



**ARTS
CORPS**
IDENTITY AND
BRAND GUIDELINES

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WELCOME

IDENTITY AND BRAND GUIDELINES

This is a guide to the Arts Corps brand and logo usage. You'll find information on how to use the newly designed logo type and logo mark, color usage, design samples and an explanation of Arts Corps' brand personality and voice.

The goal of this guide is to create consistency in how the logo and brand voice are expressed. Please reference these pages when creating new branded materials or when working with outside vendors to create branded materials.

BRAND VOICE

OUR VOICE

Arts Corps speaks boldly and passionately. But always in an approachable and hopeful voice. Even though we take on big social issues we do so with optimism—in a way that invites others to join us.

● We believe young people can surprise us, inspire us, and

● We're not satisfied with the way things are.

● We believe young people are agents of social change and

● We dream big, but are grounded in reality.

● We engage young people through the arts to liberate

● We believe art is a pathway to thriving communities, schools and young people.

● We believe art engages in ways other learning does not.

● We believe access to arts education is a pressing racial justice issue.

● We believe the small moments matter as much as the big ones.

● We believe the leadership of young people and people of color is essential to create the change we seek.

BRAND PERSONALITY

ARTS CORPS IS:

Equitable
Inspirational
Conversational
Full of dreamers
Passionate
Hopeful
Playful
Helping young people find a voice
Taking risks
Hungry for change

ARTS CORPS IS NOT:

Exclusionary
Preachy
Pretentious
Unrealistic
Indifferent
Pessimistic
Unsophisticated
Speaking for them
Playing it safe
Content with how things are

LOGO/IDENTITY

Paint splash completes the structure of the “a” letterform.

ARTS type matches the logomark “a”.



Circle element encloses the “a” logomark.

CORPS type contrasts with ARTS to create a separation between the two words.

LOGO/IDENTITY

VERTICAL LOGOTYPE



HORIZONTAL LOGOTYPE



LOGOTYPE W/OUT LOGOMARK



LOGOMARK



The logomark is used as a supporting brand element. It should be accompanied by supporting Arts Corps branding. The cover of these guidelines is an example of its use, supported by the Arts Corps name in the title.

LOGO VERSIONS

VERTICAL VERSIONS



White logo version for use
over dark background



HORIZONTAL VERSIONS



White logo version for use
over dark background



W/OUT LOGOMARK VERSIONS



White logo version for use
over dark background

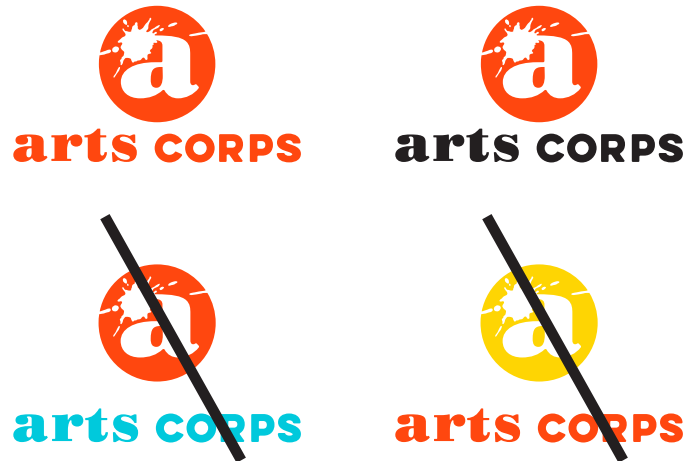
TAGLINE USAGE

MAKE ART ANYWAY is the Arts Corps tagline. It's an expression of the challenges that arts education faces and Arts Corps' goal of overcoming the social and institutional obstacles for true equity in arts education.

These are a few examples of how the tagline can be used with logotype, logomarks or as a separate element.



LOGO DON'TS



Don't use two primary colors in a single logotype. For any two-color, version black should be one of the two colors.



Never use a typeface to create a new logo version. Use only provided logo files.



Never combine the “a” logomark with the logotype that contains the ink splash. Use only provided logo files.

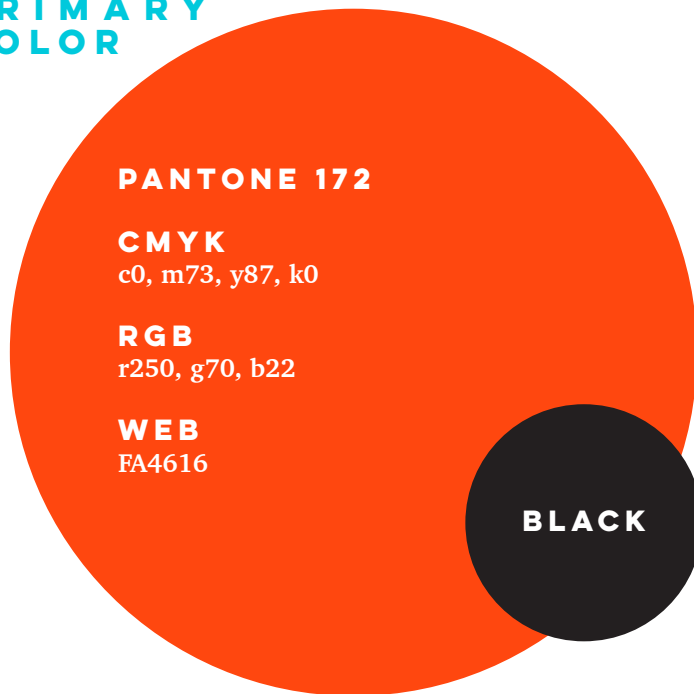


Avoid using the circle logotype within another circle design element.

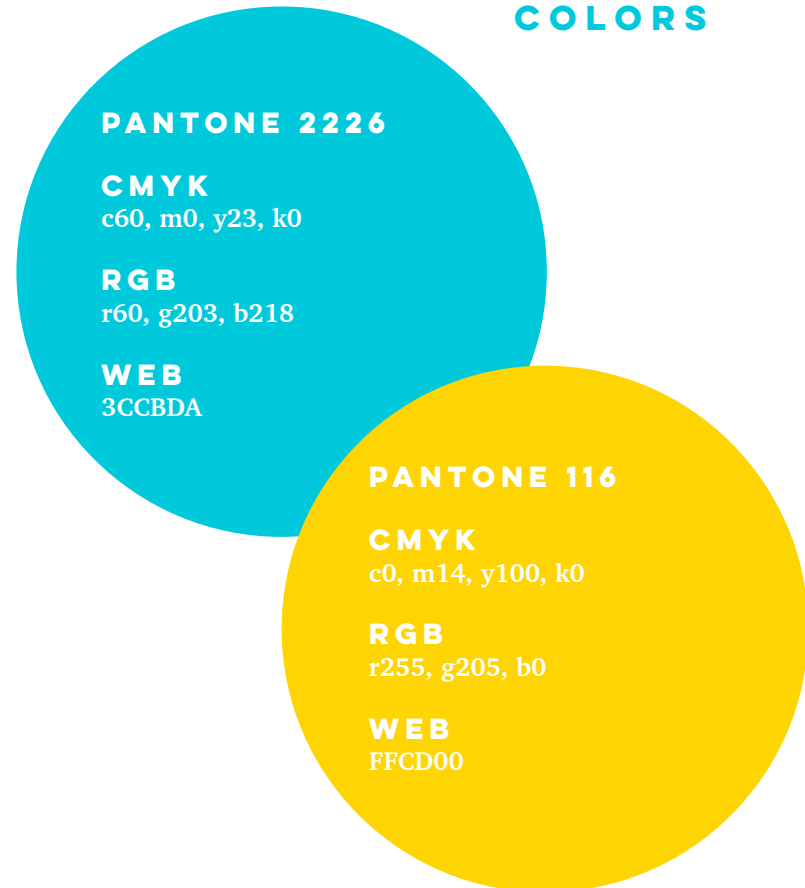
COLORS

The brand colors are vibrant, bold, rich and intense colors that bring those same traits to Arts Corps' brand communication.

PRIMARY COLOR



SECONDARY COLORS



FONTS

Arts Corps' brand headline fonts can be used individually or in combination with each other (the logo itself is an example of this). Both Poster Bodoni and Lulo are bold distinctive fonts—modern but timeless in style.

HEADLINE FONTS:

LULO CLEAN, ONE BOLD

**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 0 ! @ # \$ % & ?**

LULO, ONE BOLD (DISTRESSED VERSION)

**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 0 ! @ # \$ % & ?**

WEB SAFE ALTERNATIVE FONT: FUTURA, BOLD

POSTER BODONI, ROMAN

**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 0 ! @ # \$ % & ?**

WEB SAFE ALTERNATIVE FONT: BODONI MT, BOLD

Charter is the recommended font for body copy use. It's a serif font that is unique enough to contrast with both headline font styles. Charter is ideal for long copy applications. It's easy to read and reproduces well in print applications.

BODY COPY FONT:

CHARTER, ROMAN

**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 0 ! @ # \$ % & ?**

CHARTER, BOLD

**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 0 ! @ # \$ % & ?**

WEB SAFE ALTERNATIVE FONT: GEORGIA

CIRCLE ELEMENT

The circle design element can be used beyond just the logo. It can enclose photography, frame headlines or become a pattern.

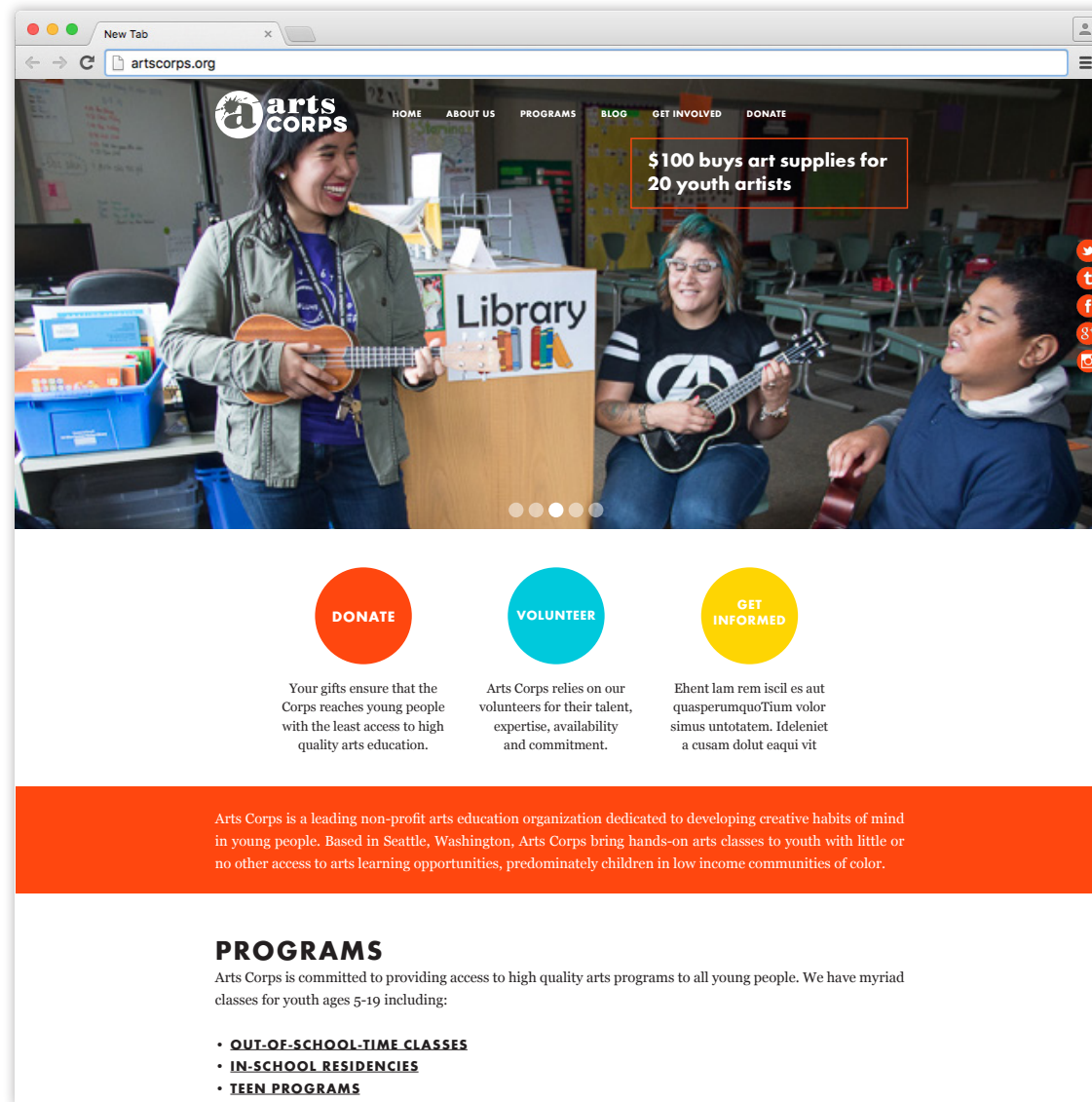


SAMPLE BUSINESS CARDS



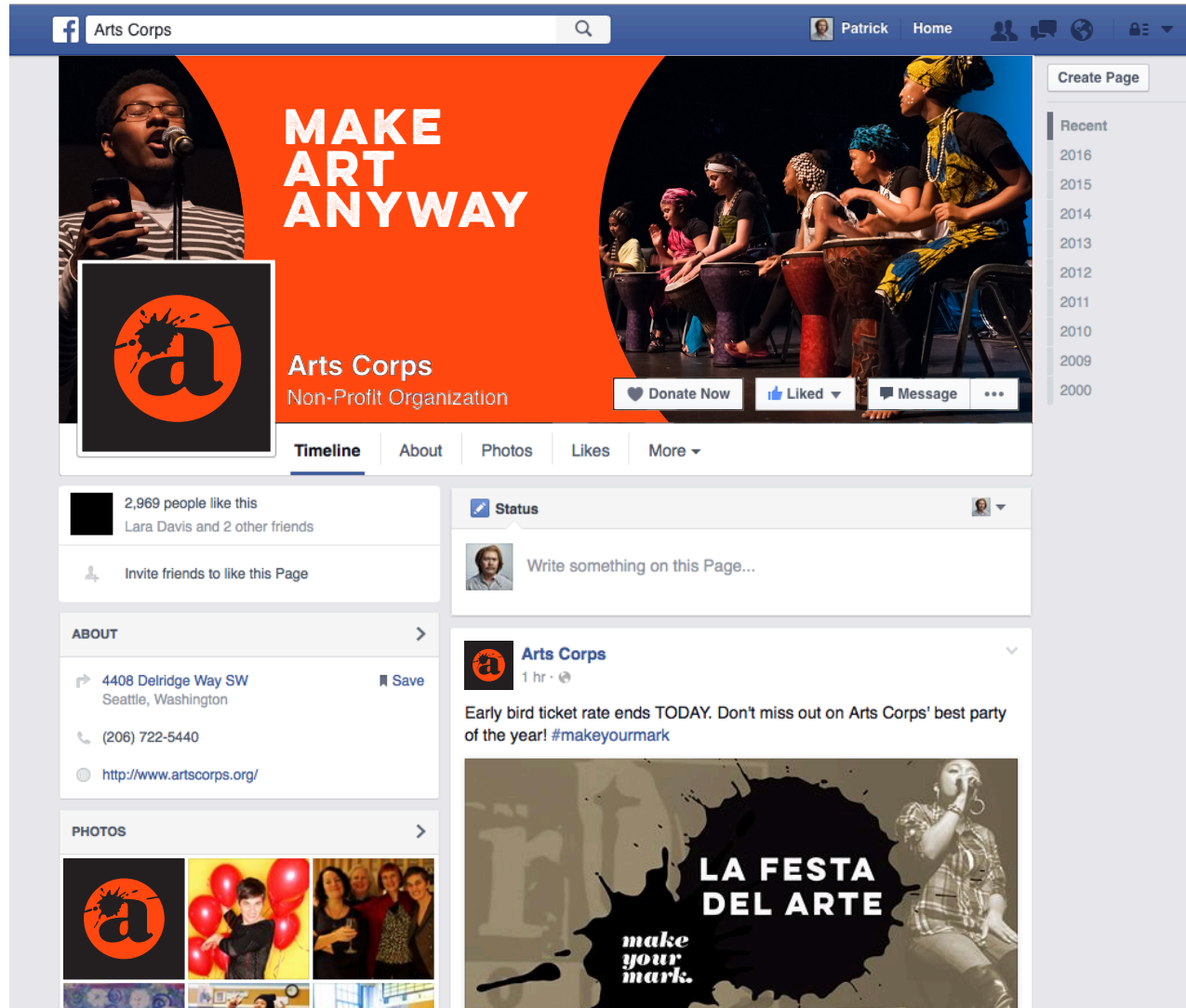
DIGITAL TEMPLATES

Website design



DIGITAL TEMPLATES

Facebook branding




DIGITAL TEMPLATES


Email branding

Header and footer to be added to email templates.

Use new brand colors when possible.


Headlines: Arial or Helvetica
Body copy: Georgia





GIVE THE GIFT OF CREATIVITY AND JUSTICE.
DONATE TO ARTS CORPS TODAY.

Why Give to Arts Corps?



"I've become more confident, I know how to strategize and problem solve better, I feel like I can change things with my art and organization."
-Spokes youth leader

"The big goal is student engagement and learning. There is no doubt we met that goal every time the Teaching Artist and I collaborated and taught lessons. Engagement soared!"
-CSI teacher partner


"Arts Corps is increasingly focusing on fostering a growth mindset in its students. A growth mindset is a key predictor of how young people engage in creative risk-taking ... as well as how they will perform academically over time."
-From MEM Consulting's independent evaluation of Arts Corps' programs

Donate

These are just a few reasons to give to Arts Corps this holiday season. We're one week away from the end of 2015—[help us provide young people with more transformative arts learning experiences in 2016 by making a gift today!](#)

MAKE ART ANYWAY.

[Forward this email](#)

 [Safe Unsubscribe](#)

This email was sent to patrickmullins@mac.com by elizabeth.whitford@artscorps.org

CONTACT ARTS CORPS

If you have any questions about these guidelines, or to request logo files, please contact:

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arts CORPS