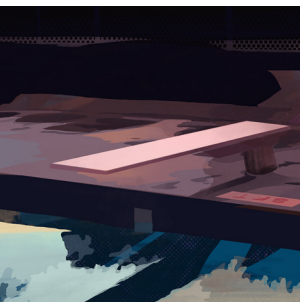


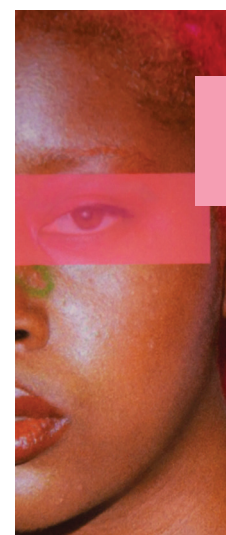
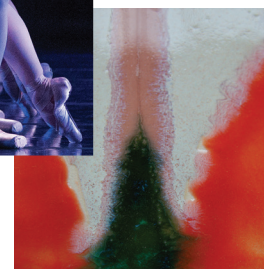
ARTS



ARTSKC



## Brand Guide



# 01 LOGOS

## 02 TYPOGRAPHY

### 03 COLOR SYSTEM

#### 04 PRINT

##### 05 PHOTO STYLE

###### 06 GLOSSARY

This brand standards guide will help explain and retain the look and feel of the newly developed branding for ArtsKC. It contains basic guidelines for the design of current and future materials. Consistent use of this framework will provide a uniform visual experience, ensuring long-term success for your brand.

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# <sup>01</sup> LOGOS

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AR  
TS

PRIMARY ICON



ARTS



ARTS 0.875" smallest size

USE

The ARTSKC Icon is the preferred mark for branding purposes. Always scale the logo proportionally to retain the unique characteristics of the brand. Use a standard unit of measurement for height and constrain proportions. Please note height and width will not be the exact same measurement. Only use in black or white, not color.

# 01 Primary Icon with Art Image LOGOS

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## PRIMARY ICON with Art Image




## USE

The ARTSKC Icon with placed art image should be used when wanting to call out KC (Kansas City) within the icon. Always scale the logo proportionally to retain the unique characteristics of the brand. Only use in black or white, not color.

PRIMARY WORD MARK



**ARTSKC**



0.625" smallest size

USE

The Wordmark can be used independently of the ARTSKC Icon as a sign off on branded materials. Always scale the logo proportionally to retain the unique characteristics of the brand. Use a standard unit of measurement for width and constrain proportions. Only use in black or white, not color.

COMBINATION MARK



SCALE AND RATIO

The Wordmark reinforces the ARTSKC Icon and can be used in combination on branded materials. If utilizing the Primary Icon with the Primary Wordmark always scale the Icon and Wordmark proportionally to the ratio provided in the logo files. This ratio represents the desired differentiation in scale between the two marks. Only use in black or white, not color.

ARTSKC GO WORDMARK

**ARTSKC** <sup>—</sup>go

**ARTSKC** <sup>—</sup>go

---

0.625" smallest size

USE

The ARTSKCgo Wordmark is for use on ARTSKCgo materials. Always scale the logo proportionally to retain the unique characteristics of the brand. Use a standard unit of measurement for width and constrain proportions. Only use in black or white, not color.



## IMPROPER USE OF LOGOS

- Never pair the ARTSKC Icon with the Primary Wordmark unless utilizing the proper scale and ratio.
- When using the ARTSKC Icon with the Wordmark, the Wordmark should be used as a secondary sign off.



- Never use the Logos in any other color than black or white.



- Never use color to highlight KC in the Icon or the Wordmark.



## USE

The following are Logo pairing and color effects to avoid in order to maintain brand standards.

# <sup>03</sup> COLOR SYSTEM

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# 03 COLOR SYSTEM

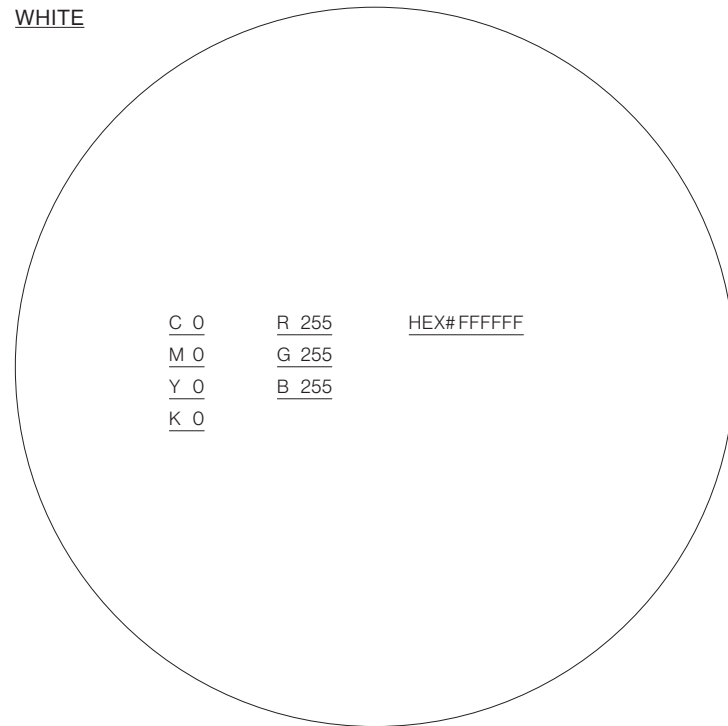
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## PRIMARY COLOR SYSTEM

### BLACK



### WHITE



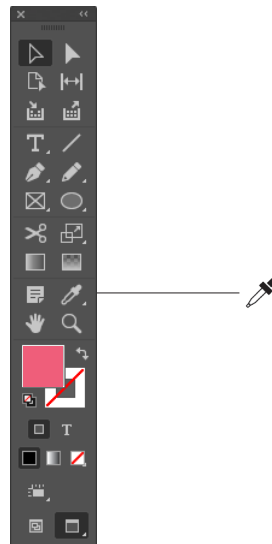
### USE

The primary palette for ARTSKC is black and white.

## 03 Secondary Colors

## SECONDARY COLOR SYSTEM

The ARTSKC brand uses geometric shapes with placed artwork created by KC based artists. To add color to these graphic compositions color can be picked from the artwork. In the example to the right “coral” has been selected from the image to the right of it. The “accent” color is then used on the url to create contrast and attention. To pick color simply use the eye dropper tool located on the tool bar. For print purposes make sure colors are a CMYK build.



USE

Secondary colors are selected by color picking color from used imagery. Please note that the colors above may view differently on screen than they will print.

# 06 GLOSSARY

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## BLEED

When any printed imagery on a page continues off the edge of the sheet or into the centerfold area

## BODY COPY

The text of a brochure, letter or advertisement

## BRAND

An intangible, but critical component of what a company stands for. In part, a set of promises. A brand implies trust, consistency, reputation and a defined set of experiences. Brands should be viewed internally and externally

## BRAND IDENTITY

Often confused with branding, a brand identity is a reproduction or imitation in the form of a person or thing. This might be a logo, advertising, spokesperson, etc

## BRANDING

Building a business strategy that is communicated both internally and externally, aligning business functions to support that strategy, and delivering consistently and long-term

## CMYK

Refers to the 4 color process (cyan, magenta, yellow and black) used as ink on paper and printed on a commercial printing press to create photos or the look of a specific color. Please note CMYK images should not be used in electronic media

## COLLATERAL

Any material describing a product, service, and/or company that is used to support sales and marketing efforts. The material can be electronic (such as on a CD-ROM) or printed

## FONT

A distinctive style and size of a typeface (letter-forms) belonging to a single, recognizable family

## JUSTIFIED

A typographic specification where copy will appear aligned on both the left and right margins

## LEADING

The spacing between lines of copy that is measured in point increments

## LOGO

A graphic element used to identify a company, product, service or brand. The logo is typically trademarked to protect it from use by other companies

## LOCKUP

The final form of a logo composed of multiple elements grouped together in a deliberate manner and used as a whole. To maintain consistency, the lockup should not be taken apart or altered in any way

## NEGATIVE SPACE

White or unused space

## PMS COLOR

Stands for Pantone Matching System. A system for selecting, specifying, matching and controlling ink colors. May also be referred to as a Pantone color. Used in commercial printing

## POINT

A typesetting unit of measure used in specifying type size. 12 points equals one pica and one pica is equal to 1/6" or 6 picas to the inch

## REGISTER

The fitting of two or more printed images in exact alignment with each other

## RESOLUTION

The quantification of printout quality using the number of dots per inch

## REVERSE

When the printed image appears as a lighter value than the background

## RGB

Refers to the color on a computer screen or monitor (red, blue, green). These colors are listed as a percentage of each value. Files in RGB format cannot be used in commercial printing. CMYK or PMS is required

## SAN SERIF

A type character with no variation appearing at the end of the main strokes (often referred to as block type)

## SERIF

A crossline width or variation appearing at the end of the main strokes of a type character

## SERVICE MARK

A service mark is any word, name, symbol, device, or any combination, used, or intended to be used, in commerce, to identify and distinguish the services of one provider from services provided by others, and to indicate the source of the services. A service mark is processed and treated substantially the same as a trademark

## SIGNAGE

The collective exterior and interior display of the company's identity on signs

## TAGLINE

A line of copy used on an ad or in a commercial that captures the theme of the advertisement or broader campaign and is placed prominently within it

## TRADEMARK

A trademark is a word, name, symbol or device which is used in trade with goods to indicate the source of the goods and to distinguish them from the goods of others. A service mark is the same as a trademark except that it identifies and distinguishes the source of a service rather than a product. The terms "trademark" and "mark" are commonly used to refer to both trademarks and service marks

## TYPEFACE

A set of characters of the same design, including letters, numbers, punctuation marks and symbols

## TYPOGRAPHY

The style, arrangement and appearance of the copy in the final version of marketing material. Typography is a design element chosen both for aesthetics, readability and, by setting a tone, to reinforce the marketing/communication message

## X/Y COORDINATES

The horizontal and vertical axis points on a computer display screen. They are used to locate specific points or measurements in a design file

AR  
TS