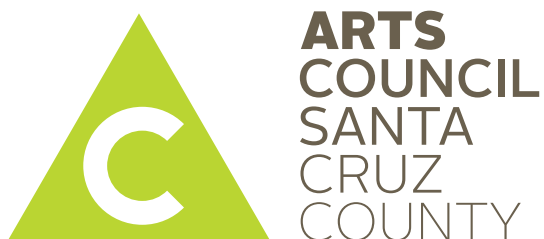


January 2023



BRAND GUIDELINES

Primary Logo



The Arts Council logo should appear in the above format as often as possible. It is important to use the logotype and icon lockup to properly communicate our brand.

Usage notes:

- Strive to use the full color logo (left) as often as possible
- When limited by an image, composition or production need, the logo color combinations to the right may be used.



For images that have busy backgrounds, use a white border in your design to pull the logo out of the composition.

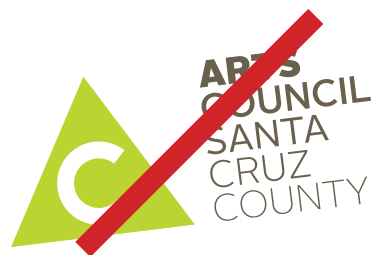


For photographs with darker backgrounds, use the logo with the green icon and white text to maximize legibility



In instances where the background of you image is lighter the white logo should be used.

Primary Logo Usage Guidelines



Do not rotate



Do not add effects



Do not add drop shadows



Do not change fonts



Do not stretch or skew



Do not adjust spacing



Do not modify proportions



Do not adjust text color

Primary Logo

Clear Space



Our logo lockup has a dedicated clear space to allow for optimal usage. Abide by these definitions to ensure the logo is never crowded in a composition.