



# ARTISTS ABROAD BRAND GUIDELINES

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2021

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# INTRODUCTION

## OUR MISSION

Artists Abroad helps designers and business owners across the world get access to design clients or design projects by connecting them each other. We serve artists, designers, businesses, and individual clients across the world.

## OUR LOGO

The Artists Abroad logo incorporates both sides of our mission: art and travel. The flowing script also communicates a looping, wandering path. We serve a vast variety of people across the world—that's why it's important that we send a clear message to our audiences, and provide consistent content. Follow these brand guidelines, and you'll be all set!



# VERSIONS OF THE LOGO

The main logo for Artists Abroad has a gradient and shading. However, when putting the logo on top of photos, videos, or other complex backgrounds, always use the white solid color version. Depending on the background, you may need to add a tint to the photo. The dark grey option can be used in special cases, when the white is unusable. Reserve the solid color version for monotone, black and white photos.

## MAIN LOGO



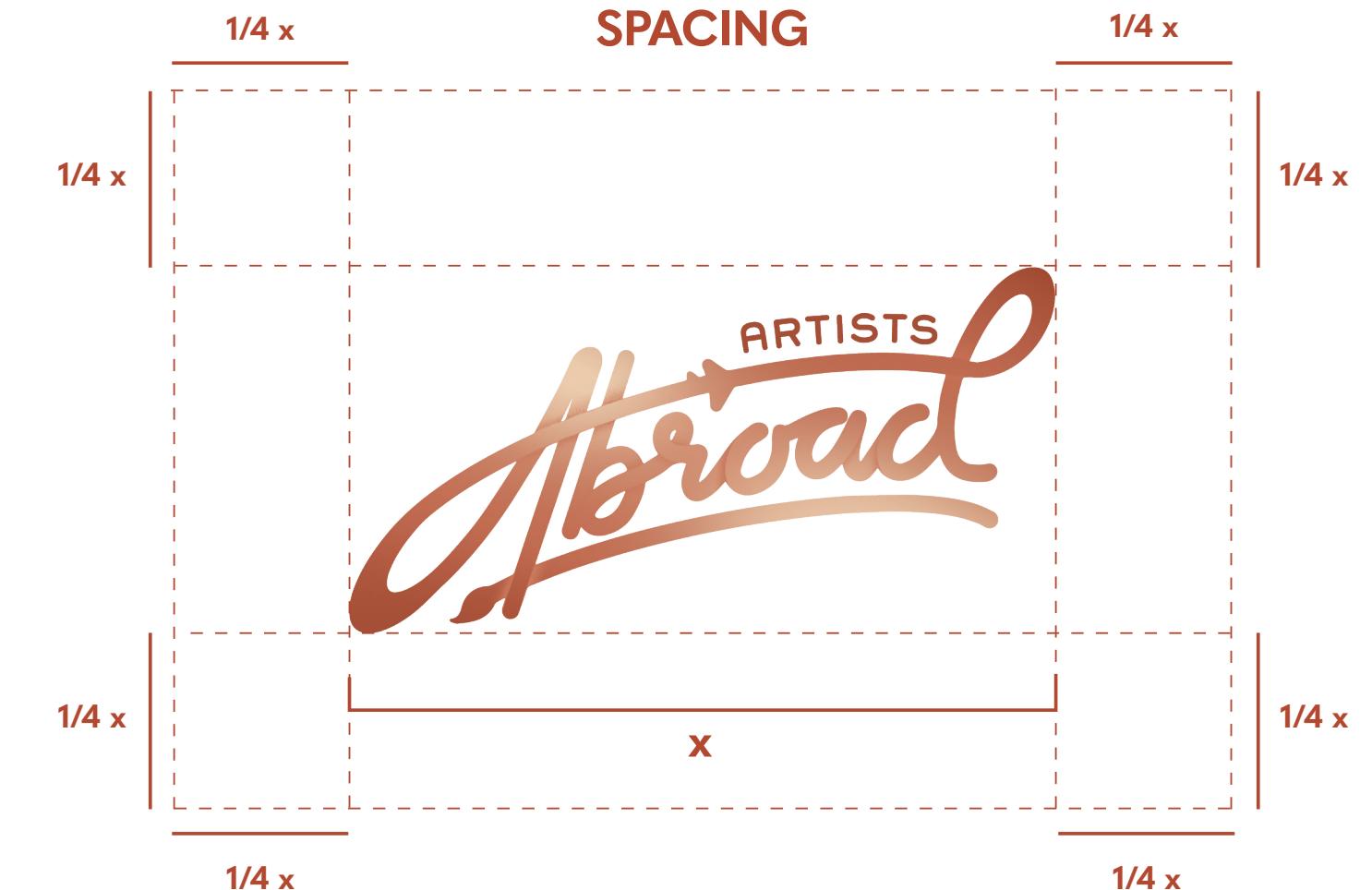
## SOLID COLOR & INVERSE ALTERNATES



# SIZING & PROPORTIONS

Our logo is a script, meaning it doesn't read well at very small sizes. A few guidelines to follow when using our logo on various platforms and mediums:

1. Don't make it any smaller than 150 pixels wide, or 78 pixels wide.
2. Never stretch the logo! Always keep the original proportions when resizing.
3. Give it some breathing room. We recommend allowing for a border of at least 1/4 the length of the logo around all of the edges.



## SIZING

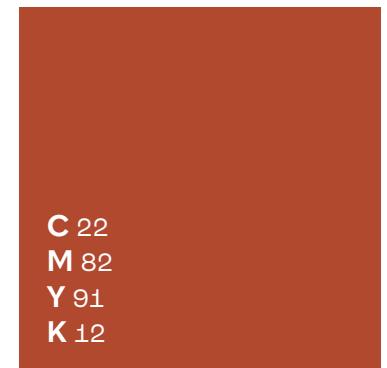


# COLORS

Only use the brand primary colors when using our logo. The secondary colors are to be used in moderation for contrast. A few concepts to keep in mind:

1. Use the white or dark grey colors for a background when using the full gradient colored logo. When in doubt, keep it simple!
2. When using the logo over a photo or video, use the solid white color logo.
3. Solid color logos should use one of the three primary colors.

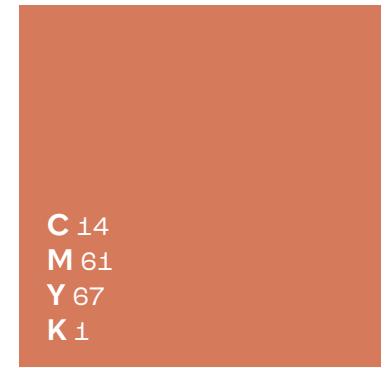
## PRIMARY COLORS



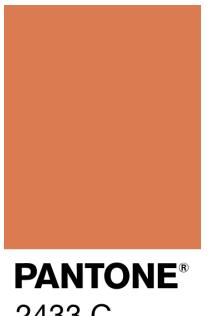
C 22  
M 82  
Y 91  
K 12



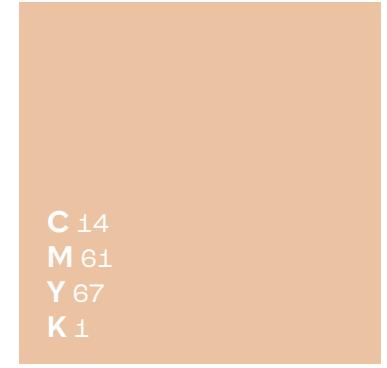
PANTONE®  
7598 C



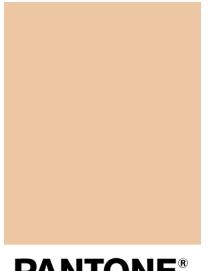
C 14  
M 61  
Y 67  
K 1



PANTONE®  
2433 C

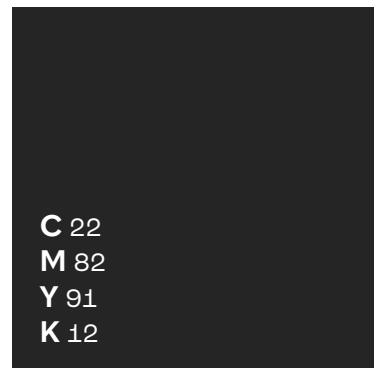


C 14  
M 61  
Y 67  
K 1



PANTONE®  
719 C

## SECONDARY COLORS



C 22  
M 82  
Y 91  
K 12



PANTONE®  
426 C



C 14  
M 61  
Y 67  
K 1



PANTONE®  
7457 C

# WHAT TO AVOID

1. Don't rotate, flip, or stretch the logo. When resizing, keep it proportional.
2. Don't add custom gradients. Stick to the brand gradients and colors.
3. Don't add your own shadows.



# TYPEFACES

## HEADINGS:

Roc Grotesk Compressed Medium, 50-70pt.  
(120pt. for major section headings)

## SUBHEADINGS:

Quasimoda Bold, 20pt.

Body Text:  
Quasimoda, 11-13pt.

# USAGE: STATIONERY



# USAGE: STATIONERY



# USAGE: MERCHANDISE



# ONLINE: FACEBOOK

facebook

The image shows a Facebook page for 'Artists Abroad'. The cover photo features numerous colorful hot air balloons against a clear blue sky. Below the cover, a post from April 26 shows a tropical river flowing through a dense forest of palm trees, with a small boat visible on the water. The page has 32,057,631 likes and 32,002,900 followers. The 'About' section includes links to their website and travel company status.

**Artists Abroad** Travel company

How to properly start your day: palm trees and a fresh new art project.

32,057,631 people like this  
32,002,900 people follow this

**About** See all

- Contact Artists Abroad on Messenger
- www.artistsabroad.com
- Travel Company

32,057,631 likes

Like Comment

Nguyen Thanh Mai, kouassi Amemou, Ghizlan El and 186 others like this. Most relevant ▾

24 shares

View all 9 comments

