



Graphic Standards Manual

Introducing South Arts' new logo and graphic standards. It is the result of a comprehensive examination of the ways in which we might improve the consistency of visual impressions associated with South Arts.

This Graphic Standards Manual has been developed as a guide for producing South Arts communications. Those planning to produce a printed piece or Web site designed to market South Arts, a program or an event to external audiences should consult the Communications Director for design assistance and suggestions prior to the completion of a design.

This logo replaces all Southern Arts Federation designs. It is the only graphic device to be used to signify South Arts or its programs.



Full-Color Logo

This is the preferred logo for the majority of uses. It must not be hand drawn, scanned or modified in any way.



Two-color Logo

Primary blue
Pantone 534
cmyk: 83 67 45 32
rgb: 52 70 90
Web: #34465A

Accent blue
Pantone 3145
cmyk: 100 0 18 18
rgb: 0 128 141
Web: #00808D



One-Color Logo

May be reproduced in black or South Arts' primary blue (see above).

The South Arts logo comprises nine colorful blocks with an “S” design—representing each of the nine states in South Arts’ region.

Color Specifications

At left are primary and secondary hues which should be used on multicolor printed materials and for on-screen uses. Use only the full-color (preferred), the South Arts primary blue, or black for the logo.

Digital files of these versions of the logo are available online at the South Arts Web site in the “download logos” section:
<http://www.southarts.org>.



Logo with tagline.

BUILDING A BETTER SOUTH THROUGH THE ARTS



Example of logo with program name.

SHORT CIRCUIT TRAVELING FILM FESTIVAL



Do not use below 1" or 72 pixels wide.



Do not use below 1.875" or 180 pixels wide with a tagline font at nine points.

BUILDING A BETTER SOUTH THROUGH THE ARTS

Tagline

The logo can also be used with the tagline "Building a Better South Through the Arts" which is typeset in Gill Sans Condensed Caps.

The logo may be used in conjunction with a South Arts program name using the same style as the tagline.

Size Requirements

The logo may be proportionally enlarged or reduced in size but must not be distorted, edited or altered in any other way.

In print uses, the primary logo should be at least 1" wide. In on-screen uses (Web & video), the primary logo should be at least 72 pixels wide.

When used with the tagline, the type should not be smaller than nine point and the logo no smaller than 1.875" or 180 pixels.

Do not use the logo below these sizes.

Color Palettes

A color set has been created for use on various internal and external visual applications. It is intended to add special emphasis as well as to help link all South Arts presentations. Together with the logo colors and South Arts blue, this secondary color set comprises the South Arts palette. Used singly or in combinations, the secondary colors can, for example, be applied to graphic elements on printed and electronic materials. Neutral tints can be combined with the bright hues to create a more subtle, reserved appearance.

Identity Colors

	Primary blue	Accent blue
Pantone	534	3145
cmyk	83 67 45 32	100 0 18 18
rgb	52 70 90	0 128 141
Web	#34465A	#00808D

Secondary Palette

Full intensity

	Orange	Red	Dark red	Violet	Purple	Burgundy	Teal
cmyk	0 54 91 0	0 95 86 0	11 100 79 3	78 70 11 1	78 90 26 9	61 100 41 20	100 66 53 33
rgb	245 128 38	238 46 36	196 18 48	81 78 134	83 47 100	98 26 75	0 55 69
Web	#F58026	#00808D	#C41230	#514E86	#532F64	#621A4B	#003745

70% tints for softer colors



Plus 30% black

