

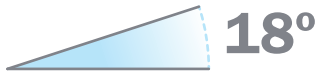
Style Guide

THE ARTS
COUNCIL

BAMA
THEATRE

CULTURAL
ARTS
CENTER

**THE ARTS
COUNCIL**



NOTE: The tilt of the logo is 18°. This should be the degree of rotation on any visual design elements that attempt to mimic that same tilt.

The Logo

The angle gives the logo movement and energy. The color palette is sophisticated but playful, mature but modern, and bold but not overpowering. The unique cropping of the logo's letters brings out the overall concept of The Arts Council being behind many of great things happening in and around Tuscaloosa County.

Logo Family

THE ARTS
COUNCIL

BAMA
THEATRE

CULTURAL
ARTS
CENTER

Brought to you by
THE ARTS COUNCIL

When using the Cultural Arts Center or Bama Theatre logos, the “Brought to you by The Arts Council” tag should be present.



Space around items is a sign of importance and allows the logo to “breathe”.



The sides of the logo can be allowed “bleed off the edge.” This should not be done often and requires special care when done in a print.



In special cases, the logo is allowed to be tilted 90° clockwise. Use sparingly, this should not be done on a regular basis.

NOTE: The Arts Council Logo is used here as an example, but the rules apply to The Bama Theatre and Cultural Arts Center logos as well.

Logo
Acceptable Uses



Do not crowd the logo with other text or design elements.



The top and bottom of the logo should never be cropped.

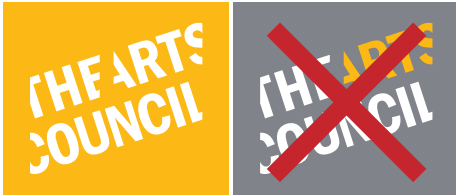


The logo may ONLY be tilted 90° clockwise.

Logo

Unacceptable Uses

NOTE: The Arts Council Logo is used here as an example, but the rules apply to The Bama Theatre and Cultural Arts Center logos as well.



When reversing out (making it white on a colored background) all of the logo should be reversed out, not just part of it. All or nothing at all.



Drop shadows or other effects to distort or alter the logo should not be used.



No other colors should be introduced to the logo and the colors should not be switched in any way.

Fonts

NOTE: When working online, the font “News Gothic” may be substituted for Franklin Gothic in order to use the Typekit.com font substitution system.

Often times, the default leading for the body copy is not enough to give it the proper room needed to enhance readability. Be sure to open up the leading a bit (but not too much).

The example to the right is Georgia in at 11pt with 16pt leading.

Franklin Gothic Std (Book)

Georgia

The quick brown fox jumped over the lazy dog.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin ut urna diam, quis sodales augue. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Vivamus vitae ante orci. Cras vehicula mi et arcu tempus aliquam. Pellentesque diam metus, sagittis eget rutrum ut, egestas sit amet ante. Proin feugiat iaculis nunc, et posuere ante egestas sed. Nam a suscipit urna. Nunc vel ultricies risus. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Maecenas id tortor at metus cursus suscipit eget quis ipsum. Nam ut felis.

Color Palette

Pantone 130

CMYK 0/30/100/0
RGB 240/171/0
HEX FoAB00



Pantone 301

CMYK 100/46/5/18
RGB 0/101/189
HEX 005293



Pantone 193

CMYK 2/100/60/11
RGB 187/19/62
HEX BB133E



Cool Grey 8

CMYK 23/17/13/41
RGB 139/141/142
HEX 8B8D8E



NOTE: When applicable, the color palette may be used in 25% transparency or opacity increments.

Black
RGB 0/0/0
CMYK 0/0/0/100
HEX 000000

White
RGB 255/255/255
CMYK 0/0/0/0
HEX FFFFFFFF