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PURE Identity Manual

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PURE Identity Manual

Abstract

Published standards are essential for providing consistency in a organization's graphic identity. This set of standards was selected in 2010 by the PURE Executive Committee to provided the basis for that set of standards for PURE.

The aims of this brand identity are:

- To create a single, consistent, and clear visual identity for PURE: Program for Undergraduate Research Experiences.
- To project PURE as a professional, reliable, dynamic and contemporary organization.
- To standardize the organization's visual presentation in a number of applications, thereby increasing consistency of the image projected

From the Editor: This manual was submitted to the PURE executive committee along with five others during the 2009-2010 academic year. It was selected by the committee for use in PURE publications. Some changes have been made as PURE has evolved, but the manual in itself remains an outstanding example of WOU undergraduate work.

Keywords

PURE, design, graphic design, identity

PURE Identity Manual

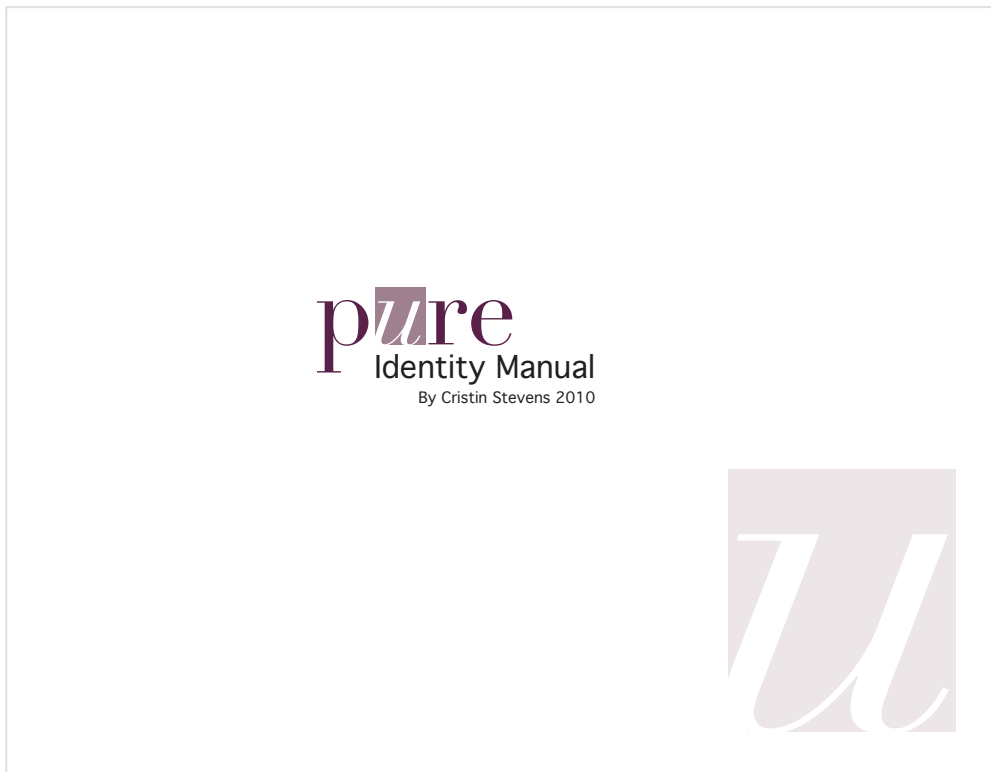
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Faculty Sponsor: **Jen Bracy**

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01

■ Introduction

Published standards are essential for providing consistency in a organization's graphic identity.

The aims of the brand identity are:

- To create a single, consistent, and clear visual identity for PURE Journal: Program for Undergraduate Research Experiences.
- To project PURE as a professional, reliable, dynamic and contemporary organization.
- To standardize the organization's visual presentation in a number of applications, thereby increasing consistency of the image projected.

■ Logo & Tagline

The PURE logo is about combining the style of a scholarly journal and the concept of forward thinking. The background box, highlighting the letter 'u', communicates a playful yet traditional manuscript reference. The highlighted and italic letter 'u' serves the purpose of showcasing PURE as a journal that is for students. The use of serif and sans serif font composes a logo where traditional meets modern.



■ Typography

The two typefaces for PURE are a serif and sans serif font: Didot and Geneva. These two typefaces complement one another as well as the identity.

Didot Regular
This is used for the majority of the acronym.

Didot Italic
This is used to highlight the 'u' as to showcase that PURE is a journal for students.

Geneva Regular
This is used for the tagline and most body text.

DIDOT REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DIDOT ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GENEVA REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

■ Colors

The color palette for PURE include spot colors (for uncoated paper stocks), custom process breakdowns (CMYK), RGB equivalents for screen applications and use in Word, Excel or Powerpoint.

Primary Palette
There are two colors that make up the primary palette for the PURE logo: black and Pantone 518U.

Pantone 518U offers a sophisticated purple.

Note: Pantone 518U at 54% tint is used for the background box. Black is used for the tagline.



PURE Black
0C 0M 0Y 100K
OR 0G 4B



PURE Purple
PANTONE 518U
70C 100M 55Y 25K
102R 51G 100B



PURE Light Purple 54%
PANTONE 518U
70C 100M 55Y 25K
102R 51G 100B

■ Colors

Secondary Palette
The secondary palette provides three other possible color variations.

Pantone 518U can be replaced by Pantone 385U, Pantone 294U, or Pantone 216U.

This palette provides an earthy green, a rich blue and a WOU red.



PURE Green 100% & 52%
PANTONE 385U
3C 0M 100Y 58K
153R 153G 0B



PURE Blue 100% & 52%
PANTONE 294U
100C 58M 0Y 21K
OR 102G 153B



PURE Red 100% & 52%
PANTONE 216U
0C 95M 40Y 49K
153R 0G 51B



■ Images & Graphic Elements

Images

There is a preference for student photography; however, whether shooting original photography, selecting from already-shot images or purchasing stock photography, try to base decisions on these guidelines:

Aim to use images with natural, outdoor and available light rather than ambient or artificial lighting.

Strive to use active images of real-life experiences rather than staged portrait-like shots.

Wherever possible, there is preference for images in full color, or in greyscale.



■ Images & Graphic Elements

Graphics

The primary graphic is the highlighted 'u' and can be used in a manner consistent with the design of the stationery and promotional tools.

The small squares can be used along a headline or act as list bullets.

Use your discretion in the use of these graphic elements.

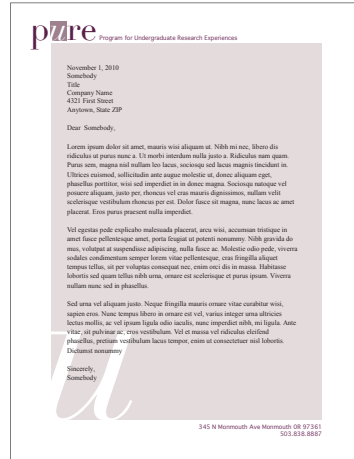


08

Stationery

Letterhead
8.5"x11"

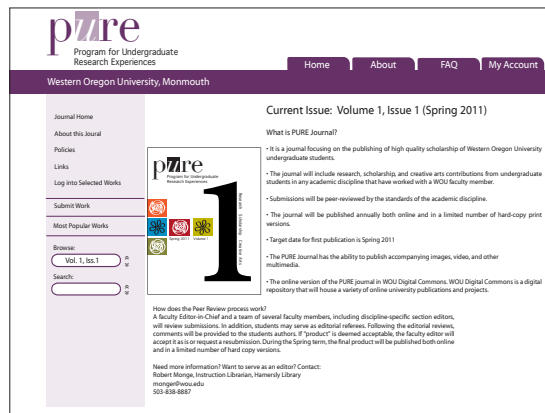
Business Envelope
9.5" x 4.125"



The PURE stationery design continues to create unity within the brand identity. The letterhead and envelope are professional and modern to maintain the style of a scholarly journal and forward thinking. Wherever possible in the PURE stationery system print on bright-white paper stock.

09

Website



The PURE website (1024 x 768 pixels) format is consistent with the Digital Commons model. The two-color palette is converted to the RGB equivalents for screen applications.

■ Cover Art

The PURE cover art has a number one to represent that it is the inaugural issue of PURE and flowers to represent spring. The use of the black and white logo is meant to create a cohesive feel between the one and the logo.



■ Article Template

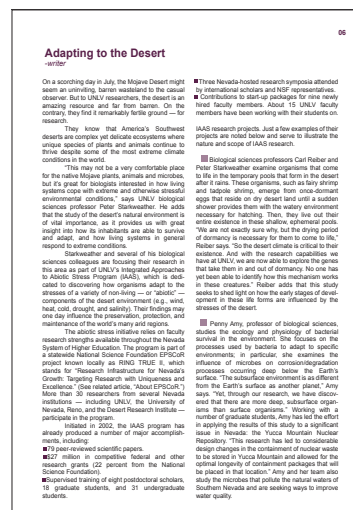
The journal article shown acts as a template. Template guidelines include:

Typeface for headline is Arial Bold 18 point, writer is Arial Italic 12 point, and body text is Arial Regular 10 point.

Layout text in two columns.

Use square graphic element for list bullets.

Adjustments can be made for composition, article content and photographs.

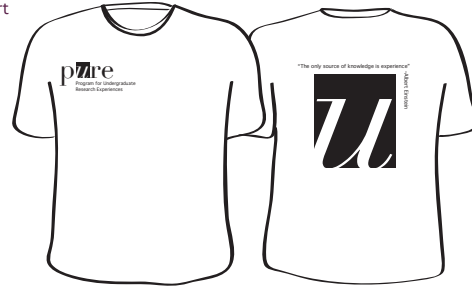


■ Promotional Tools

Shirt



Reusable Bag



Front

back



These are some suggested promotional tools for the PURE brand identity. Both display the quote by Albert Einstein: "The only source of knowledge is experience." There are many possibilities, and the suggestions offered here are by no means the only applications of promotion.