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

Circle element encloses the “a” logomark.

ARTS type matches the logomark “a”.

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

Horizontal version

Vertical version

Horizontal version

Horizontal version

Horizontal version

Horizontal version

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

W/OUT LOGOMARK VERSIONS
**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 combine the “a” logomark with the logotype that contains the ink splash. Use only provided logo files.

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

Avoid using the circle logotype within another circle design element.
The brand colors are vibrant, bold, rich and intense colors that bring those same traits to Arts Corps’ brand communication.

**PRIMARY COLOR**

**PANTONE 172**
- **CMYK**
  - c0, m73, y87, k0
- **RGB**
  - r250, g70, b22
- **WEB**
  - FA4616

**SECONDARY COLORS**

**PANTONE 2226**
- **CMYK**
  - c60, m0, y23, k0
- **RGB**
  - r60, g203, b218
- **WEB**
  - 3CCBDA

**PANTONE 116**
- **CMYK**
  - c0, m14, y100, k0
- **RGB**
  - r255, g205, b0
- **WEB**
  - FFCD00

**BLACK**
- **WEB**
  - FA4616
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**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&?

**LULO, ONE BOLD (DISTRESSED VERSION)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&?

**WEB SAFE ALTERNATIVE FONT:**

**FUTURA, BOLD**

**POSTER BODONI, ROMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&?

**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**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&?

**CHARTER, BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&?

**WEB SAFE ALTERNATIVE FONT:**

**GEORGIA**
The circle design element can be used beyond just the logo. It can enclose photography, frame headlines or become a pattern.
Arts Corps is a leading non-profit arts education organization dedicated to developing creative habits of mind in young people. Based in Seattle, Washington, Arts Corps brings hands-on arts classes to youth with little or no other access to arts learning opportunities, predominately children in low income communities of color.

**PROGRAMS**
Arts Corps is committed to providing access to high quality arts programs to all young people. We have myriad classes for youth ages 5-19 including:

- **OUT-OF-SCHOOL-TIME CLASSES**
- **IN-SCHOOL RESIDENCIES**
- **TEEN PROGRAMS**
Facebook branding

![Facebook branding](image-url)
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
CONTACT ARTS CORPS

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

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