



**S O U  
A R T S  
H**

**2019  
BRAND  
GUIDE**



## VERBAL FOUNDATION

### BRAND PROMISE

The tangible benefit that makes your brand desirable.

### BRAND PILLARS

The most important attributes & principles you want to communicate.



### BRAND PROMISE

**WE AMPLIFY  
ARTISTS' VOICES.  
WE MAKE ART  
ACCESSIBLE FOR  
COMMUNITIES.**

### BRAND PILLARS

## 1. ESSENTIAL

Art elevates the South.

## 2. UNIFYING

Creativity inspires connectedness.

## 3. TRANSFORMATIVE

Art is a catalyst for change.

## PRIMARY LOGO

The South Arts logo has one primary version with an alternative logomark. Choosing a version should be determined by the content and circumstances. The primary version should be used at all times when South Arts is not addressed in the collateral. Avoid using the abstracted mark without contextualization or without reference to South Arts.

### MINIMUM SIZE & CLEARSPACE

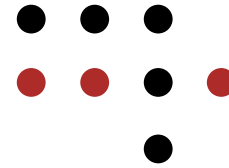
The primary logo has a minimum size requirement for print and for web applications.

A healthy amount of clearspace around the logo maintains proper brand awareness, legibility, and consistency. We use the borders shown as reference for allowing space. This space is allotted in the final brand asset files. A general guideline for clearspace would be to make sure the clearspace is the same height as the letter "H" in the primary logo.

### PRIMARY LOGO

S O U  
A R T S  
H

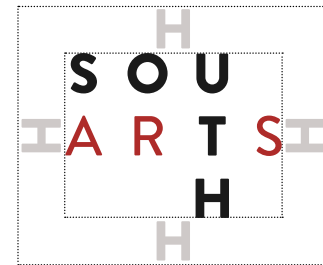
### ABSTRACTED MARK



### MINIMUM SIZE

S O U  
A R T S  
H  
.....  
0.50"

### CLEARSPACE



## COLOR VARIATIONS

The South Arts logo has four color variations. The use of these variations is described below:

### TWO-COLOR

Default variant for most cases.

### TWO-COLOR COLOR BACKGROUND

Variant used when pairing with sub-branding colors.

### TWO-COLOR BLACK BACKGROUND

A special two-color variant specifically for black or dark backgrounds.

*The one-color greyscale variant should only be used when necessary, such as black and white printing.*

### TWO-COLOR

S O U  
A R T S  
H

### TWO-COLOR ON COLOR BACKGROUND

S O U  
A R T S  
H

### TWO-COLOR ON BLACK BACKGROUND

S O U  
A R T S  
H

### ONE-COLOR GREYSCALE

S O U  
A R T S  
H



## LIMITATIONS

To maintain the quality and longevity of the brand, there are rules and specifications on color, placement, and general application of the South Arts logo.

1. Do not use effects (like drop shadows) on the logotype.
2. Maintain the proper color configuration in the logotype.
3. Do not place the logotype on a conflicting background color.
4. Do not rotate the logotype.
5. Do not stretch or skew the logotype.
6. Do not recreate the logotype with unapproved typefaces.



1.



4.



2.



5.



3.



6.

## TYPOGRAPHY

Bold, classic, yet modern typography has been selected to represent the South Arts brand.

**JOSEFIN SANS** is a bold, geometric sans-serif typeface to be used for headlines and attention-grabbing information.

**Raleway** is a lively geometric sans-serif family with versatility in mind. It's legibility and array of weights makes it perfect for body copy for print and web.

**PT Serif** is a timeless, transitional serif typeface used for subheads, captions, callouts, and secondary information.



### JOSEFIN SANS

**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 0 1 2 3 4 5 6 7 8 9 ! ?**

### RALEWAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789&\$%#!

### PT SERIF

**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  
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 0 1 2 3 4 5 6 7 8 9 & \$ % # !**

## COLOR PROFILES

Color profiles are divided into two applications: print and screen. The print color profiles are CMYK and Pantone. The screen color profiles for web use are RGB and hex values.

When pairing colors, creating complimentary contrasts is key—for visibility and accessibility. The following color combinations for text will provide the most contrast and harmony with respect to your new color system.

### RED

Pantone 1805 C  
CMYK 22, 96, 94, 14  
RGB 174, 43, 41  
#AE2B29

### TEAL

Pantone 2213 C  
CMYK 79, 41, 49, 15  
RGB 58, 113, 116  
#3A7174

### NATURAL WHITE

Pantone 9285 C  
CMYK 1, 1, 5, 0  
RGB 249, 247, 239  
#F9F7EF

### GOLD

Pantone 730 C  
CMYK 32, 62, 100, 21  
RGB 150, 95, 38  
#965F26

### CHARCOAL

Pantone 419 C  
CMYK 72, 66, 65, 78  
RGB 26, 26, 26  
#1A1A1A

RED

WHITE  
BLACK

\* Use black text at  
18pt or higher for  
accessibility.

GOLD

WHITE  
BLACK

\* Use black text at  
18pt or higher for  
accessibility.

TEAL

WHITE  
BLACK

\* Use black text at  
18pt or higher for  
accessibility.

CHARCOAL

WHITE  
RED

\* Use red text at  
18pt or higher for  
accessibility.

NATURAL WHITE

BLACK  
RED

WHITE

BLACK  
RED



## PHOTOGRAPHY

Subject matter of photography should embody all aspects of South Arts—being representative of all art mediums that South Arts supports.

Focusing on movement, the creative process, and high quality photographs are key.

Photographic treatments should be a mixture of classic black and white photography with bold, saturated color photographs.





## BRAND MAP

It may be necessary to create treatments for specific South Arts programs. These programs should be defined either as an individual brand treatment or a simple text treatment.

There exists a set of parameters for these particular treatments with approved design



# JAZZ ROAD: INDIVIDUAL BRAND TREATMENT

Individual brand treatments have their own logo and color palette. Individual treatments have a byline referencing the organization, so patrons understand the program is a subset of the larger South Arts brand. Currently, *Jazz Road* and Southern Circuit are the only programs at this time that will receive individual brand treatments.

## BRASS

Pantone 730 C  
CMYK 29, 50, 100, 10  
RGB 172, 123, 43  
#B47E00

## CHARCOAL

Pantone 419 C  
CMYK 72, 66, 65, 78  
RGB 26, 26, 26  
#1A1A1A

## WARM GREY

Pantone 410 C  
CMYK 44, 50, 55, 14  
RGB 137, 115, 104  
#897368

## LOGO OF PROGRAM

**JAZZ  
ROAD**

A PROGRAM OF SOUTH ARTS

ORGANIZATIONAL  
REFERENCE TO  
SOUTH ARTS

## VARIATIONS

**JAZZ  
ROAD**

A PROGRAM OF SOUTH ARTS

PRIMARY  
LOGO

**JAZZ  
ROAD**

A PROGRAM OF  
SOUTH ARTS

SECONDARY LOGO  
FOR SMALLER  
CLEARANCE

**JAZZ  
ROAD**

A PROGRAM OF  
SOUTH ARTS

MONOCHROME  
VERSION

## COLOR PALETTE



BRASS



CHARCOAL



WARM GREY

# APPLICATIONS IN PRINT & DIGITAL

## INDIVIDUAL BRAND TREATMENTS

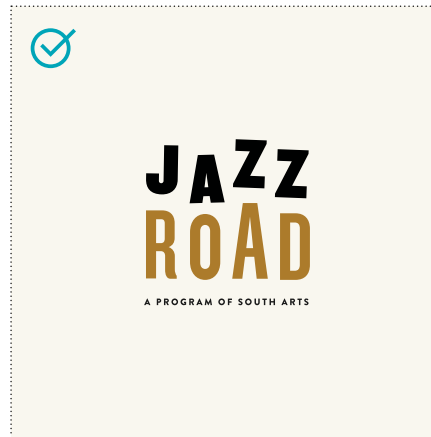
When making digital and print collateral focused around an individual brand, there is no need to present the main South Arts logo in conjunction with the individual brand logo—due to the organizational reference sub-line.

If the collateral is multi-page or in a large format, it is acceptable to present the South Arts logo or abstracted mark at a smaller scale than the individual brand logo.

When individual brands are mentioned in South Arts institutional collateral, please do not use individual brand logos as an alternative to body copy, nor place brand logos repetitively throughout the collateral. Do list the programs using the typography rules given previously in this document.

### RULE OF THUMB:

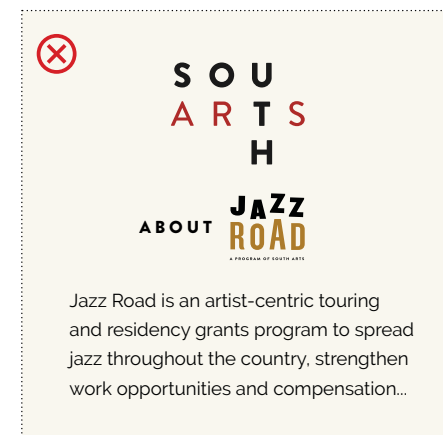
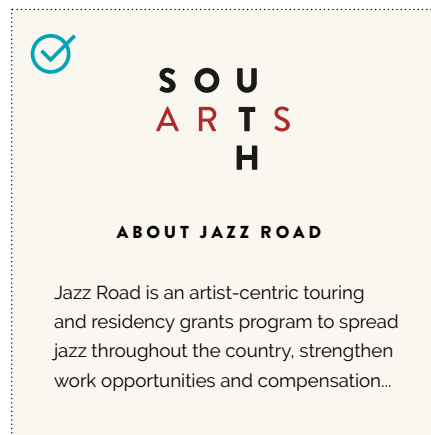
Individual brands should only be used when the content is focused around the said brand. Logos can be used in conjunction with one another but only if they are at different scales, and not within close proximity with one another (multi-page document or large format). Switch to typography when an individual brand is only mentioned within a larger South Arts context.



INDIVIDUAL  
BRAND  
COLLATERAL



MAGAZINE  
SPREAD, DIGITAL  
BANNER.



SOUTH ARTS  
COLLATERAL

# SIMPLE TEXT TREATMENTS

Primary program brand treatments have a clear and comprehensible identity that is more visually comparable to the South Arts branding system than individual brand treatments. The primary program brand treatments use Brandon Grotesque, and have two visual indicators referencing South Arts—the byline and logomark.

## PROGRAMS

American Sounds  
In These Mountains  
Momentum  
Launchpad

NAME OF PROGRAM

LAUNCHPAD

A PROGRAM OF SOUTH ARTS

ORGANIZATIONAL REFERENCE TO SOUTH ARTS

## TREATMENTS

AMERICAN  
SOUNDS

A PROGRAM OF SOUTH ARTS

MOMENTUM

A PROGRAM OF SOUTH ARTS

IN THESE  
MOUNTAINS

A PROGRAM OF SOUTH ARTS

## VARIATIONS

LAUNCHPAD

A PROGRAM OF SOUTH ARTS

GREYSCALE VERSION -  
USE ONLY WHEN NECESSARY



# APPLICATIONS IN PRINT & DIGITAL

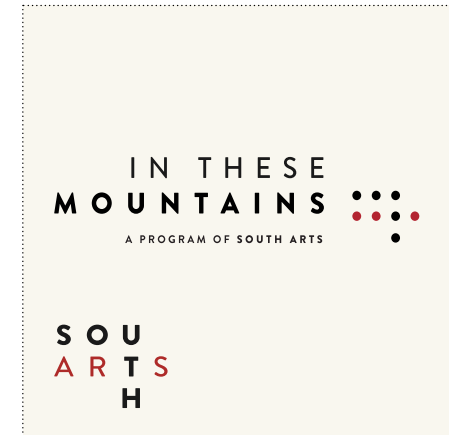
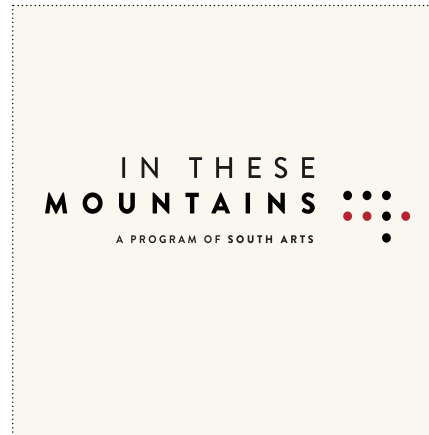
## SIMPLE TEXT TREATMENTS

When making digital and print collateral focused around a primary program with a simple text treatment, there is no need to present the main South Arts logo in conjunction with the simple text treatment—due to the organizational reference and abstracted mark in the sub-line of the treatment.

When simple text treatments are mentioned in South Arts institutional collateral, please do not use treatments repetitively throughout the collateral. Do list the programs using the typography rules given previously in this

### RULE OF THUMB:

Simple text treatments should only be used when the content is focused around the said program. Please do not double up on simple text treatments and the primary South Arts logo. Switch to typography when one or more program is present within the content.



SIMPLE TEXT  
TREATMENT  
COLLATERAL



SOUTH ARTS  
COLLATERAL

## MINIMUM SIZE & CLEARSPACE

Like the South Arts logo, brand treatments have a minimum size requirement for their logos, with regards to print and web applications.

A healthy amount of clearspace around the logo maintains proper brand awareness, legibility, and consistency. We use the borders shown as reference for allowing space. This space is allotted in the final brand assets files.

### JAZZ ROAD

**Primary logo:** 1.25" minimum height

**Secondary logo:** 0.75" minimum height

**Clearspace:** 1/2 the height of the "A" on all four sides of the logo.

### PRIMARY PROGRAM BRAND TREATMENTS

**Minimum Size:** logo should not go below either a height of 0.50" or a width of 1.75".

**Clearspace:** Height of the letter "M" on all four sides of the logo.



### MINIMUM SIZE



### CLEARSPACE



S O U  
A R T S  
H



1800 PEACHTREE ST  
NW SUITE 808  
ATLANTA , GA 30309