



A Newsletter of the CSU Water Center March 2014 Volume 1, Issue 1

## Designing CSU Water Center's New Graphic Identity

First Annual
Poudre River Forum

Colorado State

### **Artist Statement**

#### **Alexandra Barnes**

I have always had a strange fascination with typefaces and handwriting, but it was not until I was living in Africa that it struck me that I wanted to be a graphic designer. At the time, the power was out and I was entertaining myself by illustrating mandalas and I realized art was what I wanted to do with my life. I was not positive I would like creating art on the computer since any artwork I had experience with was through more traditional means, but I need not have worried. Posters and illustrations are my absolute favorite and the computer is a fun medium to accomplish both. One day, I hope to design book covers, as I love to read. However, for now, graphic design is such fun for me, that any path that involves designing will make me happy.

	<u>Title</u>	<u>Media</u>	Original Format
Figure 1:	Bistro Menu	Menu	SoHo Paper, 9x14 in.
Figure 2:	Bistro Rebrand	Letter Head, Business Card, Envelope	Card Stock, 8.5x11 in., 3.5x2 in., & 4x9.25 in.
Figure 3:	Bus Stop Ad	Poster Advertisement	Poster, 48x72 in.
Figure 4:	ER Ads	Magazine Ad: Full, Third, Quarter Page	Card Stock, 8.5x11 in., 3.5x5 in., & 2.4x9.3 in.
Figure 5:	FDR Ads	Magazine Ad: Full, Third, Quarter Page	Card Stock, 8.5x11 in., 3.5x2 in., & 2.4x8.3 in.
Figure 6:	FR Poster	Poster	Poster, 7.5x17 in.
Figure 7:	Jr. Rodeo	Poster	Poster, 11x17 in.
Figure 8:	Larimer County Fair	Poster	Poster, 11x17 in.
Figure 9:	Laser Poster	Poster	Poster, 11x17 in.
Figure 10:	Lofty True Typeface	Poster	Poster, 11x17 in.
Figure 11:	Magazine Cover	Magazine Cover	Card Stock, 8.5x11 in.
Figure 12:	War of the Worlds	Poster	iPad Application, 7.75x5.82 in.
Figure 13:	War of the Worlds II	Poster	iPad Application, 7.75x5.82 in.



Figure 1: Bistro Menu.





Brian Amadio

Mon-Thrs 5-9 pm Fri-Sat 5-10 pm Sunday 10-2 am & 5-9 pm

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Figure 2: Bistro Rebrand.

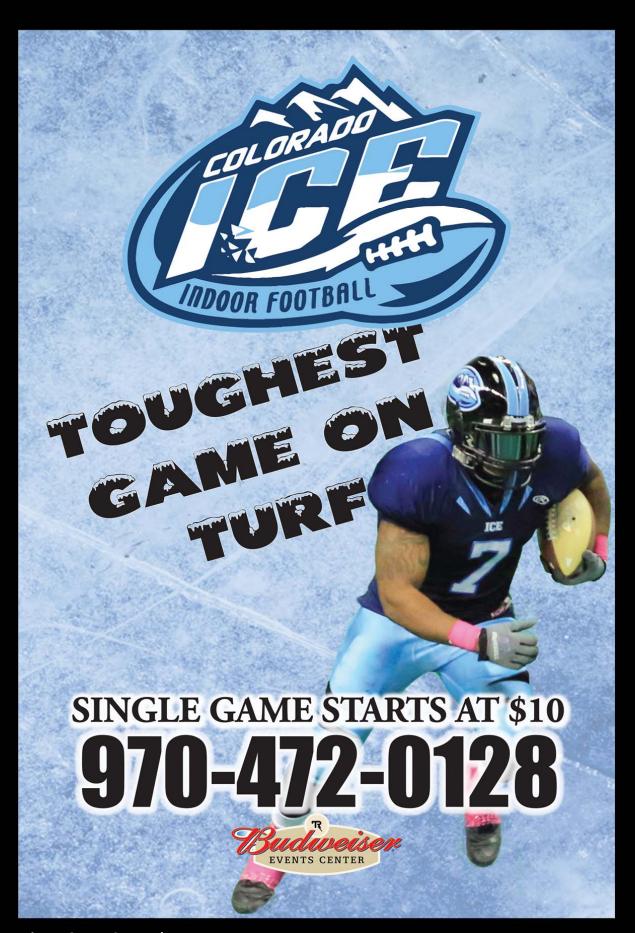


Figure 3: Bus Stop Ad.

## Meet Eleanor Roosevelt

Avery Louse Gardens 328 D. Mountain Ave. Fort Collins, CO

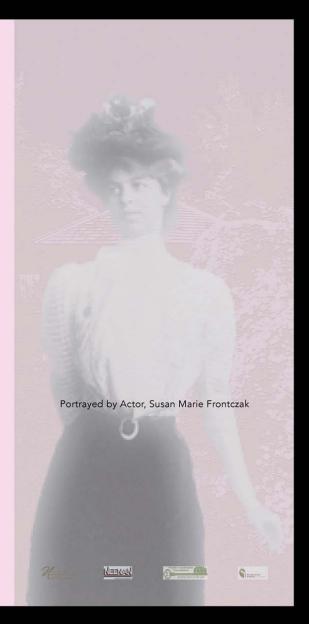
Join Fort Collins Reads for an Ice Cream Sundae Fundraiser, 2-4 pm, Sunday, August 15.

Tickets are \$15 at the door or in advance at the Old Firehouse Bookstore, 232 Walnut Street.

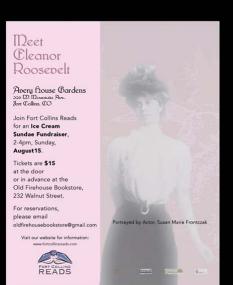
For reservations, please email oldfirehousebookstore@gmail.com

Visit our website for information: www.fortcollinsreads.com









# MEET FRANKLIN ROOSEVELT

OLD TOWN LIBRARY 201 PETERSON STREET FORT COLLINS, CO

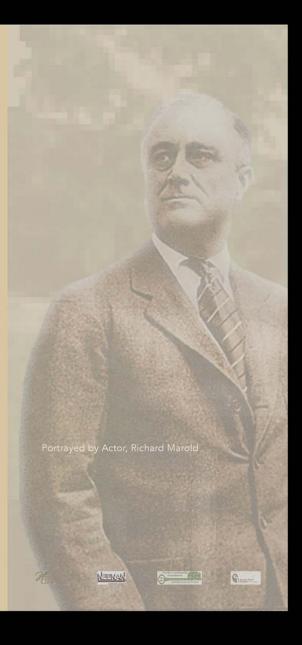
Journey back in time with Fort Collins Reads and visit with Franklin Delano Roosevelt.

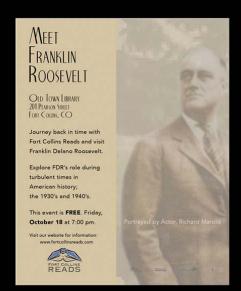
Explore FDR's role during those turbulent times in American history; the 1930's and 1940's.

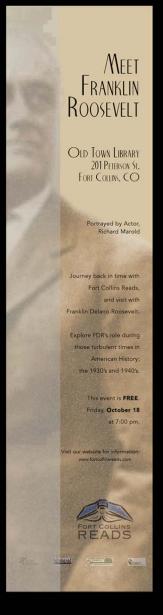
This event is FREE. Friday, October 18 at 7:00 pm.

Visit our website for more information: www.fortcollinsreads.com





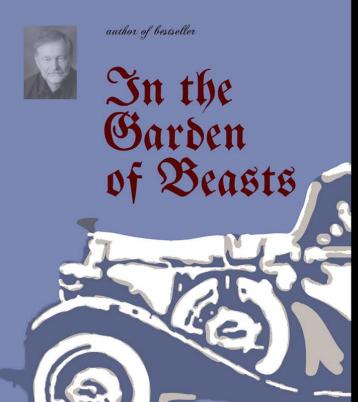






Presents a lecture by

## ERIK LARSON



November 3, 2013

\$10.00 TICKETS
ON SALE AFTER LABOR DAY
AT YOUR LOCALLY
OWNED BOOKSTORES

1:00 PM
FORT COLLINS HILTON
PROSPECT RD. & CENTRE AVE.
FORT COLLINS, CO

SPONSORS











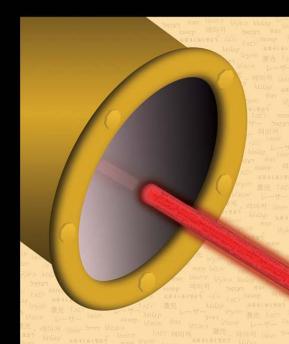








Figure 8: Larimer County Fair.



# THE NATIONAL OF CONFERENCE CONFER

AND THEIR INTERACTION WITH MATTER

May 26-30, 2014

Fort Collins, Colorado Behavioral Sciences Building

Directors: Dr. Jorge Rocca, Dr. Carmen Menoni & Dr. Mario Marconi

Colorado State University

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ObCdCJhijklM
nopqrStuVWXYZ

Lofty True is a decorative typeface mainly to be used for headlines on such media as posters, book covers, cd covers, billboards, or menus. This type is sans-serif based on linear and geometric forms.

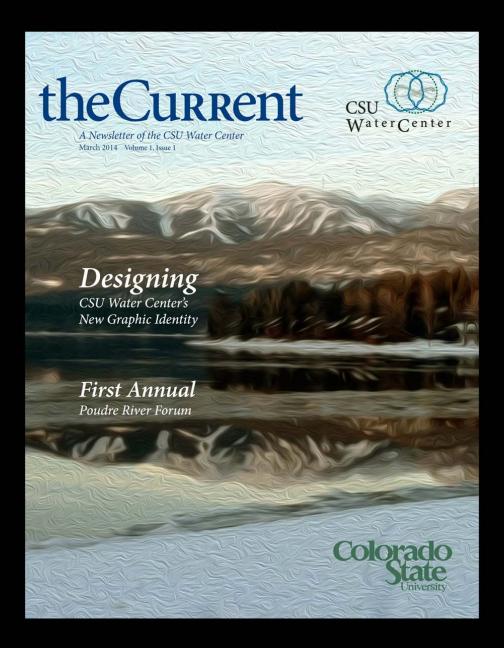


Figure 11: Magazine Cover.



Figure 12: War of the Worlds.



Figure 13: War of the Worlds II.