



Arts COUNCIL
FOR **LONG BEACH**

Brand Guidelines.

A guide to the Arts Council for Long Beach Identity system.

01 | The Logo

Our logo is very precious to us. We took our time developing our brand so please be nice to it.

Primary Logo

The Arts Council Logo is comprised of a primary word mark and a supporting typeface using primary Colors.

The horizontal version of the logo is the preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, fliers and product packaging.

Minimum Height

Stacked logos must not be reproduced at a size smaller than 1.25" in height. We have to be careful that our smallest type is legible.

Exclusion Zone

The minimum exclusion zone margin can be easily estimated by using the size of the 'O' character in 'Council.' On all sides, the exclusion zone should be measured from the farthest edge of the logo. No elements may encroach on this space.



Secondary Logos

Our logo was developed to be modern and future-proof, updating our public persona and realizing the design with new techniques. It is a distinctive mark and brand that seeks to present our company as a forward-thinking, professional organization.

The Arts Council logo suite contains acronized and 1:1 ratio logos useful for applications such as social media, or where constrained by design real-estate. These are secondary logos, and can be used in place of the 2 x primary logos at your discretion.

There are multiple full-color options for stacked logo shown here.



Logo Family

The Arts Council logo suite extends to other marks for other signature events and programming.

Each of these sub-systems has it's own design language and should be reproduced consistently with the public facing communications already created.

Please refer to the Arts Council administrator for examples of communications for these events.

All assets for these ID systems are stored on the Arts Council network drive.



02 | Color

Our colors define our brand. We're bold, bright and confident. Simple and to the point.

Color Palette

The Arts Council color palette is derived from primary colors and their supporting color tints. First and foremost, the Primary Colors are Green and Purple, which exist at the top of any color structure.

Included are the references for CMYK, RGB and HEX Values for consistency across different media.

Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

Primary Color	100%	Color Codes: RGB 29/183/137 CMYK 75/0/62/0 HEX 1DB789
	80%	
	60%	
	40%	
	20%	
Primary Color	100%	Color Codes: RGB 49/0/111 CMYK 93/100/18/21 HEX 31006F
	80%	
	60%	
	40%	
	20%	
Primary Color	100%	Color Codes: RGB 239/70/81 CMYK 0/88/65/0 HEX EF4651
	80%	
	60%	
	40%	
	20%	
Primary Color	100%	Color Codes: RGB 242/105/79 CMYK 0/74/72/0 HEX F2694F
	80%	
	60%	
	40%	
	20%	
Primary Color	100%	Color Codes: RGB 0/0/0 CMYK 75/68/67/90 HEX 00000
	80%	
	60%	
	40%	
	20%	

03 | Type

Typography is as important as our logo,
getting it right is paramount.

ACLB Typography

We use Dita as the supporting typeface for all collateral and design. Dita comes in multiple font weights, extended and condensed glyph sets. This provides 10 font selections all within the same typeface, creating a vast amount of design flexibility.

‘Covered by Your Grace’ is the typeface we use as the title style typeface for all collateral and design. This typeface is a web-safe font and is present on our digital material as well.

Our last typeface is Century Gothic. We use this typeface for the various logos within our logo family. This is the ONLY instance of this typeface; it should not be used outside of this context.

Please ensure you are using the correct typefaces and they are installed on your Arts Council hardware.

Dita
(Body Typeface)

Aa

abcdefghijklmnopqrstuvwxy
0123456789

Aa

abcdefghijklmnopqrstuvwxy
0123456789

Aa

abcdefghijklmnopqrstuvwxy
0123456789

Aa

abcdefghijklmnopqrstuvwxy
0123456789

Aa

abcdefghijklmnopqrstuvwxy
0123456789

Covered by Your Grace
(Title/Header Typeface)

Aa

abcdefghijklmnopqrstuvwxy
0123456789

Century Gothic
(Logo Family Type)

Aa

abcdefghijklmnopqrstuvwxy
0123456789

Aa

abcdefghijklmnopqrstuvwxy
0123456789

04 | Secondary Design Elements

An identity is not just a logo, you need other elements to give you more design flexibility.

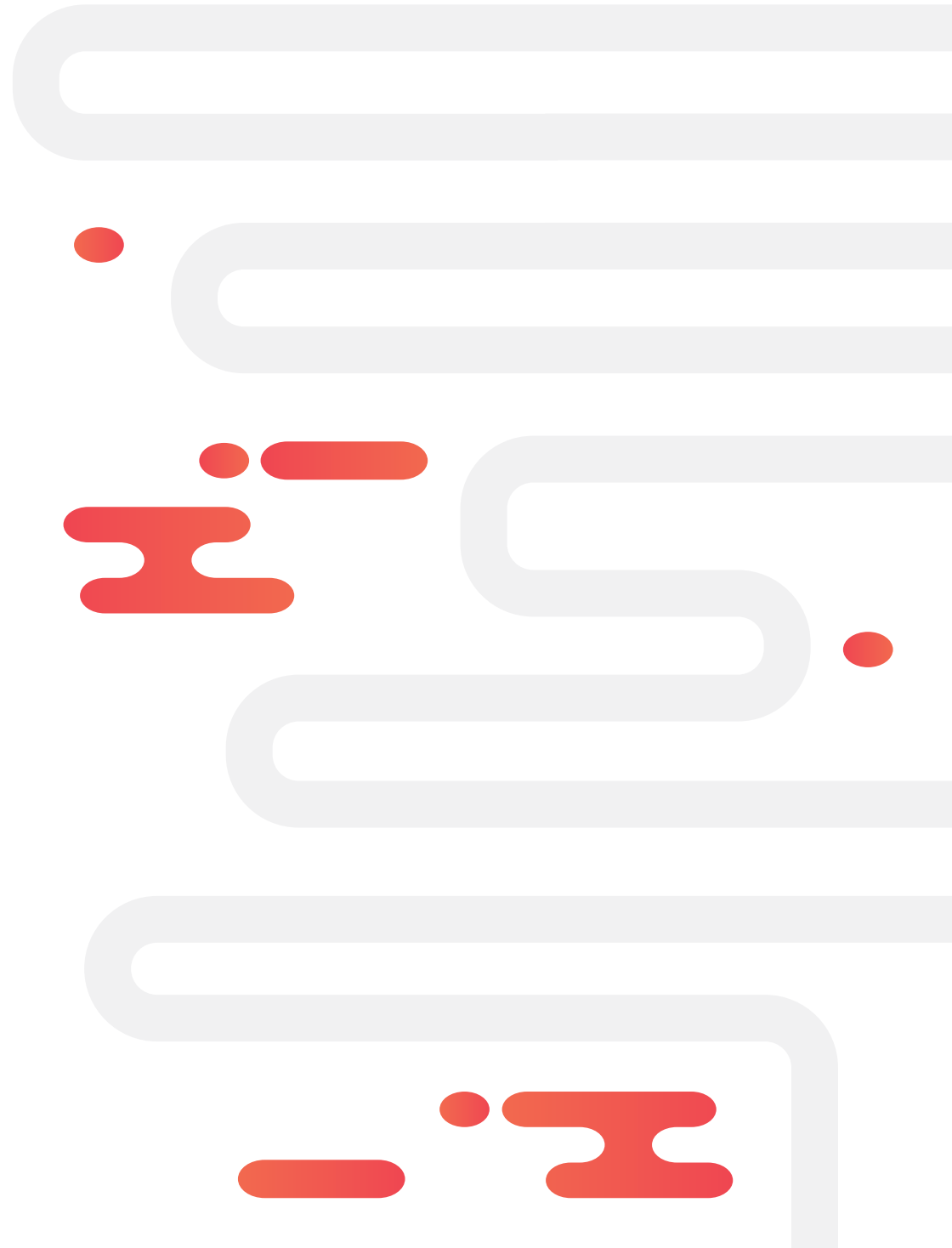
Secondary Elements

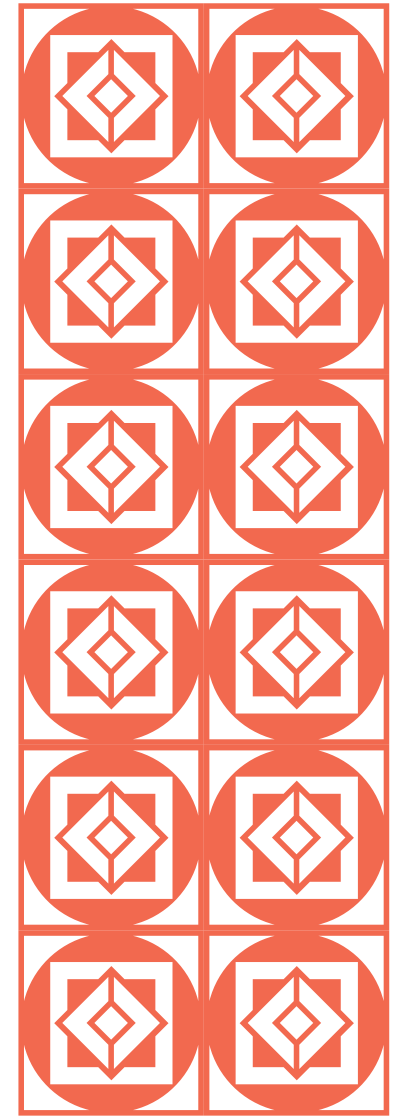
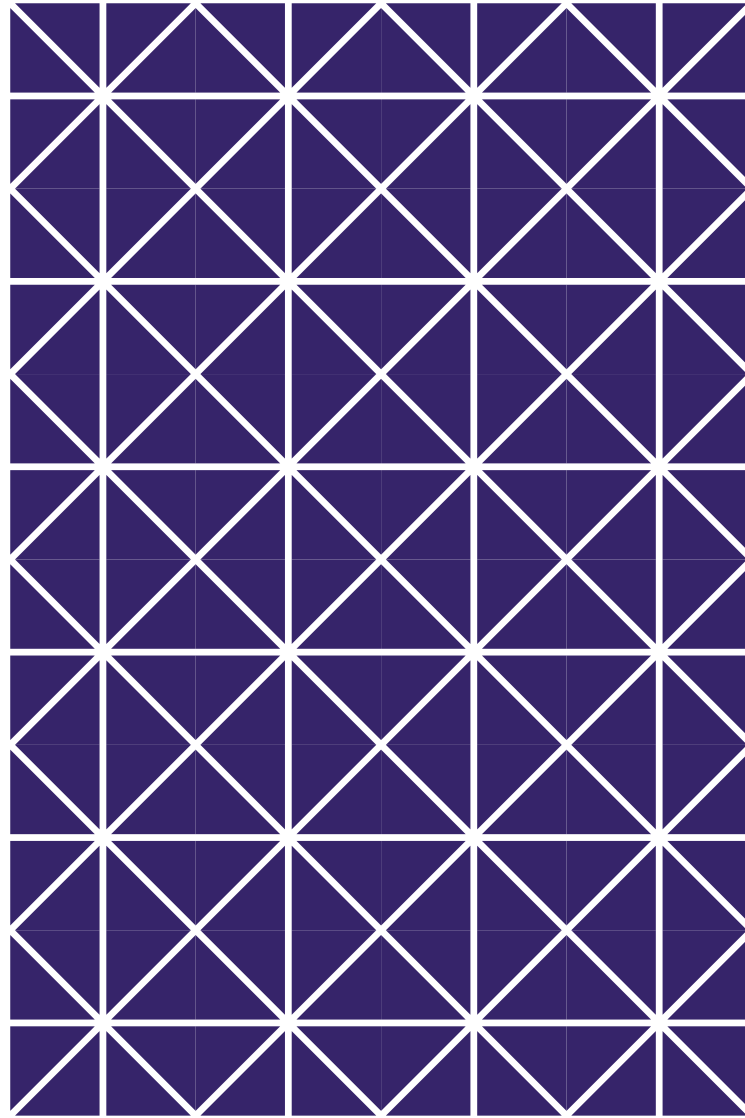
We've provided several shapes and patterns that that compliment the Arts Council's branding.

The first grouping of shapes is derivative of the secondary elements utilized in the LB Art Walk's collateral. We've adjusted, recolored, and added the artwork to our brand identity so that all child initiatives and/or branded events appear to stem from our larger branding system.

Our home is our foundation, that's why we've also included new elements that acknowledges and shows appreciation for our home within the art deco-esque East Arts District of Long Beach.

We do not recommend the use of clip art as supporting graphics. Large, distracting banners and graphics (such as ribbons and arrows) should not be used as they lessen the quality of our brand identity.





05 | Applications

When you mix it all together in the right way,
the executions look like this.

Branded Applications

Secondary graphic elements are valid for use as stand-alone support graphics provided they are not used in place of the complete logo.

We've provided a range of example applications to help you reproduce your public facing collateral consistently across all type of media.

Note: these are not actual design peices. These renderings only to demonstrate the intended composition of the logo and supporting elements.



ARTS COUNCIL BRAND GUIDELINES



06 | Photography

Imagery meant to represent
your brand as a whole.

Photo Guidelines

Photography is a powerful way to communicate our unique brand identity. The images you choose should be compelling and reflective of the energy that drives the Arts Council for Long Beach and all of our events and programs.

Simple, direct, and honest images are the best way to express the complexity of who we are to our outside audiences. Photography should be free of background or foreground noise and clutter. One way to achieve a strong look is to use single-focus compositions that hold the foreground or subject in sharp focus while allowing the background to go soft or out of focus.

Be aware of all the essential components of an image before shooting or using them in communications. Avoid using images that are busy, too complicated, out of focus, low resolution, or too darkly lit.



ARTS COUNCIL BRAND GUIDELINES



07 | Checklist

Best to have a checklist. Then you know
that you have got everything right.

The Arts Council Checklist

The Logo

Only use logos that are complete, and use only appropriate versions created from the original digital asset library supplied to the Arts Council.

Backgrounds

The logo should not appear on light or cluttered images without being reversed out.

Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower the Arts Council identity.

Typography

If designing, check that you have the typefaces installed and the web and print rules have been properly applied.

Design

Be sure to provide these guidelines to third parties or

A Final Thought

If in doubt, take a look back through this document, all the answers are there.

THIS DOCUMENT MAY BE MADE
AVAILABLE IN ALTERNATIVE FORMATS
ON REQUEST.

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