

state of grace



By: Savanna Bous



content statement

An urban wedding and event venue that offers a variety of amenities and reaches its clients through social media campaigns in the Des Moines Metro Area.

visual identity map

Similar identity to event venues likes Willow on Grand, toast, White Willow Events Iowa, Pillows and Prosecco, and The Tea Room. Warmer neutral tones are present through the assets. Serifed fonts that are bold and refined. Minimal graphics. Urban/industrial

inspiration combined with modern decorations.

Words to describe the business: clean, chic, classic, modern, industrial, fun, friendly, accomodating, and urban.



primary logo

state of grace

A horizontal line with a decorative 'xx' symbol in the center, positioned below the text 'state of grace'.

The primary State of Grace logo is intended to be used on any branded content that's not digital. It will appear in stationary, signage, and advertisements. It is used at the top of the website. It should be the main signifier of the brand. When broken into thirds, the top of the f should reach the top third, the bottom of the first third should touch the curve

of the lower a, the lower curve of the g should hit the bottom of the second third, and the bottom of the xx's should touch the bottom third. When placed in various mediums, the logo should be surrounded by a space equivalent to 1/6 of the horizontal division. Approximately half the width of a lower case letter like c,e,o,r.

brand elements

The various brand elements in the primary and secondary logos can be used throughout additional materials. This includes the underline, the xx's, and the slanted cross. These can be used in any manner, as long as the ratio stays the same.



secondary logo

The secondary logo will be used as the main logo on social media and digital platforms. Additionally, the color is a light nude to align with the minimalist and neutral color scheme. It features an S and a G with a slanted cross joining the letters.



secondary logo – black and white



The secondary logo will have a black and white version. This will be used for light and dark modes on computers, phones, and tablets.



The white version will be the predominant version used. This is because of State of Grace's emphasis on having a lighter hued brand and assets.

typography

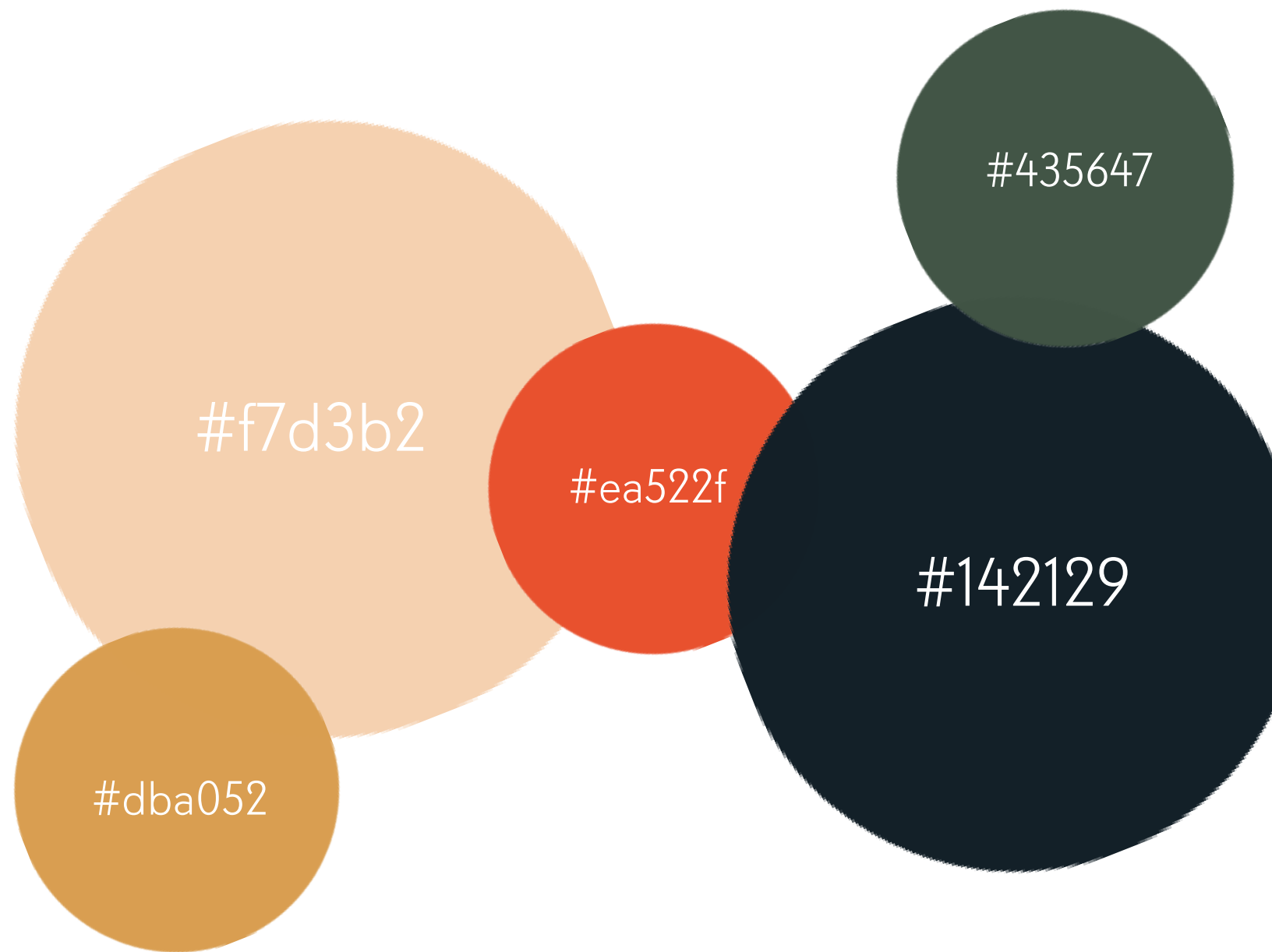
Harmony - predominantly lowercased - uppercased when used for names in letterhead or stationary- featured in the logo - used as header text - size of text should be the largest in relation to other fonts - size depends on the medium being used

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
1 2 3 4 5 6 7 8 9 1 0
& + = ! . , : ' " / ? > <

Davis Sans Light - body text - switch to bold when using for a subhead - a normal mixture of upper and lowercased letters - always a smaller font size than Harmony - font size is dependent on the medium used

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
1 2 3 4 5 6 7 8 9 1 0
& + = ! . , : ' " / ? > <

color palette



State of Grace has a limited color palette of five colors. There are two dominant colors and three accent colors. The size of the circle directly correlates to the ratio of its intended use. For example, the nude circle is

larger than the orange circle because it's used more frequently in the State of Grace branding and promotional materials. Thus, making up more of its identity.

signage

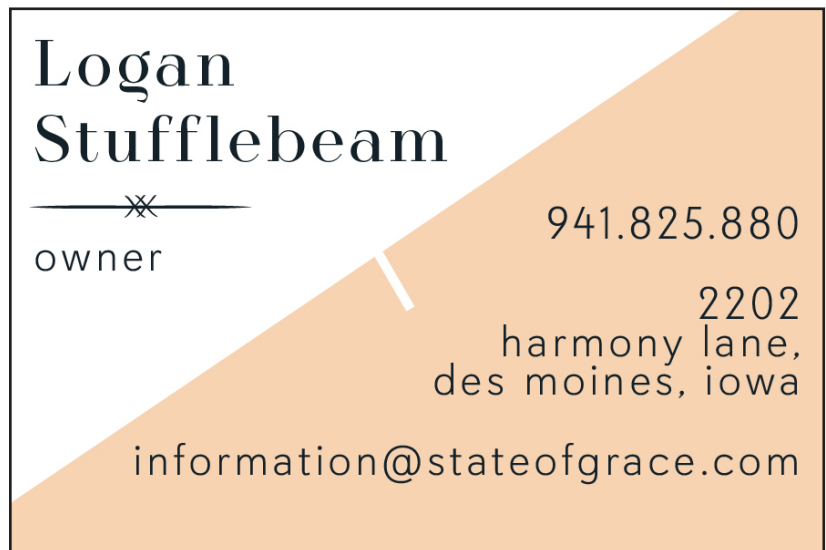
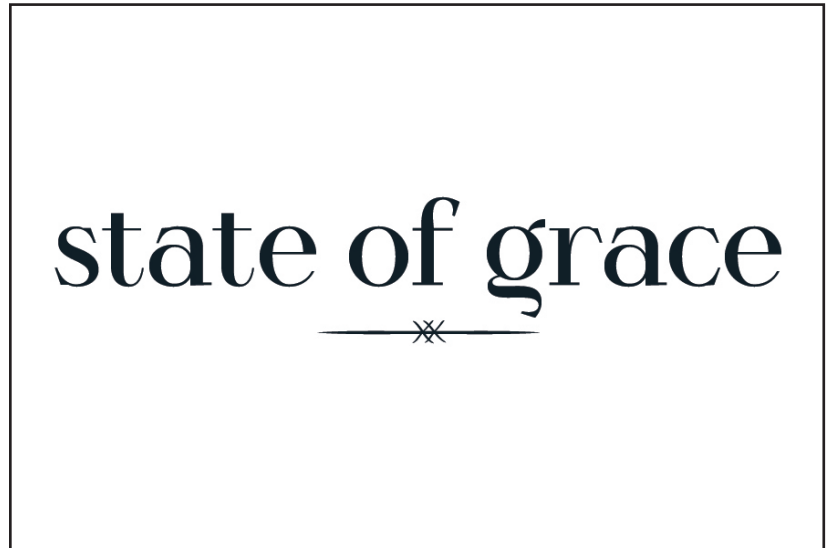


The outside of State of Grace features a large metal sign mimicing the logo. The metal design relates to the industrial chic infrastructure of the venue space. This provides Iowa with a venue that differs from the typical rustic/country aesthetic that's common in Iowa. The painted painted brick,

large windows, and garage door emulate more of a warehouse style. The awning and plants show the building isn't solely industrial. Showing customers and event goers the dedication and forethought put into the business.

business card

A business card for the owner of the venue space. On one side of the card is relevant contact information for the owner. This includes a telephone number, an address, and an email address. Additionally, it showcases the name and title of the individual.



letterhead

The letterhead of the business features the logo at the top and contact information at the bottom. A similar style of geometric shapes and lines are utilized from the business card. To stay inline with the brand's minimalist style, the colors featured are a dark gray and nude.

Letterhead and stationary for State of Grace would always have high quality paper. Size could change based on needs, but the ratio of the layered objects and the opacity shouldn't change. Additional color variations can to match a customers a event or utilize the secondary colors.

state of grace

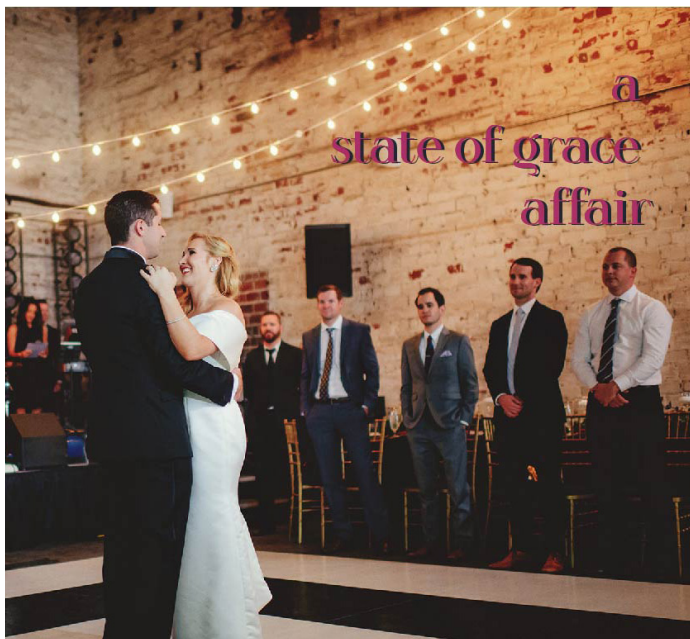
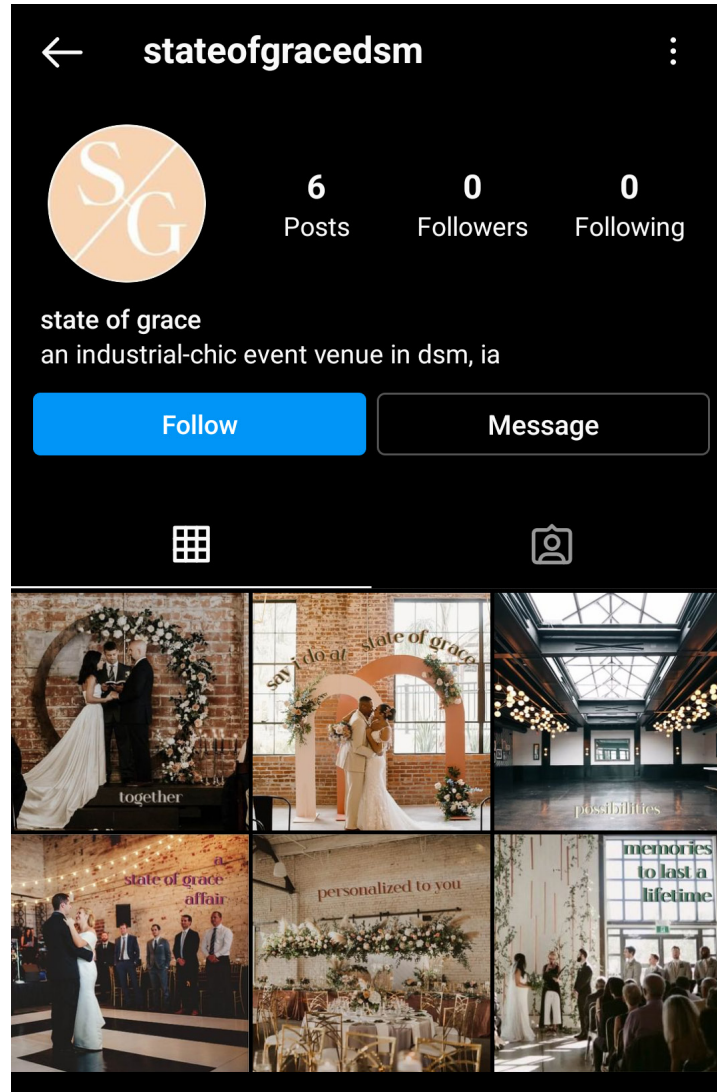


instagram

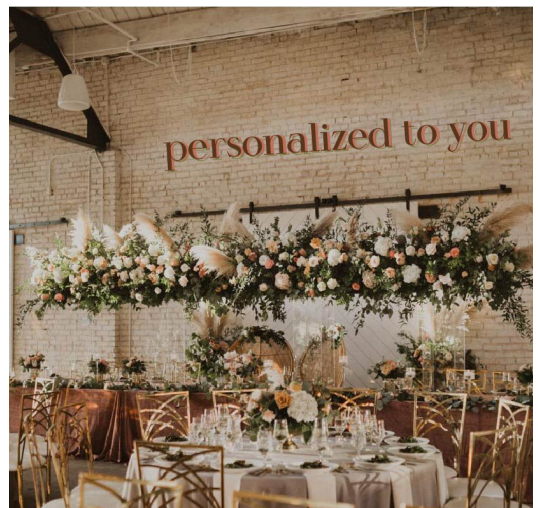
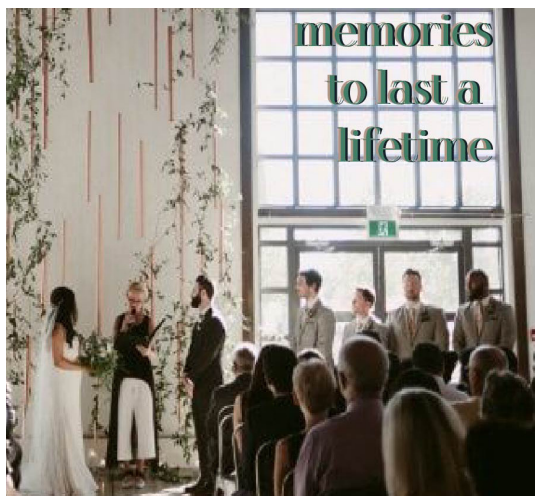
State of Grace would be highly active on social media, especially Instagram. This is because it's a platform that highlights images.

The Instagram handle would be @stateofgracedsm because @stateofgrace was already taken. The secondary logo would be the icon. Variations of the secondary logo would be used as the highlight covers. Each highlight would showcase a different aspect of the business like past events, brides, decor, etc.

Posts on the Instagram account would be images of events or services provided by State of Grace. Additionally, triple layered text could be featured over some images to showcase State of Grace's unique look.



highlight covers



website

state of grace

[services](#) [gallery](#) [about](#) [contact](#)



state of grace

[services](#) [gallery](#) [about](#) [contact](#)

event packages

Private (0-20)

Intimate (21-45)

Cozy (46-75)

Comfy (76-100)

Gathering (101-150)

Affair (151-200)

Extravaganza (200+)



Each event package can be tailored to you!

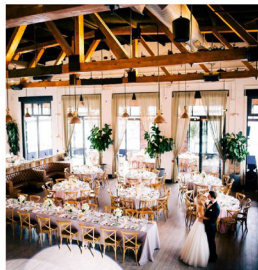
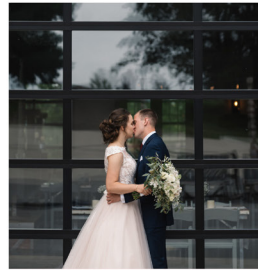
Depending on your needs we can offer full, partial, minimal services.

Services we offer:

- decorating
- catering
- planning
- bar services
- creative services (photography + videography)
- music services (dj or live band)
- Making you dreams come true! Want disco balls, neon signs, slushie machines, or a white horse? We'll make it happen.

state of grace

services gallery about contact



state of grace

services gallery about contact

the story of state of grace

Whirlwind passion struck Iowa like lightning in a summer storm when Logan Stufflebeam brought State of Grace to life.

An unconventional, industrial venue place in the heart of the Midwest. State of Grace disrupts the monotony of barn weddings and hotel conference room celebrations. We are an establishment with high ceilings, exposed bricks, large windows, garage doors, and a rooftop. Any celebration you can imagine - we can make happen.

Owner, Logan Stufflebeam, realized she had a passion for events during college. After graduating from Drake University, she took the plunge into events. With her eye for design and knack for communication she developed, State of Grace. Curating every inch of the space for elegance and class.



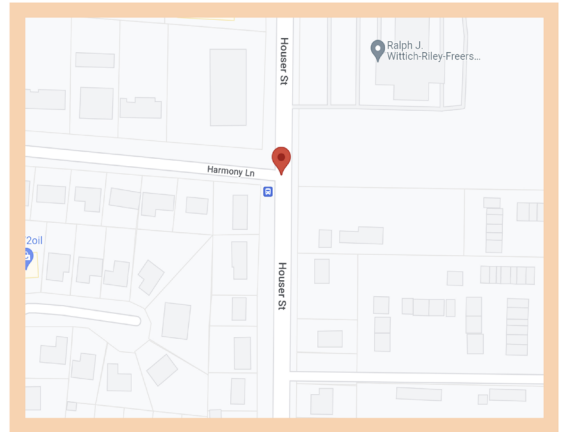
state of grace

services gallery about contact

 call: 941.825.8800

 email: information@stateofgrace.com

social media:



2202 harmony lane, des moines, Iowa

The State of Grace website features a wide array of information to serve any prospective or current customer. The landing page/homepage are a rotating banner of some of the recent events to occur and the venue.

The logo at the top of the menu services as a home button for users to navigate back to the landing page. The website will also feature a long scroll. When on the homepage, a user can scroll down to reach the other pages. In the upper right hand corner is the navigation menu. This has four options including: services, gallery, about, and contact.

The services page features information about the various sizing of packages. There is no price listed next to each package because each experience is built for the customer.

The gallery features images of the venue. This features the various layouts and decorating options.

The about page tells the story of how State of Grace was born. It also gives information about the founder/owner.

The contact page give users and map and various methods of reaching the business.

promotional materials

State of Grace would offer an array of promotional materials. This would enable the brand to better advertise themselves among the public.

The State of Grace tote bag would be available for purchase or given as a gift to individuals who book the venue. It would be functional in their life as they host an event. A pattern of circles and secondary logos cover the bag. Eyecatching and statement making, this would help people begin to recognize the new brand.

Additionally, an insulated wine tumbler would be given out. This would be perfect for groom or bridal parties as they get ready for their big day.



Lastly, a metal pen would be offered to patrons. It has a white body, so the primary logo stands out on the side of the pen. No other modifications are done to the primary logo. It provides use to customers helps keep the business at the forefront of their minds.



