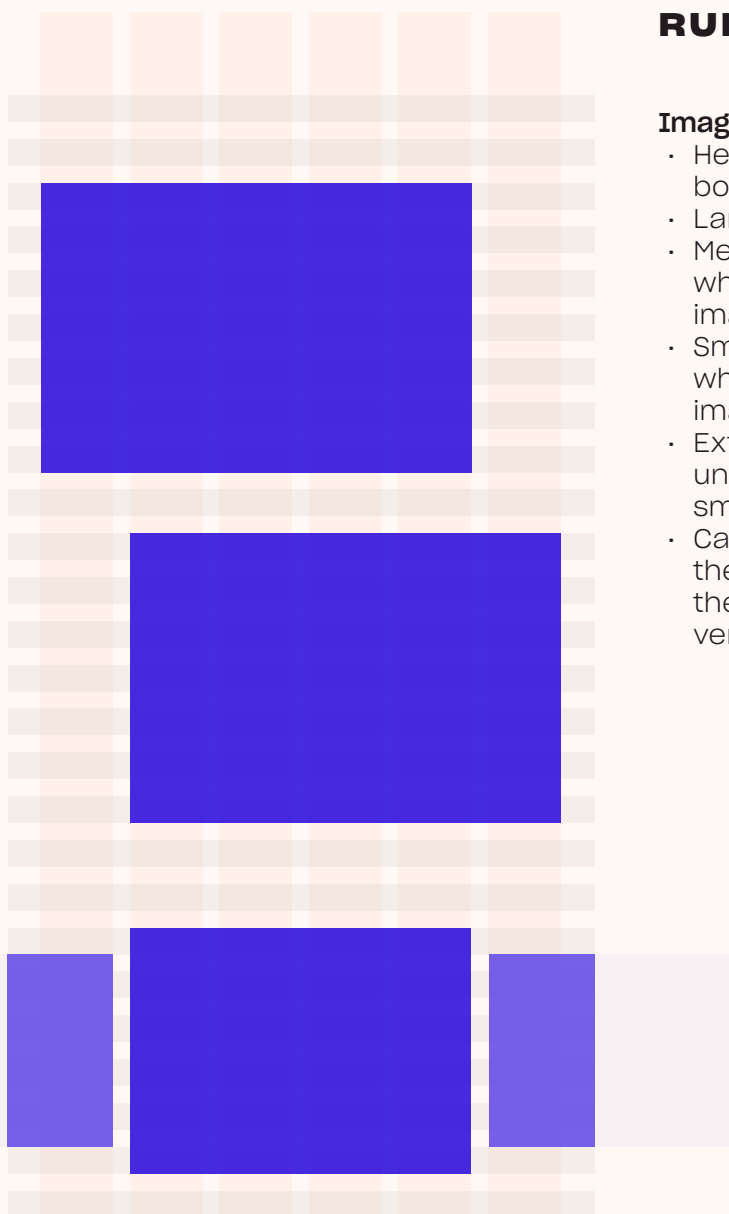
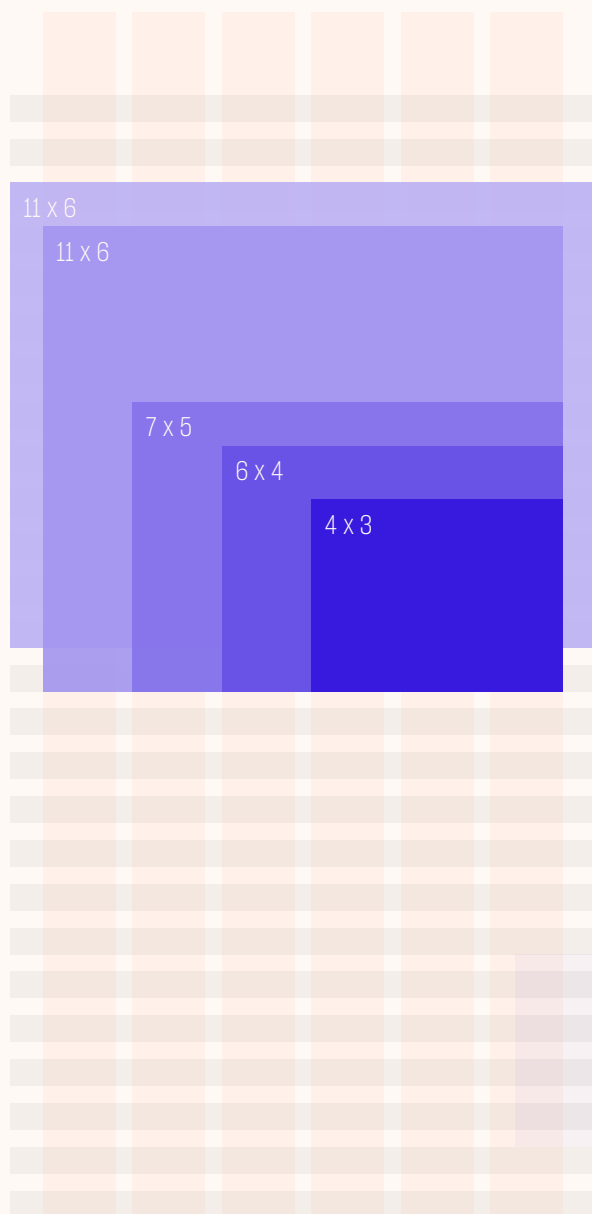
Headline and body text alignment

- Hero image and title. The title and the headlines on banners are left aligned to the 5th column.
- Level 1 headline and paragraphs. The headline takes 4 columns and the paragraphs take 6 columns.

Section spacing and element placement

- Section spacing. Four rows between two sections.
- Cutout placement. Cutouts should stay out of the middle 6 columns.
- Shape placement. Same as the cutouts and should also stay within the outer 2 rows on both sides (top and bottom.)
- Exceptions. For better visual effects, the placement of the cutouts and the shapes is more free for the title section, banners, and the footer, and does not need to follow the above rules strictly.





RULES: MOBILE

Image sizes and alignment

- Hero (11 x 6) – overlaps the margin on both sides.
- Large (11 x 6.)
- Medium (7 x 5) – left edges unaligned when there are multiple medium size images used in a section.
- Small (6 x 4) – left edges unaligned when there are multiple small size images used in a section.
- Extra-small (4 x 3) – left edges unaligned when there are multiple small size images used in a section.
- Carousel – small image is placed at the center and extra-small images on the sides for carousels; all images are vertically centered aligned.

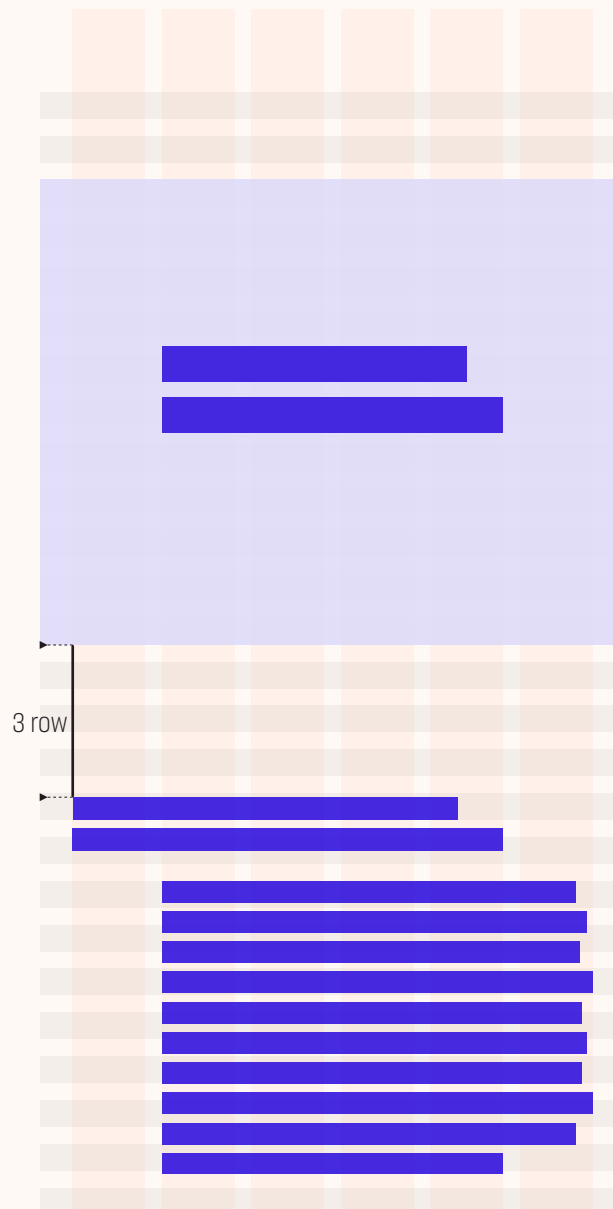
RULES: MOBILE

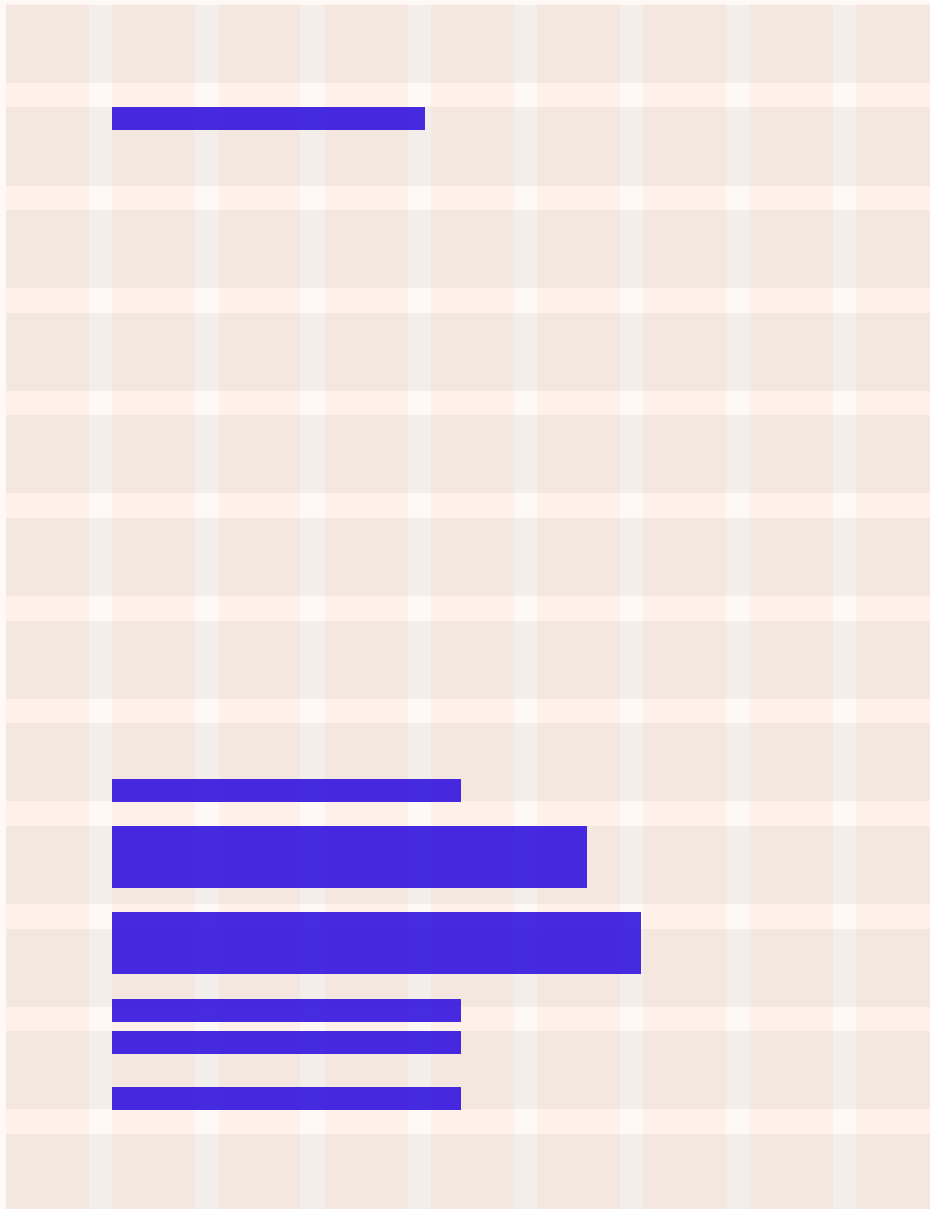
Headline and body text alignment

- Hero image and title. The title and the headlines on banners are left aligned to the 2nd column.
- Level 1 headline and paragraphs. Both take 5 columns while the headline left-aligns to the 1st column and paragraphs left-align to the 2nd.

Section spacing and element placement

- Section spacing. Three rows between two sections.
- Cutout placement. Cutouts should stay out of the middle 4 columns.
- Shape placement. Same as the cutouts and should also stay within the outer 2 rows on both sides (top and bottom.)
- Exceptions. For better visual effects, the placement of the cutouts and the shapes is more free for the title section, banners, and the footer, and does not need to follow the above rules strictly.





RULES: POSTER

Text alignment

- Text could be center-, left-, or right-aligned, but only one alignment may be used on one poster.
- All text should avoid the outermost row or column on each edge.

Graphics alignment

- All shapes are free to be placed at any position on the grid.

OUR TYPOGRAPHY

sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk
sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk
sharp grotesk	sharp grotesk	sharp grotesk	<h2>Sharp Grotesk</h2> <p>With its exuberant personality, ink traps, and an incredible range of moods, Sharp Grotesk is a new and uniquely American perspective on the genre of the multi-width neo-grotesk. We think that Sharp Grotesk is a great representation of The Vera Project's edgy, energetic, and bold characteristics.</p> <p>Although we only used one typeface. Different weights and widths are applied to all visual communication channels.</p>			sharp grotesk	sharp grotesk
sharp grotesk	sharp grotesk	sharp grotesk				sharp grotesk	sharp grotesk
sharp grotesk	sharp grotesk	sharp grotesk				sharp grotesk	sharp grotesk
sharp grotesk	sharp grotesk	sharp grotesk				sharp grotesk	sharp grotesk
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sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk	sharp grotesk

TYPE HIERARCHY: WEB

Sharp Grotesk Bold 96pt
Width: 25 | Tracking: 10%
Case: Uppercase

TITLE

Sharp Grotesk Bold 64pt
Width: 25 | Tracking: 10%
Case: Uppercase

BANNER

Sharp Grotesk Medium 28pt
Width: 15 | Tracking: 25%
Case: Uppercase

SUBTITLE

Sharp Grotesk Semibold 28pt
Width: 25 | Tracking: 5%
Case: Uppercase

HEADING 1

Sharp Grotesk Bold 28pt
Width: 25 | Tracking: 5%
Case: Title

Heading 2

Sharp Grotesk - Medium 18pt
Width: 15 | Tracking: 25%
Case: Lowercase

heading 3

Sharp Grotesk - Light 18pt
Width: 15 | Tracking: 25%
Case: Uppercase

OVERLINE/NAVIGATION

Sharp Grotesk - Book 16pt
Width: 20 | Tracking: 3%
Case: None

Body text

Sharp Grotesk - book 16pt
Width: 20 | Tracking: 5%
Case: Title

Button

TYPE HIERARCHY: MOBILE

TITLE/BANNER

Sharp Grotesk Bold 36pt
Width: 25 | Tracking: 10%
Case: Uppercase

SUBTITLE

Sharp Grotesk Medium 20pt
Width: 15 | Tracking: 25%
Case: Uppercase

HEADING 1

Sharp Grotesk Semibold 20pt
Width: 25 | Tracking: 5%
Case: Uppercase

Heading 2

Sharp Grotesk Bold 20pt
Width: 25 | Tracking: 5%
Case: Title

heading 3

Sharp Grotesk - Medium 16pt
Width: 15 | Tracking: 25%
Case: Lowercase

OVERLINE/NAVIGATION

Sharp Grotesk - Light 16pt
Width: 15 | Tracking: 25%
Case: Uppercase

Body text

Sharp Grotesk - Book 16pt
Width: 20 | Tracking: 3%
Case: None

Button

Sharp Grotesk - book 16pt
Width: 20 | Tracking: 5%
Case: Title

OUR COLORS

RED ORANGE #FF5E03

RGB (255, 94, 3)
CMYK (0, 63, 99, 0)

BLUE #3314DE

RGB (51, 20, 222)
CMYK (77, 91, 0, 13)

RAISIN BLACK #231A1F

RGB (35, 26, 31)
CMYK (0, 26, 11, 86)

SNOW #FFF9F5

RGB (255, 249, 245)
CMYK (0, 2, 4, 0)

VERMILION #E80000

RGB (232, 0, 0)
CMYK (0, 100, 100, 9)

COLORS

The colors for The Vera Project are bold and vibrant, reflecting the energy and the passion for music and art. The blue and red orange are used extensively as the primary color, where blue conveys a sense of creativity and the orange brings in the energy.

The snow and the raisin black are mainly used in text and background. There is one more accent color (vermilion) that is used in the design. It is used with the primary colors for graphics.

OUR IMAGERY



CUTOUTS & SHAPES

Printmaking music instrument cutouts are placed randomly throughout the website, echoing the screen printing classes and the concerts that The Vera Project has.

These cutouts are originally printmaking works from kids. We applied a duotone effect and posterized these photos to make them look coherent with the overall visual style.

The “V” shapes from the logo is used alongside with the cutouts. The “V” shapes may be rotated or combined to form patterns.

PHOTOS

Photos we used are related to music, art and the events The Vera Project held. A duotone (snow/blue) effect and a film grain are applied to all photos when they are not hovered on. These effects help convey a message of passionate and bold and look coherent with the overall visual style.

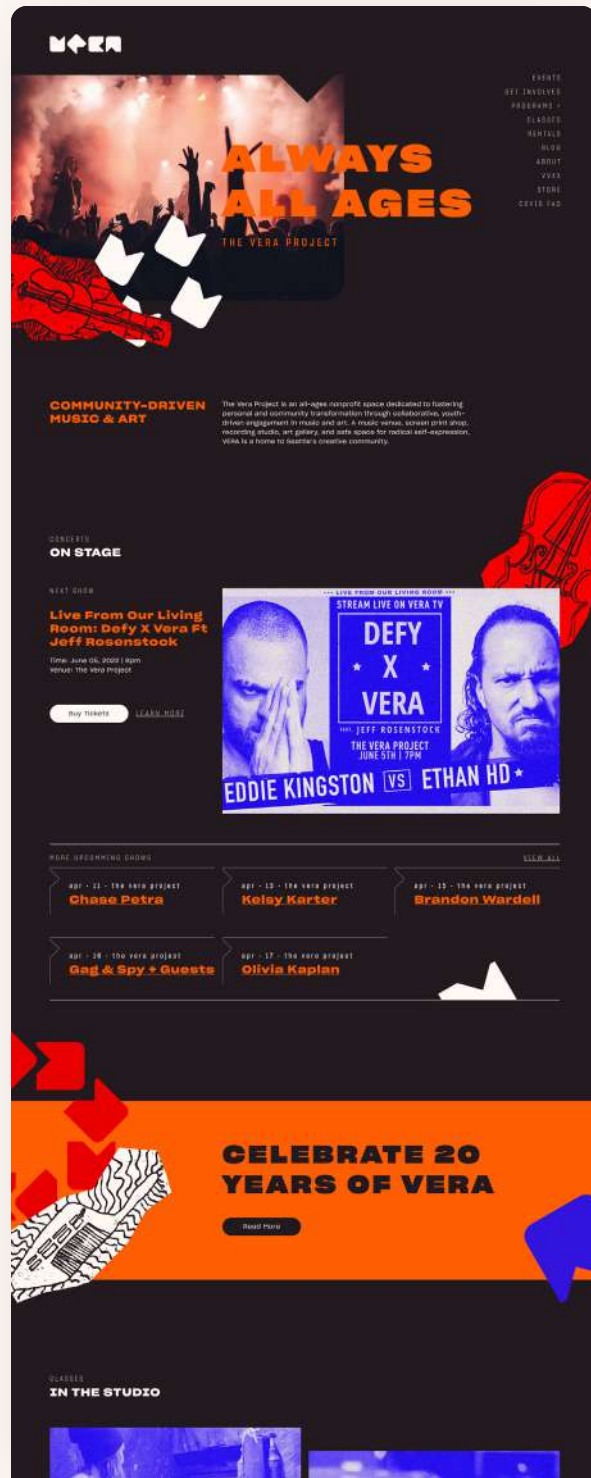
When the mouse hovers on a photo, a colored but toned down vision of the photo will reveal, and the image frame will change to the “V” shape that matches with the logo.



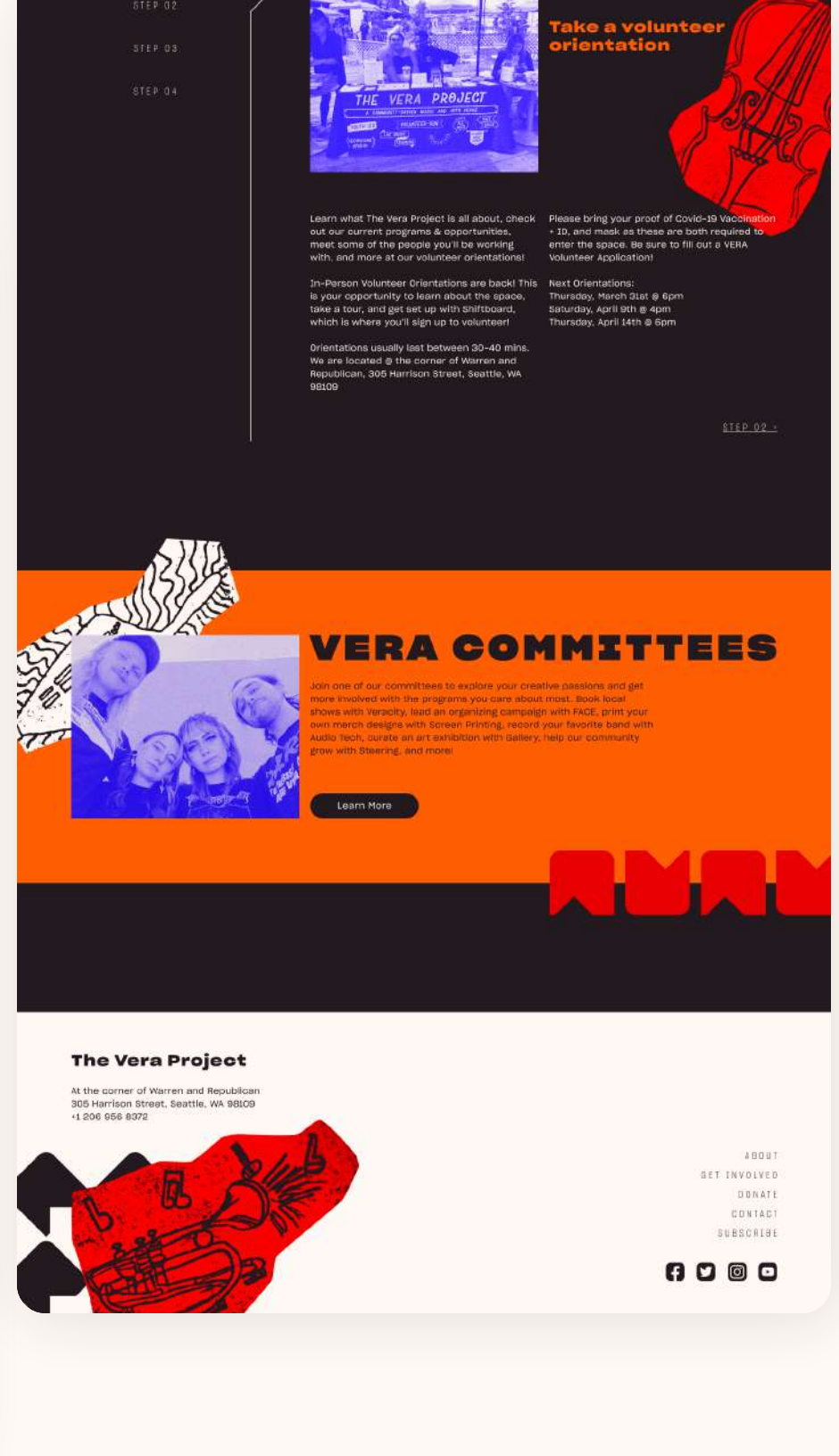
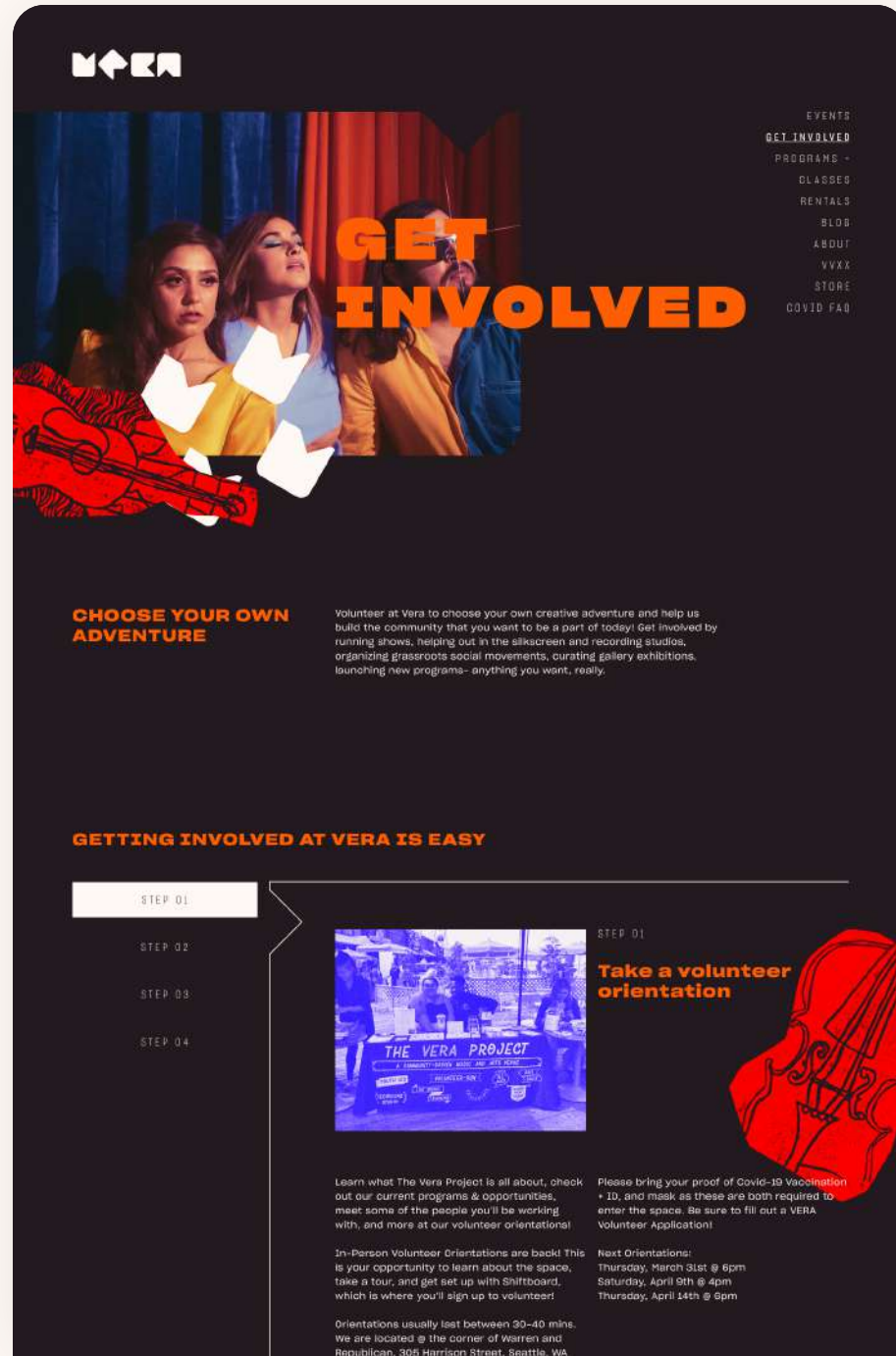
APPLICATION OF THE SYSTEM



The visual style system is applied to 3 channels—a website, a mobile website, and a poster series.



Two webpages are shown here—the homepage (on this page) and a secondary page about “Get Involved” (on the next page.)







NEXT SHOW

**Live From Our Living Room:
Defy X Vera Ft Jeff
Rosenstock**

June 05 - 2022 - 8pm | The Vera Project

[Buy Tickets](#)

[LEARN MORE](#)

MORE SHOWS

[VIEW ALL](#)

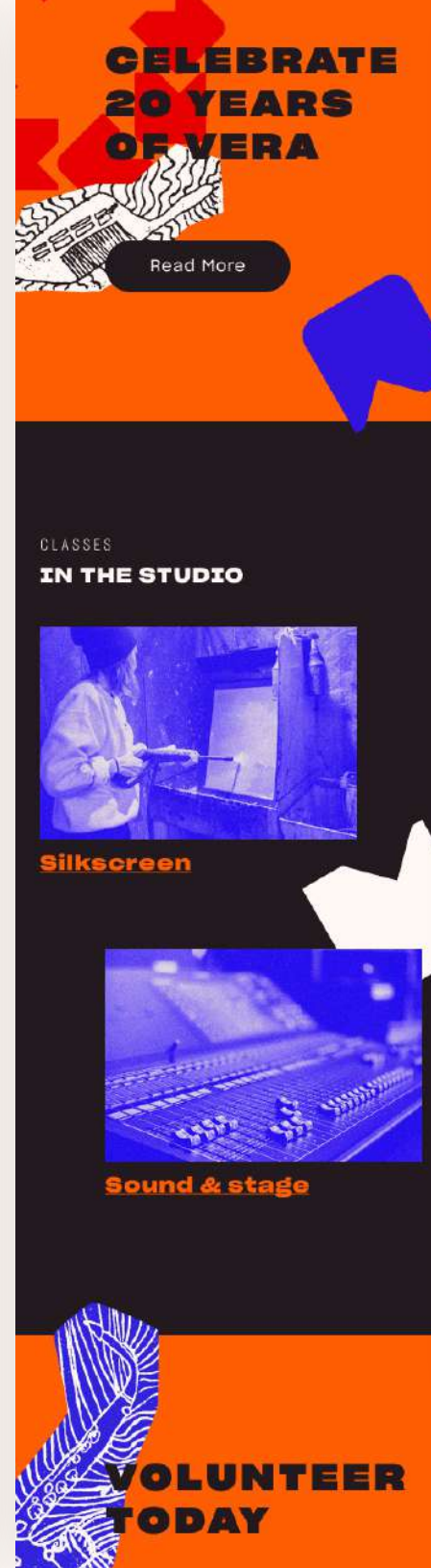
apr - 11 - the vera project
Chase Petra

apr - 13 - the vera project
Kelsy Karter

apr - 15 - the vera project
Brandon Wardell

apr - 16 - the vera project
Gag & Spy + Guest

apr - 17 - the vera project
Olivia Kaplan



THE VERA PROJECT

ALWAYS ALL AGES

VERACITY PRESENTS

A BENEFIT FOR FROMTHEHEARTPNW

\$20 advance | April 20, 2022 7PM
Masks & Proof of Vaccination Required

THE VERA PROJECT

ALWAYS ALL AGES

LIVE FROM OUR LIVING ROOM

DEFY X VERA FT JEFF ROSENSTOCK

\$30 in-person or \$5-\$20 on VERA TV
June 05, 2022

THE VERA PROJECT

ALWAYS ALL AGES

LIVE FROM OUR LIVING ROOM

JEFF ROSENSTOCK & FRIENDS

\$20 advance | June 05, 2022

THE VERA PROJECT

ALWAYS ALL AGES

RIDOT BARREL RECORDS & VERACITY

SOFIAK, SUPERCOZE & BIBLIOTEKA

\$27 | March 04, 2022 7PM
Masks & Proof of Vaccination Required

THE VERA PROJECT

A series of poster is designed using the “V” shape from the logo. The 4 posters could be displayed together or individually as needed.



IMAGE SOURCES

- unsplash @sebastianervi, @duo, @techivation
- instagram @defynw, @veraproject
- The Vera Project
- thatartteacher.com
- dolvinartknight.blogspot.com

