



Graphic Standard

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INTRODUCTION

Design concept



The task from Design 116 is to Design a mark for a grocery product that is a food product, Dry Food item or a frozen item. This project requires a close examination of form and meaning. Begin with a single letterform or symbol to create a mark. The mark should express and visually communicate the unique qualities of the company's service or product.

The logo that I design is spaghetti, and the name of the company is Takumi which is a Japanese character and represents the spirit of people with skills working hard in pursuit of higher technology in Japan. This purpose of using this word is to convey that instead of pursuing commercial profit, Takumi people tend to provide better product and service.

Aspiration

This manual is a helpful guideline to allow the user know how he/she uses the logo go in a proper way. When used incorrectly, the logo can lose its impact and negatively disrupt the connection you've established with customers; the equity I referenced above. A graphic standards guide can help to alleviate the guesswork.





LOGO USAGE

Design concept



CMYK: (2, 5 62, 0)
RGB: (252, 230, 127)
#fce67f



CMYK: (0, 77 93, 0)
RGB: (242, 98, 43)
#f2622b

An effective logo is distinctive, appropriate, practical, graphic, simple in form and conveys an intended message. In its simplest form, a logo is there to identify but to do this effectively it must follow the basic principles of logo design.

Takumi's logo consists of two colors: yellow and orange. Yellow represents cooked pasta because it is likely to inspire consumers by the ideals behind it. Moreover, the usage of bright orange is to make the audience to associate with to tomato sauce or other tasty ingredients. Overall, the design of using pasta is beneficial to generate connection between the logo and pasta, and make to logo legible.

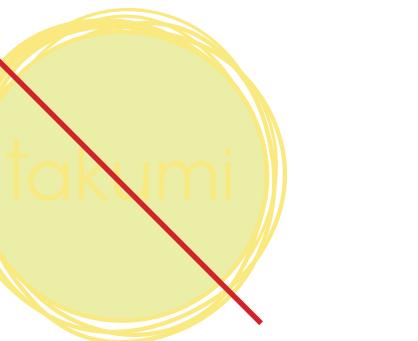
Color is an important consideration in your brand identity system. Colors have a significant impact on people's emotional state. Color in branding is also important because our response to a color is based on our life experiences and cultural associations.

As mentioned, the yellow represents the color of pasta, so the yellow is the only color for the pasta stroke. Orange is also the primary color for the circle of the logo, but the color of the circle works well on bright colors, too.

Color



Improper Usage



Logos are a point of identification; they're the symbol that customers use to recognize your brand. Ideally, you'll want people to instantly connect the sight of your logo with the memory of what your company does – and, more importantly, how it makes them feel.

Should not:
The circle use same a color with the curve shape; change the proportion of the font; use too light color for the circle; choose a illegible font; center the text;rotate the font.

The font of the logo is ITC Avant Garde Gothic Std Book. The cause of this font chosen is that the stroke of font looks like uncooked pasta, so it creates contrast with the curvilinear shapes which looks like cooked pasta. Additionally, because of the letter t's special strokes, it is more likely to convey the ideal of uncooked pasta. For color of the logo, the original colors are recommended. However, bright colors work well to order to fit different kind of packaging design. Here are some example which shows that the logo work with different colors of background:

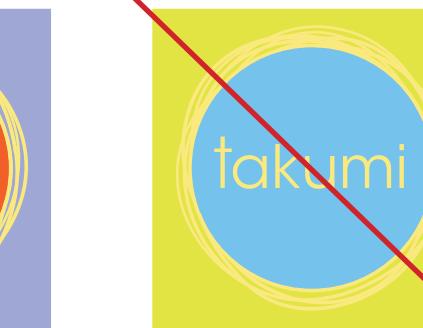
Saturated backgrounds



Pastel colors backgrounds



Improper backgrounds



TYPOGRAPHY

takumi

(Original font)

takumi

(edit version)

I also drag the vertical stroke of the letter "t" longer to make it look more like a straight pasta. The vertical stroke should be longer after editing. However, if the vertical stroke is dragged too long, the visual of the font will be off balance. Therefore, even though there are some fonts that are similar to ITC Avant Garde Gothic Std book, the lengths and weights of different fonts are different. If you choose another font, the users should consider carefully before changing the font.

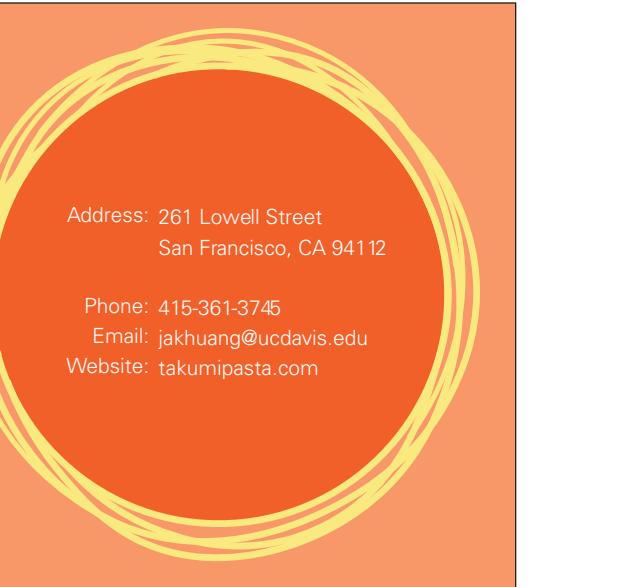


BUSINESS SYSTEM

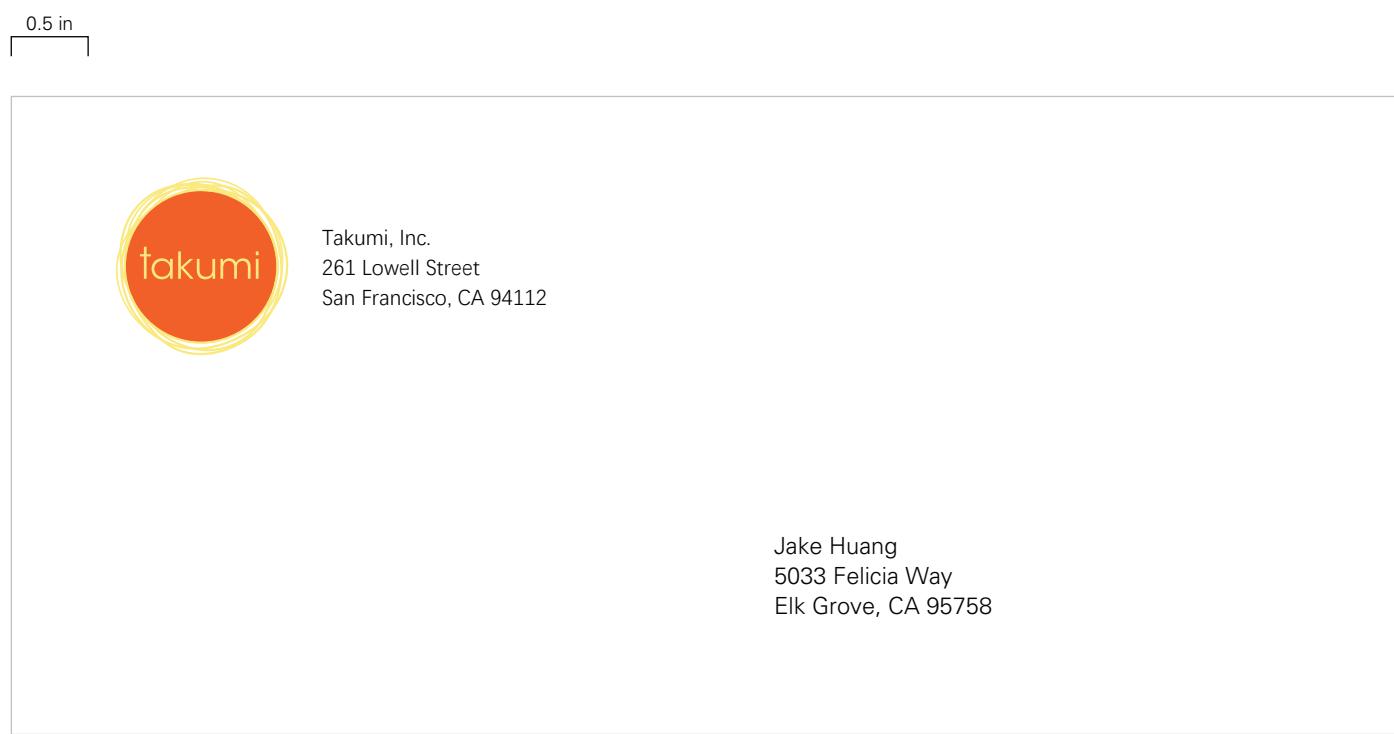
Business Card

The business card is a 3.5x3.5 square that contain the brand logo because the logo conveys the concept of the company and is beneficial to let the audience know what company is about.

Business cards remain an essential marketing tool across a variety of industries for various reasons: it can improve the legitimacy of the brand, increase the brand awareness and improve the bottom-line.



Envelope



The envelopes which contain the brand logo is standard US size 9.5" x 4.125". Brand the envelopes for maximum impact. Before customers view the letter of announcement, they notice the envelopes that hold these documents.

Make a great first impression by choosing quality envelope printing from bass printing. Envelopes are more than just paper holders: they provide another medium for company to showcase your company's commitment to quality. When

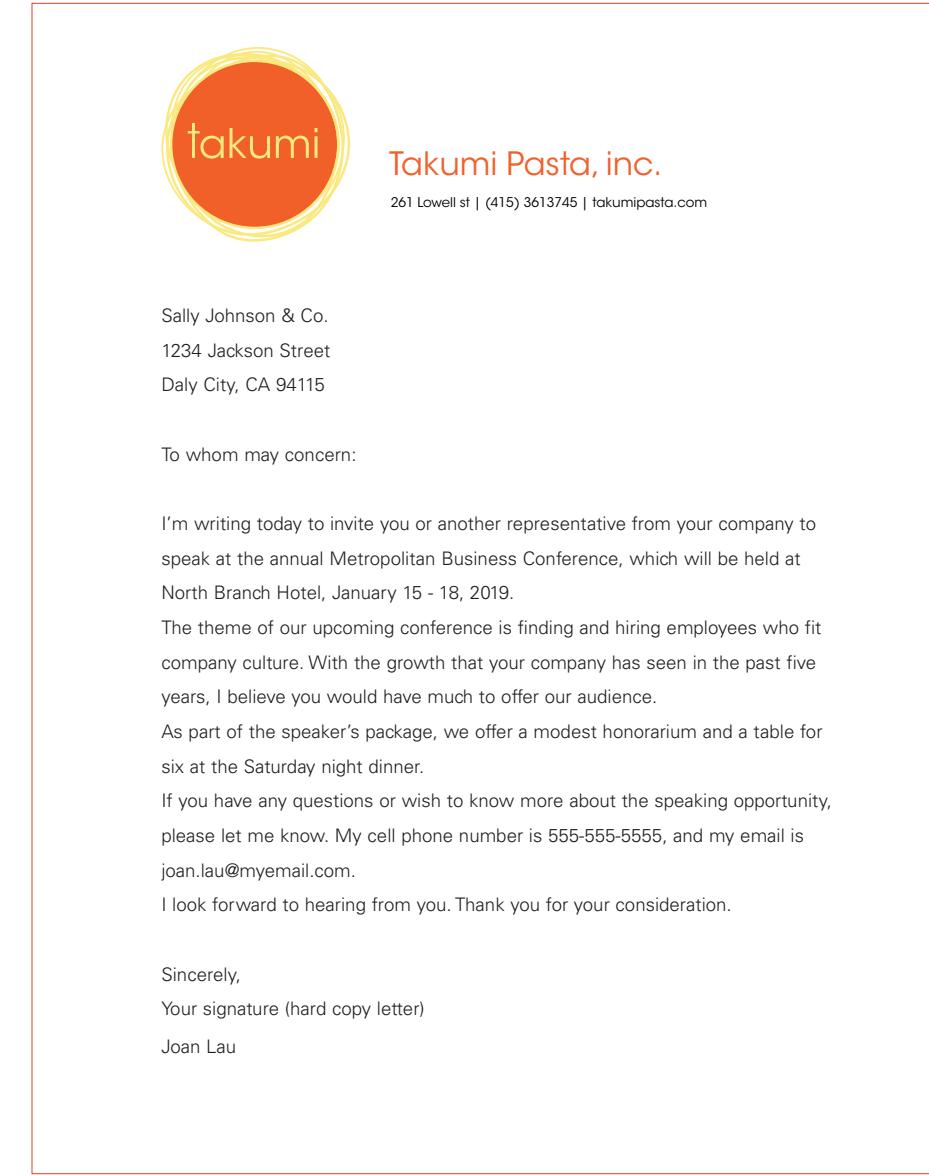
the envelopes match the rest of your printed materials, potential customers develop a clear understanding of your brand's identify and equity.

Envelope



This cover of the envelope is the primary color from the logo. Also, there is a logo placing on the cover to generate a unique look for the envelope.

Letterhead



The layout of the letter contains the brand logo, name of the company, and contact information. For the contact information, it is better to use the same font with the logo to get the consistency. As mentioned previously, the font of the logo is ITC Avant Garde Gothic Std book.



MARKETING APPLICATIONS



Branded Vehicles



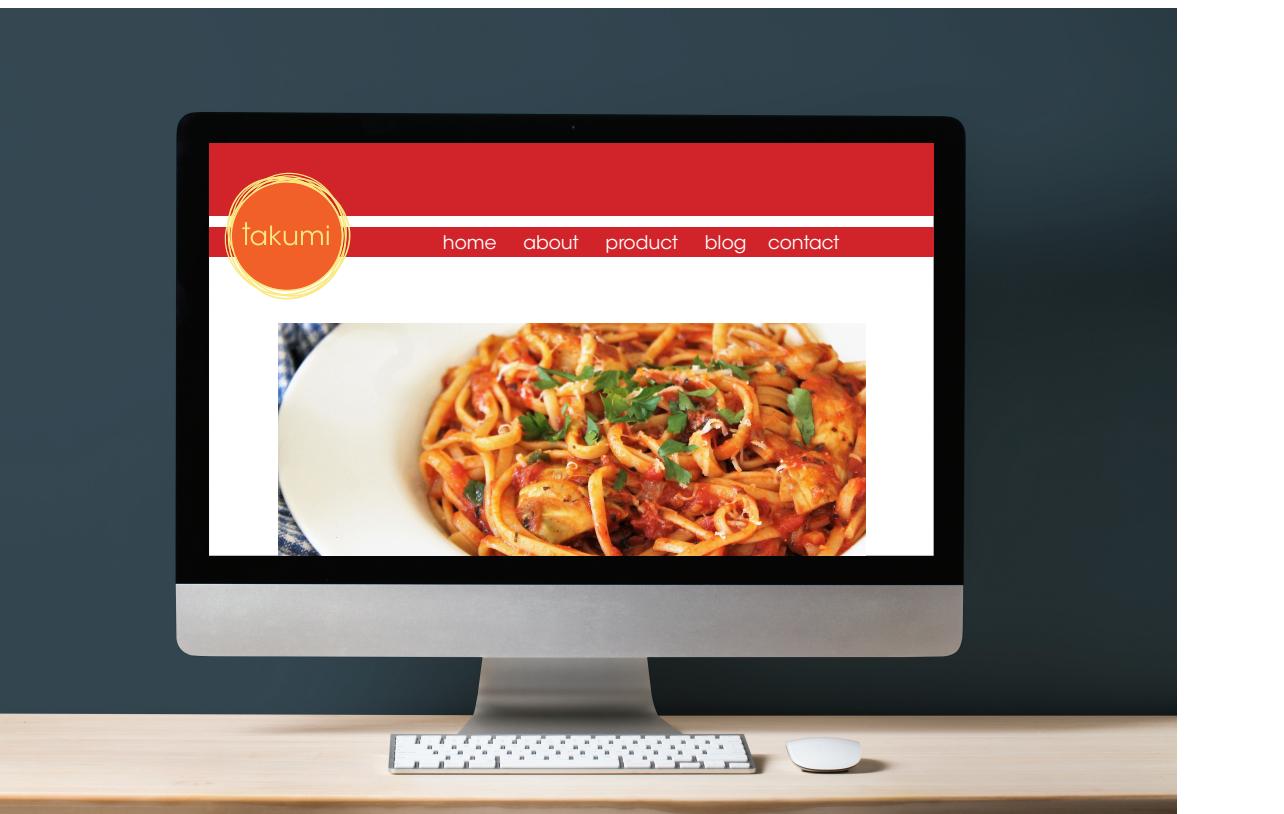
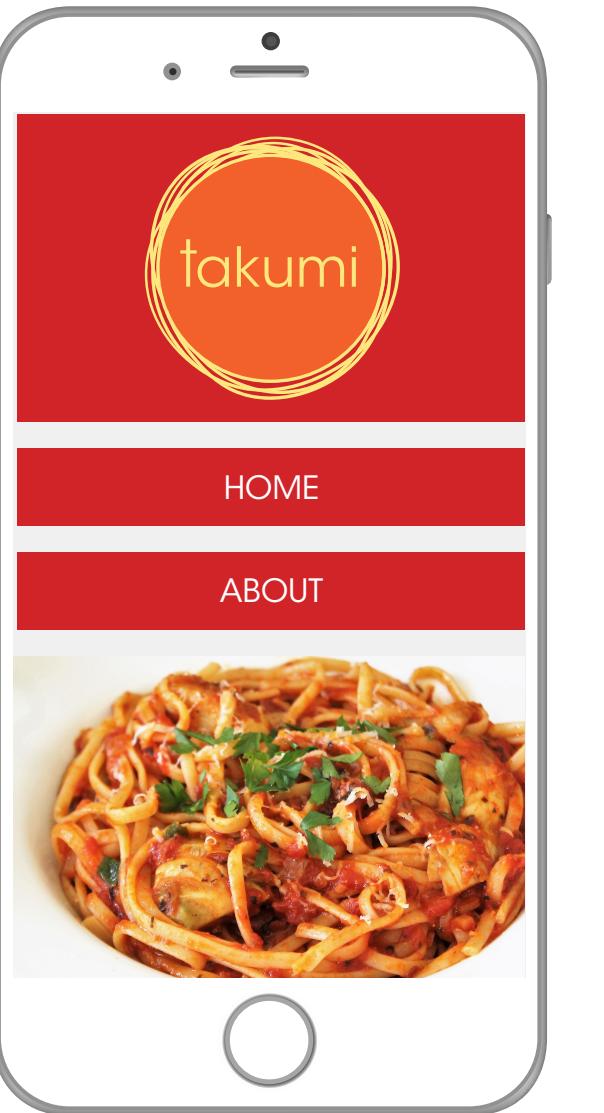
The company can deliver the product via the orange semi-trucks which convey an energetic feeling when people see the truck drive through.

Signage



Signs can be an essential component of a business's overall marketing strategy. A sign that contains the company's logo can help reinforce its brand. Signs are also used to draw attention to promotions and to convey information about the business. Because an exterior sign is visible 24 hours a day, 365 days a year, its exposure is prominent and continuous.

Webstie & App



Brand building is effective in acquiring customers and turning them into brand advocates. The business website plays an important role as it gives visitors a first impression about your brand, the products and services, and what potential customers can expect from the product.

Placing the logo on recycle product is another to convey that the company will the company advocates recyclable materials. Excellent design is not only need to be look good or cool, but also consider about the product's sustainability.



Sustainability

