



MIDWEST CENTER
FOR THE ARTS

BRAND STANDARDS



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mission

Midwest Center for the Arts engages and inspires people worldwide through excellence in educational, artistic and cultural programs, enhancing the quality of life through the universal language of the arts.



primary logo



MIDWEST CENTER FOR THE ARTS

Consistent, repeated use of the primary logo mark is essential to reinforce brand identity and recognition.

other logos

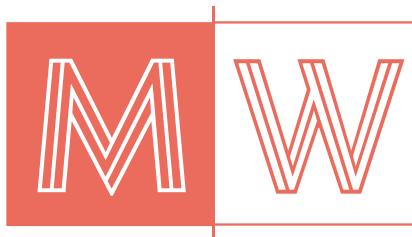
secondary logo

Use the secondary logo in situations where a horizontal application would be more appropriate.

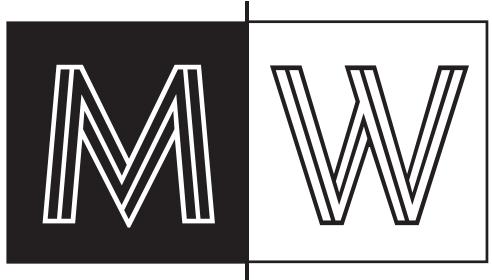


icon

Use the icon version of the logo in situations where the brand name is not necessary or when space is at a premium.



color variations



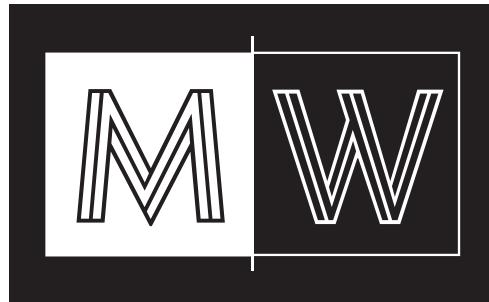
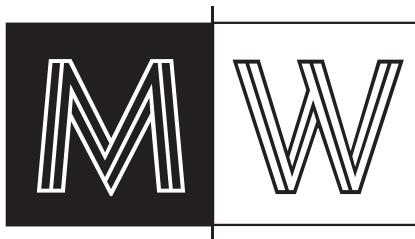
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There may be situations where using the color logo is not an option. Here are some options for non-color applications, or when a more minimal look is desired.



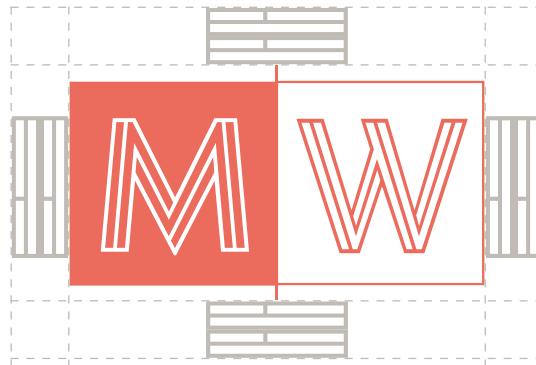
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logo clear space



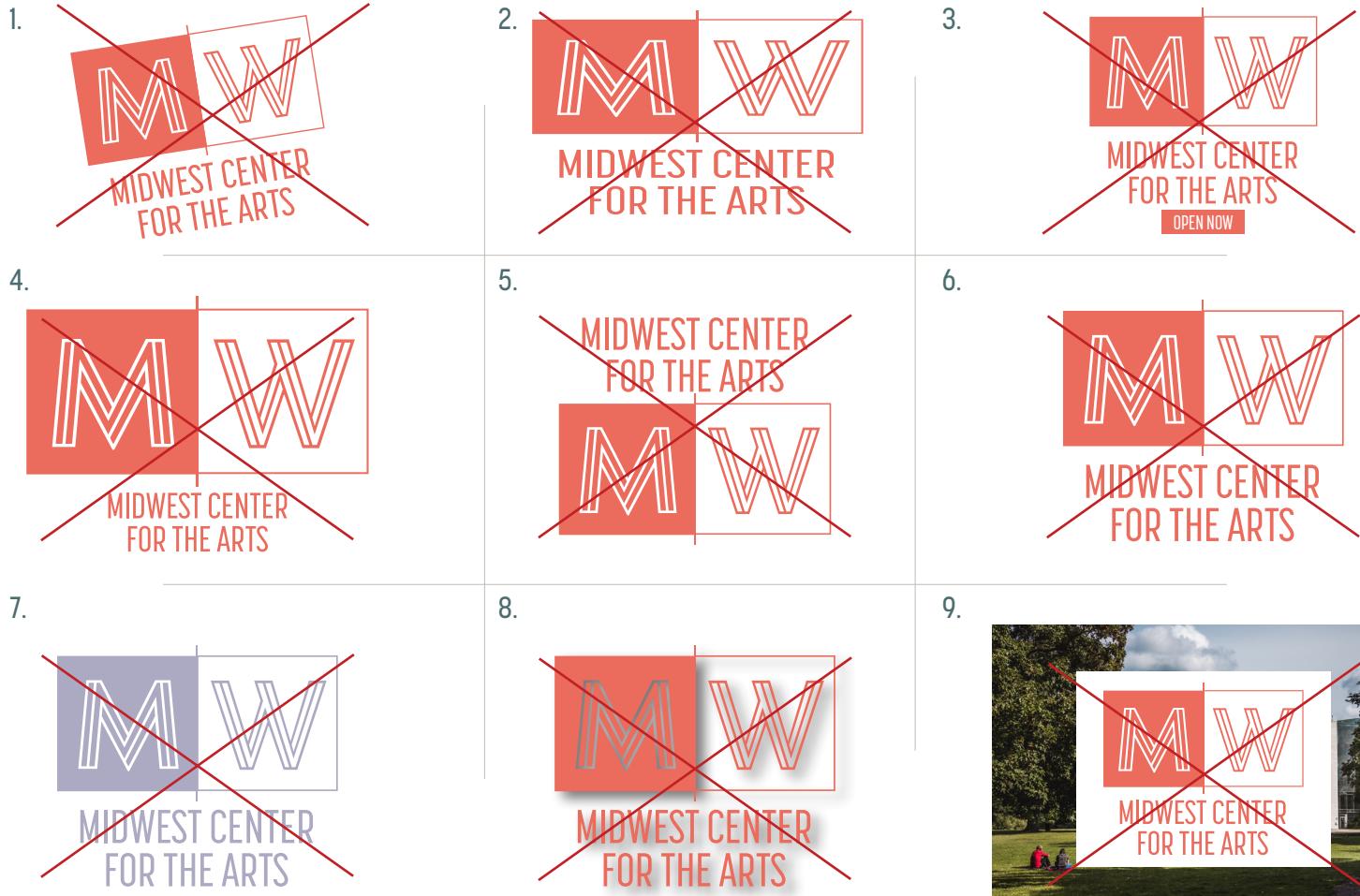
To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.



logo DON'TS

Knowing what NOT to do is just as important as knowing the standards. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way. Here are some examples of ways you should NEVER consider using the logo.

1. Don't rotate the logo.
2. Don't squish or stretch the logo.
3. Don't place elements in the logo clear space.
4. Don't resize any parts of the logo.
5. Don't rearrange parts of the logo or create new compositions.
6. Don't use multiple versions of the logo next to each other in the same design.
7. Don't use off-brand colors.
8. Don't use drop shadows or other unapproved styling.
9. Don't contain the logo in a box when used on a background.



color palette

PMS 2448C
CMYK 1 - 71 - 61 - 2
RGB 218 - 98 - 84
HEX #DA6254

PMS 4166 C
CMYK 72 - 24 - 43 - 26
RGB 65 - 117 - 113
HEX #417571

PMS BLACK C
CMYK 65 - 66 - 68 - 82
RGB 45 - 41 - 38
HEX #2D2926

PMS 400 C
CMYK 20 - 17 - 19 - 0
RGB 196 - 191 - 182
HEX #C4BFB6

typography

Typography is a powerful brand tool when used consistently. This set of typefaces best represents the modern, clean feel of the brand and should be used across all print & web applications.

YSANS STD MONDRIAN
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

headline font

Use this all-caps display font for headlines.

Korolev Condensed Thin

Korolev Condensed Light

Korolev Condensed Medium

Korolev Condensed Bold

Korolev Condensed Heavy

secondary font family

Use the secondary font family for body copy and as an alternative for headlines when Ysans STD Mondrian is not appropriate. The default should be the Medium weight, with Bold and Heavy used for emphasis.

imagery



Imagery featuring people should showcase smiling faces and a diversity that reflects the makeup of our community. When possible, choose images that focus on the activity of the people rather than just on stationary people.



Vibrant colors, sharp focus, and proper exposure are all key priorities for any brand imagery. Avoid using black and white images.

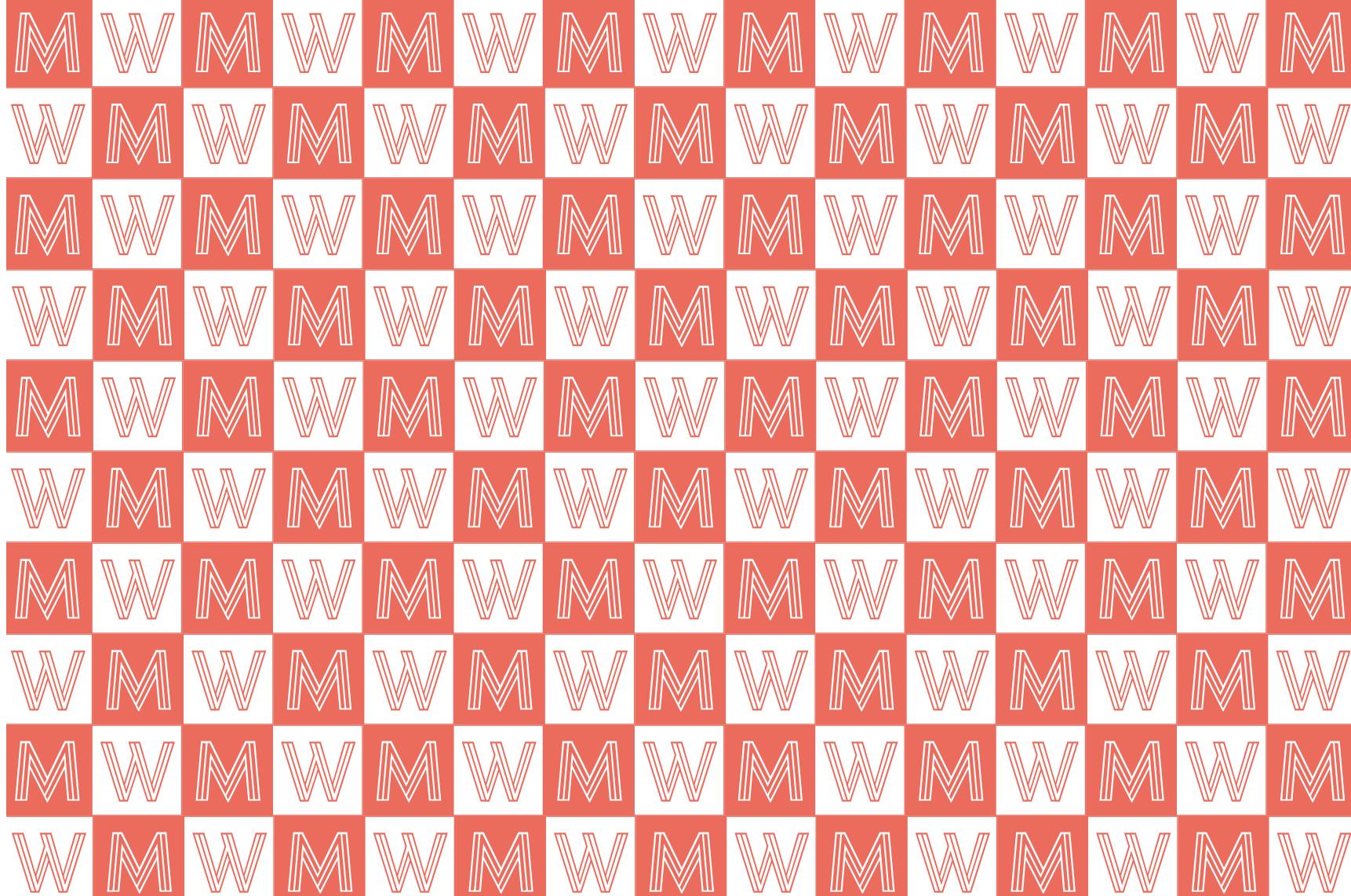
samples of use





samples of use







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