

ETIENNE UDDFORS
ART GALLERY



BRAND STANDARDS GUIDE

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BRAND IDENTIFICATION

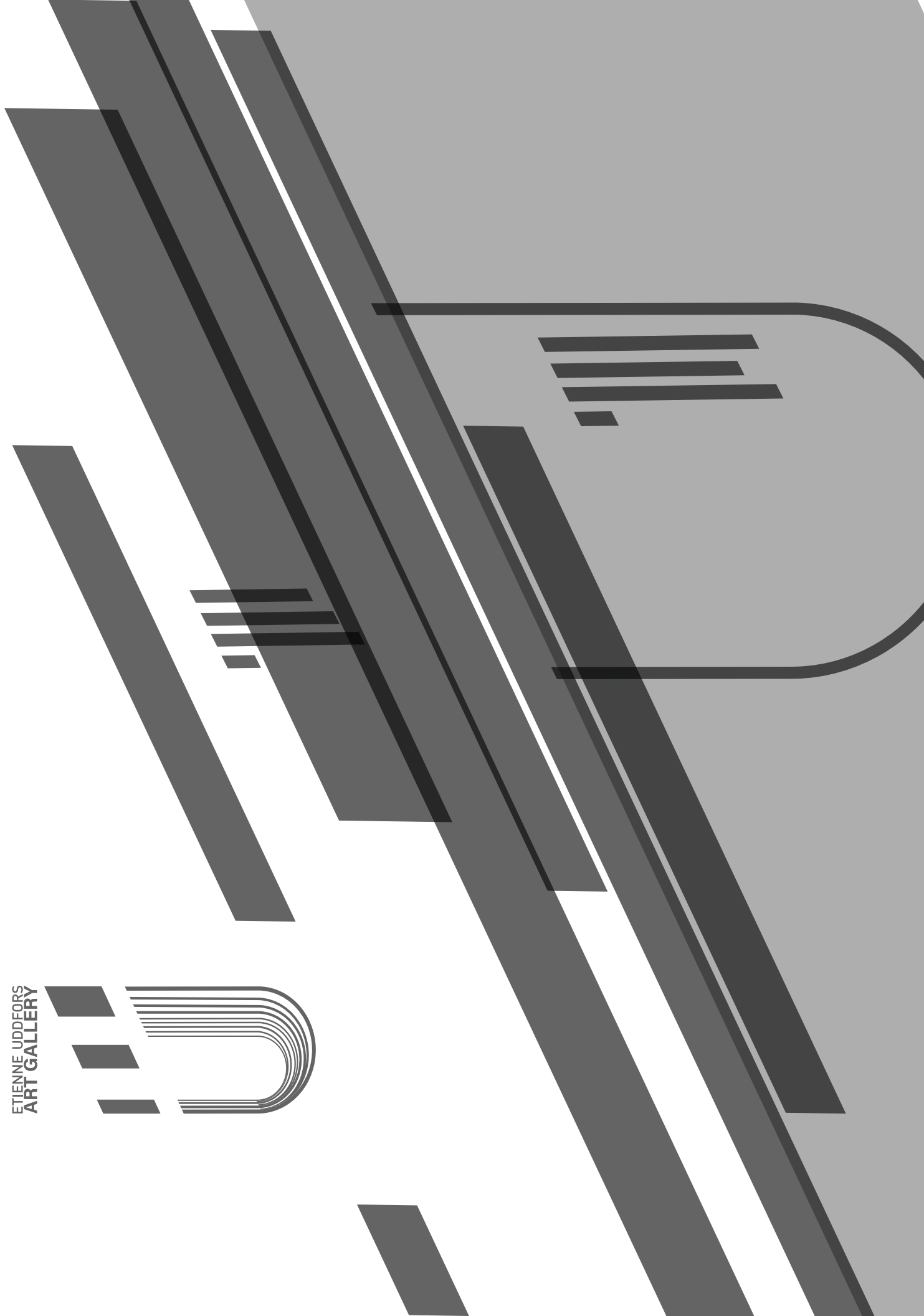
About Us

The identity system of the Etienne Uddfors Art Gallery behaves as a visual and communication lexicon that consists of a steady symbolic form in a dialogue between form, typography, strategic positioning, graphic expression and a color and visual system.

At The Etienne Uddfors Art Gallery we celebrate creativity, openness, tolerance, and generosity. We aim to be inclusive places—both onsite and online—where diverse cultural, artistic, social, and political positions are welcome.

We're committed to sharing the most thought-provoking modern and contemporary art, and hope you will join us in exploring the art, ideas, and issues of our time.

ETIENNE UDDEORS
ART GALLERY



LOGO USAGE

Logotype Rules for Logo Use

The examples on the next page showcase logo violations of The Etienne Uddfors Art Gallery. Misuses of the logo with wrong techniques results in unsuccessful brand communication.

In order to maintain the identity, never alter or use anything but the approved logo.

Consult your Communications Media Department before you would like to use the logo in ways not specified in this Manual.



DO NOT change the relative sizes of the logo elements



DO NOT distort the logo elements



DO NOT use third party elements with the logo



DO NOT place the logo on an angle



DO NOT reflect the logo



DO NOT recreate the Brandmark with another typeface

COLOR

Logotype Rules for Color Usage

Color is one of the most noticeable, tangible components of a brand.

It plays a large role in how a brand is perceived, it helps with recognizability and memorability

Color palette - primary

C22/M96/Y33/K1
R194/G46/B110

C100/M68/Y0/K20
R152/G152/B153

C0/M0/Y0/K100
R0/G0/B0

C22/M96/Y33/K1
R194/G46/B110

C100/M68/Y0/K20
R152/G152/B153

C0/M0/Y0/K0
R255/G255/B255

C0/M0/Y0/K100
R0/G0/B0

C3/M9/Y53/K0
R248/G224/B142

TYPOGRAPHY

Acumin Pro

BCDEFGHIJKLM
OPQRSTUVWXYZ
bcdefghijklm
opqrstuvwxyz
1234567890

Typography also helps to center the brand identity and should be used consistently across campus.

To help ensure that all of our visual communications are consistent, we are using a select group of preferred typefaces for digital materials and one default typeface.

Use typeface, type size, and type weight wisely to establish a clear hierarchy of information.

Acumin Pro and DINPro are our primary typeface used in all communication materials.

Use type size and weight to establish a clear hierarchy of information.

DINPro

BCDEFGHIJKLM
OPQRSTUVWXYZ
bcdefghijklm
opqrstuvwxyz
1234567890

AcuminPro24pt

ABCDEF GHIJKLM
NOPQRSTU VWXYZ
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

DINPro36ptRegular

ABCDEF GHIJKLM NOPQRSTU VWXYZ
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8 9 0

ABCDEF GHIJKLM NOPQRSTU VWXYZ
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

STATIONARY

Branding and Stationery

Use typeface, type size, and type weight wisely to establish a clear hierarchy of information.

All Etienne Uddfor Art Gallery stationary items must follow the rules of logo usage when being constructed.

