RASS FEST

LOGO AND IDENTITY STANDARDS

DESIGNED BY BRENT CAMPBELL

creativity.
passion.
meaning.
art.

RASS

RASS Fest

The purpose of RASS Fest is to bring together the people of the capital region to celebrate the arts while making a statement about the negative impact the current budget cuts are having on the arts. The ultimate goal of RASS Fest is to obtain participation of 50,000 people in art related events occuring throughout the 8 day festival.

RASS Fest will be held October 8 - 16; day and night throughout the counties of Rensselaer, Albany, Saratoga, and Schenectady. These events will showcase all forms of art and creativity from around the capital region.
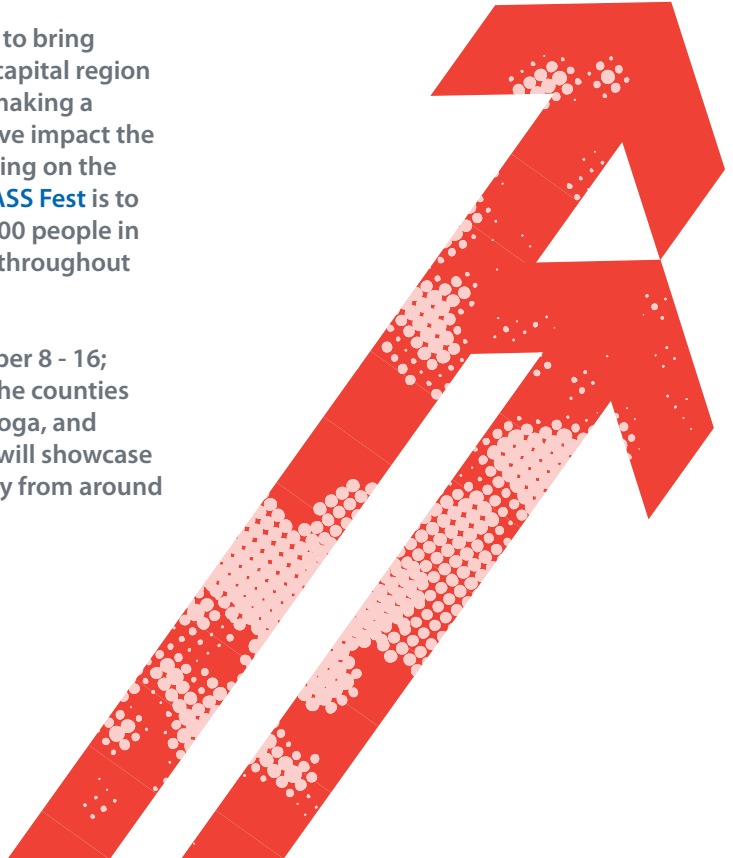
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Purpose of this Manual

This manual is a tool to be utilized by the organizers of RASS Fest to ensure the proper use of the RASS Fest identity. The following pages contain detailed instructions and guidelines for implementing the RASS Fest logo and identity.

The purpose of this standards manual is to create consistency within all forms of printed and digital communication. Over time this consistency will develop a clear identity attached to the RASS Fest logo, providing staff, associates, partners, and the general public with a clear impression of what RASS Fest is about.

The strength of this system relies upon consistent implementation of the identity. Deviating from the guidelines within this standards manual could result in harming the image of RASS Fest.

A logo

for ALL

forms of

ART !

About The Logo

Meet the identity of RASS Fest; a logo designed to represent all forms of art. The logo is colorful and flowing, yet simple and easy to replicate.

Designed to be both contemporary and edgy, the logo attempts to be non-specific towards a specific art form, while still maintaining the meaning of RASS Fest. Conveying this meaning, the four arrows of the logo point inward signifying the four participating counties coming together to celebrate the arts.

The five colors that make up the logo are generic in nature yet they combine to create a powerful and colorful logo. The colors help create a very bold logo that stands out in many situations.

Color Logo

Knockout Logo

The RASS Fest logo is the centerpiece to the RASS identity. The logo should be placed on any item meant to represent the RASS Fest identity. It should be visible and clearly defined as often as possible, all other graphic elements should conform to the primary logo.

B&W Logo

Occasionally it may be necessary to print the logo using grey scale. Use of a grey scale logo should only be if absolutely necessary.

Colors

The identity has an intentionally generic color scheme that adds to the "basic art" feel of the RASS Fest identity. The colors chosen for the color palette are very close to being primary colors however, each varies in some form or another. The color scheme is designed to compliment the colors of the capital region, especially on a sunny day.

	PMS	CMYK	HEX	RGB	
Blue	P293C	100-57-0-2	00 69 AB	36 - 67 - 137	
Red	P032C	0-90-86-0	F1 3F 3D	241 - 63 - 60	
Green	P356C	95-0-100-27	00 84 48	61 - 172 - 88	

Below are the colors used in documents as well as the logo

	PMS	CMYK	HEX	RGB	
Orange	P138C	0-42-100-1	F6 9E 40	247 - 158 - 64	
Light Blue	P292C	49-11-0-0	77 BE E4	119 - 190 - 228	
Grey	P431C	11-1-0-64	6A 74 7A	106 - 116 - 122	

Grey Scale And Tints

The grey scale palette is to be utilized almost exclusively within black and white documents when color is not economically feasible. Examples could include newspaper adds and event tickets where printing in color would be costly. The tones allowed are shown below along with the values by which they can be recreated.
*Additionally a close example of P431C is shown that does not contain any color elements. This tone should be used for the word copy within black and white documents

	Opacity	CMYK	HEX	
Black	100% Black	0-0-0-100	00 00 00	
Dark Grey	75% Black	0-0-0-75	40 40 40	
Grey	50% Black	0-0-0-50	7F 7F 7F	
Light Grey	25% Black	0-0-0-25	BF BF BF	
White	0% Black	0-0-0-0	FF FF FF	
P431C*	64% Black	0-0-0-64	79 7B 7D	

In addition to the solid colors, tints are used to stylize various graphic elements within the RASS Fest identity. These tints should only be used on solid colored objects. Below are the four colors and their associated tint values as allowed within the RASS Fest identity. Only the examples as shown below are acceptable to be used as tints.

Blue
P293C

| 25% | 50% | 100% |

Red
P032C

| 25% | 50% | 100% |

Green
P356C

| 25% | 50% | 100% |

Orange
P138C

| 25% | 50% | 100% |

RASS Fest

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 0

RASS Fest font is the primary logo font for the RASS Fest identity and logo. The font is also used within the identity to highlight primary titles and large identifying names. Whenever the font is used outside the logo it should be largely displayed at the top of a page or sign. Additionally the font should always be colored P293C Blue except for in the knockout logo.

Tracking: 30
Kerning: Optical

Coolvetica

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Coolvetica is the primary typeface for large print throughout the RASS Fest identity. When utilizing Coolvetica for a headline, the font should be displayed in one of the following colors: Orange P138C or Light Blue P292C, or be displayed as a knockout against a solid document color. Additionally, a specific variation of Coolvetica is used for the "FEST" in the RASS Fest logo and is displayed using Green P356C.

Tracking: 30
Kerning: Optical

Myriad Pro

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Myriad Pro is used as the small word body text within the RASS Fest identity. When used as part of the RASS Fest identity, myriad pro should not be utilized as a large font (larger then 14pt). The body text of a document within the RASS Fest identity should never have hyphenation. Whenever "RASS Fest" is written within body text it should be highlighted by changing the font color to Blue P293C otherwise all body text should be colored Grey P431C.

Tracking: 0
Kerning: 0

Within the **RASS Fest** identity, halftone patterns are utilized to add variation and style to graphics and help break up large areas of white space. These halftone patterns are included on the CD in an EPS format and are meant to be modified as necessary. When utilized for **RASS Fest** documents they should conform to the set rules for color usage and tints. Often when placed on a white surface the pattern should utilize a tint and bleed onto a corner. The dots should be kept relatively the same size throughout a document to ensure consistency. The user may use these elements as necessary and may rotate, scale and trim them as needed.

Example:

Whenever an arrow is used outside of the logo it should not be taken directly from or look similar to the arrows within the logo. It should never be displayed with a solid color, instead it should be broken up by utilizing a half tone pattern. The primary color of the arrow should be from one of the 5 approved colors and should never be a tint. The arrow can be straight or curved.

Example:

Utilize the **RASS Fest** logo to spread and promote the **RASS Fest** identity. Use the included .eps files stored on the attached disc to ensure that the logo is presented as intended on any documents, signs, websites, and media. Ensure that the logo is placed conspicously and occupies a place of importance.

Ensure that the proper amount of room is allowed around the logo. This "white space" will help set the logo apart from other graphic elements and keeps the logo from getting "crowded". A good reference for the **RASS Fest** white space is 1/2 of one of the arrowheads utilized in the logo.

There are some acceptable variations to the logo such as a white logo that knocks out on an approved background color. When utilized this form of the logo acceptable background colors are Light Blue P292C or Orange P138C.
Use the supplied file whitelogo.eps for knock outs.

Attempt to use a white logo that knocks out onto a grey background before resorting to using a grey scale logo. Remember, only utilize the grey scale logo as a last resort, or when absolutely necessary.

Never change the orientation of the logo. The logo was created to be placed upright in all instances of its use. RASS Fest should not be slanted or up righted, it must be firmly rooted in its proper stance.

Never alter the colors of the logo outside of those allowed within this manual. The colors of the logo were picked very carefully and altering the colors will change the feel and meaning of the logo.

Don't delete or remove portions of the logo or use parts of the logo separately in the **RASS Fest** identity. Doing so can confuse people and be detrimental to the logo itself.

Don't place the logo on a color or tint that is similar in color to an element within the logo. The elements within the logo must stand out from their background.

When scaling the logo the proportions must remain the same, resizing the logo disproportionately is prohibited. It looks sloppy and ruins the professional look of the logo when placed out of proportion.

Do not use an unapproved color on the knock out background. Using unapproved colors can confuse festival participants.

Never change the arrangement or of the objects within the logo. Days have been spent ensuring that the logo pieces line up properly and are sized right.

Never change or modify the proportions of the objects that make up the logo. This will destroy the consistency of the RASS Fest identity.

Let the experience BEGIN!

RASS Fest is an experience that is meant to be enjoyed by all in the capital region. "Let the experience BEGIN!" is a tag line that gives excitement and anticipation to the identity of **RASS Fest**. It's a flexible tag line that can be used throughout the **RASS Fest** identity, including but not limited to billboards, envelopes, signs, and banners. So, Let the experience BEGIN!

the Stationary

8.5in

0.625in

2.125in
45 degree slope

327 HOOSICK ST
TROY NY 12180

w: WWW.RASS.COM
p: 518.681.8662
f: 518.681.3342

Textbox 0.25in from left, 0.625in
from top
Myriad Pro Semibold, 12pt,
align L
"w:,p:,f:" 75% opacity white

Letterhead Text:
Myriad Pro Semibold,
10pt,
justified
0.5" from edges

11in

3.75in

RASS
FEST

Centered in
Circle of
Radius 1.125in

0.25in away
from edge
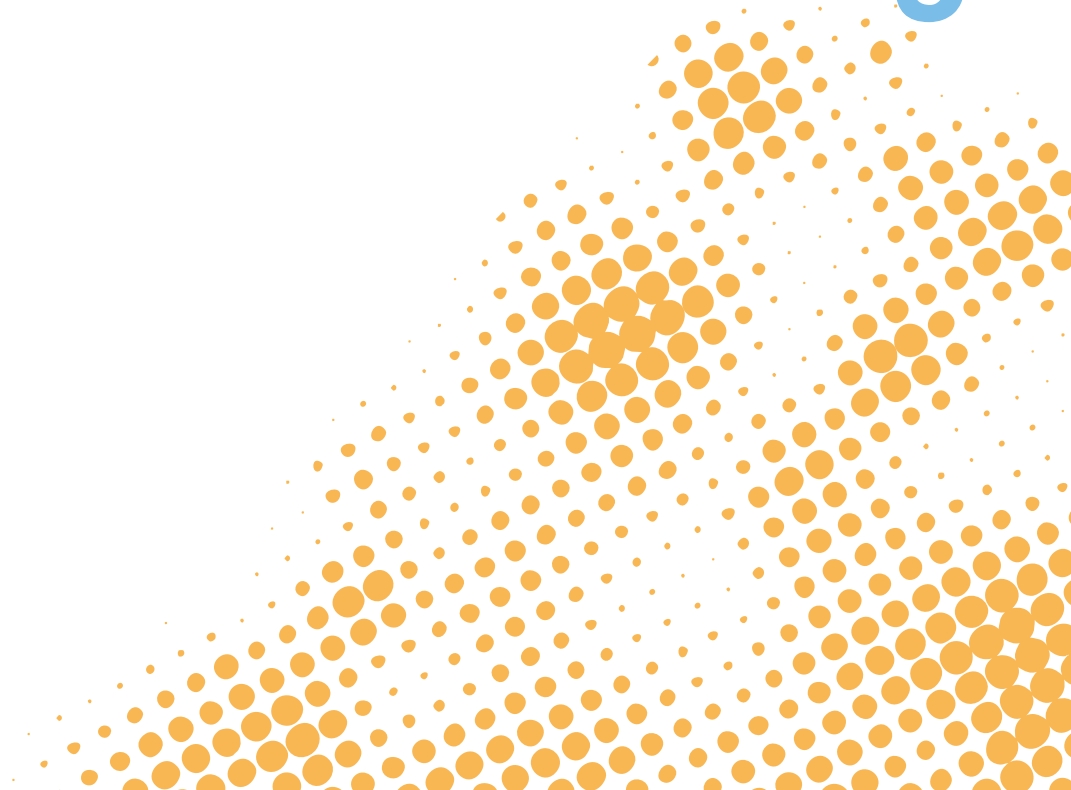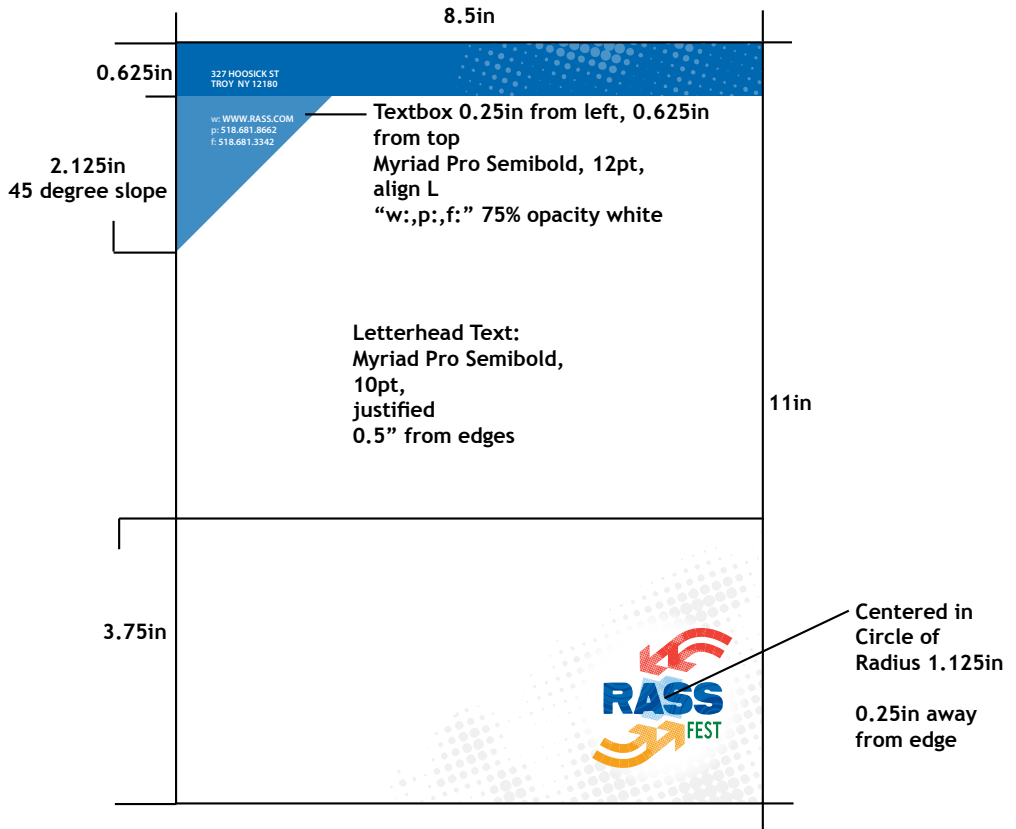
The RASS Fest letterhead is meant to make a statement when received. It incorporates the RASS identity into a corporate and professional looking stationery piece used to represent RASS Fest beyond the festival. It features extensive use of halftone, both front and back. The stationary is set in 4 different colors which potentially could be used to distinguish between different departments within RASS Fest administration.

Letterhead

327 HOOSICK ST
TROY NY 12180

w: **WWW.RASS.COM**
p: **518.681.8662**
f: **518.681.3342**

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TROY NY 12180

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RASS
FEST

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TROY NY 12180

w: WWW.RASS.COM
p: 518.681.8662
f: 518.681.3342
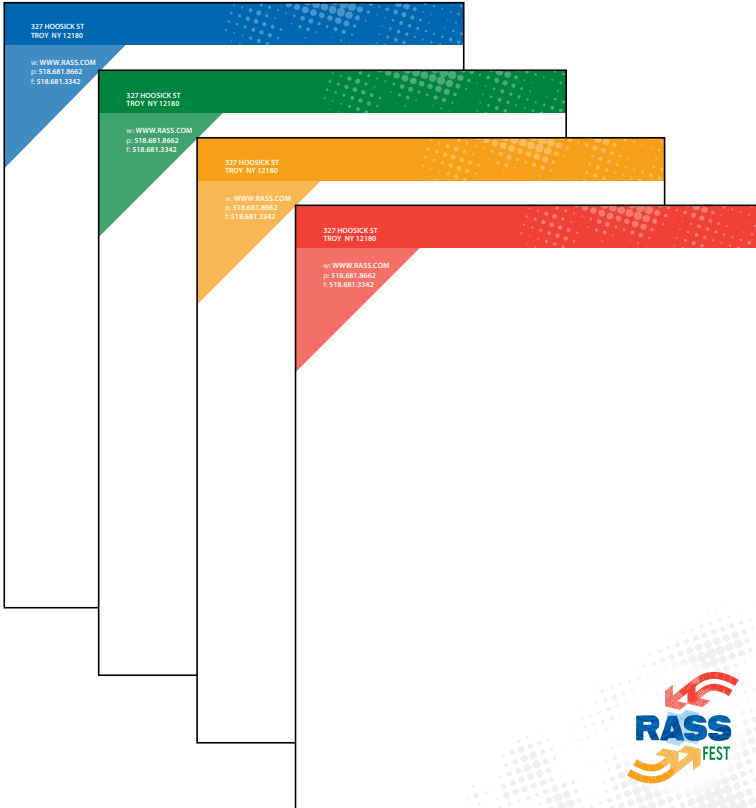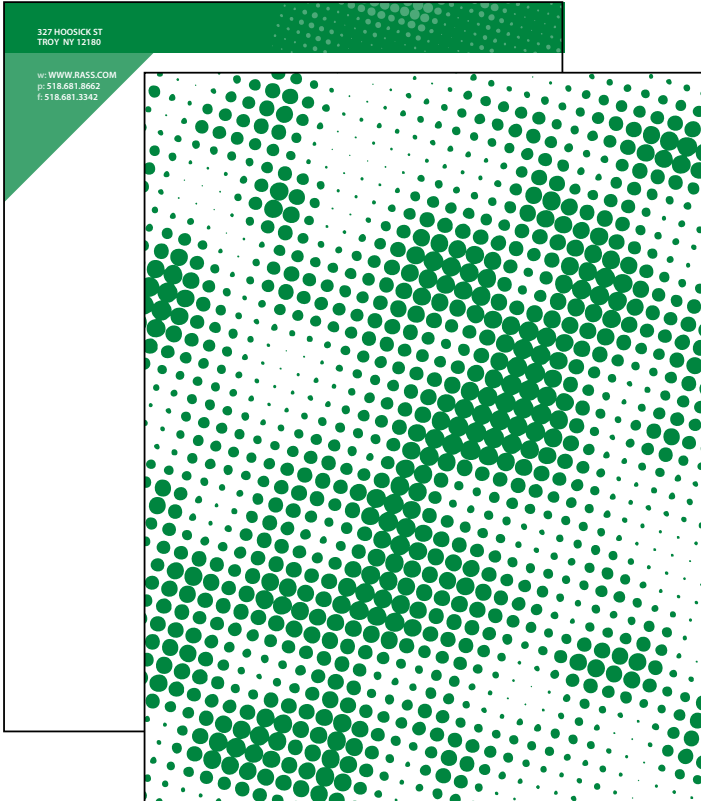
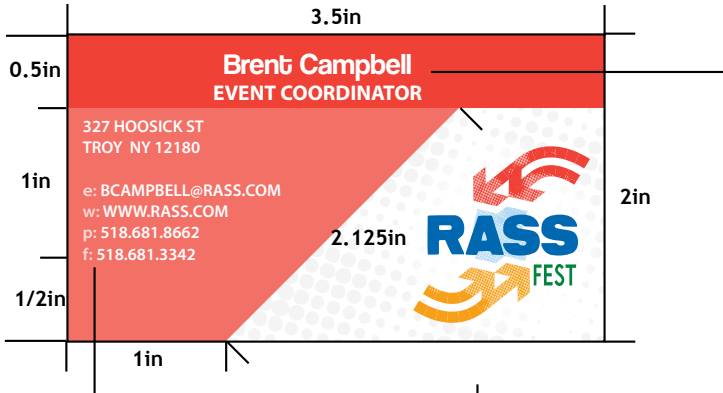**The back of the letterhead features a large half-tone pattern that matches the color scheme used on the front. This adds character to the generally blank side of the letterhead, filling the space.**

Business Card

3.5in

0.5in

Brent Campbell
EVENT COORDINATOR

327 HOOSICK ST
TROY NY 12180

e: BCAMPBELL@RASS.COM
w: WWW.RASS.COM
p: 518.681.8662
f: 518.681.3342

1in

2.125in

1/2in
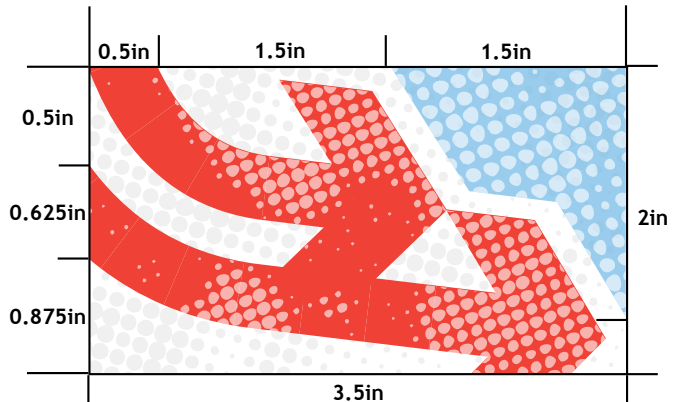
2in

1in

RASS
FEST

Textbox centered in top of business card, text align C

Name Text: Coolvetica Regular, 14pt font

Title Text: Myriad Bold, All Capitalized, 10pt font

Textbox 0.125in from left
Myriad Pro Semibold, 8pt, align L

"e:,w:,p:,f:" 75% opacity white

0.5in   **1.5in**   **1.5in**

0.5in

0.625in

0.875in

2in

3.5in

The RASS Fest business card is flashy and eye catching in its design and includes graphic elements on both the front and back of the card. Like the stationary there are 4 different color styles that can be used to differentiate between departments within RASS Fest. The front features the logo along with the personal and business information for the card holder. Overall the business card is very stylish and promotes the attitude of RASS Fest in a professional manner.
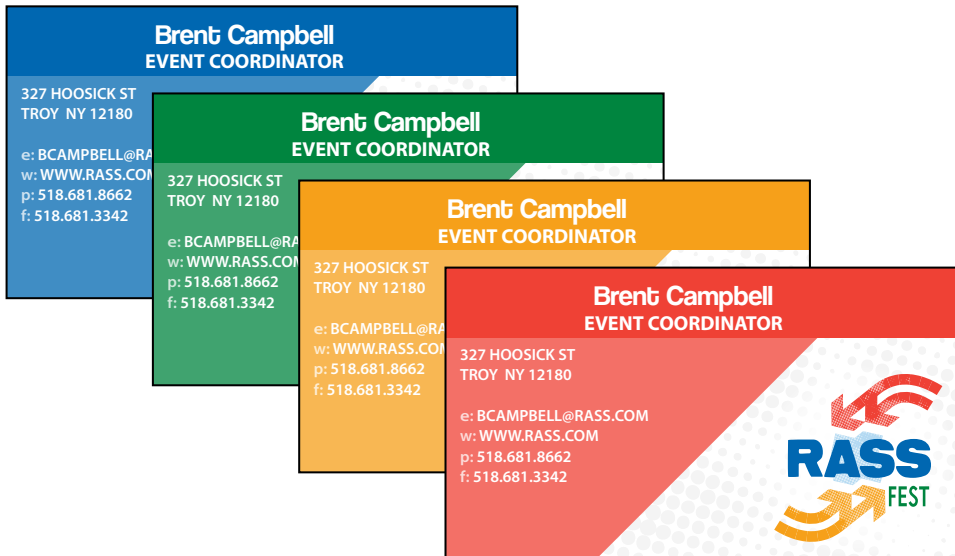
Shipping Label

Text 0.125in From Border Top & Left
Text to be Myriad Pro Semibold,
10pt font, align L

4in

0.625in

0.125in

2.25in

3in

1.75in

Address Text: text box
centered in white space
Myriad Pro Bold, 10pt,
align L

RASS
FEST

Centerd in
Circle Radius
0.625in
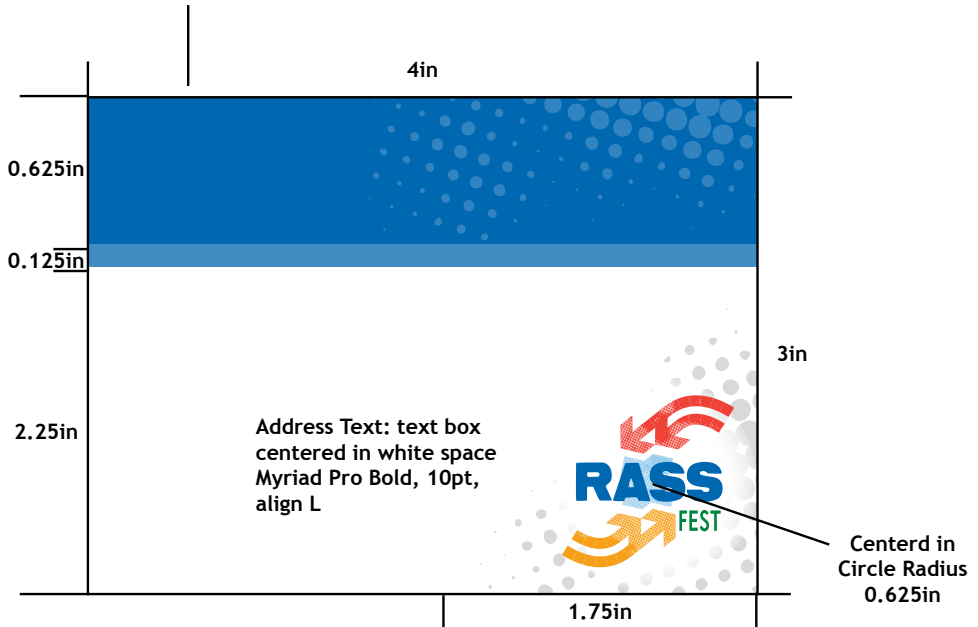
While not as flashy and colorful as the other stationery pieces, the shipping label still plays a crucial role within the stationery package for **RASS Fest**. It stands out from generic labels and identifies the package as originating from **RASS Fest** organizers and staff. It allows easy identification from a distance and integrates easily with the rest of the stationery package while remaining simple and cost effective to produce.

Envelope

9.5in

1.25in

RASS FEST
327 HOOSICK ST
TROY NY 12180

Postage
Stamp

0.25in

4.25in

2.75in

1.25in

Address: centered in white
Myriad Pro Bold, 12pt font,
Align L

4in Wide
Sloped at 45 Degrees

0.625in

0.25in Wide

3.25in

1.375in
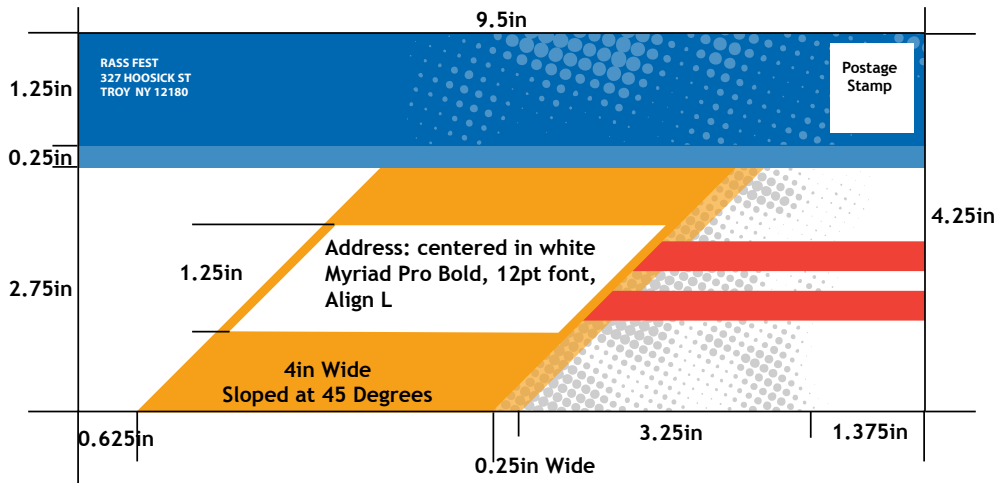
The RASS Fest envelope is probably the most unique and complex piece of the entire stationery set. It is designed to be used for both administrative and promotional purposes. The layout is colorful and eye catching, the arrow leads the receiver from the front address on the envelope around to the back tab where they are greeted by the RASS Fest tag line *Let The Experience Begin*. The letter is stylized using elements from the RASS Fest identity and designed to integrate easily with other stationery pieces.

9.5in

1.25in

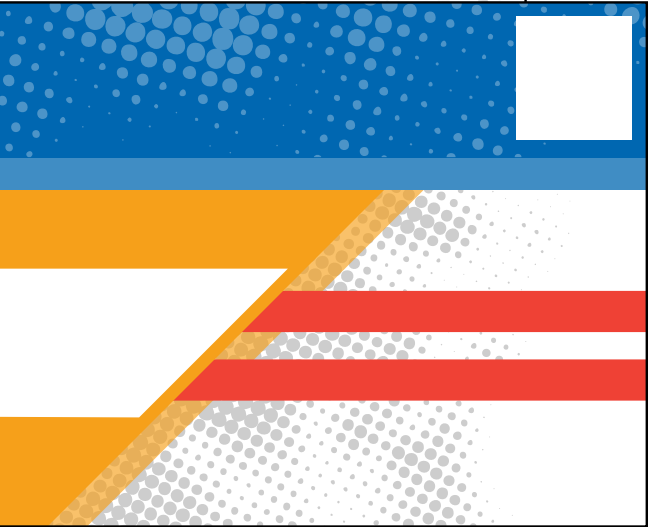Let The Experience Begin

Tagline on envelope tab
Myriad Pro Bold 18pt
font,
Align C

0.375in

0.875in

0.375in

1in

2.75in

5.5in

1in

3in
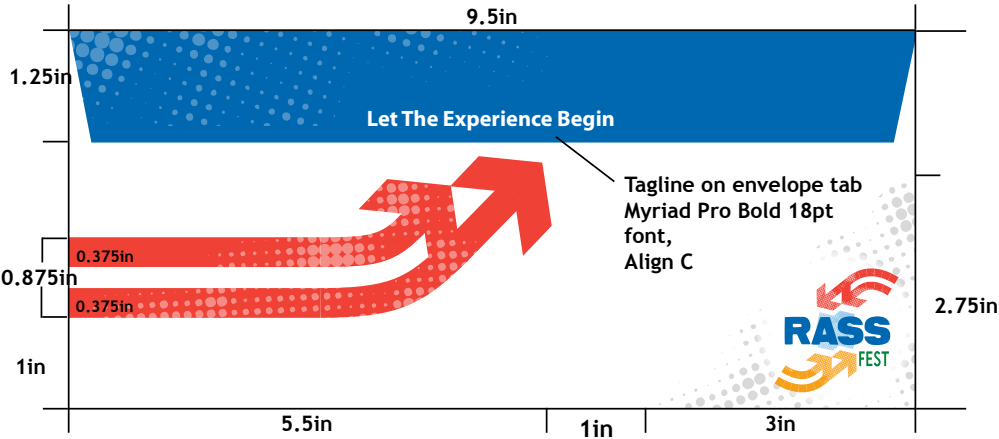
RASS
FEST

Let The Experien

RASS FEST
327 HOOSICK ST
TROY NY 12180

ce Begin

promotional Items

Advertising

It will be crucial to RASS Fest that advertising be produced to attract participation from around the capital region. Any form of advertising has to meet the guidelines set forth in this manual to ensure that all advertising elements are easily identifiable as being part of RASS Fest. Posters and Billboards will play a large part in distributing information regarding RASS Fest along with brochures and guides. By giving this identity a voice we can get the public interested in participating in RASS Fest.

The RASS Fest billboard will be a huge advertising piece that will attract a lot of attention. Designed utilizing the identity elements the billboard is short and concise giving the reader just the necessary information about the festival. The tag line is large and contrasts with the background, making it easily read by passing motorists. If placed in a location with good traffic flow, a billboard will be a huge asset to the RASS Fest identity and festival turnout.

Rensselaer • Albany • Saratoga • Schenectady

RASS FEST

Let
the
experience
BEGIN!

Midnight Oct 8
Thru
Oct 16

50,000 People for the Arts

The goal behind RASS Fest is to obtain participation in artistic events throughout Rensselaer, Albany, Saratoga, Schenectady counties. These events will include a wide variety of artforms, media, and music and take place at art galleries, theaters, concert halls, and other various venues across the capital region.

Join us and help show how much art truly means to the capital region in this eight day festival for the arts.

More Info @ RASS.COM

The RASS Fest poster provides a very easy and simple way of advertising. Created alongside the billboard, the poster helps attract attention while staying within the identity guidelines. Designed to fit on an 11X17 sheet of paper the poster can be easily printed and distributed around a wide area in the months leading up to the festival.

Posters will be vital to distributing information about RASS Fest before the festival. Ensure that all posters conform to the design parameters set forth in this guide. This will help make RASS Fest posters easily identifiable.

The RASS Fest brochure is a unique colorful guide and event schedule. Because of the size and scope of RASS Fest the example brochure had to be split into two seperate parts (Act 1 and Act 2) for the start and finish of the festival. Each brochure features colorful images that compliment the graphics and text.

Additionally on the back of the unfolded brochure is half a poster; the other half located on the other brochure. Once the festival is complete the two can be placed together to form an interesting poster featuring the logo surrounded by information about the various venues of RASS Fest. Not only will it be a cool poster for festival attendees but it will also be an environmentally friendly reuse of the brochures once the festival is completed.

The example brochures can be found in the attached disk, use the brochure in the pocket as a template for correctly folding the RASS Fest brochures.

Uniforms

The **RASS Fest** staff uniforms are designed to be clean cut, bold, and easily identifiable in large crowds. The polo shirts are a colorful yet professional way of dressing the **RASS Fest** staff. The varying shades of grey will differentiate between different staff groups.

The Polo Shirts should be screen-printed, this will be the most cost effective and timely way of producing the shirts. Screen-printing will also help the colors "pop" against the grey background of the shirts.

Additionally, black cargo pants will be worn by all staff members that interact with the public during **RASS Fest**. This will ensure that staff members remain professional while wearing a relatively casual uniform.

Staff members will also have the option of wearing a corresponding hat and a light grey sweatshirt/windbreaker when in cold weather situations. This will be particularly well suited for those events occurring outside.

Another uniform ensemble will be available specifically for stage hands working backstage. Because of the need to stay out of site their uniforms lack color and the halftone patterns but still sport the RASS Fest logo. These exclusive uniforms will allow the often overlooked stage hands the ability to be part of the RASS Fest experience.

Retail Items

A great deal of funding can be gathered through the production and sale of retail items featuring the **RASS Fest** identity. Profits could help turn **RASS Fest** into a yearly event in the capital region, or to support other art related projects.

The retail items will be a memento that attendees can take home with them and share with family and friends. The idea and identity of **RASS Fest** will live on, well past the end of the festival in such retail items.

There are countless retail items that could be manufactured using the RASS Fest identity. The examples shown utilize the RASS identity as it is intended to be used for retail items. The manufactured items should follow these examples, utilizing white backgrounds while incorporating the logo and halftone patterns. The idea is to fill a blank dull space with the exciting look and feel of the RASS Fest identity.

Cost should be taken into consideration when choosing various retail items. The items shown are easily produced and can be cheaply made in large quantities.

Attached on the opposite page is a CD that contains a copy of the digital assets contained within the RASS Fest identity. Utilize these whenever creating a RASS Fest document.

CD Contents:
- **PDF of the Manual**
- **Logo Folder**
    - **CMYK**
    - **PMS**
    - **RGB**
    - **B&W Logo**
    - **Grayscale**
    - **White Logo**
- **Promotional Folder**
- **Halftone Folder**
- **Arrow Graphics Folder**
- **Stationary Folder**
    - **Letterhead**
    - **Business Card**
    - **Shipping Label**
    - **Envelope**
- **RASS Fest Font**

Contact Information

Designer:

Brent Campbell
Blue Geo Graphics
327 Hoosick St
Troy, NY 12180

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F: (425) 681-8671
W: www.bluegeo.net
E: bcampbell@bluegeo.ne

The RASS Fest logo and identity was designed and created by Brent Campbell for the purposes of RASS Fest. Any other use outside of RASS Fest is prohibited without prior consent from the designer.

Let the experience BEGIN!