Introduction

**Art House Letterpress and Paper** is a letterpress printing company in Kazan, Tatarstan, Russia.

They began as a small company only a few years ago and have quickly become a leading printer in Russia. They specialise in letterpress, foil stamping, hand-made paper and paper accessories.

They print manually using original letterpress printers and put their craftsmanship and love into each print, making each work a small work of art.

They are very serious about design and have their own style of work. This makes their products sophisticated, refined and inspired.

As well as having a large number of clients in Russia, they are also well known by wedding agencies and designers from Italy, Georgia, Holland, England and Switzerland.

Description of project and tasks

As **Art House Letterpress and Paper** continue to grow their business, they want to redesign their corporate identity to reflect their heritage.

The Zilant is the official symbol of Kazan. It is a legendary creature that has the head of a dragon, the body of a bird, the legs of a chicken, the tail of a snake, the ears of a canine, red wings, sharp teeth, dark-grey feathers and scaly dark-grey skin.

Their new brand must incorporate a modern version of the **Zilant** and represent the **constructivism** design style. The designs will include English and Russian text.

The designs must be able to be printed by letterpress printing. No raster elements will be used (vector and fonts only).

Additional background information:

The Tatarstan national flower is the Schrenck’s Tulip (Tulipa suaveolens) and the national tree is the Tatarian Maple (Acer tataricum). The name Kazan is thought to have come from the word qazan which means cauldron (or boiler). There are many stories about the origin of the name which are related to the cauldron.

Demographics:

* Gender: Male (30%) and Female (70%)
* Age: 20-30 years old
* Location: Europe (with an emphasis on Western Europe)
* Income: Middle (20%) to high (80%)
* Other: They appreciate design, art, vintage style and hand-made items.

Tasks:

* Logo

Task 1: Logo

Concept

The logo must incorporate a modern version of the Zilant and also represent the constructivism design style.

You will create one version in English and one version in Russian. Each logo must include the same vector elements and look as similar (matching) as possible.

Specifications

Type and Image

* The logo must include the following words (English Version) from Appendix 1.0a – Logo Text:
  + Art House
  + Letterpress and Paper
* The logo must include the following words (Russian Version) from Appendix 1.0a – Logo Text:
* **дом искусства**
* Т**ипографская** and **бумага**
* The emphasis needs to be on the words **Art House** and the text may be in all caps, lowercase, or capital first letters of each word.
* It must include vector elements.

Size

* Each logo: 80mm at the longest edge (wide or high)

Colour

* Each logo must include the same Four PMS Uncoated colours with no tints or gradients (only 100% of colour is allowed)

Trapping

* 0.40pt exactly (if required)

File Type

Logo (English)

* 1 x AI — without outlined text
* 1 x PDF File: PDF/X-4:2008 — all text must be converted to outlines

Logo (Russian)

* 1 x AI — without outlined text
* 1 x PDF File: PDF/X-4:2008 — all text must be converted to outlines
* Combined Logos
* 1 x PDF File: PDF/X-4:2008 — all text must be converted to outlines with the English and Russian logo next to each

Naming:

Folder name: Logo

* Logo (English) file name:
  + Arthouse\_Logo\_PMS\_English.ai
* Logo (English) file name:
  + Arthouse\_Logo\_PMS\_outlined\_English.pdf
* Logo (Russian) file name:
  + Arthouse\_Logo\_PMS\_Russian.ai
* Logo (English) file name:
  + Arthouse\_Logo\_PMS\_outlined\_Russian.pdf

You must deliver

Mounting

* 1 x colour print of the logos next to each other (on the same page), 80mm wide in longest edge for each logo. Mounted on A4 board. Ensure that you include your name on the front of the board, outside of the design area.

Files for EACH logo

* 1 x PDF files with trim marks, colour bars, and registration marks
* 1 x AI files
* You must include a packaged Adobe Illustrator folder for submission for each design that includes all fonts used.
* You may include any working files in a separate folder called: Working files