



ARTSFAIRFAX

TABLE OF CONTENTS

LOGO & BRAND MARK	3
SAFE AREA	4
VARIATIONS	5
COLOR PALETTE	6
TYPOGRAPHY	7

PURPOSE OF GUIDELINES

Our brand is our identity. It's who we are and what we stand for. Understanding how to convey it to the world is vital to ensuring consistency and creating a memorable brand. These guidelines are meant to do just that.

ARTSFAIRFAX : LOGO GUIDE

LOGO & BRAND MARK

ArtsFairfax's primary logo is a wordmark and character icon. The main lettering style is bold and enthusiastic. The brand mark icon represents mobility and expansion. It is recognizable and memorable, and the color creates a fluid and interesting motion.

This is the main logo that will be used in all ArtsFairfax branding, including the website, print materials such as brochures, business cards and any marketing materials.

It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

LOGO



BRAND MARK



ARTSFAIRFAX : LOGO GUIDE

LOGO & BRAND MARK: SAFE AREA

The logo is to be used as a signature, separated physically from other graphics and text, and visually prominent.

Safe area is used to prevent placing other elements near the logo that may distort the perception of the logo.

The module used to determine the safe area around logo is the height of the letter “A” in ARTS.

The minimum size for the logo is 1 inch across.



MINIMUM SIZE - 1 INCH

ARTSFAIRFAX : LOGO GUIDE

LOGO & BRAND MARK: VARIATIONS

ACCEPTABLE VARIATIONS

Maintaining consistency with our logo is crucial to upholding our brand standards. Utilize only the accepted color variations shown here and always ensure the logo remains intact, as a whole. To ensure optimum clarity and readability, there should be adequate contrast between the selected color variation and the background.

It is acceptable for the logo to be presented in all white on one of the 7 brand colors.

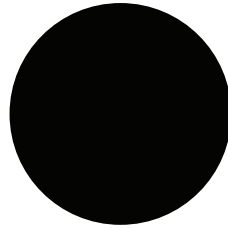
UNACCEPTABLE VARIATIONS

The logo should only be shown using the accepted color variations shown above. Examples of unacceptable variations are shown here.



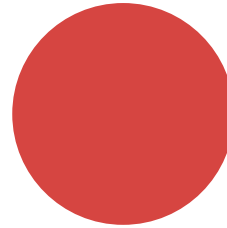
COLOR PALETTE

ArtsFairfax's color palette consists of 7 colors. Black is used for text and the remaining 6 colors are used in the fanned brand mark. The brand mark will always appear in this color order: Red, Orange, Green, Light Blue, Dark Blue, and Purple.



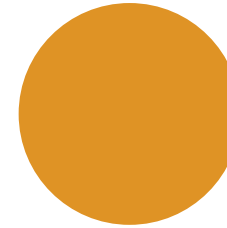
BLACK

HEX: #000000
CMYK: 75 68 67 90
RGB: 0 0 0



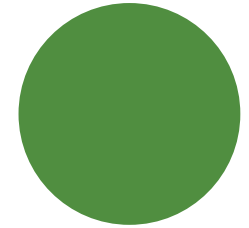
RED

HEX: #d44440
CMYK: 11 88 78 2
RGB: 212 68 65



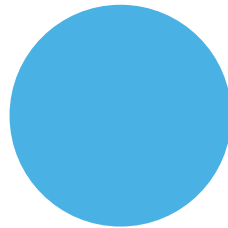
ORANGE

HEX: #de9327
CMYK: 12 47 100 0
RGB: 223 147 39



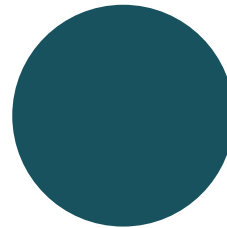
GREEN

HEX: #528e3f
CMYK: 72 23 100 8
RGB: 83 142 64



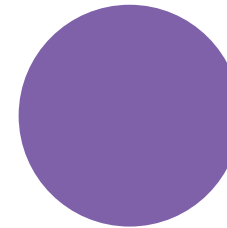
LIGHT BLUE

HEX: #4ab0e4
CMYK: 63 13 0 0
RGB: 74 177 228



DARK BLUE

HEX: #13525e
CMYK: 91 55 49 29
RGB: 20 82 95



PURPLE

HEX: #7f62aa
CMYK: 57 70 0 0
RGB: 127 98 170

TYPOGRAPHY

LOGO TYPEFACE STYLING

Larsseit is used for the logotype.

Larsseit Bold is used in the ARTS portion of the logo, Larsseit Regular is used in the FAIRFAX portion.

Larsseit Bold
ARTS

Larsseit Regular
FAIRFAX