

CULTURE WORKS *Brand Guide*

This brand guide for Culture Works has been developed to ensure maximum recognition of the brand identity by presenting a consistent and powerful image. This guide provides basic guidelines and standards for proper application of the logo on all printed and electronic communications.

Anyone who designs, prepares, implements or supervises the production of graphic materials for Culture Works should use this manual. If you have any questions concerning these guidelines, please contact kmaner@cultureworks.org.

ACCEPTABLE LOGO USAGE

The logo is the most important element of the Culture Works brand. The logo consists of the “culture WORKS” type treatment and intersecting color spectrum circle. The logo is not to be altered, redrawn, distorted or modified in any way, except in approved formats presented in this guide as described.

When utilizing the logo, maintaining a “clear zone” around the logo is imperative to maintaining immediate recognition of the brand identity. This “clear zone” should be void of typography or interfering elements around the perimeter. For the “full logo” this “clear zone” should be maintained at least a 1/4” per 1” of logo.

PRIMARY LOGO

This logo version is preferred and should be used on the majority of materials outside of special instances.



LOGO ON DARK

This logo version inverts the “culture” type to white. Ensure logo sits on the branded dark gray so it “pops” for success.



LOGO ON COLORS

This logo version inverts the “culture” type to white. Ensure logo “pops” on color backgrounds by properly positioning it over the darker colors.



GRAYSCALE LOGO

This logo version is only to be used on printed materials that are printed in black and white.



TYPOGRAPHY (*Arial & Times New Roman may be used when Futura & Hoefler Text are unavailable*)

Futura Light: ABCDEFGHIJabcdefghijklmnopqrstuvwxyZ1234567890

Futura Book: ABCDEFGHIJabcdefghijklmnopqrstuvwxyZ1234567890

Futura Bold: ABCDEFGHIJabcdefghijklmnopqrstuvwxyZ1234567890

Futura Extra Bold: ABCDEFGHIJabcdefghijklmnopqrstuvwxyZ1234567890

Hoefler Text Regular: ABCDEFGHIJabcdefghijklmnopqrstuvwxyzi234567890

Hoefler Text Italic: ABCDEFGHIJabcdefghijklmnopqrstuvwxyzi234567890

PRIMARY BRAND COLORS

RED

HEX EC2027
R236 G32 B39
C1 M99 Y97 K0
PANTONE 485C

BLUE

HEX 2CAAE2
R44 G170 B226
C69 M15 Y0 K0
PANTONE 298C

GREEN

HEX 8CC63F
R140 G198 B63
C50 M0 Y100 K0
PANTONE 368C

YELLOW

HEX FFD239
R255 G210 B57
C0 M17 Y87 K0
PANTONE 122C

DARK GRAY

HEX 343434
R52 G52 B52
C69 M63 Y62 K58
PANTONE 447C

TERTIARY BRAND COLORS (*No Pantone needed*)

RED/BLUE MIX

HEX 753338
R117 G51 B56
C69 M99 Y97 K0

BLUE/GREEN MIX

HEX 119C4A
R17 G156 B74
C85 M15 Y100 K0

GREEN/YELLOW MIX

HEX 90AD3E
R144 G173 B62
C50 M17 Y100 K0

YELLOW/RED MIX

HEX EF5827
R239 G88 B39
C1 M81 Y97 K0

LIGHT GRAY

HEX CCCCCB
R204 G204 B203
C20 M15 Y16 K0