

ART SAMO

STYLE GUIDE | 2019



CULTURAL
AFFAIRS

CAMPAIGN LOGO MARK

This is the main logo for the Santa Monica's Cultural Affairs "ART SAMO" campaign.

The clearance area is derived from the cap height of an individual letter.

**ART
SAMO**



TYPOGRAPHY

We have chosen Proxima Nova as our typeface
due to it's legibility and versatility.

Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_{}:?

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_{}:?

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_{}:?

HIERARCHY

Use the hierarchy outlined on this page as a general idea of relative sizes to be used in communications.

Headline set at this size.

Subhead set at this size.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in sed culpa qui officia deserunt mollit anim id est laborum.

COLORS

Primary Palette



TEAL

Pantone: 3265 C RGB: 56 186 176
Hex: #38bab0 CMYK: 69 1 31 0



RED ORANGE

Pantone: 10153 C RGB: 240 90 40
Hex: #f05a28 CMYK: 0 80 95 0

Secondary Palette



BLUE

Pantone: 2728 C RGB: 6 24 244
Hex: #0618f4 CMYK: 88 78 0 0



ROSE

Pantone: 10161 C RGB: 255 143 143
Hex: #ff8f8f CMYK: 0 55 31 0



DARK VIOLET

Pantone: 267 C RGB: 125 202 201
Hex: #7d16c9 CMYK: 67 87 0 0



LIME GREEN

Pantone: 7488C RGB: 119 250 76
Hex: #77fa4c CMYK: 49 0 100 0

LOGO COLOR VARIATIONS

Colors can be mixed and matched. Below are some examples of some effective color combinations.

**ART
SAMO**

**ART
SAMO**

**ART
SAMO**

**ART
SAMO**

**ART
SAMO**

**ART
SAMO**

CLIPPING

The logo's thick weight act as a strong frame for content.
Crop images in the entire logo, individual letters or place
the logo on top of an image.



LOGO CROPPING

Cropping allows the logo to feel unconfined and liberated. Crop horizontally, vertically or both.



ART SAMO x CULTURAL AFFAIRS



CULTURAL
AFFAIRS



LAYOUT GUIDELINES

Begin by constructing a 12 column grid and using the resulting width of one column to create a margin on the top and bottom of the page or layout.

Align content along the grid lines to maintain structure throughout the design.

ART
SAMO

Dear John Snow,

Iciaectur, soluptatium escius eic toreptasinus ut molorem fugia volenia delecti aestio conserovit doluptatetur maio ipsum quaerchitiae miniminturio et rem fuga. Udandeni repudit reprate volupta tiberum dellame et odis estis dolorerro excerum voluptis et ommos magnis et eum dolupta volest ma conest, tempos que plabo. Abo. Nequi tem quas eatessequi tor ame as nam erum iuntiistrum, utem rate pro quatis expliquia preptatiam endae corum arcia volupit, iur? Obita demporrum fuga. Nam nest eariaturi dem fuga. Et aborem in eaqui dit laboriorit ut esed moluptibus, temquam que quaeper chitatem iditaque nihicil ipis intemolor mos net dem debis adis alis pro ipit restota sectotat reria volorro es quibusam verum faccupam voluptatiur aute dolupta turerita sitatium expella prati nis cum aut ea digent.

Atet la dolupisqui quo estiatecum quas et aut haritatur, sum es mod quam, ut ut vellorro oditisimus et experitis si odisquidus ute volupis moloria nis dita atur aut lamet landeni hiciis quis et maximus deliquis volupta tectisciist occab inum fugiaec atendam lam facepudam, si venetur?

Bend the knee,

Daenerys Targaryen
Mother of Dragons

CULTURAL
AFFAIRS

LAYOUT EXAMPLE 2



LAYOUT EXAMPLE 3



LAYOUT EXAMPLE 4



LAYOUT EXAMPLE 5

Building off of the previous examples, 24 columns allows even more flexibility while still maintaining a structural foundation.



EXAMPLES

