



TrAr 

Tracing the Art of the Straub Family

Design Manual

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2017

Intent

Tracing the Art of the Straub Family is a project dedicated to 18th century artists whose works display elaborate ornamentation, often containing asymmetrical motifs, and a playfully elegant visual style.

The combination of a modern serif typeface and a handwritten swash letter in the Project logotype symbolizes its research-oriented approach to the study of a rococo phenomenon.

The asymmetrical dynamism of the ensemble is intended to match the energetic, yet graceful artworks produced by the Straubs.

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1. Logotype Parts



The sign is derived from the acronym of the project name. It can be used either alone or together with the name in different combinations. The name must not be used alone as a visual identity element.

2. Full Logotype



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The full logo comes in two variants, as shown above. The swash letter in the first variant has a solid colour, whereas in the second it has a gradient.

Even if both variants are equivalent, the gradient version is meant for use in situations requiring a more festive appearance.

3. Sign and Swash Only



The sign-only variant may be used whenever the logotype accompanies any text other than the Project title. It is also intended for emblematic representations of the Project.

The swash letter may be used for ornamental purposes. It should appear only in the context of a firmly established Project identity, i.e. it should be preceded or accompanied by a full logotype.

4. Monochrome Variants



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The positive and negative logotype or sign applied on its own are meant primarily for use against dark, light and extremely colourful backgrounds.



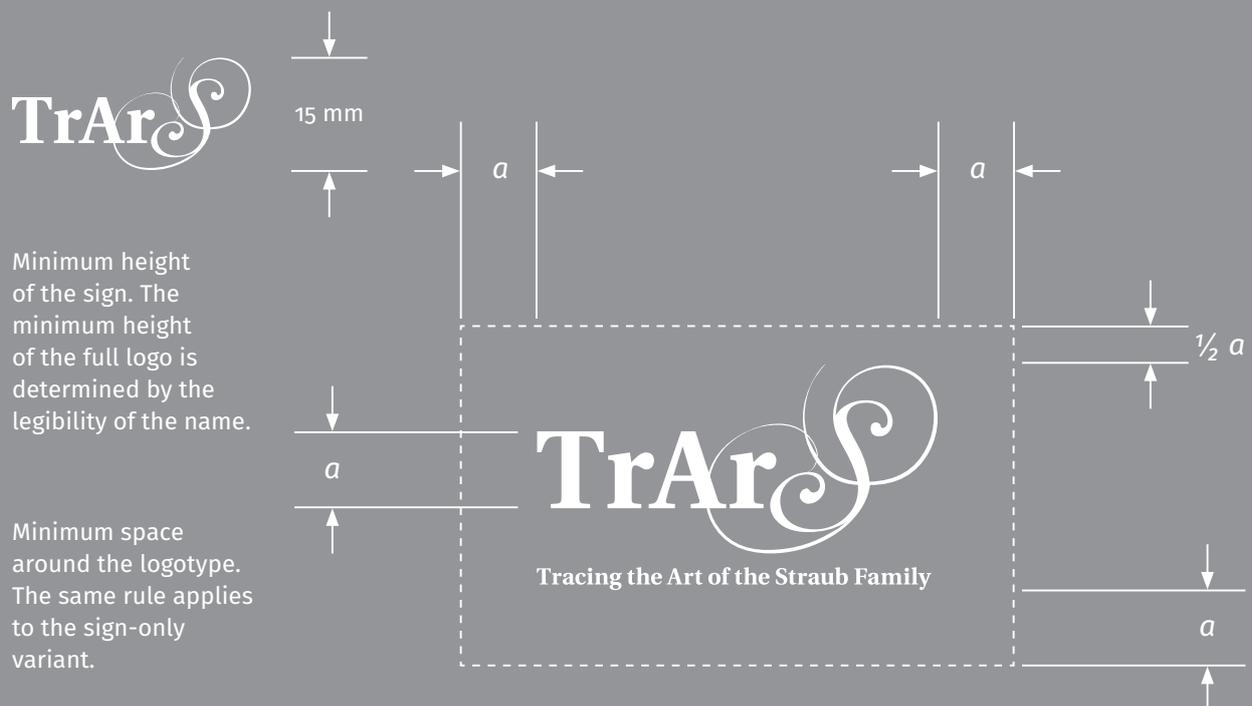
Tracing the Art of the Straub Family

5. Uniform Colour Backgrounds



The white and black versions may also be used against uniform colour backgrounds. In such a case the two colors can be combined in the manner shown above.

6. Sizing and Spacing



7. Name Variants



Apart from its standard horizontal form, the name line can also be set in the ways shown above. The dotted lines indicate the name's alignment to the sign.

8. The Palette

CMYK



50 | 50 | 50 | 100



23 | 39 | 97 | 2



23 | 39 | 97 | 2 → 0 | 10 | 100 | 5 @ 90°



0 | 0 | 0 | 0

RGB



0 | 0 | 0 (#000000)



197 | 151 | 49 (#C59730)



197 | 151 | 49 → 246 | 210 | 0 (#F5D100) @ 90°



255 | 255 | 255 (FFFFFF)

The logotype palette must not be altered. The gradient is reserved for the swash letter and cannot be applied to other logo parts.

9. Typeface

Heuristica

0 1 2 3 4 5 6 7 8 9
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

Regular: The quick brown fox jumps over the lazy dog
Bold: **The quick brown fox jumps over the lazy dog**
Italic: *The quick brown fox jumps over the lazy dog*
Bold Italic: ***The quick brown fox jumps over the lazy dog***

The Heuristica typeface is a natural complement to the logotype, but the use of other typefaces is not restricted.

The Heuristica OpenType font is licensed under the SIL Open Font License, Version 1.1, and is freely available on the World Wide Web.

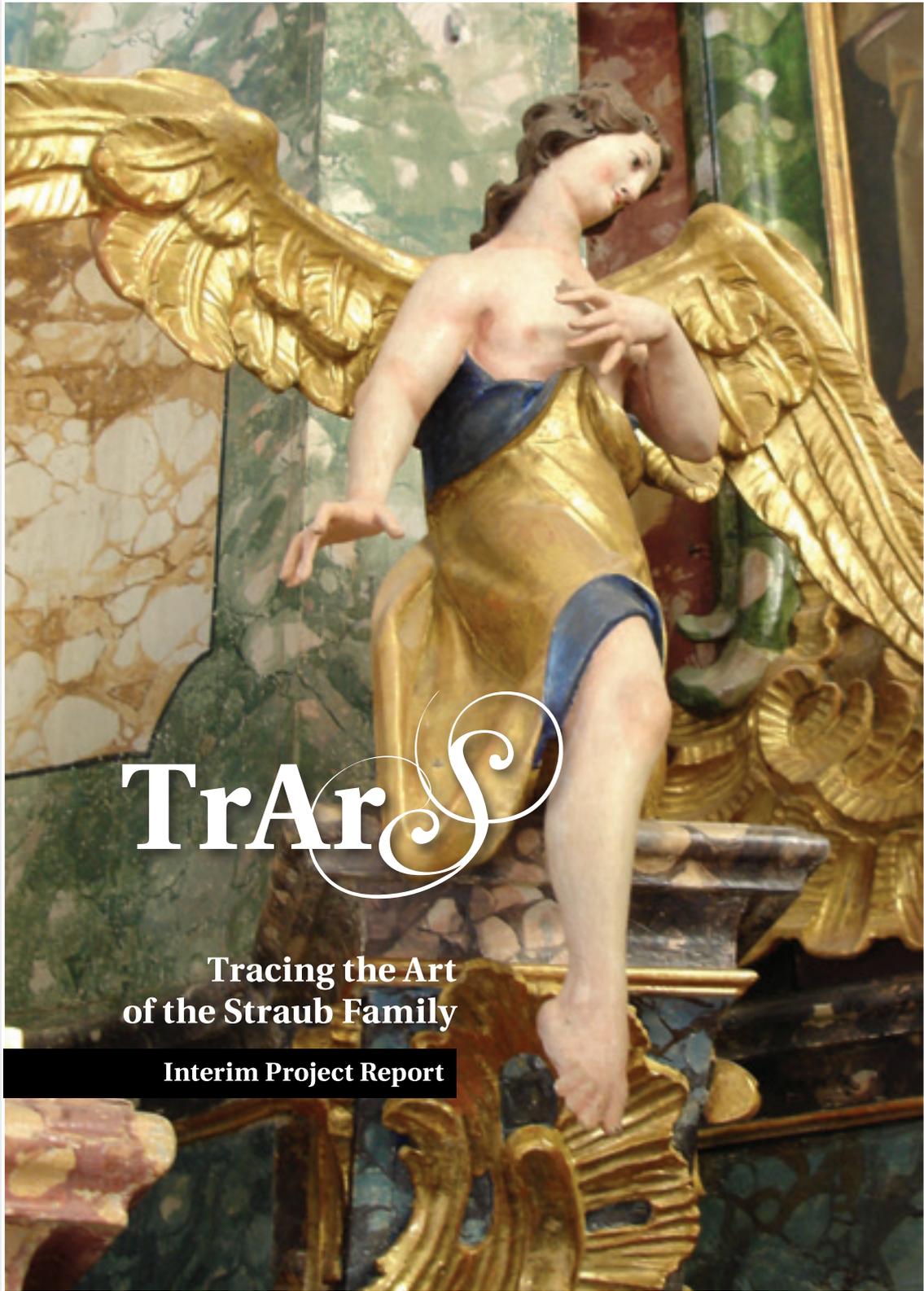
10. Dos and Don'ts



Please do keep in mind the logotype's basic colours, black and white, and do not alter its shapes, its proportions or their relation to each other.

11. Usage Examples

The images used in this section are photographs of actual Straub works.



The image shows a highly detailed and ornate ceiling, likely from a grand historical building. The ceiling is painted in a light, pale green and white color, featuring intricate scrollwork and floral motifs. A large, central chandelier is the focal point, constructed from numerous long, thin, golden rods that radiate outwards, creating a starburst effect. The chandelier is topped with a complex, golden, scrollwork design. To the right of the chandelier, there are several golden sculptures of cherubs or putti, which are small, winged figures often found in Baroque and Rococo art. These sculptures are highly detailed, with visible facial features and flowing, golden robes. The overall aesthetic is one of opulence and historical grandeur.

TRAR&S

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of the Straub Family

Project Brochure



TrArS

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