



2016

# Brand Guidelines

REFERENCE FOR PRINT AND WEB

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[OAC.OHIO.GOV](http://OAC.OHIO.GOV)

# Ohio Arts Council Brand Guidelines?

You are viewing the standards for communicating brand, identity, and styles of the Ohio Arts Council to Ohio and beyond.

If you are not a part of the Council, you have most likely been handed this document so you can use the Ohio Arts Council identity correctly in your materials. If this is the case, please start with page 08.

*For more information or questions, please contact:*

**INFO@OAC.OHIO.GOV**

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# Our Story

*Who we are, what we say, and how we say it.*

BY PROMOTING THE ARTS AND CONNECTING ARTISTS

# **The Ohio Arts Council makes the collective voice of the arts stronger**

*for* **artists**

*for* **the public**

*for* **organizations**

*for* **educators**

## POSITIONING

# Expression is an essential need.

In cities, towns, and villages, across diverse Ohio regions, from urban inner cities to rural Appalachian areas, the arts communicate experiences and life—preserving heritage, sharing history, telling stories of our communities.

*For this reason, the arts connect us. The arts unite us.*

By promoting the arts and connecting artists, the *OAC makes the collective voice of the arts stronger*. Recognizing unique needs as well as celebrating commonalities, the OAC enhances the power of the arts and communicates the significance building flourishing communities and enriching human experiences.

# Identity

*Distinguishing characteristics.*

Ohio Arts  
COUNCIL



A

B

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## Primary Identity

The Ohio Arts Council primary identity consists of two main elements: the logotype and the brand mark.

The relative sizing, spacing, and alignment of the elements may not be altered.

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### A. Logotype

The logotype is custom styled and typeset version of “Ohio Arts Council.” The logotype should not be altered.

### B. Brand Mark

The logo mark is a custom brand symbol. The inside curves of the circle align with the top-most and bottom-most points of the logotype. During the introductory stages, the mark must stay with the logotype, and follow brand guidelines.

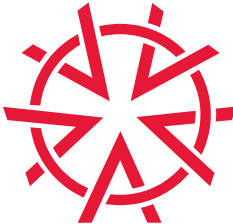


Ohio Arts  
COUNCIL



6-color,  
Primary  
Identity

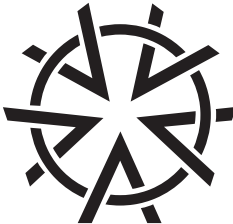
Ohio Arts  
COUNCIL



1-color,  
Red

To be used for  
internal projects  
(within the OAC)  
or those requiring  
1-color printing.

Ohio Arts  
COUNCIL



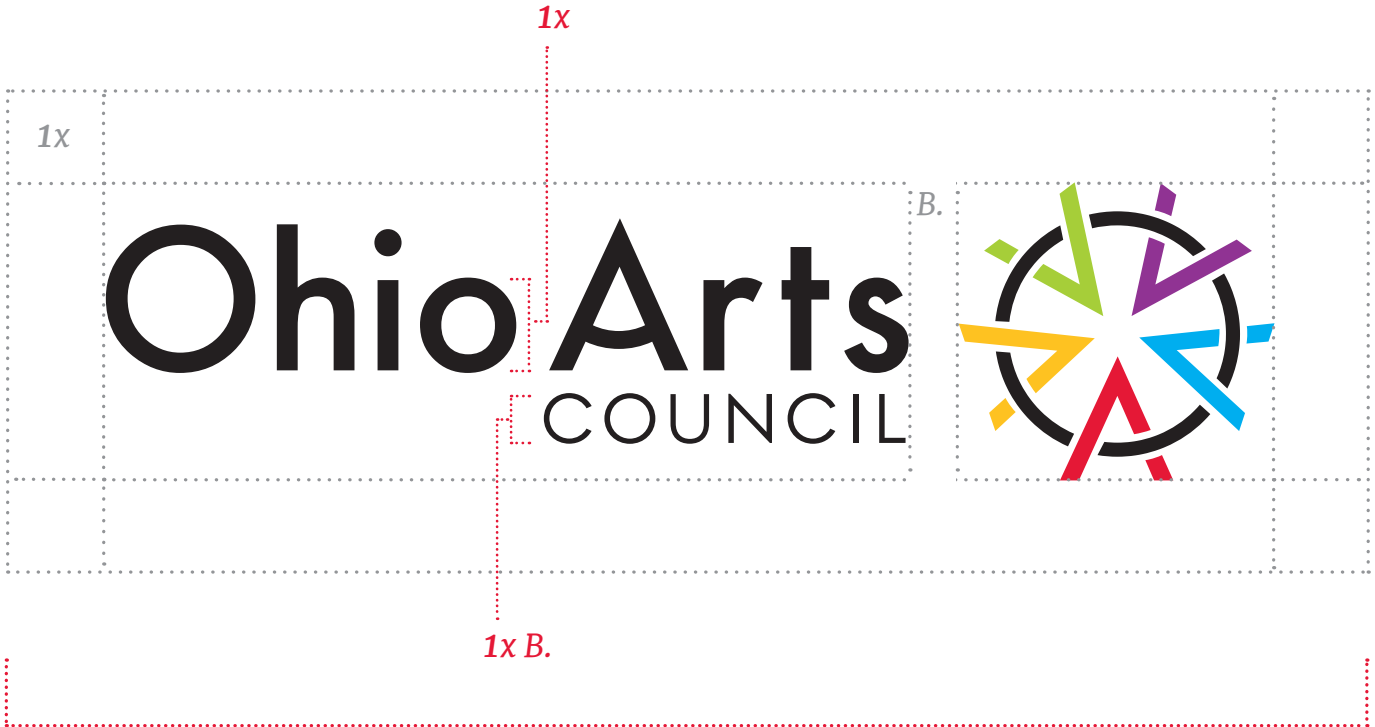
1-color,  
Black



White,  
reverse

To be used on one  
of the specified  
specified brand  
colors or an  
appropriate  
photograph. Refer  
to pages 18-21 for  
color.





## Clear Space & Sizing

Clear space is the area surrounding the mark and maximizes the impact of the combined logotype and mark. Depending on the logo file used, the background could be white, a brand color, or an appropriate photo that provides high contrast between logo and photo; legibility is top priority.

Clear space should be free of any other elements (text, graphics, patterns, etc.).

### *Clear space details*

#### **1x**

The measurement “1x” represents the x-height of the lowercase “o” of “Ohio Arts” and is used to measure the clear space around the logo.

#### **1x B.**

The measurement “1x B” represents the height of the uppercase “C” in “Council” and is used as reference to show the space between the mark and logotype.

#### **Minimum Size**

Ideal minimum size for the full identity is 12mm high.





2-color,  
Reference color  
numbers 1 –5  
(plus black)



○ White,  
reverse

# OHIO ARTS COUNCIL

Identity  
tag

## Identity Expanded System

These symbols, created from the Ohio Arts Council identity, are used to create logos for major programs, services, and spaces provided by the OAC.

Each Icon will pair with the name of the program, service, or event.

## Choosing Color

The color chosen is determined by the color categories on page 19.



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### **Identity** *ARTIE*

Identities that will be paired with the full the Ohio Arts Council identity, like “ARTIE” do not need the “OHIO ARTS COUNCIL” tag.



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### **Identity** *Festival Directory*

The identity for the Festival directory is an example of an identity created for a service coming directly out of the Ohio Arts Council—so the tag precedes the name of the service.



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## **Identity** *Riffe Gallery*

The identities for both the Riffe Gallery and the Governor's Awards are cases where the "OHIO ARTS COUNCIL" tag would fall below the name



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## **Identity** *Governor's Awards*

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## Using logo files

Follow these guidelines to assure you are using the correct file type.

**EPS**—The best choice for all printed projects. They are fully scalable and have options for both CMYK and Pantone color.

**JPG**—If you are not able to use an EPS file for a print project, you can use the a high-res, CMYK JPG. Make sure the dimensions are large enough for the size to be printed. RGB JPGs should only be used for web purposes.

**PNG**—These files are for web use only. PNGs are the preferred file type for social media avatars, as vector-based PNGs handle compression much better than vector-based JPGs.

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*If you have any concerns about how the identity will appear, contact the Ohio Arts Council before proceeding.*

# Typography

*Use this section when creating anything with type.*

Print

**Futura PT Heavy**  
**Headlines and important words**

Futura PT Book + **Futura TT Medium**  
Subheads and smaller important words

Web

**Source Sans Pro Regular**

Body copy, sentence case

**Source Sans Pro Semibold**

Links and callouts in body copy

*Merriweather Italic*

*Descriptive copy callouts for further explanation*

**Merriweather Regular**

Headlines for web use

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## Type Palette

Use these print and web fonts  
when creating brand materials.

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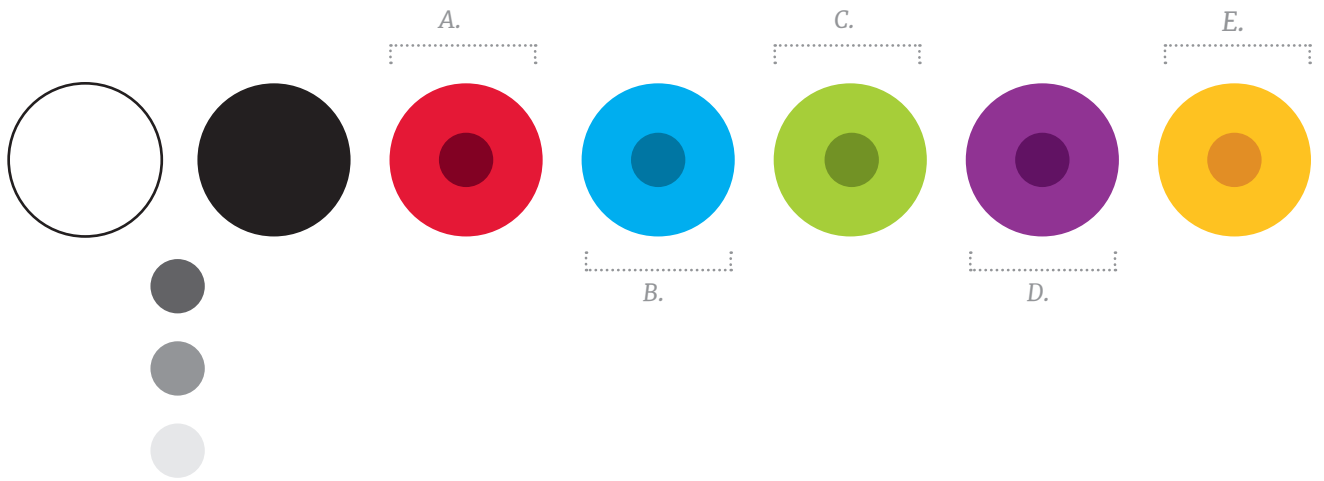
### *Note on web fonts:*

Both Source Sans and Merriweather  
are excellent for readability on the  
web in both long and short form  
copy.



# Color

*Reference this section when creating anything with color.*



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## Color System

Part of the full-color logo, the Ohio Arts Council color system helps to represent and categorize the different areas the Council focuses on—both internally and externally.

This can be accomplished both through print and online materials.

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### *A. Red = For the OAC*

The bright red color is the main color for all internal Ohio Arts Council materials and external materials that have a general audience focus.

*Reference color 1 on pages 18 and 19.*

### *B. Blue = For the Public*

The bright blue color represents the public audiences the Ohio Arts Council serves and promotes.

*Reference color 2 on pages 18 and 19.*

### *C. Green = For Organizations*

The bright green color represents the arts and culture organizations the Ohio Arts Council serves.

*Reference color 3 on pages 18 and 19.*

### *D. Purple = For Educators*

The bright purple color represents the educators and schools the Ohio Arts Council serves.











*Reference color 4 on pages 18 and 19.*

### *E. Yellow = For Artists*


The bright yellow color represents the artists that the Ohio Arts Council serves.

*Reference color 5 on pages 18 and 19.*

## Primary Palette

	CMYK	PANTONE
1	 C: 000 M: 100 Y: 081 K: 004	Pantone 186
2	 C: 100 M: 000 Y: 000 K: 000	Pantone 2995
3	 C: 040 M: 000 Y: 100 K: 000	Pantone 382
4	 C: 050 M: 095 Y: 000 K: 000	Pantone 2395
5	 C: 000 M: 025 Y: 095 K: 000	Pantone 7408
6	 C: 000 M: 000 Y: 000 K: 100	Process Black
7	 C: 000 M: 000 Y: 000 K: 000	White / Paper
8	 C: 000 M: 000 Y: 000 K: 075	Cool Gray 11
9	 C: 000 M: 000 Y: 000 K: 040	Cool Gray 7
10	 C: 000 M: 000 Y: 000 K: 010	Cool Gray

## Secondary Palette

	CMYK	PANTONE
11	 C: 015 M: 100 Y: 060 K: 055	Pantone 195
12	 C: 100 M: 100 Y: 040 K: 000	Pantone 534
13	 C: 040 M: 000 Y: 100 K: 035	Pantone 7491
14	 C: 050 M: 095 Y: 000 K: 040	Pantone 262
15	 C: 010 M: 050 Y: 100 K: 000	Pantone 145

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### Print Colors

The print colors are the colors of the identity plus a secondary palette to assist with contrast and design elements.

The secondary colors are to be used with their bright counterparts only (*i.e. 1 with 11 or 5 with 15*). They should be used as accent colors (*i.e. small detail text in print*).

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### CMYK Color Numbers

Use these colors for a process or digital printer. Choose these for printing internally.






### PMS / Pantone Color Numbers

Will typically be used for low color count print jobs on an offset printer as spot colors or for special projects. Consult with your printer to learn what technique they use.

## Primary Palette

	RGB	HEX
1	 R: 227 G: 024 B: 055	#E31837
2	 R: 000 G: 174 B: 239	#00ADEF
3	 R: 166 G: 206 B: 057	#A6CE38
4	 R: 145 G: 052 B: 147	#913493
5	 R: 255 G: 191 B: 015	#FFBE0E
6	 R: 000 G: 000 B: 000	#000000
7	 R: 255 G: 255 B: 255	#FFFFFF
8	 R: 082 G: 080 B: 081	#525051
9	 R: 161 G: 161 B: 161	#A1A1A1
10	 R: 255 G: 255 B: 255	#231F20

## Secondary Palette

	RGB	HEX
11	 R: 130 G: 000 B: 036	#820024
12	 R: 000 G: 118 B: 163	#0076A3
13	 R: 114 G: 146 B: 037	#729225
14	 R: 098 G: 022 B: 099	#621663
15	 R: 226 G: 143 B: 038	#E28F26

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## Web Colors

The web colors are the colors of the identity plus a secondary palette to assist with navigation, accessibility, contrast, and design.

The secondary colors are to be used with their bright counterparts only (*i.e. 1 with 11 or 5 with 15*). They should be used as accent colors (*i.e. rollovers on the web*).

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### *RGB Color Numbers*

Use these colors when creating graphics for the web.

### *Web Hex Color Code*

Send these numbers to a web developer or coder when color needs to be involved in the development of a website or app for your brand.

# Do Nots

*Take note of the following and all will be well.*



A.



B.



C.



D.



E.



F.

## Do Nots *Identities*

To uphold the guidelines and standards of the Ohio Arts Council brand, never alter the approved lockup, outside of any uses discussed in the Guidelines.

The samples above are examples of unacceptable uses of the Ohio Arts Council identity and should never be recreated.

- A. Do not artificially skew, stretch, or condense the logo.
- B. Do not rotate or switch the colors in the brand mark or logotype.
- C. Do not change the brand colors.
- D. Do not rotate or angle the brand mark or logotype.
- E. Do not alter or retype the logotype.
- F. Do not place the identity or mark on any image that makes the logo unreadable, or obscures a face or other important information.

If placing the Ohio Arts Council identity on a photograph, the reverse identity should be used. Always pay close attention to contrast for the readability of the identity.

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## **Do Nots** *Illustrations & Icons*

To uphold the guidelines and standards of the Ohio Arts Council brand, avoid all of these illustration and iconography styles.

In general, when needed, icons should be created based on the Ohio Arts Council primary identity for a consistent look and feel. Illustrations should be avoided unless they are being used for an Ohio art or artist feature.

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## **Do Nots** *Photography*

To uphold the guidelines and standards of the Ohio Arts Council brand, avoid all of these photography treatments.

Focus should be on the experience of the arts, any actual artwork, and the artists themselves. Wherever possible, photography should be natural and not staged.

Never use pixelated photos or those which are too low in resolution.

