



2016 Corporate Identity &
Logo Branding Policy



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Introduction

Created at the milestone moment of ArtsWestchester's 50th Anniversary, this Corporate Identity & Logo Branding Policy is produced to help protect ArtsWestchester's logo and extend name recognition and brand identity for years to come.

The logo is the primary identifier of the organization. The new logo detailed in this policy has been refreshed in order to maximize impact and awareness among residents, artists, arts groups and arts supporters in the greater Westchester County market area. The objective is simple – to reintroduce a crisper and cleaner version of ArtsWestchester's organizational logo that will appear on all communications to generate brand recognition and interest in the arts.

2016 LOGO REFRESH – Behind the Design

As the designated arts organization for Westchester County, ArtsWestchester’s logo marries its two priorities – the arts in all its many forms and Westchester County. It underscores the organization’s mission to build both arts programming and support for the arts throughout the many cities and towns that make up Westchester.

The golden yellow color of the W is a nod to our former logo and heritage. For 2016, the gold has been given a fresh and uplifting update by extracting grey hues to evoke creativity. By eliminating the heavy black block at the bottom and adding space between lettering, the logo also symbolizes the expansive energy, joy, vibrancy and imagination the arts bring to Westchester.

Logo created and presented in 2012

The 2012 logo features the word "ARTSW" in a bold, black, sans-serif font. The letter "W" is highlighted in a golden yellow color. Below "ARTSW" is a solid black horizontal bar, and the words "ARTSWESTCHESTER" are written in a smaller, black, sans-serif font across the bar.

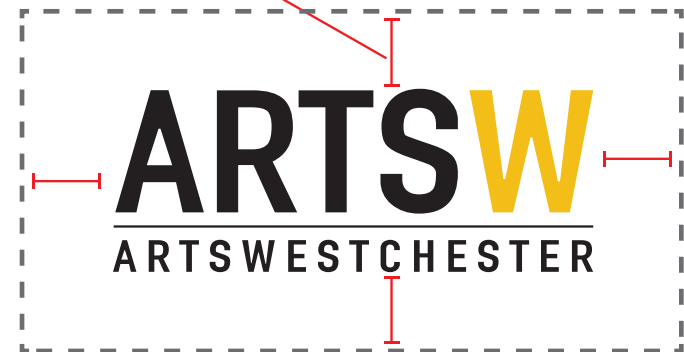
Refreshed Logo for 2016

The 2016 refreshed logo features the word "ARTSW" in a bold, black, sans-serif font. The letter "W" is highlighted in a golden yellow color. Below "ARTSW" is a thin, light grey horizontal line, and the words "ARTSWESTCHESTER" are written in a smaller, black, sans-serif font below the line.

LOGO SPACING – Minimum Half “W” height

ArtsWestchester’s logo integrity should be maintained at all times regardless of context. Spacing and padding aids in protecting the logo design.

The rule of half of the “W” height all around the logo applies to all media platforms and should be shared as prepared graphics within the organization and publicly as such.



2016 LOGO REFRESH – Logo Color Options

Logo color options are:



100% Black with "W" in AW Gold



100% Black with "W" in 50% gray



White with "W" in AW Gold over Black



White with "W" in 50% gray over Black



100% Black with "W" in 100% white over color

Please:



Do not stretch or squeeze the logo distorting the proportions



Do not change the logo's orientation



Do not change the logo colors.



Do not crop the logo in anyway



2016 LOGO PLACEMENT – Logo & Initiative Name Positioning

Chances are, if people have gone to a local exhibition or performance, or participated in an arts class or workshop, their lives have been touched by ArtsWestchester.

An umbrella organization serving more than 150 arts organizations and 1000 artists, ArtsWestchester has many programs, services and departments ranging from grant programs to folk art programs, arts education programs to fundraising programs. The operating rule in communicating these programs to the public will be to graphically connect the program name to the organizational logo divided by half the width of the ArtsWestchester “W.”



┆┆ = 1/2 width of “W” apart from logo

A One-Line Example



bottom of letters align with “ARTSW”

B Stacked Example



if double line, center block off of the height of the logo



2016 LOGO PLACEMENT – Celebratory Graphics & Badges Positioning

When an emblem is created for a special occasion or anniversary, that block is to be placed to the right of the logo indicating that it is directly associated with the organization – exactly the way we handle programs and initiatives.

When a badge is presented to us as an award from an outside organization or publication, the graphic is to be placed to the left of the logo to create a distinction between ArtsWestchester’s programs or associations and outside awards. The height for either graphic should be no taller than the logo and always centered.

— = 1/2 width of “W” apart from logo

(A) ArtsWestchester’s Emblem Example



Placed after (to the right of) the logo

(B) Badges from outer organizations



Placed before (to the left of) the logo



FONTS & TYPOGRAPHY – Font Family Styles

HEADER TYPEFACE

Ordinar LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY TYPEFACE

Univers LT Pro 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Body typeface

Univers LT Pro 67 Bold Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Pro 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers LT Pro 57 Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

*To be used only for
captions and/or footnotes*

Univers Com 47 Light Condensed

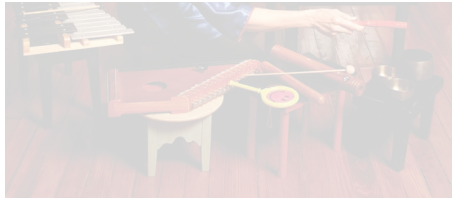
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Univers Com 47 Light Condensed Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890



FONTS & TYPOGRAPHY— Event Listing Style Example



31 MAMARONECK AVE., WHITE PLAINS, NY 10601 | 914.428.4220
Margaret Leng Tan performs avant-garde works prepared for piano and toy pianos. This performance complements ArtsWestchester's "Crossing Borders" exhibition.

Tickets: \$20 General; \$15 Member/Student
artswestchester.org



MARGARET LENG TAN: EAST-WEST ENCOUNTERS, THE CONCERT PIANO RE-IMAGINED

March 28 | 7:30–10pm

IRVINGTON TOWN HALL THEATER

85 Main St., Irvington, NY 10533 | 914.591.6602

Margaret Leng Tan performs avant-garde works prepared for piano and toy pianos. This performance complements ArtsWestchester's "Crossing Borders" exhibition.

Tickets: \$20 General; \$15 Member/Student
irvingtontheater.com

HEADER TYPEFACE: Ordinar for Name of Event

SECONDARY TYPEFACE: Univers LT Pro

UNIVERS LT PRO ALL CAP FOR AFFILIATE/VENUE

Univers LT Pro italicized for description

Univers LT Pro bold for pricing and web info

Ramon Flowers, Taboo 6/28 (photo credit: Eve Cuyen)

CAPTION TYPEFACE: Univers Com

*Captions are in Univers Com Light Oblique unless
Titles or anything that would have an underline would
change to regular Univers Com Light*

MARGARET LENG TAN: EAST-WEST ENCOUNTERS, THE CONCERT PIANO RE-IMAGINED

March 28 | 7:30–10pm

ARTSWESTCHESTER

31 MAMARONECK AVE., WHITE PLAINS, NY 10601 | 914.428.4220

Margaret Leng Tan performs avant-garde works prepared for piano and toy pianos. This performance complements ArtsWestchester's "Crossing Borders" exhibition.

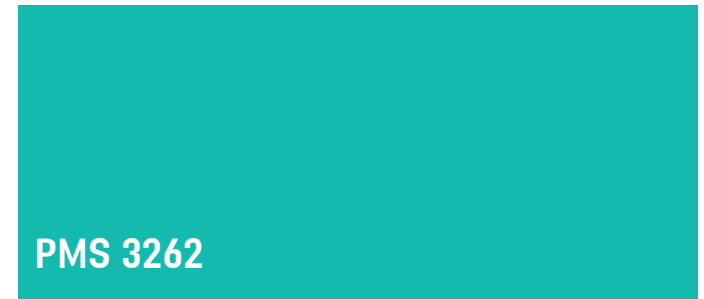
Tickets: \$20 General; \$15 Member/Student
artswestchester.org

ORGANIZATION COLORS – Color Definitions

PRIMARY PALETTE



C5 M25 Y100 K0
R242 G190 B26
#F2BE1A

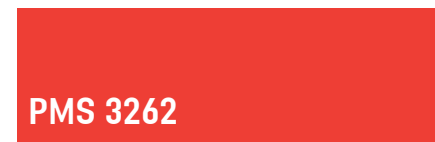


C72 M0 Y38 K0
R31 G187 B176
#1FB8B0

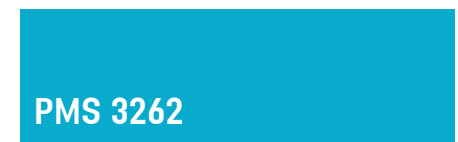
SECONDARY PALETTE



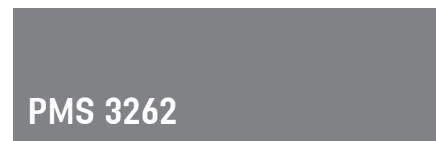
C50 M100 Y0 K0
R146 G39 B143
#92278F



C0 M90 Y85 K0
R239 G65 B54
#EF4136



C75 M11 Y15 K0
R0 G171 B203
#00ABCB



C0 M0 Y0 K50
R128 G130 B133
#808285

Addendum

Letterhead & Business Card Examples

STATIONERY – Letterhead & Envelope Example



Stationery – Business Card Example



ARTSW
ARTSWESTCHESTER

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Don't miss Janet's weekly blog posts:
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