IN B 10

GRAPHIC STANDARDS DESK REFERENCE

IN 10

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INTRODUCTION

8in10 is an eight-day festival celebrating the arts in the Capital Region. We want to get 50,000 people to "check-in" at the various venues through social media sites. This will send a message to the legislators that the arts are worth funding.

The arts are supposed to be fun, and we worked hard to convey that through the brand. Because of this, maintaining a coherent brand identity is vitally important to making the festival's goal (to raise awareness of the importance of the arts) possible. Use this guide to design anything and everything that is related to the festival.

Table of Contents

How to use the
LOGO
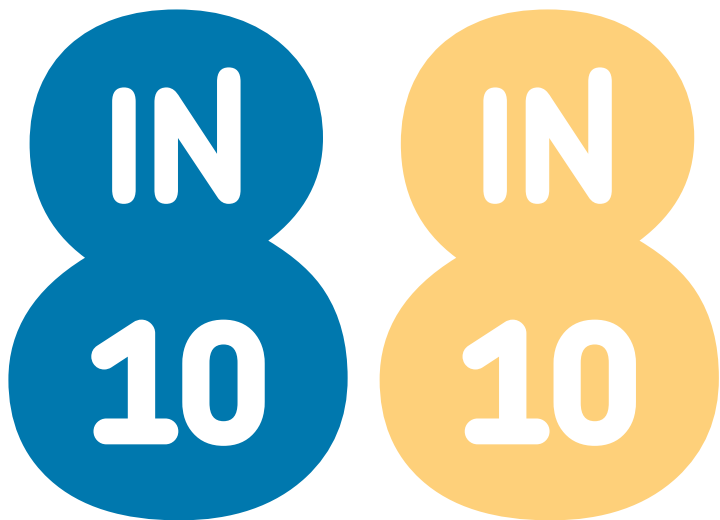properly.

MAIN LOGO (PRIMARY COLOR)
Use this as the primary logo whenever and wherever possible.

MAIN LOGO (ALT. COLOR)
Use this version on a dark background, preferably 8in10 Blue, as defined on page 8.

ONE-COLOR LOGOS
Only use these if printing requires a single-color logo.

BLACK & WHITE LOGOS

These are only to be used when black and white printing/copying is the only option.
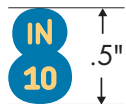
MINIMUM SIZE

I'm Important.

I should never be seen smaller than 1/2" top to bottom

BULLET LOGO

My Baby Cousin.

For smaller purposes, there is a bullet logo that can be used between 1/4" and 1/8". I should rarely be used, and should never replace the primary for any purpose unless the regular mark is used as well.
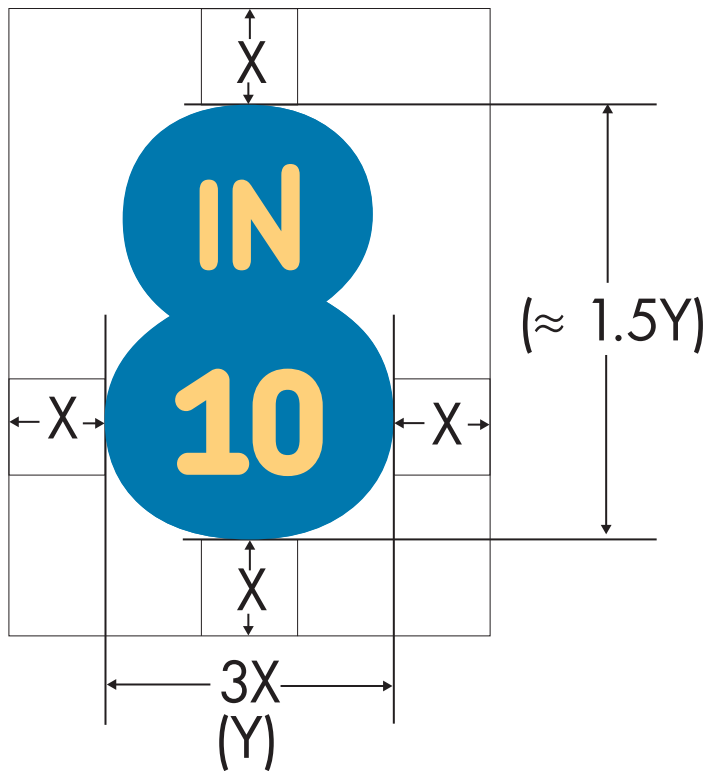
CLEAR SPACE

Let Me Breathe!

I can't be effective if I don't have some space to myself. The space I need on each side is 1/3rd the total width of the logo. For convenience, you can estimate my height to be 1.5 times greater than it is wide.

THINGS TO AVOID
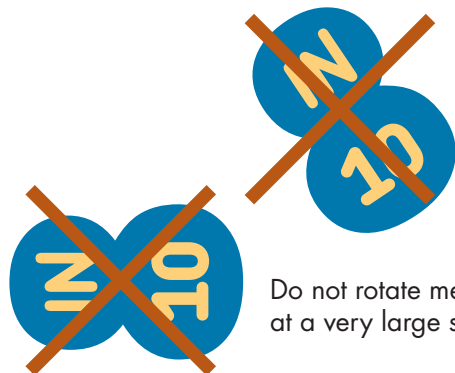
Do not rotate me in any way, unless I'm being seen at a very large size on the side of a vehicles.

Do not change my colors

Do not skew me in any way
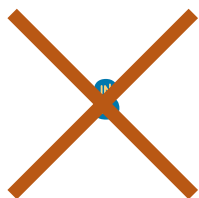
Do not use the logo smaller than 1/2"

Do not use the bullet logo larger than 1/4"
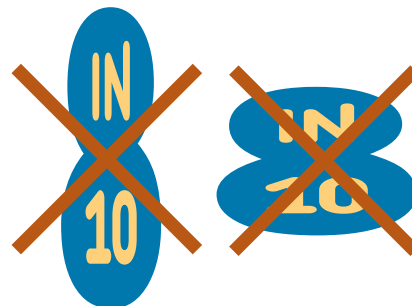
Do not stretch or squish me.

How to use
COLOR
to tell your story.

8in10 Blue

PMS 307 U

CMYK 100/16/0/27

RGB 0/120/174

HEX 0078AE

8in10 Gold

PMS 135 U

CMYK 0/19/60/0

RGB 255/208/123

HEX FFD07B

PRIMARY IDENTITY COLORS
These are the primary colors for the 8in10 brand. You can use these wherever you want.

Albany Green

PMS 376 U

CMYK 50/0/100/0

RGB 140/198/63

HEX 8CC63F

Saratoga Mahogany

PMS 1675 U

CMYK 0/67/100/28

RGB 185/89/21

HEX B95915

Schenectady Purple

PMS 2592 U

CMYK 60/90/0/0

RGB 127/64/152

HEX 7F4098

SECONDARY IDENTITY COLORS

These colors should be used as accent colors. They should also be used to identify the various counties: The green is for Albany county, the mahogany is for Saratoga county and the purple is for Schenectady county. Rensselaer county is identified using 8in10 Blue, as shown on the previous page.

How to make things clear using
TYPE

55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()<>:

45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()<>:

75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()<>:

85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()<>:

PRIMARY TYPEFACE

CAECILIA LT STD

This is the primary typeface for the 8in10 brand. It should be used for titles and for small lengths of copy (10 words or less). The "55 Roman" weight is preferred, but the other weights can be used where desired.

Copy should normally be set in upper and lower case, but all caps can be used for titles. Italics should only be for emphasis or where specified by the Modern Language Association.

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()<>:

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()<>:

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()<>:

Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()<>:

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()<>:

SECONDARY TYPEFACE
FUTURA STD

This is the secondary typeface for the 8in10 brand. It should be used for all body copy and used sparingly for subtitles (with Caecilia LT Std used for the top titles). The "Book" weight is preferred, but the other weights can be used where necessary. The "bold" and "heavy" weights should not be used for lengthy copy.

The font should normally be set in upper and lower case, but all caps can be used for titles. The oblique weights should only be used for emphasis or where required by the Modern Language Association.

How to send out your message with

STATIONERY

Front

Back

IN
8
10

2"

Bryan Fonder
Creative Director

p: (607) 592–4498
e: bfonder@8in10.net
f: (607) 592–4499

8in10, inc.
1999 Burdett Ave.
North 317
Troy, NY 12180

www.8in10.net

Caecilia LT Std
55 Roman
13pt/15.6pt

Futura Std
Book
9pt/10.8pt
6pt space under

Caecilia LT Std
75 Bold/55 Roman
8pt/9.6pt

Futura Std
Book
8pt/9.6pt
6pt space under

Caecilia LT Std
75 Bold
8pt/9.6pt
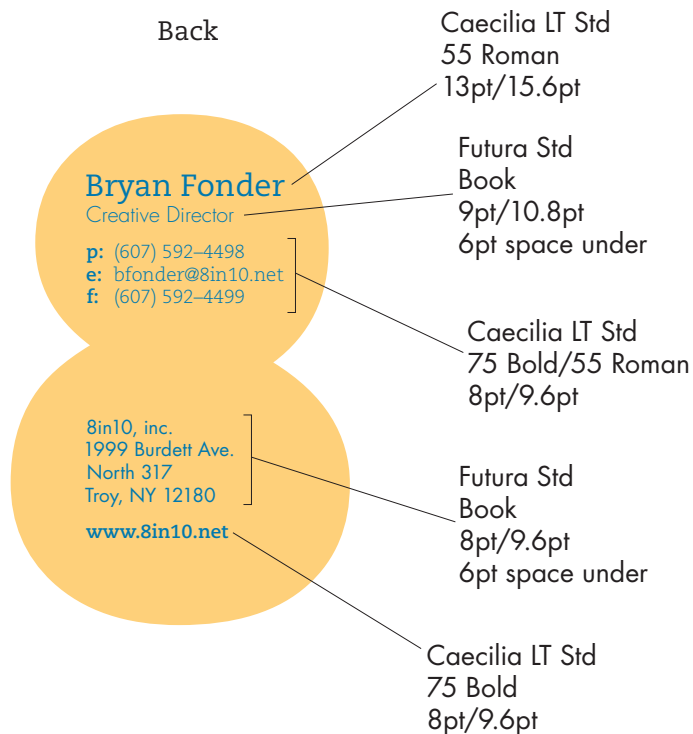
BUSINESS CARDS
These cards are die-cut to the shape of the logo and display all relevant information on the backside. They are two inches wide, so they are able to be carried in a wallet like any other standard rectangular card.

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IN
10

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North 317
Troy, NY 12180

www.8in10.net

.25"
.75"
1"
.25"
1.5"
.75"
.75"

Futura Std
Book
8pt/9.6pt
6pt space under

Caecilia LT Std
75 Bold
8pt/9.6pt
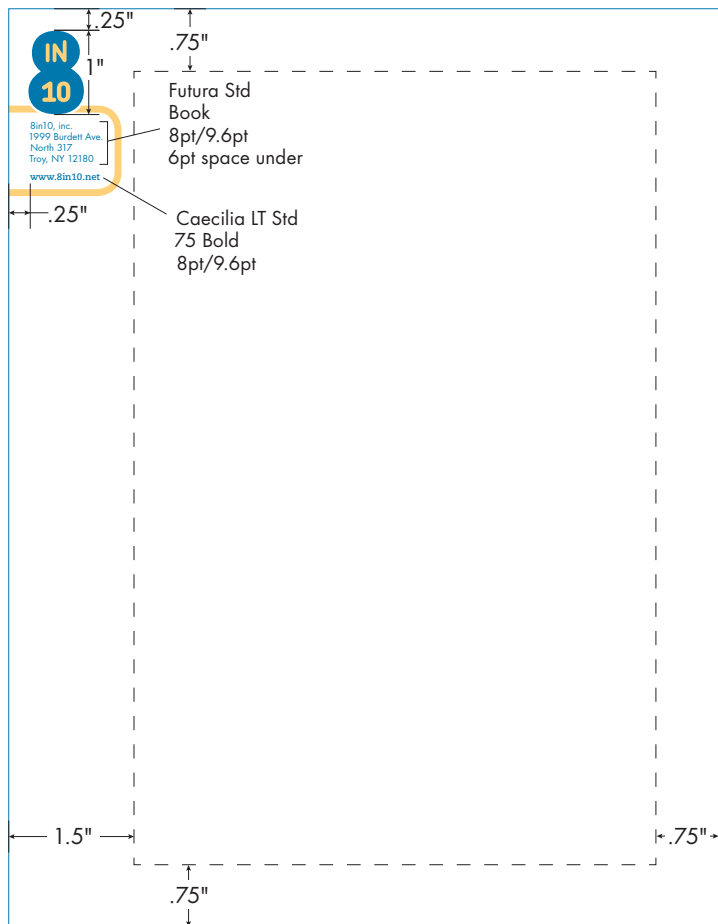
LETTERHEAD

The simple design of the letterhead does not distract from the content that is printed on it. It contains all necessary information, but is unobtrusive to the body of the letter. The margins are easy to set in any word processing application and are small enough to allow a large amount of content to be printed on each page.
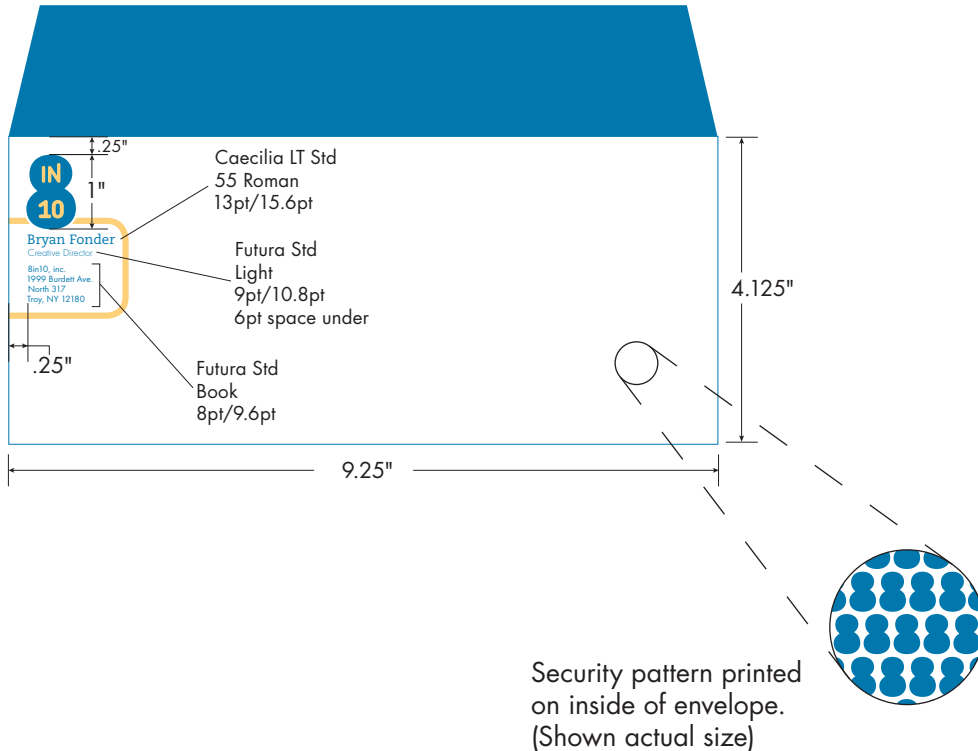
#10 ENVELOPES

A distinctive design that will grab attention before it is even opened. The interior is printed with a security pattern made up of the bullet logo.

Caecilia LT Std
55 Roman
13pt/15.6pt

Futura Std
Light
9pt/10.8pt
6pt space under

Futura Std
Book
8pt/9.6pt

.25"

1"

.25"

4.125"

9.25"

IN
10

Bryan Fonder
Creative Director

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Troy, NY 12180

Security pattern printed
on inside of envelope.
(Shown actual size)

IN
10

Bryan Fonder
Creative Director

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1999 Burdett Ave.
North 317
Troy, NY 12180

3"

5"
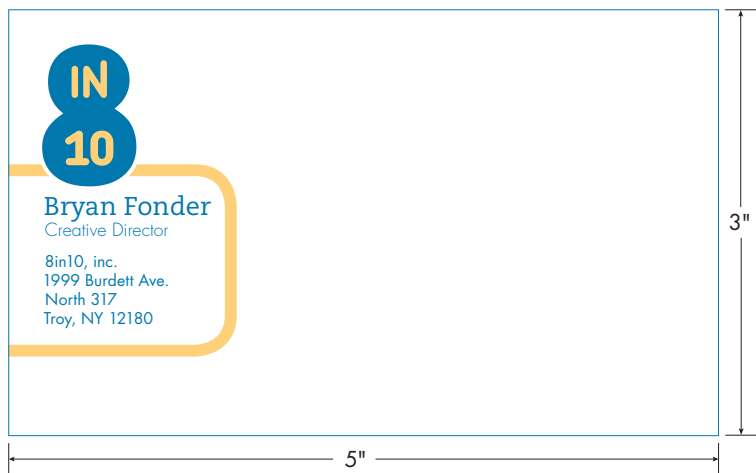
MAILING LABELS

These are standard size 3"x5" Avery-brand labels that have the standard 8in10 address box. They should be used to mark parcels the are being sent from the 8in10 headquarters.

Note: Type set identically to envelope. See previous page.

Now, See the logo, colors and type
IN ACTION

IN 10 people support arts in school

8in10.net

IN 10 of your friends are going

8in10.net

BILLBOARDS

The numerous thruways in the Capital Region are flanked by large billboards. They are designed to be read as "8 in 10 people support arts in school" and "8 in 10 of your friends are going," respectively. This ties the logo into the advertising and makes people pause and think about what they are reading. The simple background and the small amount of body copy make the billboards easy to comprehend while driving past at high speed.

An 8-day arts festival showcasing the best of the capital region.
October 8–15.
8in10.net

An 8-day arts festival showcasing the best of the capital region.
October 8–15.
8in10.net

PRINT ADS

These full-color magazine ads are minimalist in design so that the logo itself becomes a character. Because the festival showcases music and visual arts, there are ads that show the logo interacting with both of these types of art. The liberal application of white space within these ads would stand out in crowded magazine layouts.

Festival Guide

IN 10

50k for the Arts

New York State is cutting budgets left and right. Our new Governor Andrew Cuomo is cracking down; cuts are being made across the board. Many arts organizations who are all ready strapped for funding will have an even harder time staying alive. Ticket prices will have to be raised, salaries will have to be frozen, jobs will be cut and programming will be cut. Some arts groups will cease to exist. 50k for the Arts is to raise awareness and support for the importance of the arts here in the Capital District. In October of 2011, leading arts groups will come together in four counties (Rensselaer, Albany, Schenectady and Saratoga) to create a week- long arts event—including visual, musical, theatrical, performance and interactive art mediums. Think of it as an all-incusive arts festival week for eight days and eight nights starting at sundown on Oct 8—Midnight, Oct 15.

**Parking Pass and
Event Tickets**

For festival information and to
Check-In at the events:

8in10.net

8
IN
10

EVENT MAILER

The Festival Guide would be sent through the mail to someone who had just purchased event tickets and a parking pass. The front cover (left) makes clear what is in the publication and it shows off the logo in a pattern. The first spread has a pocket for the parking pass and ticket (see page 20) and a description of the festival's goal. Also on the page is a QR code that will direct smartphone browsers to the 8in10. net website so they can get more information and "check-in" when they attend the events.

Event Schedule

	10/8 SATURDAY	10/9 SUNDAY
RENSSELAER	**Cold Spring** 8:15pm/$5 **Rainforest Sounds** 12:30am/Free	**Diplo** 8:15pm/$5 **Between a Rock and a Tiny Bell** 12:30am/Free
ALBANY	**Cold Spring** 8:15pm/$5 **Event Name** 12:30am/Free	**Cold Spring** 8:15pm/$5 **Event Name** 12:30am/Free
SCHENECTADY	**Cold Spring** 8:15pm/$5 **Event Name** 12:30am/Free	**Cold Spring** 8:15pm/$5 **Event Name** 12:30am/Free
SARATOGA	**Cold Spring** 8:15pm/$5 **Event Name** 12:30am/Free	**Cold Spring** 8:15pm/$5 **Event Name** 12:30am/Free

	10/10 MONDAY	10/11 TUESDAY
	Data Speaks. Are You listening? 8:15pm/$5 **Between a Rock and a Tiny Bell** 12:30am/Free	**Cold Spring** 8:15pm/$5 **Event Name** 12:30am/Free
	Cold Spring 8:15pm/$5 **Event Name** 12:30am/Free	**Cold Spring** 8:15pm/$5 **Event Name** 12:30am/Free
	Cold Spring 8:15pm/$5 **Event Name** 12:30am/Free	**Cold Spring** 8:15pm/$5 **Event Name** 12:30am/Free
	Cold Spring 8:15pm/$5 **Event Name** 12:30am/Free	**Cold Spring** 8:15pm/$5 **Event Name** 12:30am/Free

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IN 10

EVENT MAILER (CONTINUED)

The center spread and last spread (not shown because it is identical to center spread except for the dates) shows an event schedule. The design is sorted by day and by county, with space for multiple events each day. In addition, each county is shown with its assigned color; blue for Rensselaer, green for Albany county, etc. The back cover simply has the 8in10 corporate address, the logo, and a space for the recipients address. The Festival Guide is reproduced in its entirety on the enclosed disk.
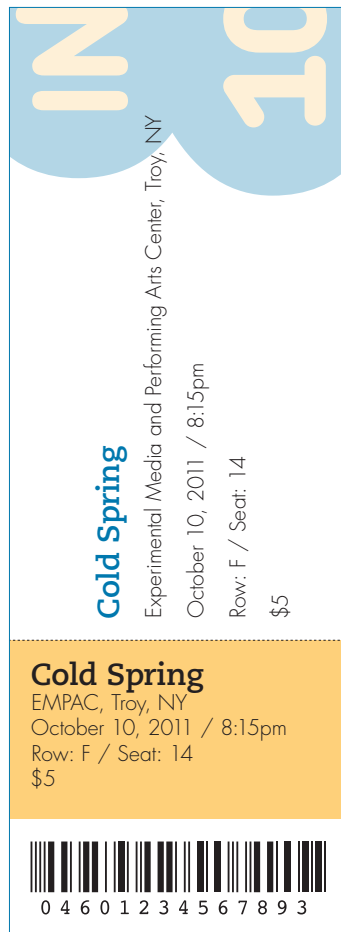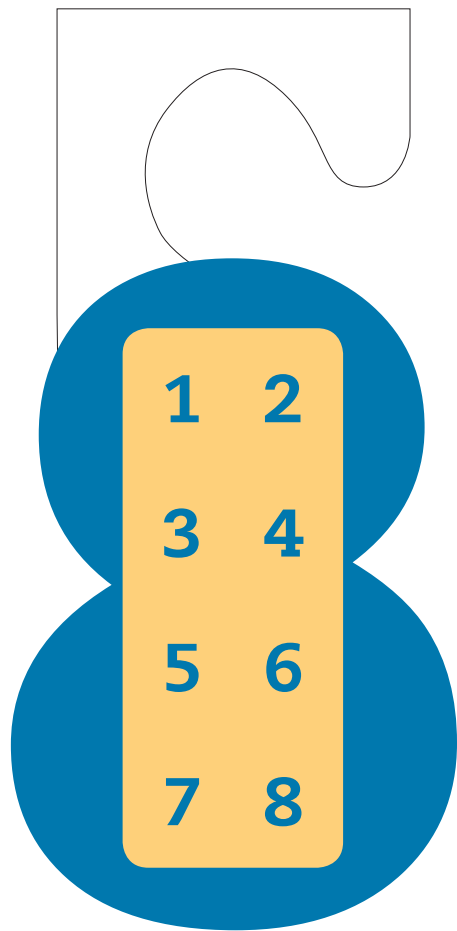
PARKING PASS/EVENT TICKET

Included in the event mailer is a parking pass and tickets to the events.

The parking pass is designed to be hung off of the rear-view mirror of a car and is easily readable to the agents enforcing parking. Days for which the patron did not pay are punched out of the pass, leaving only the numbered days on which the patron can park.

The ticket is a standard size, and has a barcode to allow quick and easy entry into the event. It includes all relevant information about the show or exhibition, as well as a cropped 8in10 logo.

Cold Spring

Experimental Media and Performing Arts Center, Troy, NY

October 10, 2011 / 8:15pm

Row: F / Seat: 14

$5

Cold Spring
EMPAC, Troy, NY
October 10, 2011 / 8:15pm
Row: F / Seat: 14
$5

0 4 6 0 1 2 3 4 5 6 7 8 9 3

RETAIL PACKAGING

Although foodstuffs are not the first things one would associate with the Arts, they serve an important function in the overall marketing of the festival. These items would be sold at grocery stores around the Capital Region in order to raise funds for arts charities and to spread the word about the festival.

Each label carries the 8in10 brand prominently, has a short description of the goals of the festival, has all required nutritional information, and makes sure that the consumer knows that 100% of the profits from the items are going directly to charities in the region.
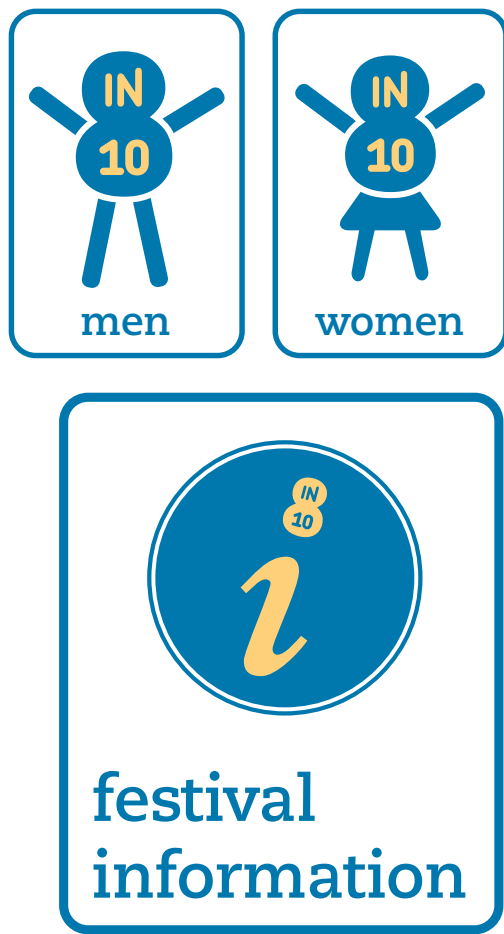
EVENT SIGNAGE

The parking sign is designed to be seen and understood easily. The two-color design makes the sign easy to produce at the large size necessary for street-side signage.

The bathroom signs continue the trend of visualizing the logo as a character, and are designed to carry on the general fun feeling of the festival.

The festival information sign uses the international standard symbol for information, but with an 8in10 twist. This personalizes it for the festival and brings the completes the coherent look among the various signs.
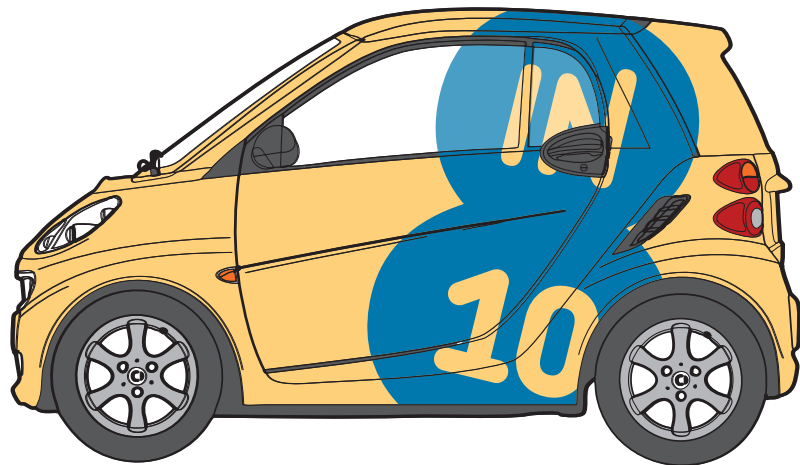
VEHICLE LIVERY

To assist in advertising efforts, vehicles around the capital region will be wrapped with 8in10 graphics. There will be a small fleet of yellow Smart cars emblazoned with the 8in10 logo that will drive around the capital region. They may also function as VIP and handicapped transportation at larger outdoor events.

Because CDTA busses are a major part of the Capital Region's motorways, they make a perfect advertising platform. Select busses will be wrapped with the 8in10 logo and short description text.

CD CONTENTS

- Logo versions in PMS, CMYK and RGB
- PDF of this document
- PDF of the Festival Guide
- Additional Retail Packaging photos