



California Arts Council **Branding Guidelines**

California Arts Council
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ABOUT THE LOGO

This document serves as a guide for the appropriate usage of the Arts Council logo.

All grantees are required to display the Arts Council logo on all print and electronic materials related to their grant activity. Logo requirements, along with other important details, are outlined in the “Exhibit D” and/or “Exhibit E” attachments to your grant contract. View the forms for your specific grant program at this link: <http://arts.ca.gov/programs/forms.php>.

Primary Logo Application



PRIMARY LOGO

If used online, the logo must link to, via a link embedded in the graphic, the California Arts Council's URL.

The logo is available in three file types, recommended for use as follows:

LOGO FILE TYPES

PNG – Ideal file for web use and word processing software.

JPG – For use online, and in print materials if EPS is not feasible.

EPS – For design use, or for use when sending or exporting files to a commercial printer. Recommended for use by a professional graphic designer.



GRAYSCALE LOGO

This logo is for use only in print materials that are published in black and white.

Primary Logo Application



CLEAR SPACE PRIMARY LOGO

The logo must have the approximate space shown kept free from all other graphics and text, including other logos. This is also the minimum distance the logo must be from the edges of an electronic or print document.



LOGO SIZING

The logo must be used at an appropriate size in balance and proportion with the design of your piece and when compared to other logos that may be present. The logo must be sized at a width no smaller than 1.5 inches from end to end. This minimum size is to be used only if absolutely necessary.

DO NOT RETYPE TEXT



DO NOT STRETCH



DO NOT ALTER THE COLOR



DO NOT DISTORT



DO NOT ADD SHADOW



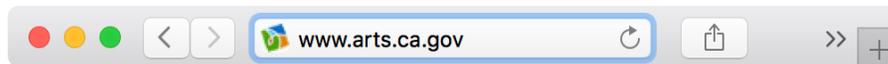
CLEAR RESTRICTIONS

The California Arts Council logo should never be altered in any way. The following examples illustrate how NOT to display or use the logo.

Do not:

- Alter the logo in any way
- redesign, redraw, animate, modify, distort, or alter the proportions of the logo
- surround the logo with—a pattern or design
- rotate or render the logo three-dimensionally
- add words, images, or any other new elements to the logo
- replace the approved typeface with any other typeface
- enclose the logo in a shape or combine it with other design elements or effects
- modify the size or position in relationship of any element in the logo
- add additional copy to the logo

Web Logo Application



FAVICON

The favicon is available in two file types, PNG and GIF. It is to be used as a graphic representation of the California Arts Council to the left of the URL in the browser's address bar and/or on the left side of a webpage tab.

Primary Palette



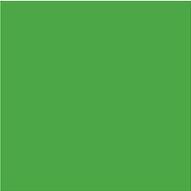
COLOR VALUES:
C11 / M95 / Y100 / K2
R211 / G46 / B18
HEX #D32E12



COLOR VALUES:
C59 / M5 / Y5 / K0
R87 / G190 / B226
HEX #57BEE2



COLOR VALUES:
C86 / M56 / Y0 / K0
R0 / G110 / B198
HEX #006EC6



COLOR VALUES:
C72 / M9 / Y100 / K1
R79 / G167 / B0
HEX #4FA700



COLOR VALUES:
C12 / M53 / Y100 / K1
R221 / G134 / B3
HEX #DD8603

CALIFORNIA ARTS COUNCIL

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NAME AND USE

Helvetica Neue Condensed is used to clearly and objectively communicate information.

WEIGHTS

Regular, **Medium** or **Bold** for heads and subheads.

Regular for body copy.

Medium, **Bold** or *Italic* for emphasis.

CASES

Upper and lowercase or ALL CAPS.

RESTRICTED DIGITAL USE

When Helvetica Neue is unavailable in digital situations, use Arial.