



Identity & Visual Guidelines



Arts Midwest promotes creativity, nurtures cultural leadership, and engages people in meaningful arts experiences, bringing vitality to Midwest communities and enriching people's lives.

To ensure that Arts Midwest's communications consistently and appropriately support this mission and represent the organization, Arts Midwest staff and professional design consultants have developed these identity standards.

If you have questions regarding the content of this manual or usage for a specific application, please contact:

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Logo

2-color Version



Black-and-white Version



Reversed Out Version



Clear Space



The Arts Midwest logo consists of a script "A," a square containing the letters "rts" and the word "MIDWEST" below both these elements. The relationship of these elements has been carefully considered for use at various sizes and on multiple materials and media. Do not alter the relationship between these elements. Always use the original and approved art without alteration. Do not attempt to draw or recreate the logo.

Versions

The 2-color version is preferred and should be used whenever budget, design, and printing technique allow.

The black-and-white version should be used when multiple colors are not available. Do not create a grayscale version of the 2-color logo.

The reversed out version should be used when sufficient contrast between the logo and the background is not possible.

Clear Space

For maximum visibility and impact, a minimum amount of clear space or area of noninterference should always surround the Arts Midwest logo. A space equal to one-half the width of the square in the logo should separate the mark from any other graphic elements.

Logo Preferred Sizes

Preferred Size Printed Materials



1 inch or 75 pixels

Minimum Size Printed Materials



.5 inches or 37 pixels

Printed Materials

When available, a logo width of at least 1" or 75 pixels is preferred.

Minimum Size

The smallest the logo should be used in printed materials is a width of .5" or 37 pixels. If an application requires a smaller size, contact the Arts Midwest External Relations Department for more specifications.

Logo Incorrect Usage

Wrong Color



Do not change the colors of the logo to match another brand or design.

Reversed Color



Do not reverse the placement of the green and gray.

Stretched



Do not stretch or change the aspect ratio of the logo in any way.

Wrong Configuration



Do not change the configuration of the elements of the logo.

Added Element



Do not add any elements or techniques such as a drop shadow to the logo.

Consistency and repetition are imperative to building a strong brand for Arts Midwest. Shown here are a few examples of how the Arts Midwest logo should NOT appear.

Use the guidelines provided in this standards document to avoid incorrect usage of the logo.

Old Logo



Do not use the previous logo and symbol.

Wrong Typeface



Do not change or recreate the logo with type or alter the logo with a new typeface.

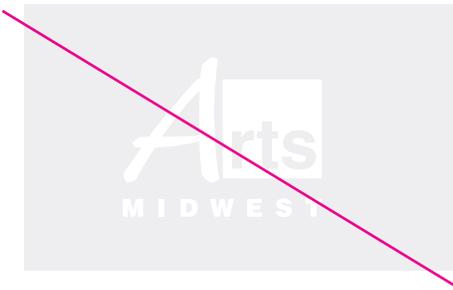
Added Sub Brands



Do not add words or sub brands to the logo.

Logo Incorrect Usage (continued)

Not Enough Contrast, Color



Make sure there is enough contrast between the logo and the background color.

Not Enough Contrast, Pattern or Photo



Make sure there is enough contrast between the logo and a patterned or photographic background.

Color Palette



Arts Midwest Green
Pantone®: 377
4-color process: C45 Y100 K24
RGB: R120 G162 B47



Arts Midwest Gray
Pantone®: Cool Gray 11
4-color process: M2 K68
RGB: R77 G88 B83



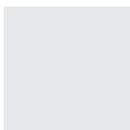
Arts Midwest Orange
Pantone®: 718
4-color process: M70 Y100 K25
RGB: R190 G79 B24



Arts Midwest Blue
Pantone®: 5415
4-color process: C42 M8 K40
RGB: R90 G126 B146



Arts Midwest Yellow
Pantone®: 7405
4-color process: M15 Y100 K20
RGB: R212 G176 B5



Arts Midwest Light Gray
Pantone®: Cool Gray 2
4-color process: K10
RGB: R214 G214 B212



Arts Midwest Cream
Pantone®: 9043
4-color process: Y15 K3
RGB: R243 G240 B217



Arts Midwest Light Green
25% of Pantone®: 377
4-color process: C11 Y25 K6
RGB: R214 G225 B192

Primary Colors

Two primary colors have been identified for the Arts Midwest identity.

The Arts Midwest Green should not be used for very small text or for large amounts of copy. Be sure to test for readability and accessibility in all print and electronic instances.

Secondary Colors

Six secondary colors have been identified for use with the Arts Midwest brand. Any percentage tint of these colors may be used as needed for design flexibility. For light green a 25% tint of Arts Midwest Green is preferred.

The colors shown here are meant to represent specific Pantone colors as indicated. The print or screen quality shown in this guide may not be precise and has not been evaluated by Pantone, Inc. for accuracy. Please consult a current edition of the Pantone Color Formula Guide for accurate color standards.

