# Brand Guidelines

# ARTS ARTS COUNCIL

# Content

01. About Us

Supporting the Arts in our community since 1983

04. Typography

Primary & Secondary Fonts

07. Social Media

instagram and facebook

02. Mission & Vision

Who We Are

**05.** Color Palette

Colors and Values

08. Merch

Promotional Products

03. Brand Logo

Use, Backgrounds, Files

06. Stationary

Business card, Letter, Documents

09. Thank You



Page 03

# **About Us**

North Kingstown Arts Council has been supporting the arts in our community since 1983. The North Kingstown Arts Council works year-round to develop and support arts programs that bring fine art and performing arts to our community, reaching all age groups in a variety of venues. We invite you to explore our website to learn more about the Arts Council, the activities we support, and how our activities enhance the quality of life in North Kingstown.

- The Arts Council is comprised of 13 volunteer members who are appointed for 2 year terms by the North Kingstown Town Council.
- The Arts Council meets at 7pm on the second Wednesday of every month.
- The meeting dates and agendas are available on the North Kingstown town website: www.northkingstown.org.

ARTS North Kingstown Arts Council

Brand Guidelines

# Mission

- To promote, encourage, and support the performing and visual arts while developing public awareness and interest in various art forms.
- To appreciate, preserve, and share the history and heritage of North Kingstown and its ethnic diversities.
- To integrate the arts throughout the community and offer opportunity to all who want to participate in arts programs.

# Community

# Vision

The North Kingstown Arts Council seeks to meet this mission through:

- 1. Developing and carrying out projects
- 2. Providing funding and other support for artists and residents
- 3. Seeking or suggesting new projects

We are open to any and all suggestions from residents of North Kingstown.

# **Events**



Page 04



# Branc

# Logos

### **Use, Backgrounds, Files**

Here are some sample background examples to help guide in the selection of which logo version to use. The logo should be clear within the content.

- Use the white background version of the logo if the background is too busy or distracting.
- Use the black and white version of the logo when printing in newsprint or in instances of saving cost by not printing in 4 color.

### Logo file names:

- NKAC logo
- NKAC logo\_bw
- NKAC logo\_white background border
- NKAC logo\_circle\_social
- NKAC logo\_circle\_instagram
- NKAC logo\_circle\_facebook

### Logo file types:

- .ai (Adobe Illustrator design source)
- .eps (vector format used in high quality printing)
- .png (digital uses and transparency)
- .jpg (digital uses online)
- .pdf (easy to share with anyone)



**NK Arts Council** Logo & Use

white background/paper



**NK Arts Council** Logo & Use

NKAC logo

color backgrounds other than colors in logo



**NK Arts Council** Logo & Use

NKAC logo

patterns that are not too busy



**NK Arts CouncilLo**go & Use

NKAC logo\_bw

cost effective (no color)



NKAC logo\_bw

used on black background



NKAC logo\_white background border busy distracting backgrounds



North Kingstown Arts Council

Page 06 Brand Guidelines

# Clear Space

Content used with the logo should give the logo white space and not be too close.





Brand Guidelines

# Primary Type FranklinGothic URW

### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ~!@#\$%^&\*()\_+;{}<>/

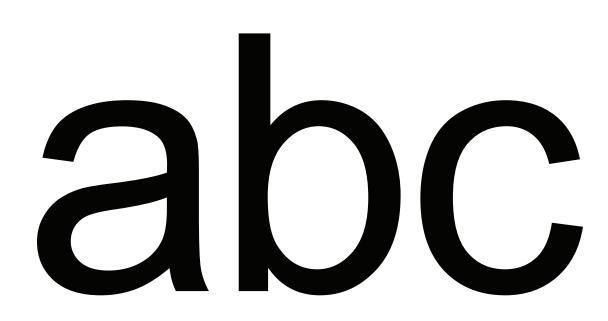
### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 ~!@#\$%^&\*()\_+;{}<>/

Brand Guidelines Page 08

# **Secondary Type**

**Arial** 



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

0123456789

~!@#\$%^&\*()\_+/

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

0123456789

~!@#\$%^&\*()\_+/

Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

0123456789

~!@#\$%^&\*()\_+/

Narrow ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnpqrstuvwxyz

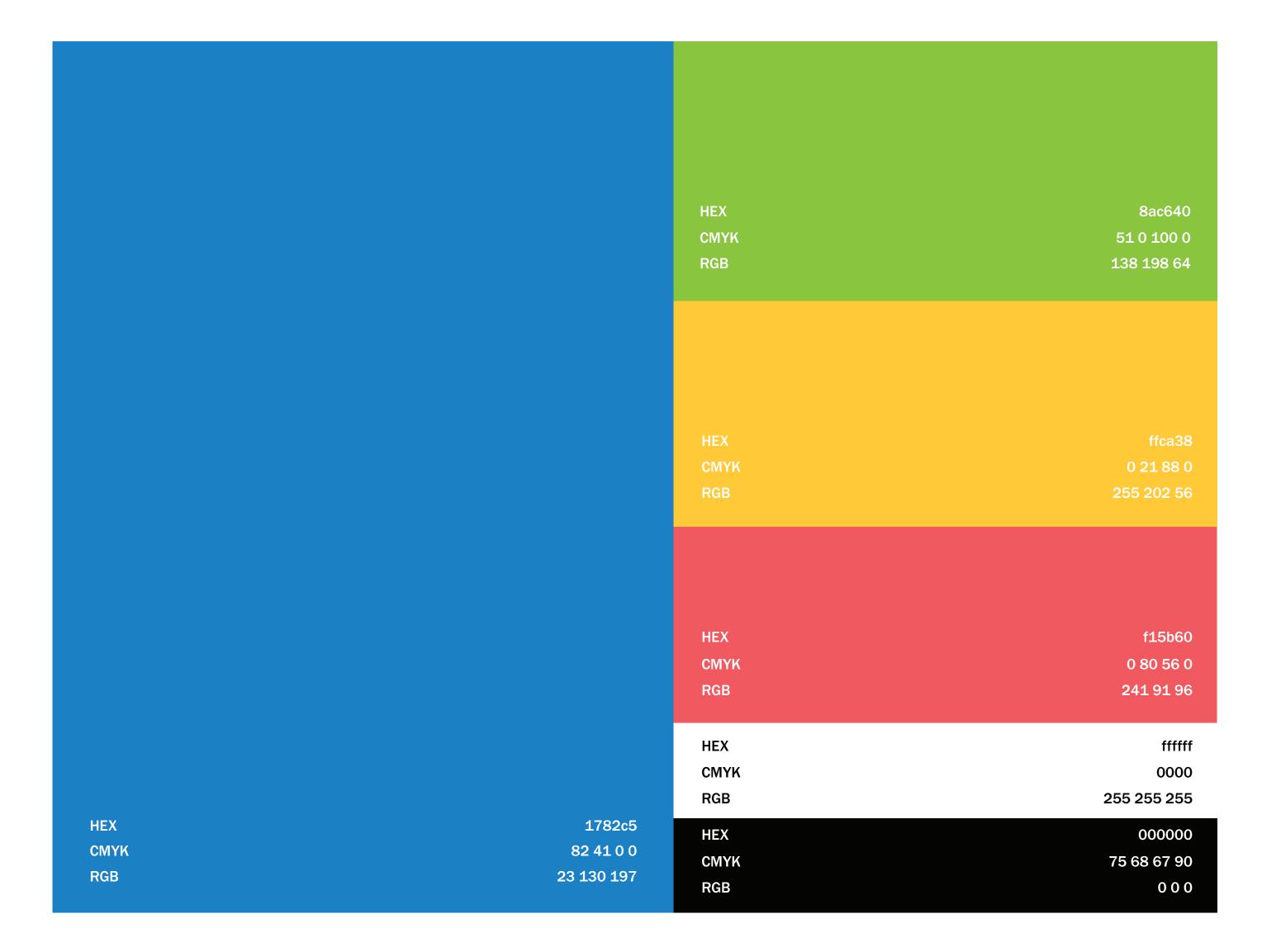
0123456789

~!@#\$%^&\*()\_+/

Brand Guidelines Page 09

# **Color Palette**

**North Kingstown Arts Council** 



Brand Guidelines Page 10

# Stationary

- Business Card
- Letter
- Envelope
- Documents
- Sponsorship Opportunities
- Proposal Form



Actual size

scaled mock up(s)



North Kingstown Arts Council 100 Fairway Dr. North Kingstown, RI 02852

Subject: Os postis et voluptatur Onse eos est ommodi

Dear

Axima nam qui volum incia pre sustio. Itae nos sum et anit aspelibusam dolles ario eum et alit, quam atestisquae ea cullantusam aut laboriassita di ut ad et eosam faccabo reribus, sit eaquam quis doluptat ut eat incte sed eaquiaes dolorio odipit, sus, simagni milluptatium explaceperis magnis ventius sequibusa doluptamus similis elendaest, simpor molum rehent auditius volupta qui tem qui corro eos duntio quia prae cum qui optas sum consequi unt estium litatur remporesciis que porepellaut et harum veriandit quatem fugiatia et et pra solenim porporibus, cus, to vere, tempernam, que prem am etur alignis.

sincitis eat es am que eosam, sequat aci doles eati doluptamet ut ipsuntore, vel int ex enimusa nem idebis id qui aliquid quist ellabor istionestrum nonet et doluptis et et poriame et fugiaepudam harum elicias eveles ut officie niendant adit ea disimaione cullaut as dit laborestio. Uptat officiae solupiciassi di comnis sum que liqui dit uta nonsectio. Nam, sunt laborio con et volorpore erum que ne preseque omnis milluptat. Solore nonsequae pa doluptati reremporum quo quiae nate num quis earchillam, sum quidebis

aut doluptatis eum conserc hillace pudande rspiet ducimperciis velibus in perum quosam im quatibus as quatem haria exceptatusa nem. Ita seque pratiae rehendamet dernam, to maio. Itatusa ndisci quunt atiore nihicatus dolupienis eiunt vent re net audipiet expliquiatem la nullupt atibus core pro te non rerumquis qui doloressinci re, volorem il il inverorion conse sunt, optiassimus, as ex eosapiet moluptia.

Sincerely,

Nancy Whyte Sherman. Chair



North Kingstown Arts Council 100 Fairway Dr. North Kingstown, RI 02852

### SPONSORSHIP OPPORTUNITIES



### Summer Concert Series

Demonstrate your community involvement by supporting North Kingstown's Summer Concert Series, musical entertainment that has become a popular, high-profile and family-friendly, South County tradition!

Maestro Level: \$4,000 (1 available)

### Top billing at every concert

- Prominent corporate logo at top of 1,000+ flyers (community-wide distribution) and all other program materials including 50 posters
- Recognition at each concert and on concert website (with link to company website)
- Room for 5 foot table for corporate banner, "give-aways" & company promotions
- Recognition in all press releases and in social media
- Recognition on Arts Council website's sponsor page
- Appreciation plaque or photo book of concerts for sponsor company's location

### Conductor Level: \$1,500 (2 available)

- Midsize corporate logo at the bottom of 1,000+ flyers (community-wide distribution) and all other program materials including 50 posters
- Recognition at each concert and on concert website (with link to company website)
- Recognition in all press releases and in social media
- Recognition on Arts Council website's sponsor page

### Featured Level: \$500 (9 available—one for each concert)

- Recognized at start of 1 concert of your choice
- Recognition in press releases, on website and in social media
- Recognition on Arts Council website's sponsor page

### Supporter Level: \$100

Name listed on website and in social media



Page





Project Proposal 

ect Date	of Event: June 20, 2	Date of Submission	April 15, 2024
n:		Project Category:	
Phone: (401) 294-6840	■ Arts Service	Film/Media Arts	■ Arts Education
Phone: (401) 294-6840	Literary Arts	Multi Arts	Crafts
t	Folk Arts  Museum	☐ Historical Arts ☐ Architecture/Design	Theatre
	Dance (Specify Type):		
@gmail.com	Other (Specify Type): Visual Arts Exhibits		
	Phone: (401) 294-6840	Phone: (401) 294-6840  Phone: (401) 294-6840  Literary Arts  Folk Arts  Museum  Dance (Specify T	Phone: (401) 294-6840  Phone: (401) 294-6840  Phone: (401) 294-6840  Dance (Specify Type):  Music (Specify Type):

Complete Description

We are expanding our pilot year of our Community Mural Project into its second year. We will accept three artists with stipends to each paint a painting installation on the Wickford Art Association's (Town Beach facing) exterior wall. At the conclusion of painting there will be a reception for the public before the first summer concert in the park begins on June 20th.

hiective of Project

# **Social Media**

North Kingstown Arts Council has profiles on instagram and facebook.











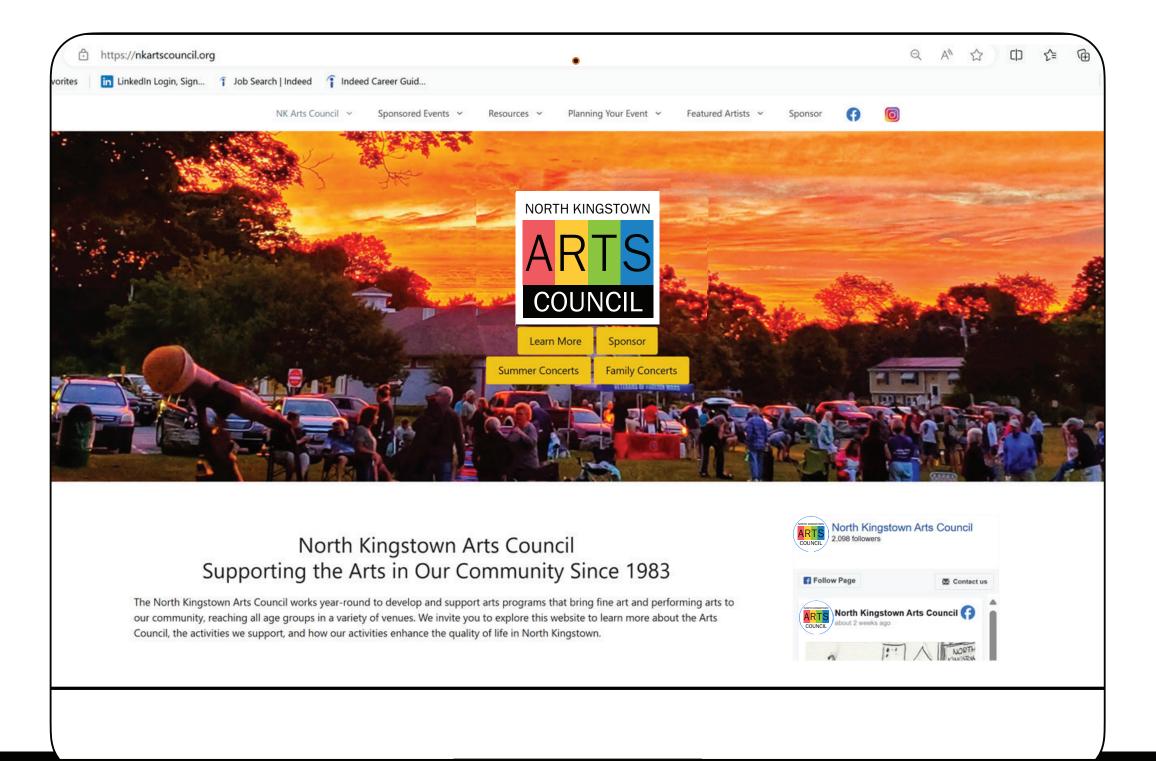
12.05

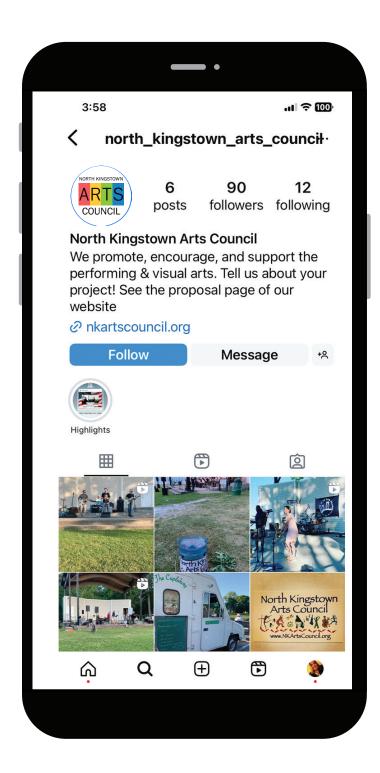


# Digital

Website

Social Media





# Merch

Examples of promotional products.







**Brand Guidelines** 





# Thank You

**NORTH KINGSTOWN** 

