

art **WOKE**

**BRAND GUIDE**

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# Introduction

Genre: Art, music,  
photography

Art Woke An art magazine that spotlights emerging artist from around the world. A place for controversial and out of this world art. This magazine gives voice to artists who use art as a form of self-expression and views on politics. Artwoke also plans to feature artwork submissions from the readers or artists alike.

# Target Market

## OVERVIEW

Age: 18-34

Sex: Male and Female

Income: 20k-60k

Location: North America

They are open-minded explorers driven by the need for discovery. They value dedication to the arts and artists likewise. They are tech savvy. They have a keen interest in arts and are always looking for inspiration. They believe in standing up for social justice and we call them REBELS with a CAUSE for making the world a better place.

## COMBINATION MARK

There are two variations of combination marks. the white text 'art' is for dark covers. and the black text 'art' is for light covers.

art WOKE

art WOKE

Bold. Simple.  
Dynamic. Fun.

## LETTER MARK

There are two versions of letter marks, Color and black and white. Used in smaller online communication posts and when space is limited.



**COMBINATION MARK — MINIMUM CLEAR SPACE**

When placing our logotype in an artwork, make sure our logotype has at least the 'a' clear space from any other element in the artwork.



The lettermark requires the same clearspace as the standard combination mark. 'a' space must be left on all sides.





## COLOR

We have primary and secondary colors for our brand.

Secondary colors will be used only inside the magazine.

### PRIMARY

**RICH BLACK**  
R-0 G-0 B-0  
C- 60 M- 40 Y-40 K-100  
# 000000

PURE WHITE

**PANTONE 2347**  
R-221 G-41 B-40  
C- 6 M- 97 Y-98 K-0  
# E02928

### SECONDARY

**R-100 G-48 B-71**  
C- 51 M- 84 Y-49 K-38  
# 643047

**RICH BLACK**  
R-38 G-80 B-103  
C- 89 M- 63 Y-41 K-24  
# 265067

**R-65 G-64 B-66**  
C- 0 M- 0 Y-0 K-90  
# 414042

**R-204 G-141 B-23**  
C- 19 M- 47 Y-82 K-2  
# cc8d49

## TYPOGRAPHY

There are three  
Primary fonts for  
our publication.

Barriecito Regular  
is used for all  
titles and headings  
in the magazine

Special Elite for  
all body text and  
page numbers.

Chelsea market is  
used for quotes and  
texts to create  
emphasis.

Fonts are available  
on Google fonts

### Barriecito Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ  
1234567890 !@#\$%^&\*+=

### Chelsea Market

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ  
1234567890 !@#\$%^&\*+=

### Special Elite Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ  
1234567890 !@#\$%^&\*+=

## SIZING

The minimum size that the logo appears on different devices is important to ensure legibility.

Have a look at these guideilnes and please be mindful when creating your designs.

75px art WOKE

100px art WOKE

Minimum size for Print

0.9in 1.7in  
art WOKE art WOKE

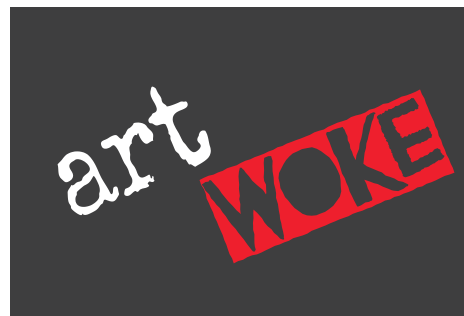
Minimum size for Digital

65px 25px  
art WOKE aW

**LOGOTYPE – MISUSE**

The way that you use the logo affects the impact of your communications and our brand image. Please be mindful of these common errors when using the different logo versions.

DO NOT BREAK APART



DO NOT ADD ELEMENTS



DO NOT DISTORT



DO NOT REFLECT



DO NOT WATERMARK IT



# Photogrpahy

Genre :90's Asthetic + Grunge

Enviornement:

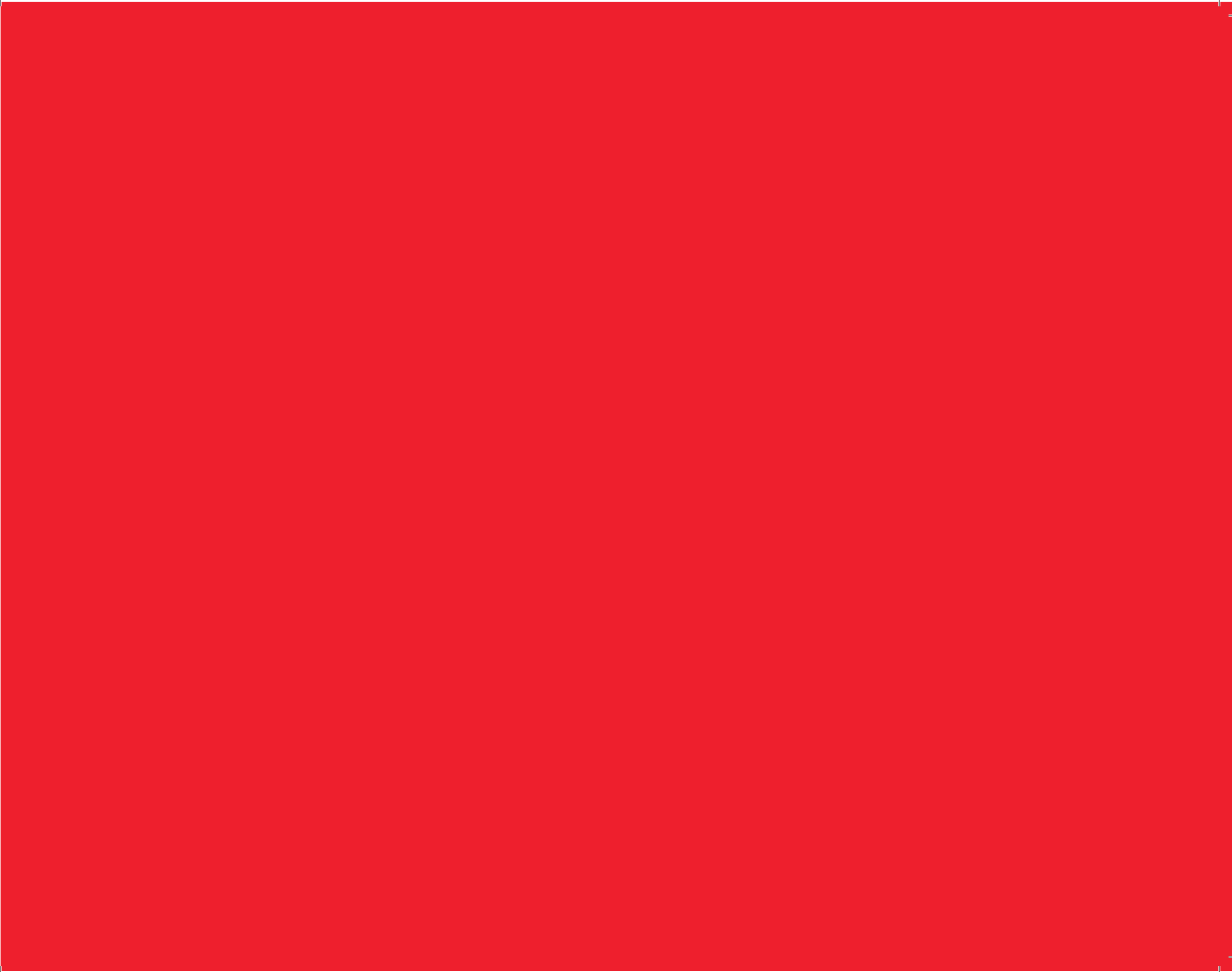
outdoor, street style. Authentic and real, capturing the subjects with natural expressions. No studio photography.

Lighting: harsh light and dim light settings is preffered.

Wide shot angles and closes up for better story-telling.  
shots with poeple in it dressed casually.

Take shots in manual and work with exposure.





ISN'T IT TIME YOU WOKE UP

