

NURSE san francisco

graphic standards manual

BURTON MORRIS LLC.

December 7, 2011

NURSE san francisco | Introduction

Brand image is a key foundation to Nurse San Francisco. As a company devoted to the nursing industry, Nurse San Francisco focuses on the cohesion of education and opportunity within the metropolitan city of San Francisco. As a company of Burton Morris LLC., it's standards are high in all aspects of the company. Naturally, it's logotype has a high regard and has been crafted meticulously.

NURSE san francisco | Creative Brief

Project Summary

Nurse San Francisco is a company based on providing information regarding educational and career opportunities for nurses in San Francisco. The city's central location boasts of various educational systems and field-specific jobs within the city limits.

Audience Profile

The company has been created to cater towards an audience of nurses either pursuing an education or further studies within the field, along with nurses seeking professional employment in San Francisco.

Perception/Positioning

The accessibility and functionality of Nurse San Francisco is critical to its foundation. Similarly, the logotype builds the brand with the goal of establishing itself as a recognizable tool for nurses to utilize.

Communication Strategy

Nurse San Francisco is a one-stop website that delivers information about the educational and career opportunities nurses want to know about with simple navigation.

Look & Feel

The overall feel is minimal, legible and effortlessly sophisticated.

Targeted Message

Nurse San Francisco provides nurses with the most accurate and superlative information regarding educational and career opportunities in San Francisco.

NURSE san francisco | SWOT Analysis

Strengths

- First ever communication tool for nurses to access information about jobs and educational opportunities as nurses or individuals who plan to be nurses.
- Original idea.

Weaknesses

- Since it is an original idea there are no previous business examples to show what to do.

Opportunities

- First ever business concept
- If the company is a success there is the possibility it can be bought by a company that can move Nurse San Francisco further into the industry.
- Opportunity to expand to other cities.

Threats

- Not being an appealing prospect to purchase to any existing companies.
- Deflecting users from being interested in the site and interacting with it because its new and lacks credibility.
- Existing job boards and job-listing websites

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NURSE san francisco | The Typeface

The typeface chosen for Nurse San Francisco is a combination of variations of the Meta font. The pairing of Meta Book Roman for the word “Nurse,” and Meta Normal LF Roman for “San Francisco,” emulates the company’s strive for effortless chic, and understated sophistication. Meta is a Humanist sans-serif typeface that was designed by Erik Spiekermann. FF Meta Book and FF Meta Normal were released to the public in 1998. FF Meta has become a super-family of typefaces, with many variations. FF Meta has the defining characteristic of hanging, old-style figures in the Normal and Bold weights.

The combinations of the two variations of the Meta typeface enable the Nurse San Francisco logotype to successfully exist on each medium it is presented on, with utmost readability. Meta is a sans-serif font, which makes the logotype minimal and elegant.

There is a strong relationship between the vision and goals of Nurse San Francisco as a company, with the Meta typeface in its chosen variations. Meta Book and Roman variations emphasize the characteristics of the company, which highlight accessibility and practicality. Meta adds to the understated sophistication of Nurse San Francisco.

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Meta Normal LF Roman

Meta Book Roman

Meta Normal LF

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789 !@#\$%^&*()

Meta Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789 !@#\$%^&*()

NURSE san francisco | Specifications for Stationary Package

Letterhead and Business Card:

Nurse – Meta Book Roman 20 pt.

Kerning: - 30 Leading: 10

San Francisco – Meta Normal LF Roman 20 pt.

Kerning: 0 Leading: 0

Envelope:

Nurse – Meta Book Roman 16 pt.

San Francisco – Meta Normal LF Roman 16 pt.

Kerning: 0 Leading: 0

A legible stationary package for Nurse San Francisco is essential. The variations, weights and letter spacing will never be altered to anything other than the specifications described.

NURSE san francisco | Size Regulations

There are three size variations that the Nurse San Francisco logotype can be used in.

NURSE san francisco 30 pt.

NURSE san francisco 20 pt.

NURSE san francisco 16 pt.

Each of the three size variations have determined weights to the words “Nurse” and “San Francisco.” The word “Nurse” will always be set in Meta Book Roman Capitals, which gives the word a more defined and bold appearance. “San Francisco,” will always be set in Meta Normal LF Roman, in lowercase letters giving it a more welcoming and innovative feel with its inherently lighter weight. Because of these specifications of sizes and weights there will never be any use of any other weights or sizes than those described when using the Nurse San Francisco logotype with out written agreement with the designer (Mia Aguillon).

NURSE san francisco | Color

The Nurse San Francisco logotype will only exist in the color black. Any application of color to this logotype is strictly prohibited unless an established agreement with the designer (Mia Aguillon) is made. The Nurse San Francisco logotype is most successful in black because it is not distracting, and appears most legible in such color.

NURSE san francisco | White Space

White space is essential for this logotype to be successful. Nurse San Francisco is a resource for nurses to find educational and job opportunities. In order for Nurse San Francisco to be the vital tool it was created to be, the logotype needs to emphasize accessibility and legibility. Because of this, white space will be celebrated on every medium in which the Nurse San Francisco logotype exists. Too much text, and not enough white space will deter users from Nurse San Francisco by intimidating them with a lot of unorganized and cluttered information.

NURSE san francisco | Brand Applications

The Nurse San Francisco logotype can be applied to various useful deliverables such as coffee mugs and tote bags. Considering the brand's practicality, the Nurse San Francisco logotype will only be used on items that underscore the working and learning nursing lifestyle. The Nurse San Francisco website is the major hub of activity for the company. Because of its critical importance, the logotype will clearly exist on the Home Page of the website, as well as on all other linked pages. A stationary package for Nurse San Francisco will function as a practical use for the logotype. Specifically, this stationary package will include a letterhead, an envelope, and a business card. For each of these three items, established font variations, weights, kerning and leading will always be used.

NURSE san francisco

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Mr. Smith,

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Regards,

Brian Whaley
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(415) 555 - 6799

NURSE san francisco | Zazzle Products



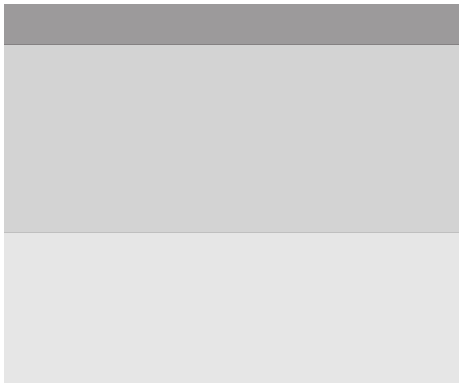
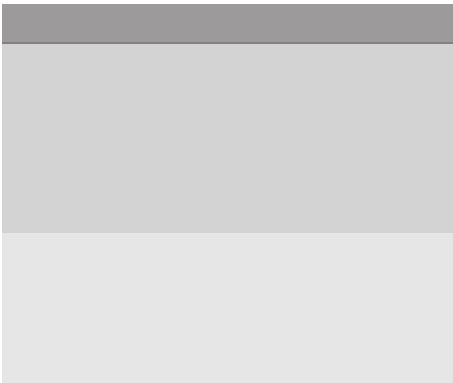
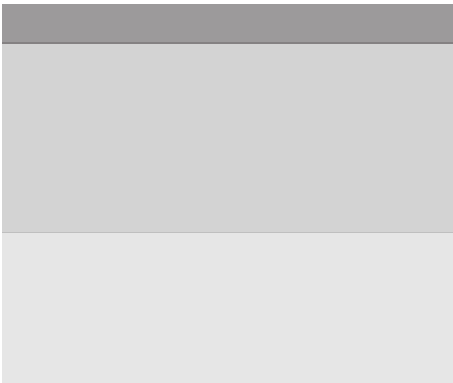
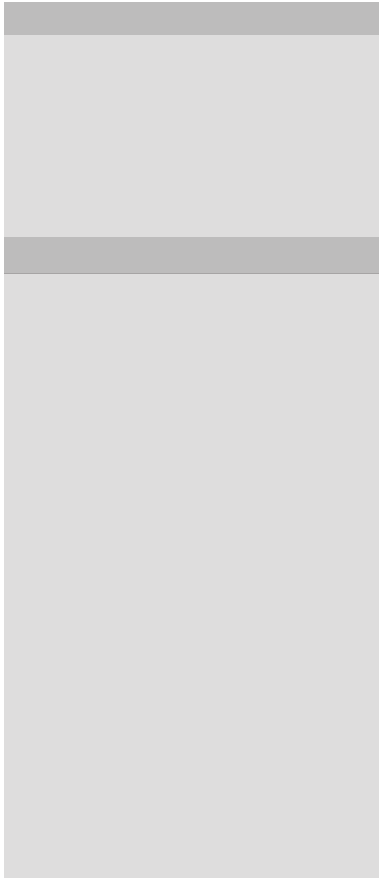
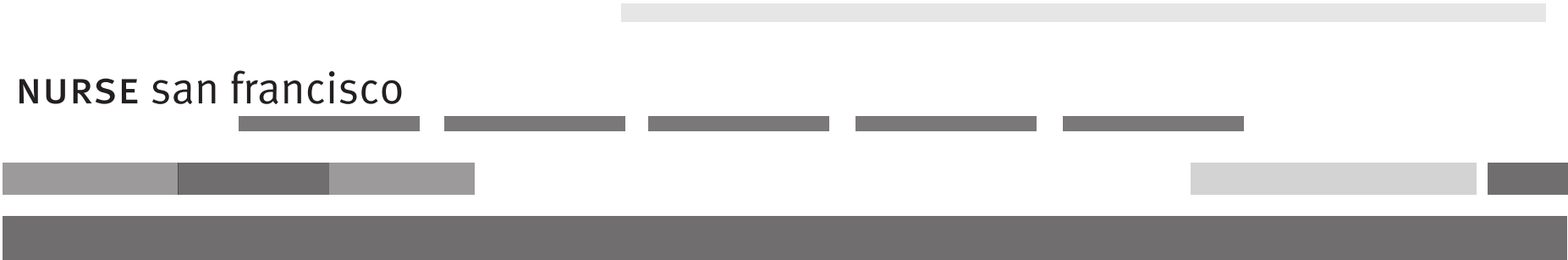
NURSE san francisco | A Web Destination

Nurse San Francisco will establish itself as a premier resource for nurses on the web. In order to build its credibility on the Internet, Nurse San Francisco will need to have an aesthetically pleasing logotype, that will also allow for practical functionality. Because of this, the Nurse San Francisco logotype will always be set in 30 pt. type to insure graceful legibility.

NURSE san francisco

30 pt.

NURSE san francisco



NURSE san francisco | A Reputable Resource

The logotype presented today, is a physical representation of the Nurse San Francisco company and website. The strategic use of Meta Book and Meta Normal LF will be a recognizable logo and icon for those who are entering or already in the nursing field. Nurse San Francisco is destined to become a leading resource for nurses looking for reputable careers and educational opportunities within San Francisco. In order to establish itself as the credible source it strives to be, it's logotype should emulate the inherent characteristics of the company; a sophisticated resource specifically created for nurses.

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contact the designer | Mia Aguillon m.aguillon@gmail.com (650) 380-0531