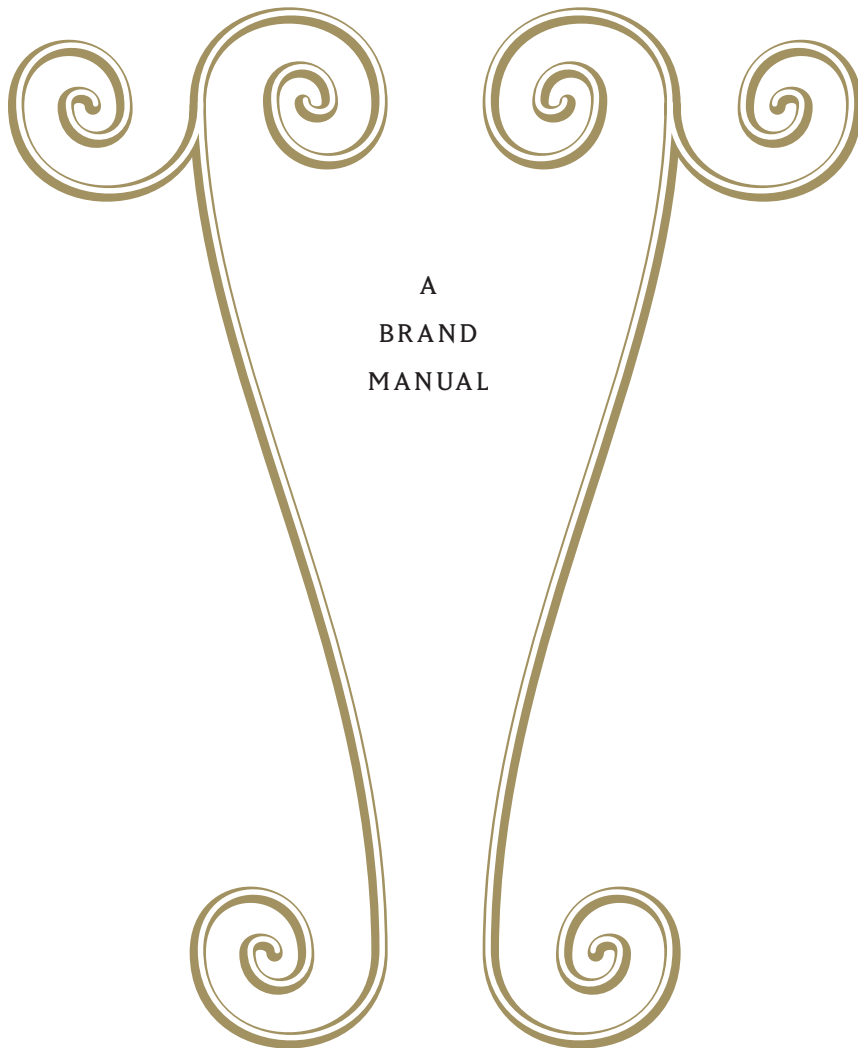


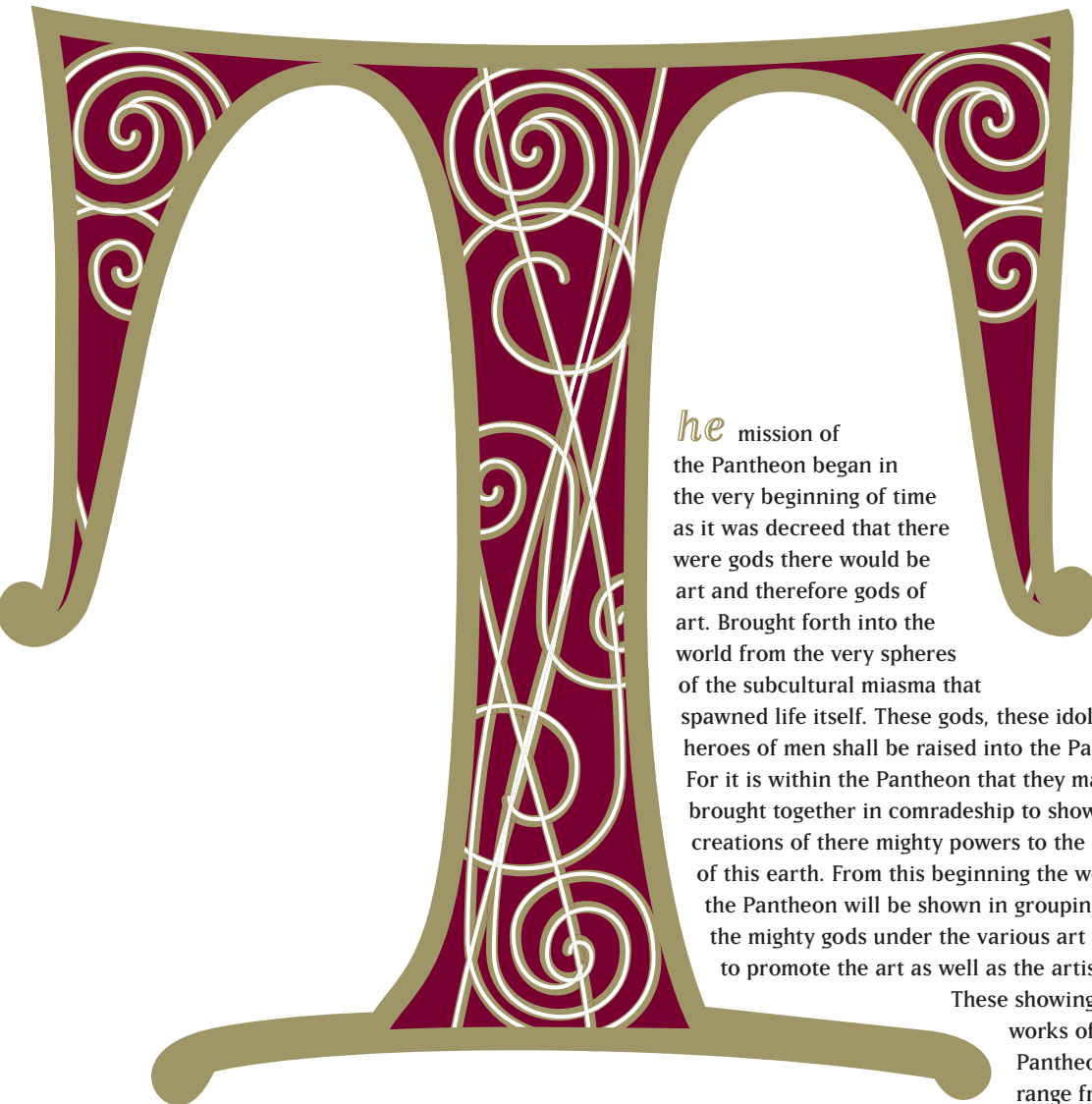


THE WORD OF THE

# Lantheos



A  
BRAND  
MANUAL



*he* mission of the Pantheon began in the very beginning of time as it was decreed that there were gods there would be art and therefore gods of art. Brought forth into the world from the very spheres of the subcultural miasma that spawned life itself. These gods, these idols, these heroes of men shall be raised into the Pantheon. For it is within the Pantheon that they may be brought together in comradeship to show the creations of their mighty powers to the mortals of this earth. From this beginning the works of the Pantheon will be shown in groupings of the mighty gods under the various art projects to promote the art as well as the artists.

These showings of the works of the Pantheon shall range from the

agreeable for all ages, to subjects found to be controversial in scope. For the Pantheon draws its inspiration from the small galleries found in the mythical Mission District of the earthly realm of San Francisco and such works of men as Juxtapoz magazine.

Located in the historic district of Savannah, Georgia the Pantheon focuses on the art and culture of the lowbrow, which is not to be found in the fine art museum galleries. That shall be hence known as the "other guys." The shows of the Pantheon will include tattoo work, street art, graffiti, art from the skateboarding, snowboarding and surfing industries, comics, cartoons and toys. The Pantheon will exist as a two fold world with the elevated gods of the Pantheon showing their abilities on the second floor gallery, while the first floor serves as a shop and conduit for mortal men.

# Pantheon

*The* mark of the Pantheon was born of the minds of men in this post modern era. For in the land of Savannah the post modern structural ideal was achieved by the back door it is said. For where postmodernism in architecture was the revisiting of the decoration onto the glass shoebox of modernist architecture. It is in the realm of Savannah that its construction born of the Victorian era was lost to antiquity and maintained only minimally and slowly repaired with a plaster of paris patch job of modernism over the course of time. The result was the post modern ideal, backwards.

The mark of the Pantheon was created from the sources of architectural lettering found in the stonework of the historical buildings of Savannah's River and Bay streets. The skeletal structure is built from the parentage of Garamond, Futura and Zapfino. As the creation of these typefaces by previous gods were done of necessity and taste so to was the mark of the Pantheon not fashioned per say but grown of the seeds of it's forefathers.



The  
Mark

Pantheon



*The* mark of the Pantheon is decreed to only be used in combinations of lights with dark outlines unless the state of its necessity is that of a darker background. Then and only then may the mark of the Pantheon be reversed to achieve optimal visual clarity. For only from the mountain may the gods speak and only from the mountain may the gods be heard. With the clarion call of the arts.

Positive  
& Negative

Lantheon



PMS 7501  
CMYK: 0.40.20.6  
RGB: 240.231.188  
PMS 4625  
CMYK: 0.60.100.79  
RBG: 54.22.00

Lantheon



PMS 7442  
CMYK: 50.70.0.0  
RGB: 129.64.156  
PMS 7449  
CMYK: 72.100.77.40  
RBG: 44.1.18

Lantheon



PMS 7427  
CMYK: 0.100.65.28  
RGB: 180.0.32  
PMS 7421  
CMYK: 0.100.30.61  
RBG: 95.0.35

Lantheon



PMS 7417  
CMYK: 0.75.75.0  
RGB: 252.65.40  
PMS 7427  
CMYK: 0.100.65.28  
RBG: 180.0.32

Lantheon



PMS 376  
CMYK: 50.0.100.0  
RGB: 127.195.28  
PMS 364  
CMYK: 65.0.100.47  
RBG: 52.103.21

Lantheon



PMS 7462  
CMYK: 100.50.0.10  
RBG: 9.72.145  
PMS 7463  
CMYK: 100.43.0.65  
RBG: 2.32.58

Lantheon



PMS 219  
CMYK: 1.88.0.0  
RBG: 239.35.142  
PMS 229  
CMYK: 0.100.15.60  
RBG: 97.0.43

Thou Shalt Not portray the mark of the Pantheon in the reverse of its proper logo colors.



Thou Shalt Not mix colors from other color combinations from the color palette of the logos.

Thou Shalt Not use obnoxious color combinations that no one can read.



Thou Shalt Not celebrate holidays of any kind with the logo.

Thou Shalt Not use colors of equal saturation rates. Thou shall study color theory while we're at it.



Thou Shalt Not change the center stroke to white. Yea though it be legible, there is no good reason for it.

Thou Shalt Not change the center stroke to black.



Logo  
No-nos

Matrix Book

Born out of Chaos were Gaia,  
called Earth, or Mother Earth.

Matrix Regular

Born out of Chaos were Gaia,  
called Earth, or Mother Earth.

Matrix Bold

**Born out of Chaos were Gaia,  
called Earth, or Mother Earth.**

Matrix Extra Bold

**Born out of Chaos were  
Gaia, called Earth, or  
Mother Earth.**

MATRIX REGULAR SMALL CAPS

BORN OUT OF CHAOS WERE GAIA,  
CALLED EARTH, OR MOTHER EARTH.

*Matrix Regular Script*

*Born out of Chaos were Gaia,  
called Earth, or Mother Earth.*

*Matrix Bold Script*

*Born out of Chaos were Gaia,  
called Earth, or Mother Earth.*

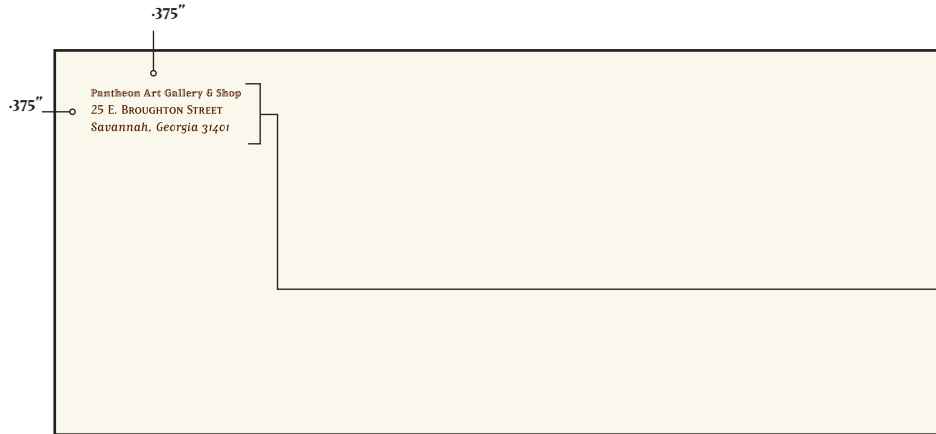
Matrix Inline

Born out of Chaos were  
Gaia, called Earth, or  
Mother Earth.

*Matrix Inline Script*

*Born out of Chaos were Gaia,  
called Earth, or Mother Earth.*

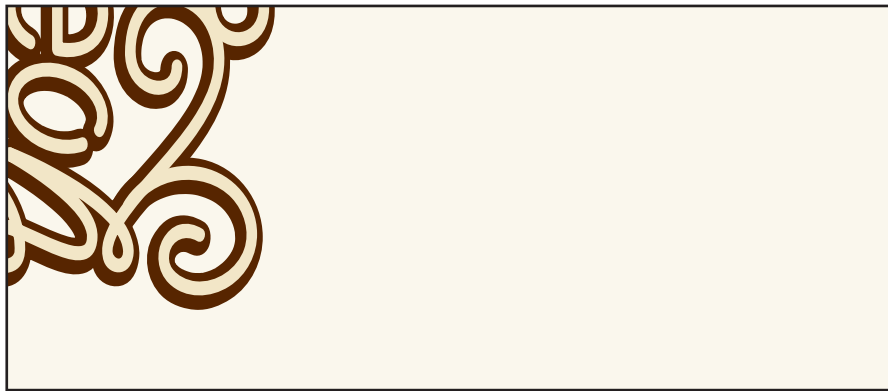
The fonts of the Pantheon are chosen from the family that is of the creation of the goddess Zuzana Licko. The reason Matrix looks the way it does may seem quaint, if not incomprehensible, to those who were not around in 1985 when the idea for its design was born. The tool used to produce it, the Macintosh computer, had just appeared on the scene and its restrictions were many. It is within these restrictions that is found the beauty and concept that ties the Matrix family to the Pantheon. A group brought together for a single purpose, each serving to support the others. Plus the Latin (wedge) serifs complete the roman-like feel of such a named gallery. The lowercase g is just an odd man out that fits like a glove to a subcultural group of misfits like us. I mean, come on really, get with the program.



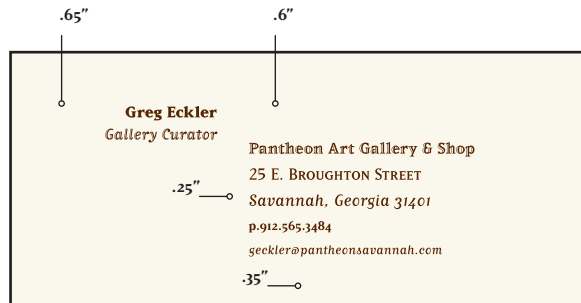
**Envelope Measurements:**  
9.25" x 4"

**Printed 1/2**  
PMS 7501 + 4625  
Neenah Classic Columns  
80 lb text  
Lineal Finish

**Fonts:**  
Matrix Inline Extra Bold 9/13  
Matrix Regular Small Caps 11/13  
Matrix Regular Script 11/13



**Fonts:**  
Matrix Extra Bold 9/11  
Matrix Inline Script Regular 9/11  
Matrix Inline Extra Bold 9/13  
Matrix Regular Small Caps 9.5/13  
Matrix Regular Script 9.5/13  
Matrix Bold 7.35/12  
Matrix Script Regular 7.35/12



**Business Card Measurements:**  
4" x 1.75"

**Printed 1/2**  
PMS 7501 + 4625  
Neenah Classic Columns  
80 lb cover  
Lineal Finish





1.85" 1" .35" 1.25"

**Pantheon Art Gallery & Shop**  
25 E. BROUGHTON STREET  
Savannah, Georgia 31401

p.912.565.3484  
www.pantheonsavannah.com

2"

February 8, 2008

2440 3rd Street  
San Francisco, CA 94107

Dear Jerney,

I have always been bothered by people (mainly in advertising) that use the term Concept when they mean Gimmick. I've been working on an essay/rant about this recently. Since we were talking about what a Concept is last Friday I figured I have a good example of what one is in relation to the other.

A Concept is what Michelangelo had before he created his sculpture of David. An all encompassing idea that shapes the creation and form of a piece into a unified whole.

I had often heard it argued at my old job in advertising that something or other needed a Concept in an overused and misappropriated manner that would leave anyone who values good ideas (and good grammar) to take up beating their head into their desk as a recreational past time.

A Concept is Michelangelo's idea of David. A Gimmick is the toy in that box of cereal you wanted as a kid. However from reading Wikipedia entry for Cereal Box Prize reiterates where this misappropriation came from.

"The cereal box prize is a concept almost as old as cereal, perhaps older." (what the HELL does that mean? who writes some of these things?) "For example, Cracker Jack boxes often contained prizes in them, well before the boom of breakfast cereals." - Wikipedia ([http://en.wikipedia.org/wiki/Cereal\\_box\\_prize](http://en.wikipedia.org/wiki/Cereal_box_prize))

Concept, Idea, Gimmick. Our lives are overrun with the pastiche of a counter-productive language running head first into itself. Leaving the dazed and confused looters of current cultural trends (see advertising and marketing) to snatch at language well out of their range in order to compensate for actual understanding.

So perhaps the next linguistic evolutionary step is not to create new words (Contidmick?) which would leave us looking like W, trying to finish a kiddie section word jumble. Our focus may be to return to the Renaissance and capture the essence of our meaning with a term like "Disegno."

Then again we would probably end up hearing an account executive in coming years state that this needs more disegno so that it can Pop. Like you can just pick it up at the grocery store.

Sincerely,

Greg Eckler  
Gallery Curator

3.85"

4.1"



**Business Card Measurements:**  
4" x 1.75"

**Printed 1/2**  
**PMS 7501 + 4625**  
**Neenah Classic Columns**  
**80 lb cover**  
**Lineal Finish**

**Fonts:**  
**Matrix Inline Extra Bold 11/13**  
**Matrix Regular Small Caps 11/14**  
**Matrix Regular Script 11/14**  
**Matrix Bold 9/12**  
**Matrix Script Regular 9/12**

**Matrix Book 10/12**

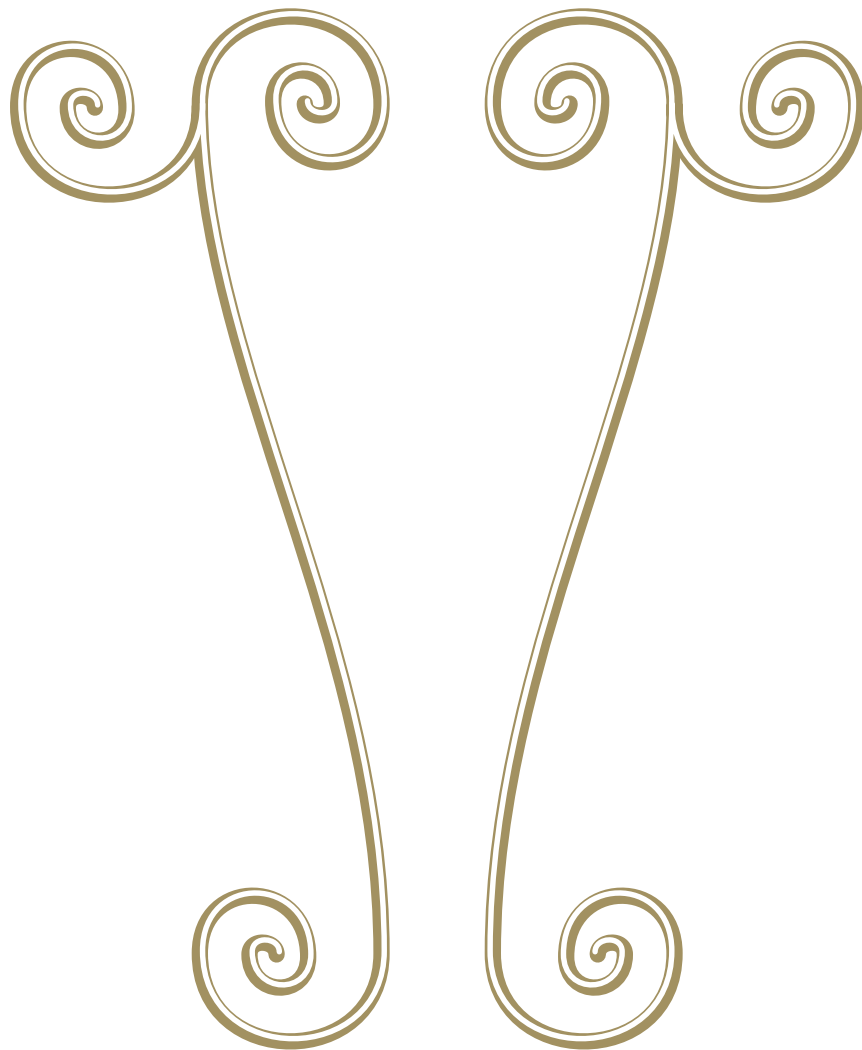


**Business Identity**

**We** are here. On the second floor is the gallery, the elite. Those that we have raised to heroes, idols, gods: we worship them. Some of us do this because they seek someone to follow, others because we need that aspiration – that goal that shows us that we too can become part of the Pantheon.

For now we exist in this realm, at the base of the mountain, in the garden, the forest. The forest is a sign of survival, of food, of water, sustenance. Now that sustenance has been replaced by consumerism but we are still the hunters and the gathers.”

The shop will be like a forest, green and lush in ways and the applications that I create will be conceptual grown from there relation within the hunter/gather structure. The price tag (how to find what we gather and how we hunt), gift cards (how we give others sustenance), the employee lanyard (the tracker), the bag (how we carry what we’ve caught/gathered).



**Fonts:**

Matrix Regular  
14/16

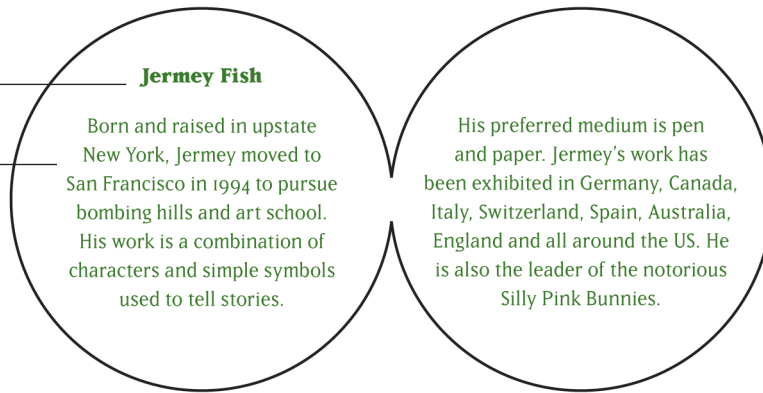
Matrix Regular  
8/10



**Fonts:**

Matrix Extra Bold  
9/11

Matrix Book  
9/11



**Price Tag**

**Measurements:**  
4" x 2" (2" x 2" die cut)

**Printed 1/2"**  
PMS 364 + 376  
for items \$1 - 15

PMS 7462 + 7436  
for items \$16 - 25

PMS 7442 + 7449  
for items \$26 - 40

PMS 219 + 229  
for items \$41 - 55

PMS 7427 + 7421  
for items \$56 - 70

PMS 7417 + 7427  
for items \$71 - 85

PMS 7501 + 4625  
for items \$86 - 100

\*see logo color section  
for CMYK breakdowns



**Price  
Tags**

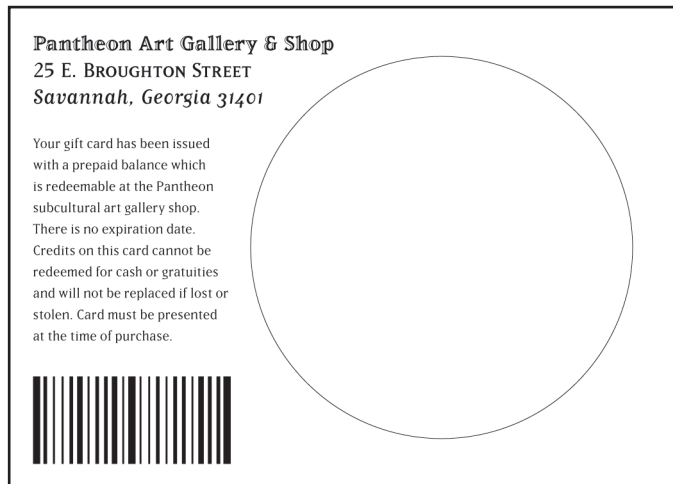
**Fonts:**

Matrix Inline Extra Bold 9/10

Matrix Regular Small Caps 9/10

Matrix Regular Script 9/10

Matrix Book 6/8



**Gift Cards**

**Measurements:**  
3.5" x 3.5"

Printed 1/2"  
PMS K/364 + 376  
for items \$15

PMS K/7462 + 7436  
for items \$25

PMS K/7442 + 7449  
for items \$40

PMS K/219 + 229  
for items \$55

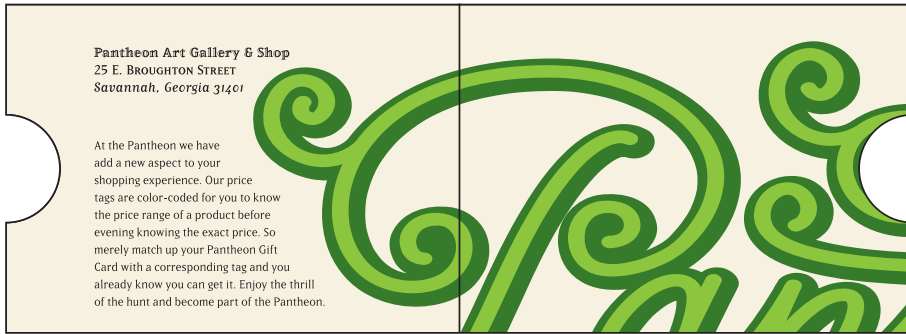
PMS K/7427 + 7421  
for items \$70

PMS K/7417 + 7427  
for items \$85

PMS K/7501 + 4625  
for items \$100

\*see logo color section  
for CMYK breakdowns





**Gift Card Envelope**

**Measurements:**

3.625" x 2.625"

**Printed 3/0**

PMS 376 + 364 + K

Neenah Classic Columns

80 lb text

Lineal Finish

**Fonts:**

Matrix Inline Extra Bold 9/10

Matrix Regular Small Caps 9/10

Matrix Regular Script 9/10

Matrix Book 6/8



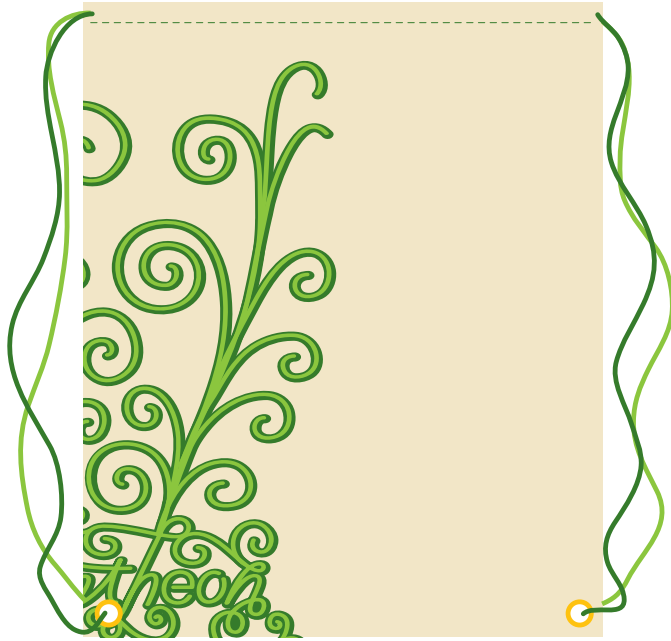
**Gift Card  
Envelope**



**Paper Shopping Bag**  
**Measurements:**  
12" x 16" x 6"

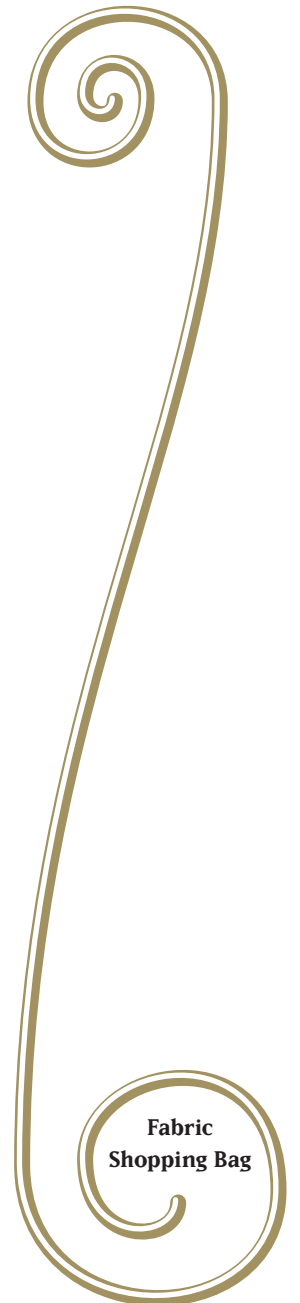
**Printed 2/1**  
**PMS 376 + 364**  
**Neenah Classic Columns**  
**80 lb cover**  
**Lineal Finish**

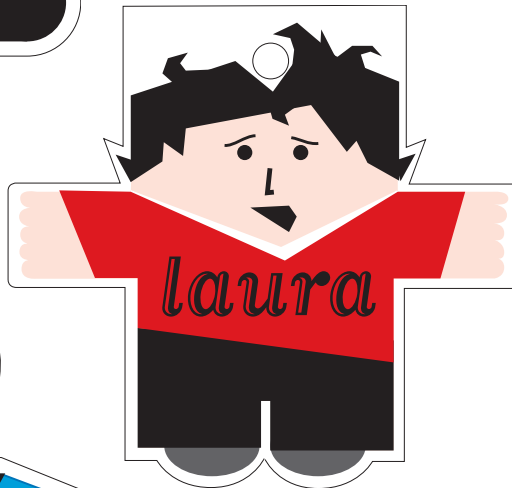




**Fabric Shopping Bag**  
**Measurements:**  
13.5" x 16"

**Printed 2/0**  
**PMS 376 + 364**  
**100% cotton canvas**  
**leather draw strings**  
**machine stitched**





**Employee Lanyards**  
**Measurements:**  
variable (should not exceed  
5" in height)

**Printed 4C**  
**white paper**  
**laminated**

The employee lanyard is  
created through the Flash  
based program designed  
to help individuals of any  
level of artistic training.

Each lanyard should  
portray the "avatar" or  
symbolic instance of the  
employee. Have fun with  
this and express yourself in  
a way you might for instant  
messaging or blog icons.



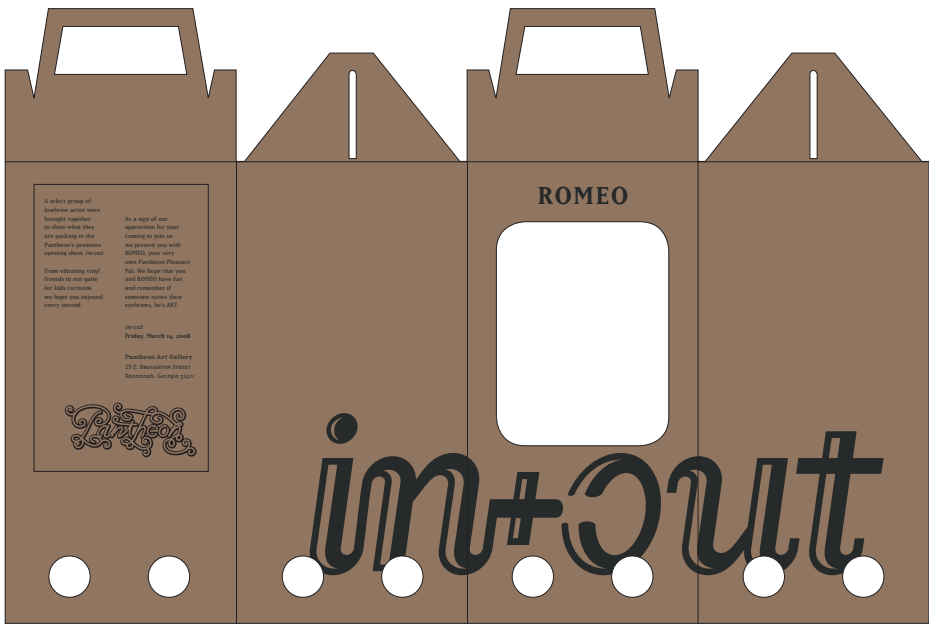
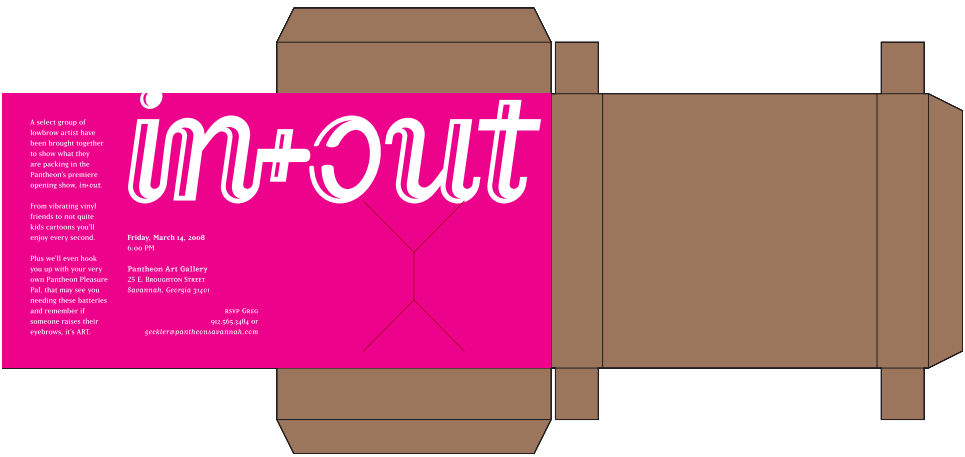
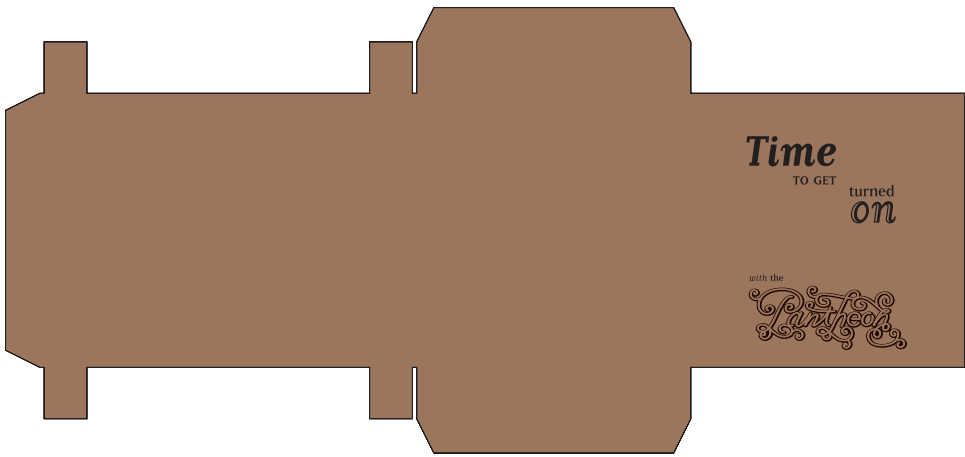


*The* shows of the Pantheon range from the agreeable for all ages, to subjects found to be controversial in scope. Our first show was created to set the tone for the gallery as well. Inspired by Jermey Fish's own Barry the Beaver, vibrating vinyl friend, the Pantheon had a group of artists including Jermey design their very own "pleasure pals." The end result was a slightly controversial show that set the tone of lowbrow art as well as humor that the Pantheon wishes to stimulated.

The shows invitation was a 4"x4"x1" box titled "Time to get turned on with the Pantheon" and came with a set of AA batteries for the invited. At the show the guest was given (if they wished to have it and really who wouldn't?) their very own Pantheon pleasure pal: Romeo. A 7" dachshund shaped vinyl vibrator. Dachshund's are German bred fox hunting dogs breed to be able to fit down fox holes (and if you don't get the genius behind that one I'm giving up). Romeo was presented to the guest in a dog carrier inspired box. Lastly a 24"x4" accordion fold show catalog was created that featured and explained some of the show entrances.



In+Out  
Show



# in+

at the

# Lantheon

## out

Why? Think to yourself, "I'm going to have a good time tonight." You'll be glad to see the "out" sign.

**Why? Why?** The knuckle duster is a classic symbol of strength and power. It's a great way to show off your biceps.

**Why? Why?** This is a classic symbol of strength and power. It's a great way to show off your biceps.

**Why? Why?** This is a classic symbol of strength and power. It's a great way to show off your biceps.

**Why? Why?** This is a classic symbol of strength and power. It's a great way to show off your biceps.

## in+

at the Lantheon

**Why? Why?** This is a classic symbol of strength and power. It's a great way to show off your biceps.

**Why? Why?** This is a classic symbol of strength and power. It's a great way to show off your biceps.

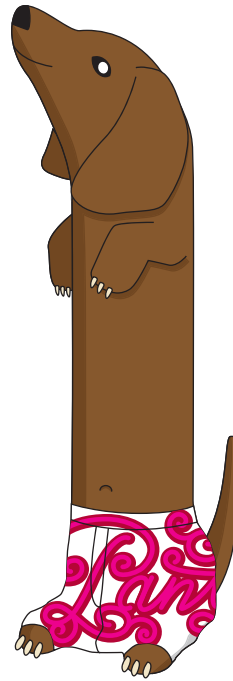
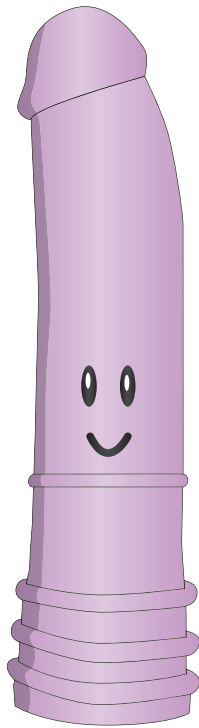
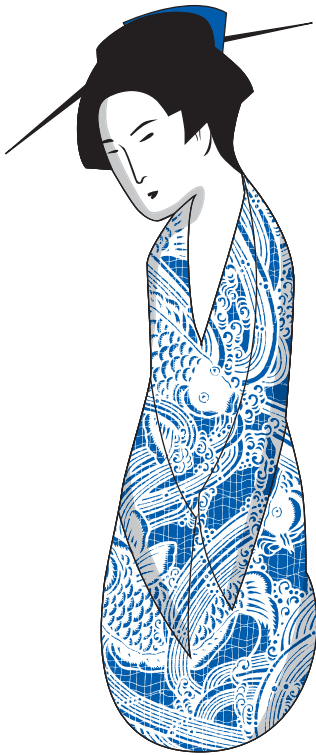
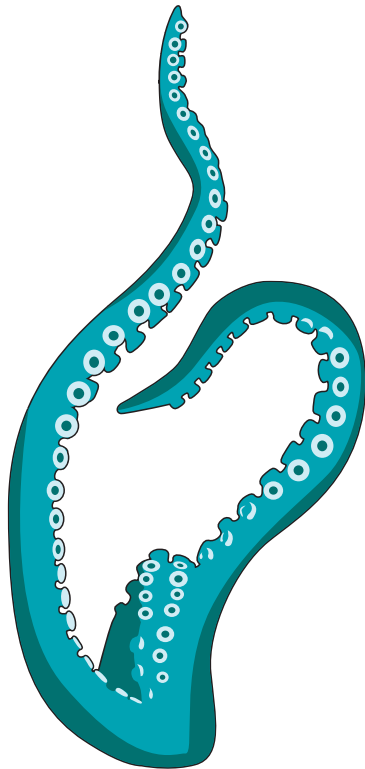
**Why? Why?** This is a classic symbol of strength and power. It's a great way to show off your biceps.

**Why? Why?** This is a classic symbol of strength and power. It's a great way to show off your biceps.

**Why? Why?** This is a classic symbol of strength and power. It's a great way to show off your biceps.



In+Out Show



In+Out  
Show

