



**VISUAL IDENTITY AND STANDARDS MANUAL**

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## MISSION STATEMENT

Bluemoon Comics Strikes Back is a comic book store owned by Joe Fickle and Geoff Perry located at 20 ½ South 16th Street in Lafayette, Indiana. The store is Lafayette's best location to buy comics and related items. Beyond comic books they offer toys, action figures, DVDs, and other assorted merchandise. They also offer customers a subscription service so people can easily buy the comics they want each month. Bluemoon Comics Strikes Back is committed to creating an inviting atmosphere for both casual shoppers and diehard comic fans and with the continued support of the Lafayette area they will continue to share the joy of comic books for many years to come.

This booklet provides essential information on how to use the new visual identity system in several different applications. This rebranding will help improve the company's identity and bring in more business because of the strong new visual system.


**L**OGO


## LOGO STATEMENT


The logo is representative of Bluemoon Comics Strikes Back because of its fun comic book feel. The logo uses a skyline of Lafayette, which brings a local feel that can be associated with the store. The typography is strong and bold, bringing a dynamic feel to the logo. The blue and yellow in the moon creates a strong contrast with vibrant color to catch viewers' attention. The interesting colors of the moon give a planetary feel, yet do not directly relate to Earth. The large scale of the moon compared to the skyline gives a sense of power and strength that comic book heroes oftentimes must overcome. The color of red brings in a clear hierarchy of what the store is about and is the largest so that it is easily noticeable from a distance.


## COLORS





	C	0	R	255	#FFCB0C
	M	20	G	203	
	Y	100	B	12	
	K	0			


	C	0	R	236	#EC2028
	M	100	G	32	
	Y	100	B	40	
	K	0			


	C	75	R	42	#2A92D0
	M	30	G	146	
	Y	0	B	208	
	K	0			

	C	100	R	0	#000000
	M	100	G	0	
	Y	100	B	0	
	K	100			

	C	0	R	243	#F3F3F4
	M	0	G	243	
	Y	0	B	244	
	K	5			

	C	0	R	167	#A7A9AC
	M	0	G	169	
	Y	0	B	172	
	K	40			

	C	0	R	147	#939598
	M	0	G	149	
	Y	0	B	152	
	K	50			

	C	100	R	0	#000000
	M	100	G	0	
	Y	100	B	0	
	K	100			

## CLEAR SPACE

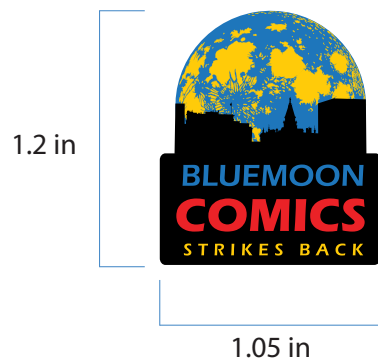
The space between lines of text and the space at the top and bottom of the rectangle are the same. Similarly, the text is an equal distance apart from the left and right sides of the rectangle.

The clearspace is to be the same as the distance from the edge of the rectangular box to the start of the city skyline. The clearspace ensures that no other design element gets too close to the logo in order to maximize readability.



## MINIMUM SIZE

The minimum size of the logo should be no smaller than the dimensions it appears on the letterhead and envelope, or 1.05 inches wide by 1.2 inches tall. Making the logo smaller than this will decrease readability and reduce the effectiveness of the design.





Eras was chosen as the typeface for this visual identity system, because it has a dynamic and striking feel to its structure. The letterforms are tilted with sharp edges that mimic the strong typography used in comic books. The standard Eras is very legible, while the bolder types of Eras bring clear hierarchy and attention.

### ITC Eras Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890abcdefghijklmnopqrstu  
vwxyz!@#\$%&

### Eras Light ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ12  
34567890abcdefghijklmnopqrstu  
vwxyz!@#\$%&

### Eras Medium ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ1  
234567890abcdefghijklmnopqrstu  
vwxyz!@#\$%&

### Eras Demi ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ1234567890abcdefghijklmnopqr  
stuvwxyz!@#\$%&

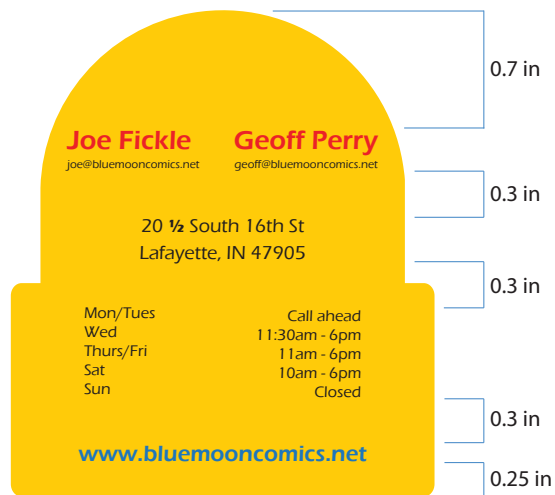
### Eras Bold ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ1234567890abcdefghijklmnop  
pqrstuvwxyz!@#\$%&

# **S** TATIONARY

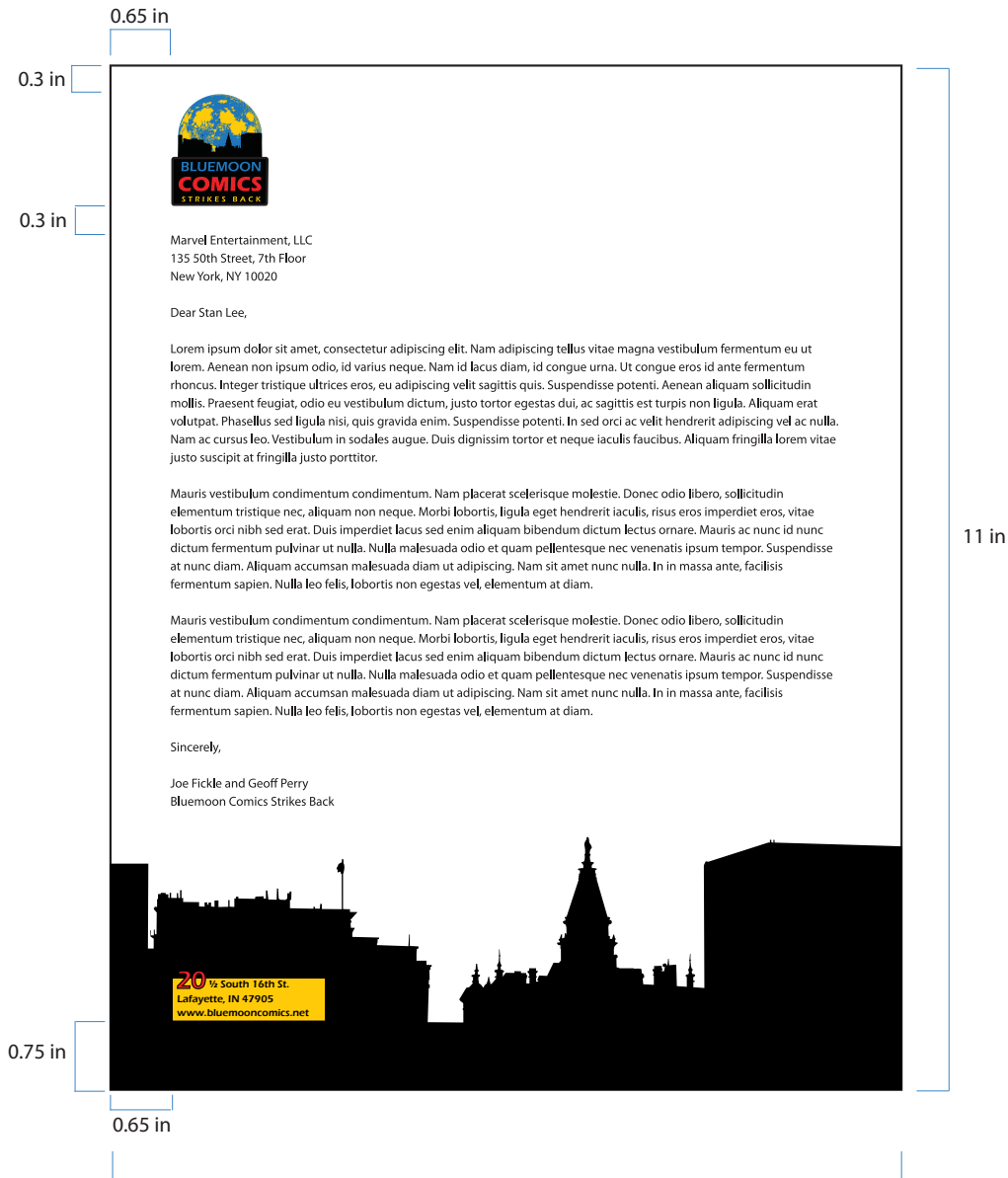
## BUSINESS CARD

The business card uses the shape of the logo to create a unique and memorable card that customers are sure to remember. Since the comic book store is small, both owners share a card and important information is highlighted in red or blue.



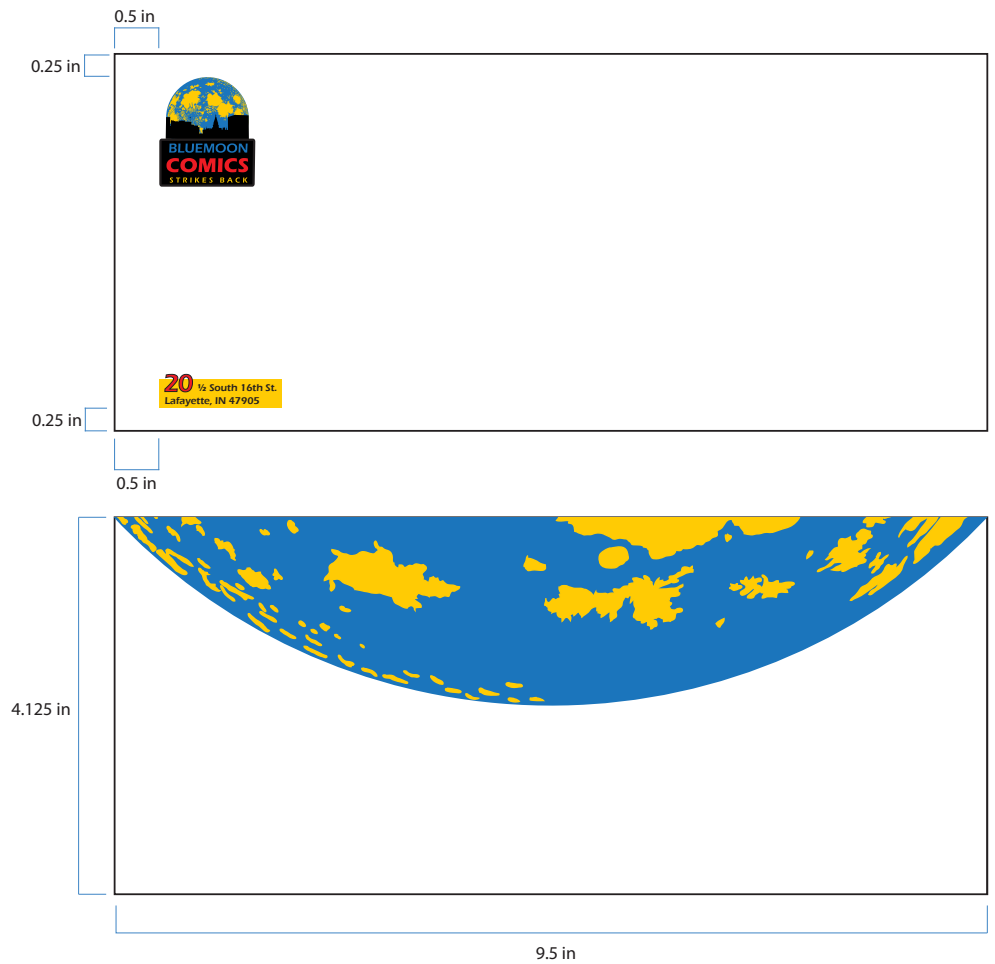
# LETTERHEAD

The letterhead uses the city skyline to frame the letter and displays the address and website information in a yellow box, with the logo displayed at the top. The letterhead evokes a heroic feeling present in many comic books and the color scheme is exciting.



## ENVELOPE

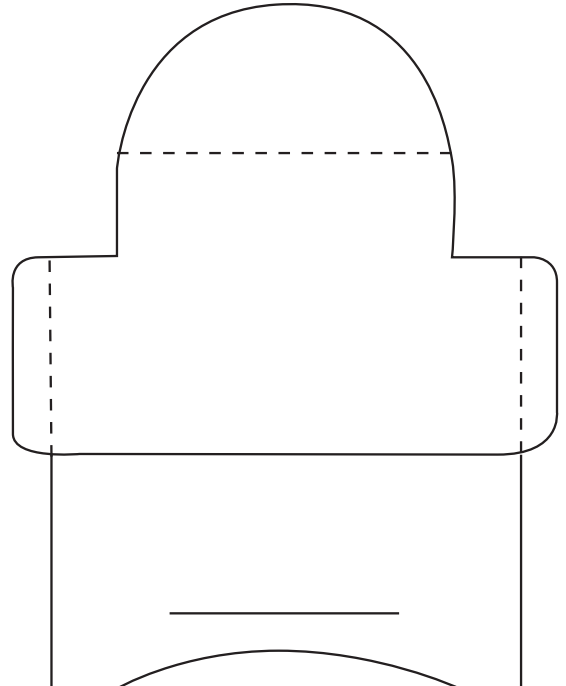
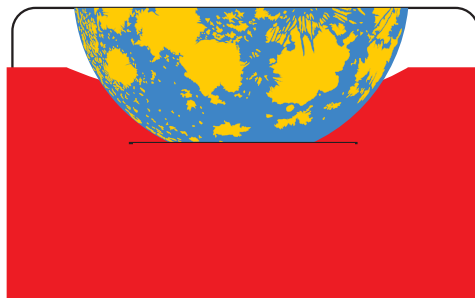
The envelope displays the address in a yellow box with a bold red '20' to evoke the exciting feeling of comic books. The back of the envelope features the rounded shape of the moon to add a more illustrative quality.



# **A**PPPLICATIONS

## GIFT CARD

The gift card will make a great gift for enthusiastic comic bookfans. It uses the text from the logo on the card with a plain blue background. The logo itself is used for the packaging, with the moon folding to tuck into the back to secure the card.



## T-SHIRT

This promotional shirt is long sleeve with the faded logo on the front. The V-neck is an off white with the faded logo on the front to give a more paper and vintage comic feel. It is successful because the logo is not overpowering, it's a stylish design that people would want to wear or it would encourage customers to purchase something in order to receive this free promotional shirt.

■	C	16	R	211	#D3DFE6
	M	7	G	223	
	Y	7	B	230	
	K	0			

■	C	2	R	242	#F29E95
	M	46	G	158	
	Y	3	B	149	
	K	0			

■	C	6	R	242	#F2EB90
	M	3	G	235	
	Y	54	B	144	
	K	0			

■	C	39	R	158	#9E8E7C
	M	40	G	142	
	Y	51	B	124	
	K	5			





## WEB STATEMENT

This website has simple navigation and layout and the colors are in relation to the logo. The home page has a brief description of some important information that the tabs would provide, such as: new products that are coming out this week, upcoming comic events, and charity events. This site is much stronger than any competitor's website because it is not cluttered and is simple and easy. The feel of visiting this website brings a comic feel of the city landscape at night with the starry background. This allows the yellow and red information to really pop and have clear legibility. The logo and contact information is always static on the left so that users can easily know where and how to contact the store.

Geoff Perry  
Joe Fickie  
20 1/2 South 16th St  
Lafayette, IN 47905

Mon/Tues Call ahead  
Wed 11:30am - 6pm  
Thurs/Fri 11am - 6pm  
Sat 10am - 6pm  
Sun Closed

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Coming out this Week!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent volutpat tortor ut nibh tempor rutrum. Curabitur magna lorem, sollicitudin in venenatis sit amet, accumsan et vel velitizes. Quisque dapibus rutrum ante in suscipit. Nulla elementum semper sodales. Cras sit amet nisl massa. Nulla facilisi. Nam viverra nibh quis metus pellentesque eleifend.

a conwallis quis, pulvinar et ligula. Donec aliquam risus at libero scelerisque pretium. Sed lacinia, purus ac cursus pulvinar, elit purus blanditi nibh, sit amet condimentum eros eros at risus vivamus.

**C**ome help raise money for the Japanese Tsunami Relief fund, sponsored by the Red Cross. 20% of all comic book profits will be donated to the Red Cross. May 6, 2011 at Blue Moon Comics Strikes Back.

Geoff Perry  
Joe Fickie  
20 1/2 South 16th St  
Lafayette, IN 47905

Mon/Tues Call ahead  
Wed 11:30am - 6pm  
Thurs/Fri 11am - 6pm  
Sat 10am - 6pm  
Sun Closed

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Coming out this Week!

Release Dates  
Events  
Upcoming Media

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent volutpat tortor ut nibh tempor rutrum. Curabitur magna lorem, sollicitudin in venenatis sit amet, accumsan et vel velitizes. Quisque dapibus rutrum ante in suscipit. Nulla elementum semper sodales. Cras sit amet nisl massa. Nulla facilisi. Nam viverra nibh quis metus pellentesque eleifend.

a conwallis quis, pulvinar et ligula. Donec aliquam risus at libero scelerisque pretium. Sed lacinia, purus ac cursus pulvinar, elit purus blanditi nibh, sit amet condimentum eros eros at risus vivamus.

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**Coming out this Week!**

 Amazing Spider-Man Annual #38	 Annihilators #2	 Archie & Friends Double Digest #4	 Avengers: The Children's Crusade #5
 Avengers: Profile HC Premiere Hardcover	 Avengers: Thor and Loki in America: Official Index to the Marvel Universe #12	 Axe Cop: Big Guy Earth #2	 Batman Beyond #4

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a conwallis quis, pulvinar et ligula. Donec aliquam risus at libero scelerisque pretium. Sed lacinia, purus ac cursus pulvinar, elit purus blandit nibh, sit amet condimentum eros eros et risus vivamus.

**C**ome help raise money for the Japanese Tsunami Relief fund, sponsored by the Red Cross. **20% of all comic book profits will be donated to the Red Cross.** May 6, 2011 at Blue Moon Comics Strikes Back.

Internet | Protected Mode: Off

100%

## CONTACT

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