

Victoria Kaneva

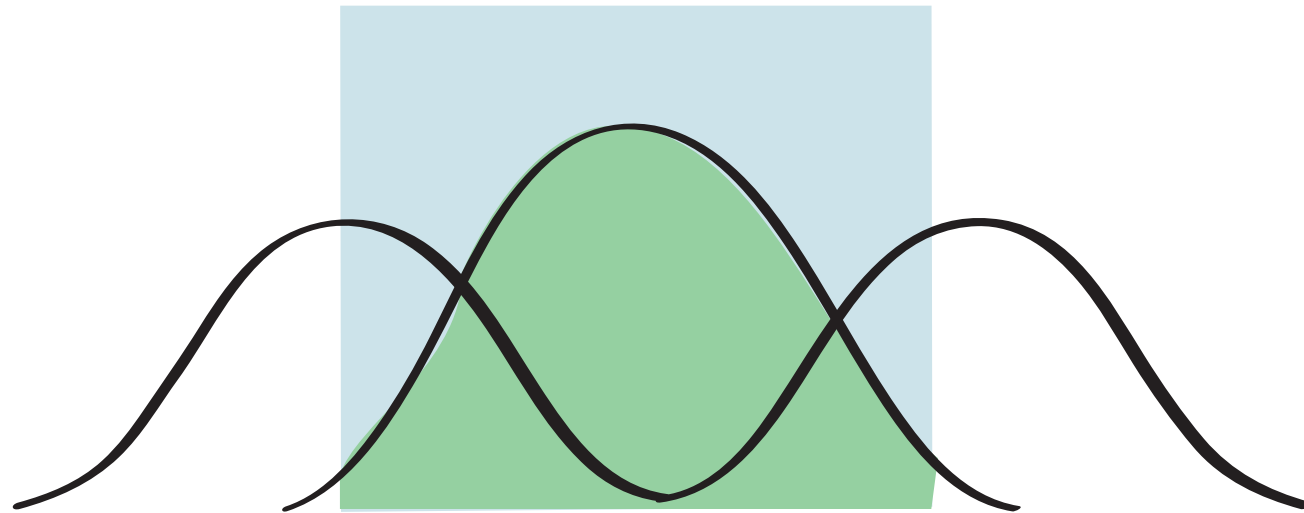
# Foothill Productions

**Foothill Productions** is a formal, student-run multi-media production company. Foothill Productions provides content and production services including: music production, audio production for film and video, studio and live recording, videography, photography, graphic design, garment printing, and business/marketing development.

The mission of the business is to:

- Provide students ready to enter the rapidly changing job market with an opportunity to develop portfolios containing real-world, commercially viable media products and services produced in an interdisciplinary team setting.
- Provide emerging artists with resources needed to develop product and strategies to launch successful businesses.
- Engage faculty and industry professionals as advisors and mentors to guide students, artists, and the overall program.

# Visual Identity



**Foothill**  
P R O D U C T I O N S



3519 Front Street  
Mount Celebres,  
CA 65286  
October 5, 2004

Ms. Betty Johnson Accounts Payable The Cooking Store 765 Berliner P  
Point, CA 68534  
Dear Ms. Johnson:

It has come to my attention that your company, The Cooking Store has b  
paying their invoices for the past three months.

In order to encourage our customers to pay for their invoices before the c  
implemented a discount model where we'll give you 2% off your invoice  
within 10 days of receiving the invoice.

I hope that everything is going well for you and your company. You are c  
customers, and we appreciate your business. If you have any questions, t  
tact me at (638) 132-635892. Sincerely,

*Signature*

Bob Powers Accounts Receivable

**www.foothillproductions.com**

12345 El Monte Rd, Los Altos Hills, CA 94022



12345 El Monte Road  
Los Altos Hills, CA 94022

Betty Jones  
959 Rich Ave  
San Jose, CA 94040



**David Devillers**

[www.foothillproductions.com](http://www.foothillproductions.com)

*Services:*

- Music Production / Sound Design
- Recording Studio
- Video production
- Graphic Design
- Photography
- Song Writing
- Voice & Voice Training
- Garment Printing (FGPS)
- Marketing & Business Development
- KFJC Radio
- Music Tech Group (FHMTG)





Music Production / Sound  
Design  
Recording Studio  
Video production  
Graphic Design  
Photography  
Song Writing  
Voice & Voice Training  
Garment Printing (FGPS)  
Marketing & Business Development  
KFJC Radio  
Music Tech Group (FHMTG)



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**Logo Style Manual**







### Color Guide:


Pantone 346C

 C=42  
 M=0  
 Y=47  
 K=0


Pantone 290C


 C=18  
 M=4  
 Y=6  
 K=01


 C=0  
 M=0  
 Y=0  
 K=01


 C=0  
 M=0  
 Y=0  
 K=100

### Greyscale Guide:

 C=0  
 M=0  
 Y=0  
 K=01

 C=0  
 M=0  
 Y=0  
 K=100

 C=0  
 M=0  
 Y=0  
 K=181

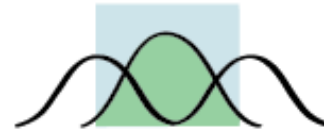
 C=0  
 M=0  
 Y=0  
 K=82



## Logo Parts:

Logo must always be placed on the white background, and if put on a black or any dark background - it should be given enough white space around it in order not to distract the correct vision of the logo.

Logo Mark:



Word Mark:

**Foothill**  
PRODUCTIONS

Logo Mark &  
Word Mark:



## Incorrect logo usage.

Parts separation:



Words position or  
different type:



Examples with the black background:



# Print Media

# Guide To Foothill Productions: Collaboration. Professionalism. Results.

Foothill Productions is a free run multimedia productions.



Music Productions/Sound Design

Voice And Voice Training

Marketing/Business Development

Music Productions/Sound Design

Music Productions/Sound Design

Music Productions/Sound Design



[foothillproductions.com](http://foothillproductions.com)

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*Foothill Productions is a free media run for The first paragraph of a typical business letter is used to state the main point of the letter. Begin with a friendly opening; then quickly transition into the purpose of your letter. Use a couple of sentences to explain the purpose, but do not go in to detail until the next paragraph. Use a couple of sentences to explain the purpose, but do not go in to detail until the next paragraph.*

*Beginning with the second paragraph, state the supporting details to justify your purpose. These may take the form of background information, statistics or first-hand accounts. A few short paragraphs within the body of the letter should be enough to support your reasoning. These may take the form of background information, statistics or first-hand accounts. A few short paragraphs within the body of the letter should be enough to support your reasoning.*

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Music Production / Sound Design and Recording Studio

Buildings 1100-1400  
[www.foothilledu/musictechnology](http://www.foothilledu/musictechnology)

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Buildings 1500-1800  
[www.foothilledu/graphicdesign](http://www.foothilledu/graphicdesign)  
[www.foothilledu/video productions](http://www.foothilledu/video productions)  
[www.foothilledu/photo](http://www.foothilledu/photo)





Song Writing ,Voice & Voice Training

Buildings 1100-1400  
[www.foothilledu/musictechnology](http://www.foothilledu/musictechnology)



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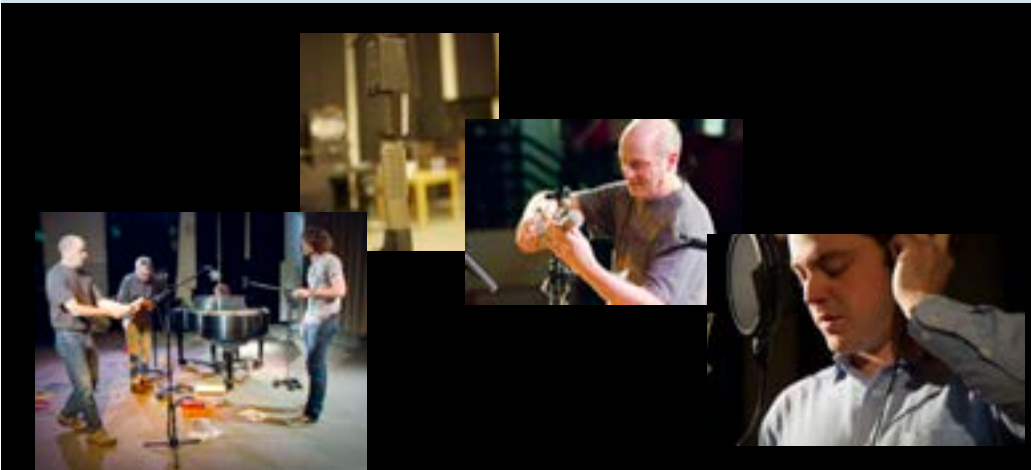
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Marketing & Business Development and Music Tech Group (FHMTG)

Music Production / Sound Design and Recording Studio



Buildings 1100-1400  
[www.foothilledu/musictechnology](http://www.foothilledu/musictechnology)

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Buildings 1500-1800  
[www.foothilledu/graphicdesign](http://www.foothilledu/graphicdesign)  
[www.foothilledu/videoproductions](http://www.foothilledu/videoproductions)



Marketing & Business Development and Music Tech Group (FHMTG)





[www.foothillproductions.com](http://www.foothillproductions.com)



Foothill College, Los Altos Hills, CA

# Advertising



Collaboration. Professionalism. Results.

**YOU + FOOTHILL = CARREER**

[foothillproductions.com](http://foothillproductions.com)



Music Tech Group (FHMTG)

KFJC Radio

Song Writing

Music Productions/Sound Design

Recording Studio

Marketing/Business Development

Garment Printing

Voice & Voice Training

Video Production

Graphic Design

Photography



Foothill Productions is a free run multymedia productions.



Collaboration. Professionalism. Results.

**WE BUILD YOUR CARREER!**

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**PRODUCEUR PROJECTHERE!**

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Thank You