



Brand Guide

Primary Logo and Secondary Logos

The Arts Council is made up of one primary logo and three secondary lockup variations. The following pages explain what this is and how to use them.



Primary Logo

The primary lockup is to be used on the majority of branded materials. The primary lockup is the brand's default lockup and is used most frequently. The primary lockup consists of the brand's primary symbol and primary wordmark.



(A)

(B)



Symbol

The symbol is for both lockup with the wordmark and singular use — used independently of the wordmark. The symbol, if used independently, should be in close proximity with the wordmark so we always know and understand its origins. For instance, an Arts Council brochure can use the symbol on the front cover as its main graphic but must incorporate the wordmark or primary logo on the back cover. We should not use the symbol independently while having the the primary logo right next to the symbol. This usage becomes redundant and not necessary. (A) Full Color. (B) One Color.

arts council
winston-salem & forsyth county

Wordmark

The wordmark is for both lockup with the symbol and singular use — used independently of the symbol. If used independently of the symbol, the wordmark does not need the symbol in close proximity. The wordmark can stand alone without the symbol. However, it is recommended that if the wordmark is used alone, its surroundings are brand related (colors, textures, fonts etc.)



(A) Left Justified Stacked

(B) Centered



(C) Vertical

Secondary Lockup Configurations

The secondary configurations are all variations that can be used interchangeably. Primarily, the secondary lockups are used when application size constraints enter into the equation of a layout and when a design aesthetic choice dictates the logo lockup to be used. (A) Left Justified Stacked. (B) Centered. (C) Vertical.

Geographical Tag

The geographical tag is an important aspect of the logo. Knowing when to use it and when not is a key factor in using the logo.



Geographical Tag

Geographical tag is important when the intended reader does not know where the Arts Council is located/based. Ideally, the Arts Council logo with the geographical tag should be used on materials that are not locally focused. Materials that are not centered in the downtown area should use the geographical tag.



Geographical Tag

Geographical tag is not important when the intended reader is aware of location and when the logo is being used locally on downtown events and materials that are not 'traveling' out of the local Winston-Salem district.

Color Story

The Arts Council color story represents the fundamentals in art and creativity. It suggests a beginning. A primary palette that is meant to be mixed with other colors to create a range of diversity.



Full Color

Full color logo is preferred over one color use. Above is the full color logo for all variations. No variation in color with the symbol and wordmark is allowed. When full color is not an option, black or white is the one color solution.



One Color - White or Light Background

Black is the preferred one-color approach when on a white or light background.



Ex: Left Justified Stacked



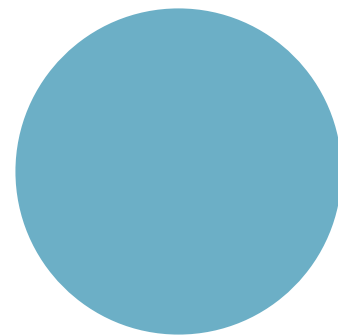
Ex: Vertical

One Color - Dark Background

White is to be used on any background that is dark or black. If background is a solid black, color can be used in the symbol with white logotype. Ex: Left justified stacked and vertical logo marks.

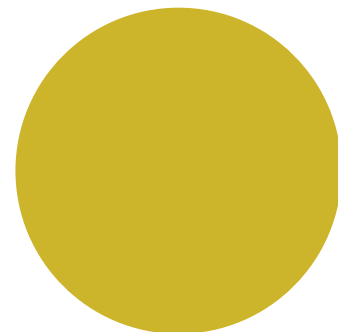
PMS 7458

c56
m16
y16
k0



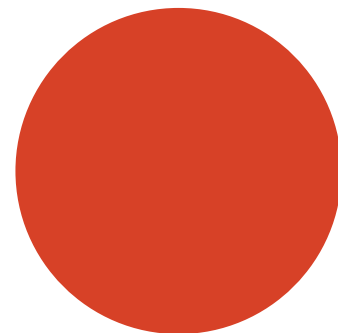
PMS 606

c22
m23
y100
k0

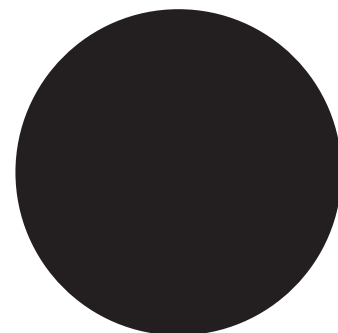


PMS 7597

c11
m89
y100
k2



Black



Color Story

The primary color story (above) is to be used on the majority of branded materials.

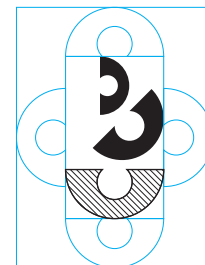
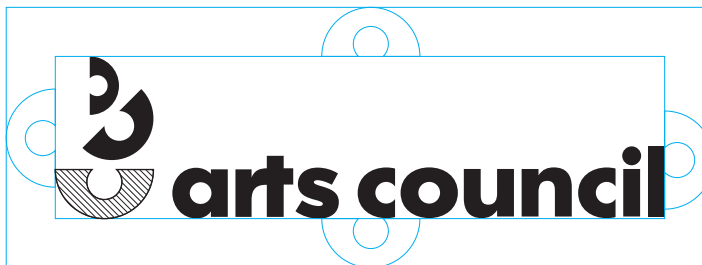
Clear Space and Scale

As important as the visible logo is, the invisible space around the logo is just as important. Retaining proper spacing from other graphics — type, textures and other logos — allows the Arts Council logo to be seen among the noise of other elements. Scaling of the logo is important for legibility at smaller sizes. The Arts Council logo should always be seen and clear.



(A)

(B) & (C)



Logo Clear-space

When applying the brand: No surrounding elements should broach the clear-space indicated above. All symbols and lockups require a clear-space as indicated above. Clear space applies to all logo variations.

(A) Geographical Tag (B) No Geographical Tag (C) Symbol



(A)

.375 high
smallest scale

.98 wide
.1416 high
smallest scale

equivalent
to 12pt
type

arts council

(B)

(C)

1.22 wide
.3252 high
smallest scale



Scale

When applying the brand: (A) The symbol should never be scaled smaller than indicated above. (B) The logo type has a minimum scale equivalent to a 12pt font and should never be scaled smaller than indicated. (C) The symbol and logo type should never be scaled smaller than indicated above. It is recommended that the geographical tag not be included at this scale as legibility will be a problem. There is no maximum scale as long as quality is maintained.



Space
Around
Logo



Configuration
of Logo



Scale
of Logo
Elements

Limitations

When applying the brand, there is to be no alteration of the provided brand identities — either of space, configuration, or scale as indicated above.



Outlined



Color
Configuration

Lockups



Limitations

When applying the brand, there is to be no alteration of the provided brand identities — either of space, configuration, or scale as indicated above. Do not create new lockups with the word mark for special events, etc.



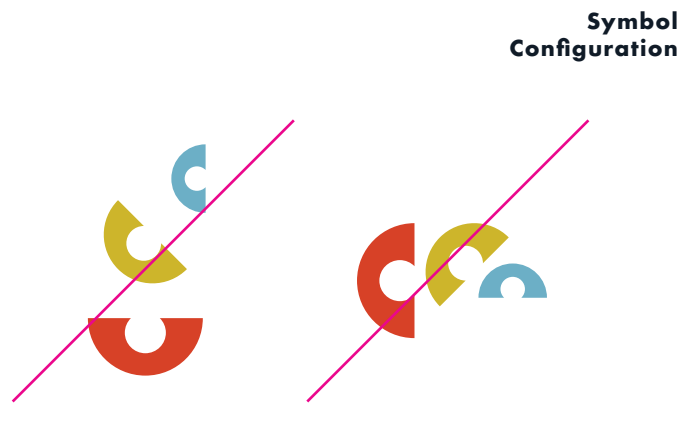
Contrast when on a photo or color ground



Distortion of the Logo



Grayscale for the symbol



Symbol Configuration

Limitations

When applying the brand, there is to be no alteration of the provided brand identities — either of space, configuration, or scale as indicated above. Symbol should never be flipped facing a different direction or broken apart.

The Brand

The brand is an essential part of communication for The Arts Council. Each element should be treated and given the same respect the logo is given. When used properly, the brand thrives, lives and builds trust and believers from its community and all who encounter The Arts Council. The logo is the face that the community sees and encounters. The brand is the personality that people interact with and learn to trust and believe. And it's the community who decides if you're a good brand. If your brand is being showcased in a consistent and meaningful way, people will believe, trust and support.



Brand Elements: Abstract Illustration

This element of the brand is very flexible for the brand. This is meant to be disassembled and reassembled for various applications. It's an abstract texture that communicates art, design, creativity, community, people and fun. Its role is to support the brand in being a thriving member of the community through an abstract illustration. It's made up of the logo but should never be used as the logo. It's flexible in that it can be reassembled into any shape or anything depending on the application it's intended for. Examples on the following pages.

Futura Bold

Ab
ABCDEFGGABCDEFGG
abcdefghijklmno
12345

Futura Book

Ab
ABCDEFGGABCDEFGG
abcdefghijklmno
12345

Futura Light

Ab
ABCDEFGGABCDEFGG
abcdefghijklmno
12345

Type Faces

The typefaces above are to be used on the majority of branded materials. Same limitations apply to the typefaces as the logotype. No distortion or outline of typefaces.



Brand Elements: Abstract Illustration Examples

Above are examples of ways to configure these elements. This should not serve as the logo or take the place of the logo. The two are different (logo and illustration) and serve different roles for the brand. While the logo mark itself should not be used as decoration, abstract shapes that are inspired by the mark can be emphasized to add vibrancy to the brand.



intothearts.org	web
336.761.8285	fax
336.722.2585	phone
27101	zip
NC	state
Winston-Salem	city
North Spruce St	street
251	no.

pledge form

donor information

Name _____
 Address _____
 City _____ State _____ Zip _____
 Employer _____
 Home phone _____ Business phone _____
 Email _____
 Signature _____ Date _____

amount of gift or pledge

I (we) choose to support the 2019 annual campaign with a total commitment of:

_____ \$1,949 (1949 Society Level)
 _____ \$1,000 (Renaissance Society Level)
 _____ \$650
 _____ \$365 (Enriching Lives, \$1 a day)
 _____ \$65

Other \$ _____

This gift will be matched by _____

Amount of Matching Funds \$ _____
 (please attach your match application)

In acknowledgements, my/our names(s) should be recognized as: _____

other ways to contribute:

Donate online at intothearts.org and click the "Donate to the Arts" button.

Stocks and Securities (Contact Katrina Meeks for transfer instruction 336.747.1413)

A Planned Gift to The Arts Council Endowment Fund (Contact Cat New at cnew@intothearts.org)

Matching Grant Option — Many companies offer 1:1 matching funds for your contribution. (Check with the HR Dept of your employer to see if your donation qualifies.)

payment options

_____ Cash _____ Check (payable to The Arts Council) **Bill me** _____ 1 time _____ monthly _____ quarterly

credit card

_____ Visa _____ MasterCard _____ AMEX
 Payment Frequency _____ 1 time _____ monthly _____ quarterly Beginning on _____
 Credit Card# _____ Exp. date _____
 Name on card _____ Security Code _____

tell us more

_____ Include me in Art Nouveau Winston-Salem (ANWS), a group especially for supporters ages 21-40.
 _____ Include me in the Arts Council Engagement Society (ACES). I want to be more engaged in arts and culture.
 _____ Please contact me regarding a Planned Gift to The Arts Council Endowment Fund.
 _____ My birthday is _____ / _____ / _____ (m/d/y)

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Brand Elements: Rule Lines

This Pledge Form is an example of how to use Rule Lines. This brand element communicates a structure and organization and conveys a designer's touch. It not only organizes information but acts as a guiding line, guiding you through information. It's easy to over use this brand element and over do it. It's recommended to use it sparingly and appropriately. Specific detail on the following page.

251	North Spruce St	Winston-Salem	NC	27101	336.722.2585	336.761.8285	intothearts.org
no.	street	city	state	zip	phone	fax	web

pledge form

1pt Rule Line

4pt Rule Line

Brand Elements: Rule Lines

Above indicates the two recommended point sizes for using Rule Lines for brand related information. These point sizes can scale, but should scale proportionately. When scaling smaller, make sure the 1pt rule line does not go smaller than .5 or .25. Legibility will suffer.

Celebrate with Us August 9th




arts council
winston-salem & forsyth county

Please join us as we celebrate the newly renovated Milton Rhodes Center and the 70th Birthday of the country's first Arts Council – Us! Please RSVP to dblanchard@intothearts.org by August 1, 2019. A community-wide event – 6:30pm at The Milton Rhodes Center for the Arts.

Cash Bar and heavy hors d'oeuvres!

We touch every corner of our community to enrich, empower and impact lives through the arts and culture.

The arts and culture entertain and inspire us. Provide jobs and tax revenue. Teach our children creativity and innovation. Enriching and empowering lives, across our community, everyday.



3 in 5 children in the Winston-Salem/Forsyth County Schools are reached each year by Arts Council programs that provide enriching experiences.

34 arts organizations were supported through our grants programs in 2017-2018, including associated Artists of Winston-Salem, Bookmarks, Hispanic League, North Carolina Black Repertory Company, Old Salem, Piedmont Craftsman, Piedmont Opera, Reynolda House, River Run International Film Festival, Sawtooth School for Visual Art, SECCA, Triad Siego, The Little Theatre of Winston-Salem, Winston-Salem Festival Ballet, and Winston-Salem Symphony.






Over 275 public productions were performed in Arts Council venues in the 2017-2018 season.

36% of 4,170 donors in 2018 are our teachers who understand the value the arts provide for the future of Forsyth.



5,559 FTE jobs created by the Arts and Culture industry, the 4th largest industry in Forsyth County.



The Arts Council is an essential supporter and advocate for the arts, arts organizations, and emerging artists in our community, helping to make us a "City of Arts and Innovation." Our operating model embraces the following three intersection strategic principles:

Sustainable Multi-Faceted Support Services: Developing assets and resources that are sustainable over time to support and promote the growth, capacity and impact of art organizations and artists.

Education and Access: Helping the arts teach and develop our children's skills and potential. Ensuring that the arts reach and touch every corner, and all people, across our community.

Cultivating New Ideas: Living our City's brand by fostering emerging artists and new ideas and ventures that place our community on the cutting edge of art and cultural developments.

intothearts.org





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winston-salem & forsyth county

[into the arts.org](http://intothearts.org)

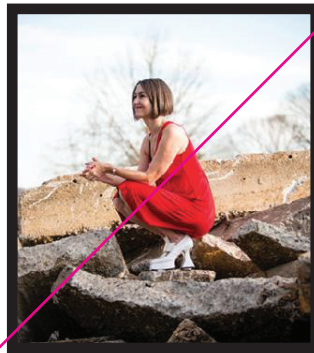
Support the Arts Council's Community Fund for the Arts Campaign

Brand Elements: Rule Lines Examples

Above are a few examples using the Rule Lines. Used to guide your eye through the information and to highlight and organize information. This is also an example of creating an appropriate amount of clear space around body of copy/information and graphic elements.

Highlighting text with bubble like bands of color with drop shadow. This can be better accomplished using the Rule Lines.

Bubble like bands



Heavy rule line around photos

Using part of the symbol for bullet points

- 1958 — First “United Arts Fund” campaign, with a goal of \$40,000.
- 1971 / 2004 — Milton Rhodes leads The Arts Council (1971 to 1985, and 2004 to 2013).
- 1988 — First “United Arts Fund” campaign, with a goal of \$40,000.
- 1984 / 2000 — Milton Rhodes leads The Arts Council (1971 to 1985, and 2004 to 2013).

Brand Limitation Examples

Above are a few examples the brand should not do.

Touching every corner of our community.

Outlining of any type within the brand

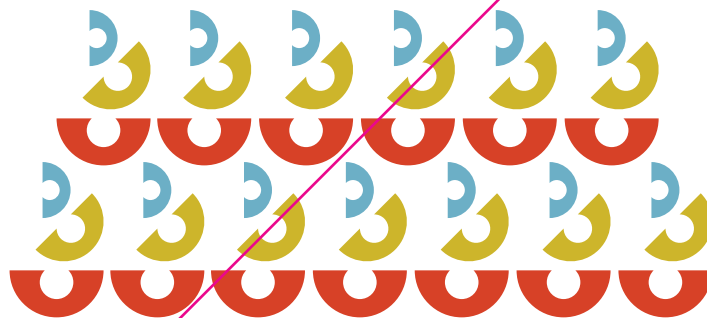
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis



x ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Duis autem vel eum magna aliquam erat volutpat suscipit lobortis.

Clear space around body copy, graphic elements and photography

Using the symbol as pattern



Brand Limitation Examples

Above are a few examples the brand should not do.



Thank
you