

# Central Coast Citizenship Project Graphic Identity Portfolio



Liliana Mendez  
cst 406, Logo Design Workshop  
Spring, 2018

# Table of Contents

Design Brief.....	3
Research .....	5
Thumbnails .....	6
Concept Sketches .....	7
Image Development .....	9
Final Image Logo.....	10
Image Stationery .....	11
Type Development .....	13
Final Type Logo .....	14
Type Stationery.....	15
Gestalt/Combo Development .....	17
Final Gestalt/Combo Logo.....	18
Gestalt/Combo Stationery .....	19
Graphic Standards Guide .....	21
Design Services Agreement .....	24
List of Deliverables .....	26

# Design Brief

## Mendez Central Coast Citizenship Project Design Brief

---

**Business name:** Central Coast Citizenship Project

**Client contact:** Cesar Lara (Executive Director)

**Address:** 931 E Market St, Salinas, CA 93905

**Website:** <http://www.citizenshipproject.org/>

**Email :** [director@citizenshipproject.org](mailto:director@citizenshipproject.org)

**Contact number:** (831) 422-4626

**Mission Statement:** The Central Coast Citizenship Project provides immigration, naturalization, literacy, English language and new voter education integrated with leadership development in campaigns for social justice. The Citizenship Project provides organizational support to a network of self-governed grassroots groups that have developed through our organizing campaigns. More recently in response to growing interest in this agenda we provide technical assistance to other community organizations interested in developing similar projects.

**Design Plan:** Logo that reflects the overall mission statement and organization

### **Attachments | Assets**

CCCP Logo, Mission Statement

**Marketing objectives:** Provide a new logo for CCCP that will increase the amount of people that will use the services provided by the CCCP.

### **Target audience:**

Salinas community, families, undocumented individuals, volunteers

### **Final Deliverables:**

Presentations: Print and Digital

# Design Brief

## Mendez Central Coast Citizenship Project Design Brief

---

Logos for print & web

Stationery System

Graphics Standard Guide

Mode of Delivery: Portable drive, Online

**Final Due Date:** 2 May 2018

Client receives final, approved designs and files ready for use

**Review date/s:**

February 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>, 28<sup>th</sup>.

March 7<sup>th</sup>, 15<sup>th</sup>, 28<sup>th</sup>.

April 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup>.

**Budget:** Presentation board

**Design Fee:** Pro Bono

**Product Name:**

Central Coast Citizenship Project (CCCP)

**Key objectives:**

New logo for CCCP

**Scope:**

Digital files, presentation boards, graphic standard guide

**Format:** Jpeg, tifs, cmyk, epfs, black and whites

**Measures of success:** More people use the services provided by the CCCP

## Research



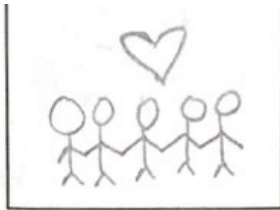
THE  
**GLOBAL**  
**POVERTY**  
**PROJECT**®



**GlobalCitizenship**  
BETTER WORLD INITIATIVES FOR ALL™



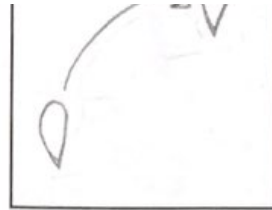
# Thumbnails



Family



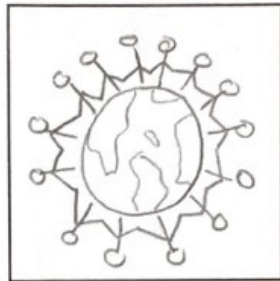
Country



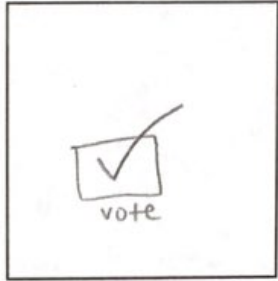
migration



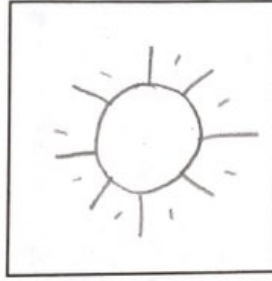
food



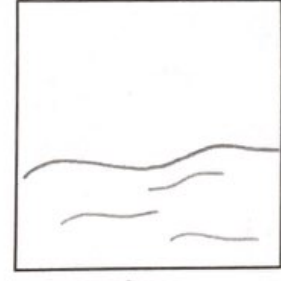
Culture



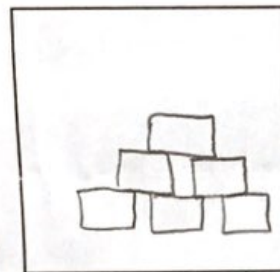
vote



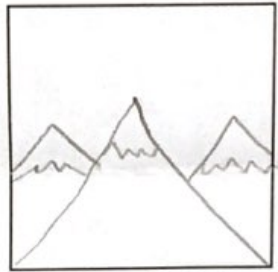
sun



ocean



Support



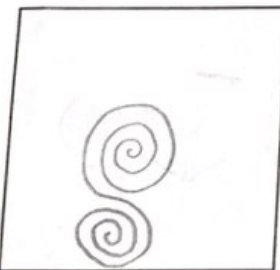
mountains



agriculture



buildings



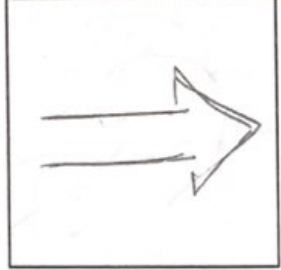
unity



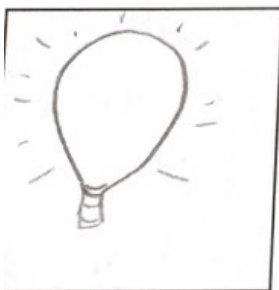
love



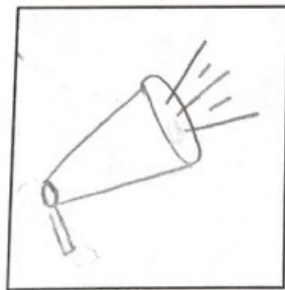
emotions



future



Ideas



voice



separation



fight

# Concept Sketches

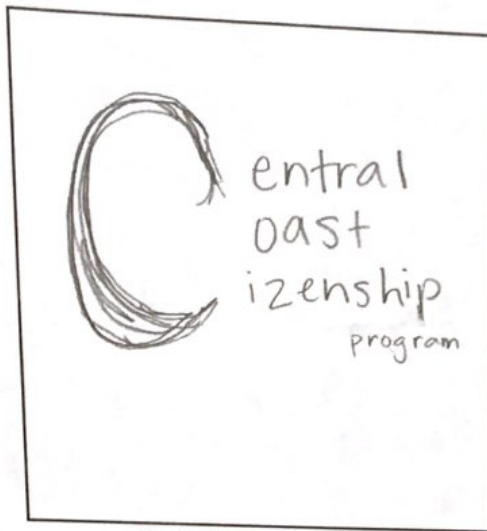
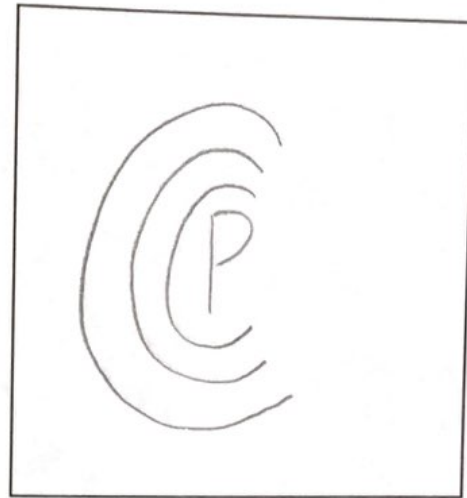
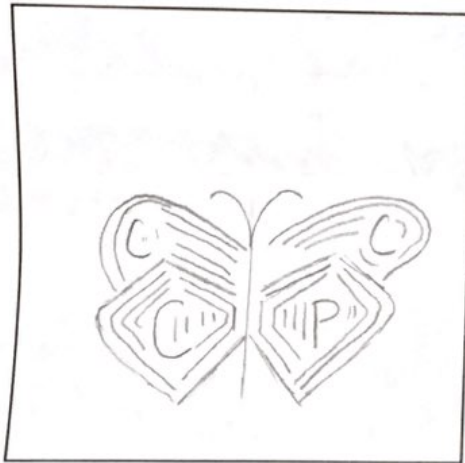


Image + type



symbol



symbol

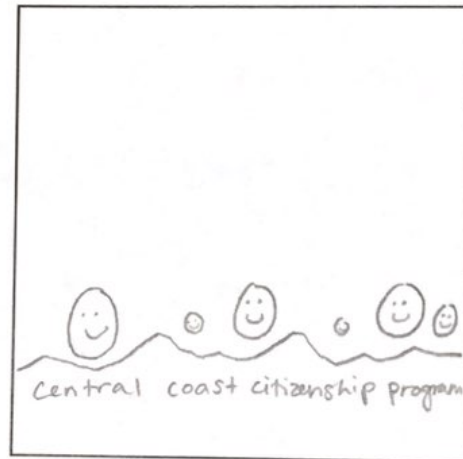
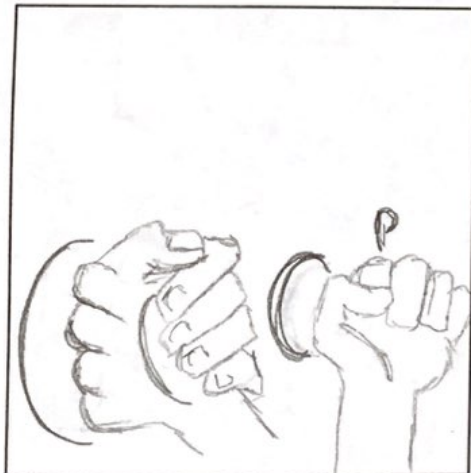
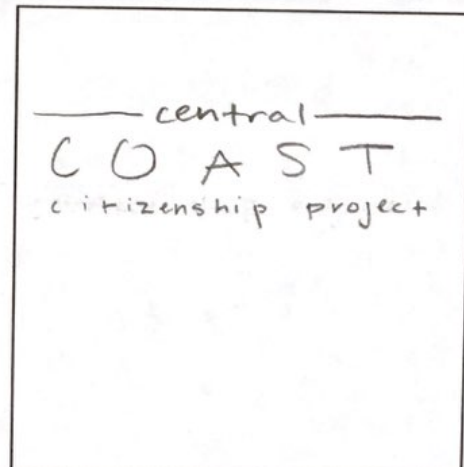


image + type

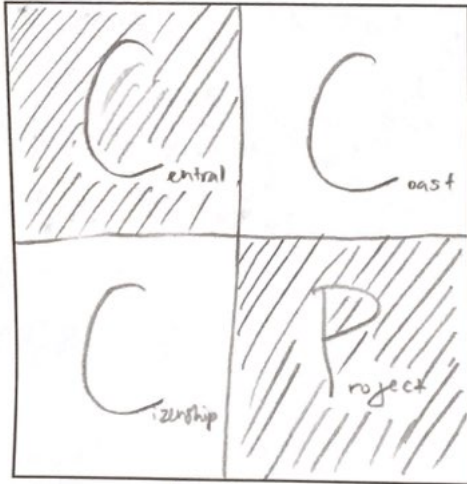


symbol



type

# Concept Sketches



type

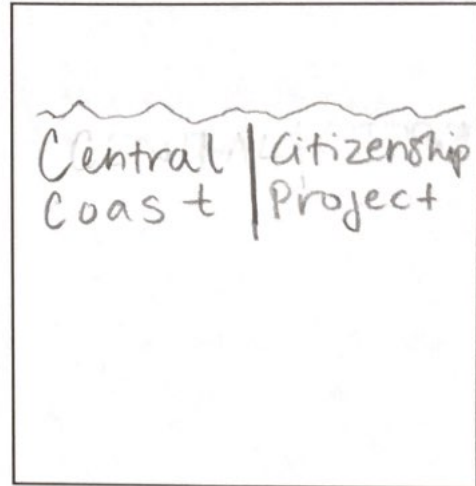
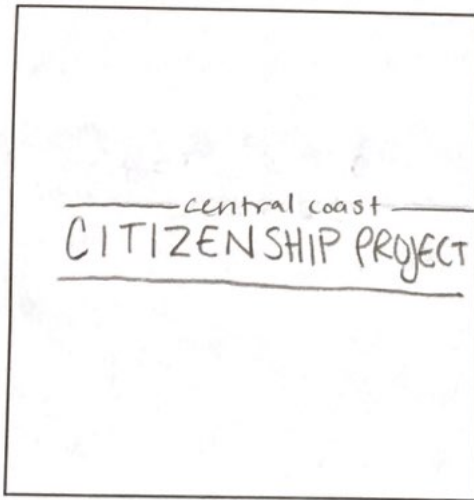
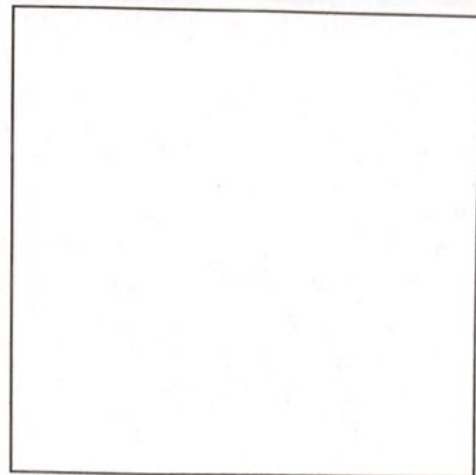
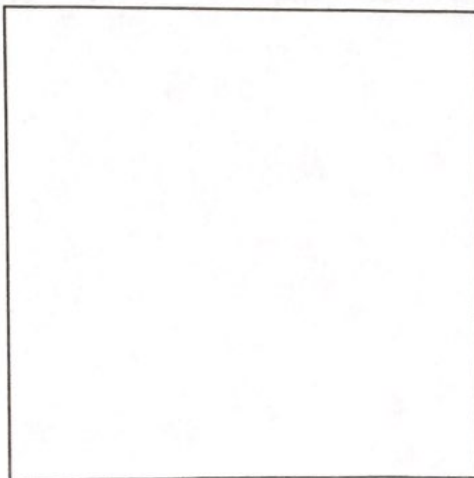


image + type



type





# Image Development



## Final Image Logo



# Image Stationery



931 E Market Street  
Salinas CA 93906

8314224626  
citizenshipproject.org

Month Day, Year

Cesar Lara  
Executive Director  
931 E Market Street  
Salinas CA 93906  
citizenshipproject.org

Dear Your Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpa.

Lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum. feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Incididunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit,

Sincerely,

Cesar Lara  
Executive Director

# Image Stationery



931 E Market Street  
Salinas CA 93906



**Cesar Lara**  
Executive Director

931 E Market Street  
Salinas CA 93906

8314224626  
citizenshipproject.org

Type Development

CENTRAL | CITIZENSHIP  
COAST | PROJECT

Central | Citizenship  
Coast | Project

CENTRAL | CITIZENSHIP  
COAST | PROJECT

CENTRAL | citizenship  
COAST | project

Central | Citizenship  
Coast | Project

# Type Stationery

Central | Citizenship  
Coast | Project

931 E Market Street

Month Day, Year

Cesar Lara  
Executive Director  
931 E Market Street  
Salinas CA 93906  
director@citizenshipproject.org

Dear Your Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Salinas CA 93906

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum. feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Incididunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit,

831.422.4626

Sincerely,

Cesar Lara  
Executive Director

[citizenshipproject.org](http://citizenshipproject.org)

# Type Stationery

Central | Citizenship  
Coast | Project

931 E Market Street  
Salinas CA 93906

Central | Citizenship  
Coast | Project

**Cesar Lara**  
Executive Director

931 E Market Street

Salinas CA 93906

831.422.4626

[citizenshipproject.org](http://citizenshipproject.org)



Gestalt/Combo Development

CENTRAL COAST   
CITIZENSHIP PROJECT

CENTRAL COAST  
CITIZENSHIP  PROJECT

CENTRAL COAST  
CITIZENSHIP PRJECT

CENTRAL COAST  
CITIZENSHIP  PROJECT

CENTRAL COAST  
CITIZENSHIP  PROJECT

## Final Gestalt/Combo Logo

CENTRAL COAST  
CITIZENSHIP  PROJECT

# Gestalt/Combo Stationery



931 E Market Street  
Salinas CA 93906

director@citizenshipproject.org

831.422.4626

Month Day, Year

Cesar Lara  
Executive Director  
931 E Market Stree  
Salinas CA 93906  
director@citizenshipproject.org

Dear Your Name,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpa.

Lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum. feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Incididunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit,

Sincerely,

Cesar Lara  
Executive Director

# Gestalt/Combo Stationery

CENTRAL COAST  
CITIZENSHIP  PROJECT

931 E Market St.  
Salinas CA 93906

CENTRAL COAST  
CITIZENSHIP  PROJECT

**Cesar Lara**  
Executive Director

931 E Market St.    director@citizenshipproject.org    831.422.4626  
Salinas CA 93906

# Graphic Standards Guide



## GRAPHIC STANDARDS GUIDE

MAY 2018

Liliana Mendez  
lilmendez@csumb.edu  
(559)361-1389

## TABLE OF CONTENTS

Overview .....	4
Lockup .....	5
Sizing .....	6
Color .....	7
Positive Logo .....	8
Negative Logo .....	9
Multiple Logos .....	10
Staging .....	11
Type .....	12
Improper Usage .....	13

## OVERVIEW

Central Coast Citizenship Project is an organization located in Salinas, CA. The purpose of the graphic standards guide is to be used as a resource to create a consistency brand across various applications, print and digital.

Use this document as a reference to best reproduce the identity lock-up as it was designed for its integration across various multimedia and marketing platforms.



## LOCK-UP

The Identity Lock-ups have been designed using one typeface, BD Viewmaster Regular used for "Central Coast Citizenship Project" and is set with a letter spacing of 200pt (InDesign, Illustrator). BD Viewmaster is set in all capitals. This is the main logo and should be used on every platform unless using the black and white, or reversed out logo.

## SIZING

The accuracy and legibility of the identity is crucial, so it is important to utilize correct sizes for every mark you should consider the legibility using your best judgment is recommended. The preferred print size for the badge logo is smaller than the color is 1.5 inches to 3 inches. The required minimum print size for the badge logo is 1.5 inches overall width. Any smaller than this and the internal text logo should be used. The required minimum print size for the external text logo is 0.5 inches high and 1.5 inches wide from the furthest side of the name chain depending on which version.



Minimum 0.5 inches



Recommended 4 inches

## COLOR

The colors represented here are to be utilized within the collateral documents and materials for Central Coast Citizenship Project. The logo colors are the primary colors that should be utilized in the logo. The accent colors are to be used to accentuate the logo when used in the designs. Printed materials should be CMYK color formulas, while on-screen documents should use the color formulas in RGB. It should be noted that Microsoft applications may have challenges incorporating CMYK color objects, but the conversion to a PDF might solve the potential issue. It is recommended to test final.



Pantone 021 U  
0.71.86.0  
#ff6d2d



Pantone 295 U  
86.69.34.17  
#365072



Pantone 109 U  
0.25.99.0  
#ffc600



Pantone 635 U  
31.05.0  
#a9c1ef

## POSITIVE LOGO

There are two versions of the Peacock Acres logo, the text + symbol and the symbol only. The text + symbol should be used whenever possible to properly execute the cohesive branding of the organizations. The symbol only logo should only be used in situations when it is small.



## NEGATIVE LOGO

When it is essential to use a darker color, and the document or material is in full color, the letters in "Peacock Acres" should be treated with the color brown. If the colors are limited to black and white or grayscale and the background must be black, it would be acceptable and more preferred to use a reverse out of the logo over black. Color formulas are found in the Color Palette (see page 6).



## MULTIPLE LOGOS

There are two version of the Peacock Acres logo, the text + symbol and the symbol only. The text + symbol should be used whenever possible to properly execute the cohesive branding of the organizations. The symbol only logo should only be used in situations when it is small.



TEXT + SYMBOL



SYMBOL ONLY



## STAGING

This is an example of type staging with the Title, subhead, paragraph, and a caption style using the designated fonts. Titles should typically be set in the Merlot Red, Shiraz Purple, Cabernet Burgundy, white or black. Subheads can be in black, white or Shiraz Purple. Body copy should be set in either black or white. Captions should be black, white or a tint of black.

## TYPE

Acceptable typesetting of BD Viewmaster includes the use of regular and light.

Web: both of these fonts are capable of being used for all web applications.

### BD VIEWMASTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789#P%&

#### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789#P%&

#### LIGHT

# Design Services Agreement



Liliana Mendez  
329 Quintero Circle  
Salinas, CA 93906  
lilmendez@csumb.edu  
(559) 361-1389

## CENTRAL COAST CITIZENSHIP PROJECT DESIGN SERVICES AGREEMENT

### CLIENT

Cesar Lara, Executive Director  
Central Coast Citizenship Project  
931 E Market Street  
Salinas, CA 93906  
(831) 422-4626

### OVERVIEW

“The Central Coast Citizenship Project provides immigration, naturalization, literacy, English language and new voter education integrated with leadership development in campaigns for social justice”.

### Design Needs

Client needs: logo communicating the mission of their organization, website with up to date resources, marketing materials, etc.

### Design Solution

Designer will provide 3 different logo design concepts and apply them to 3 different stationery systems. These will include colors, typefaces, patterns/textures, logo, wordmark and other elements. Designer will also provide Graphic Standards Guide.

After the logo, stationery and Graphic Standards are approved, other design service be provided. These include website, mobile app or e-newsletter, and print collateral—all utilizing the visual “look & feel” set forth by the Graphic Standards Guide. These services would require a separate Design Agreement.

### DESIGN PROCESS

#### Phase 1 | Planning

Designer and Client will confer on inspiration, researching contemporary themes and similar projects. Design Brief will formalize the needs, objectives and timeline.

#### Phase 2 | Concept Development

Designer prepares several branding concepts & submits to Client.\* Submissions & Revisions / Client chooses one (1) concept and submits feedback & edits.

Designer completes edits, with maximum three (3) rounds of revisions from Client.\*\*

#### Phase 3 | Production

Designer will provide Client with final logo native art files (ex: EPS, PDF, JPGs), stationery files and Graphic Standards Guide.

### TIMELINE

#### Phase 1

Planning Meeting	week 1
Design Brief Review	week 4
Design Agreement Signing	week 15

\* All concepts, sketches, proofs, and other materials remain sole property of Designer until and unless paid for by Client.

\*\*Any further revisions requested will be billed at hourly rate of \$XX.00/hr.





## Liliana Mendez

329 Quintero Circle  
Salinas, CA 93906  
lilmendez@csumb.edu  
(559) 361-1389

### Phase 2

Concepts Presentation	week 13
Concept Decision	week 13

### Phase 3

Revisions	week 16
Final Delivery	week 16

### CREATIVE FEE

N/A

### Additional Billable Hours:\* TBD

Invoice to be sent within five (5) days of completion of project. Payment required via Your Bank's QuickPay or in the form of a check within fifteen (15) days from the postmarked date of the invoice. If at any time the Designer or Client wishes to cancel the project they may do so and Designer will be paid hourly rate of \$50.00 for work completed.

### TERMS & CONDITIONS

Designer retains the right to reproduce, publish and display deliverables in Designer's portfolios and websites, and in galleries, design periodicals and other media or exhibits for the purposes of recognition of creative excellence or professional advancement.

Designer hereby grants to Client the exclusive, perpetual and worldwide right and license to use, reproduce, alter and display the final output without limitation in accordance with the various terms and conditions of this Agreement.

Designer shall provide the Services under the general direction of Client, but Designer shall determine, in Designer's sole discretion, the manner and means by which the Services are accomplished.

### SIGNATURES

Submitted by Designer, [Liliana Mendez]

\_\_\_\_\_  
DESIGNER SIGNATURE

\_\_\_\_\_  
DATE

Accepted by [Cesar Lara]

\_\_\_\_\_  
DESIGNER SIGNATURE

\_\_\_\_\_  
DATE

\*Billable Hours include:  
attending meetings with  
Client and communicating/  
meeting with print vendors.  
For all project-related travel  
(ex: driving to meetings,  
parking), an auto mileage  
reimbursement fee of  
\$.57/mile (2013 IRS rate)  
will be applied. Designer  
will be responsible for  
keeping track of all billable  
hours and miles traveled  
and will provide Client  
with itemized invoice upon  
completion of the project.

# List of Deliverables

## Adobe Illustrator Logos

- CCCP\_BW PosLogo.ai
- CCCP\_BW NegLogo.ai
- CCCP\_CMYKLogo.ai
- CCCP\_PMS###.ai

## PDFs

- CCCP\_BW PosLogo.pdf
- CCCP\_BW NegLogo.pdf
- CCCP\_CMYKLogo.pdf
- CCCP\_PMS###.pdf

## TIFFs

- CCCP\_BW PosLogo.tiff
- CCCP\_BW NegLogo.tiff
- CCCP\_CMYKLogo.tiff

## EPS

- CCCP\_PMS###.eps EPS

## RGB JPGs

- CCCP\_BW PosLogo.jpg
- CCCP\_BW NegLogo.jpg
- CCCP\_RGBLogo.jpg

## Print

## Stationery

- CCCP\_stationery Folder

## Graphic Standards Guide

- CCCP\_stationery Folder

## Design Services Agreement