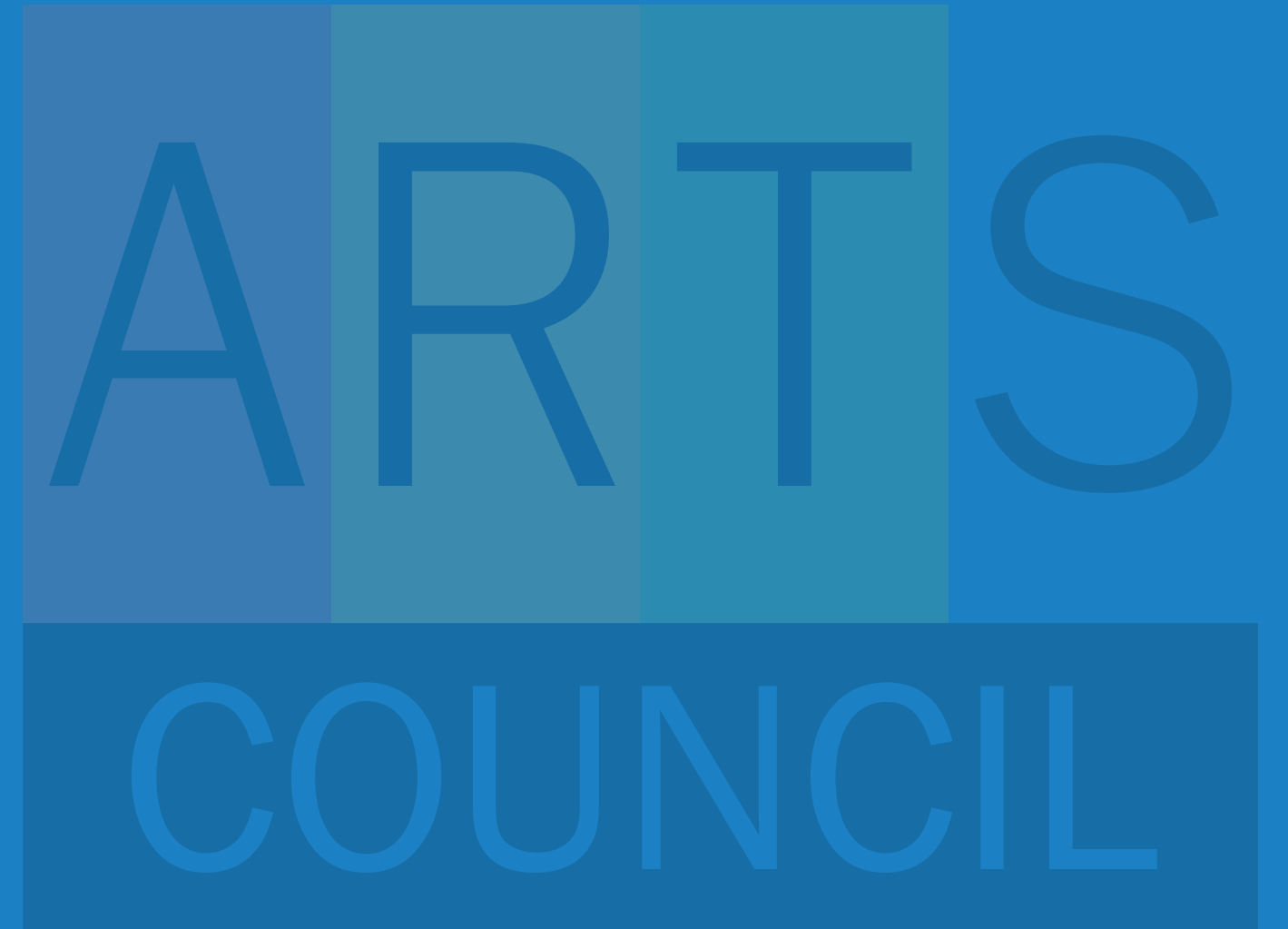




North Kingstown Arts Council

Brand Guidelines

NORTH KINGSTOWN



Content

01. About Us

Supporting the Arts in our community since 1983

02. Mission & Vision

Who We Are

03. Brand Logo

Use, Backgrounds, Files

04. Typography

Primary & Secondary Fonts

05. Color Palette

Colors and Values

06. Stationary

Business card, Letter, Documents

07. Social Media

instagram and facebook

08. Merch

Promotional Products

09. Thank You

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.

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.



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.





Brand



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)



NKAC logo white background/paper



NKAC logo_bw cost effective (no color)



NKAC logo color backgrounds other than colors in logo



NKAC logo_bw used on black background



NKAC logo patterns that are not too busy



NKAC logo_white background border busy distracting backgrounds

Clear Space

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



Primary Type

FranklinGothic URW

Aa

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

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

Secondary Type

Arial

abc

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()_+ /

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()_+ /

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()_+ /*

Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()_+ /

Color Palette

North Kingstown Arts Council

<div>HEX</div> <div>CMYK</div> <div>RGB</div> <div>1782c5</div> <div>82 41 0 0</div> <div>23 130 197</div>	<div>HEX</div> <div>CMYK</div> <div>RGB</div> <div>8ac640</div> <div>51 0 100 0</div> <div>138 198 64</div>
	<div>HEX</div> <div>CMYK</div> <div>RGB</div> <div>ffca38</div> <div>0 21 88 0</div> <div>255 202 56</div>
	<div>HEX</div> <div>CMYK</div> <div>RGB</div> <div>f15b60</div> <div>0 80 56 0</div> <div>241 91 96</div>
	<div>HEX</div> <div>CMYK</div> <div>RGB</div> <div>ffffff</div> <div>0000</div> <div>255 255 255</div>
	<div>HEX</div> <div>CMYK</div> <div>RGB</div> <div>000000</div> <div>75 68 67 90</div> <div>0 0 0</div>

Stationary

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

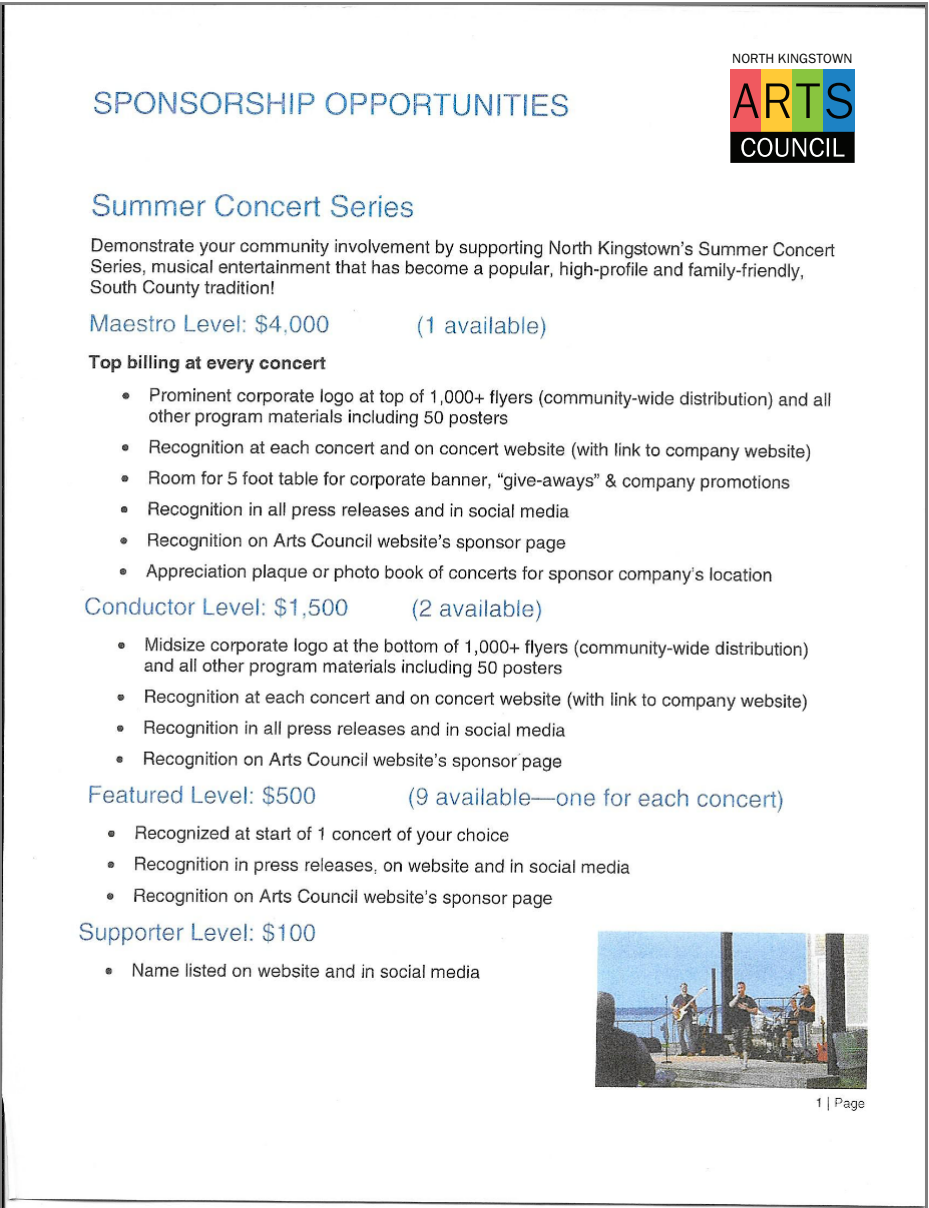


Actual size

scaled



mock up(s)



Brand Guidelines



North Kingstown Arts Council

Social Media

North Kingstown Arts Council has profiles on instagram and facebook.



Logo
instagram

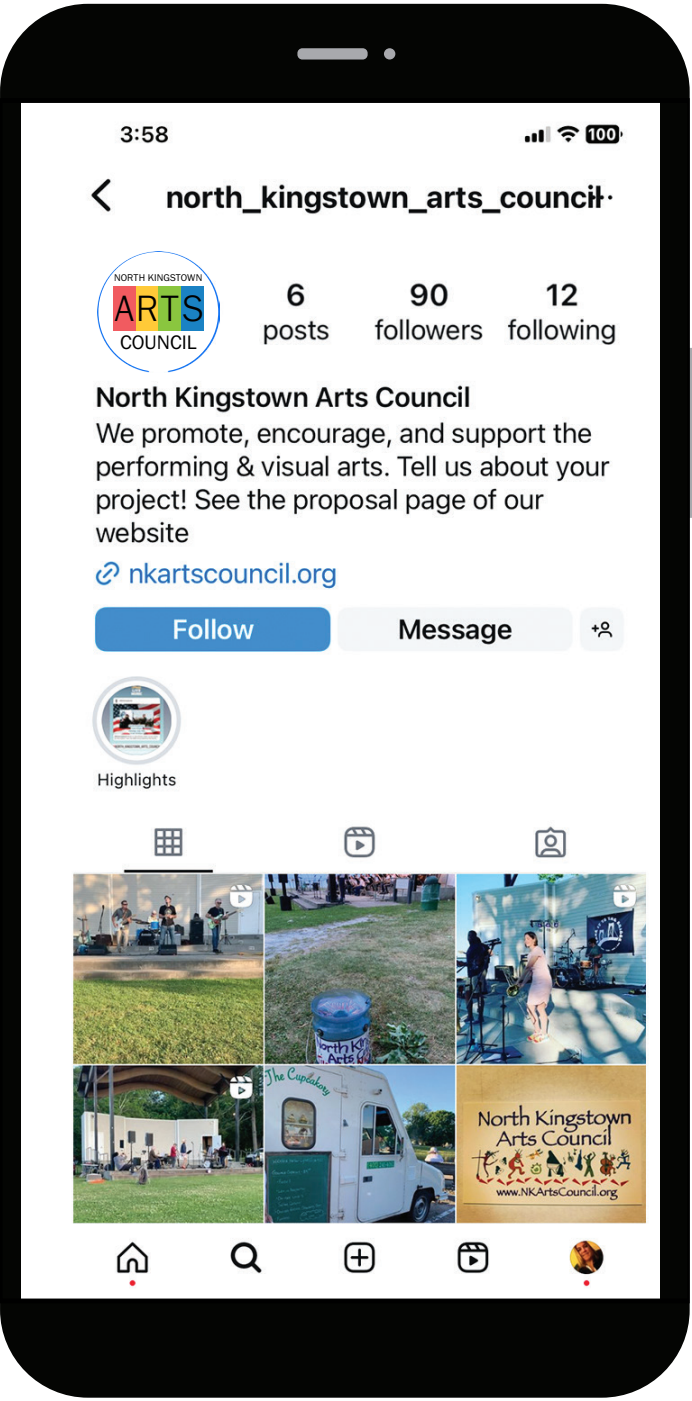
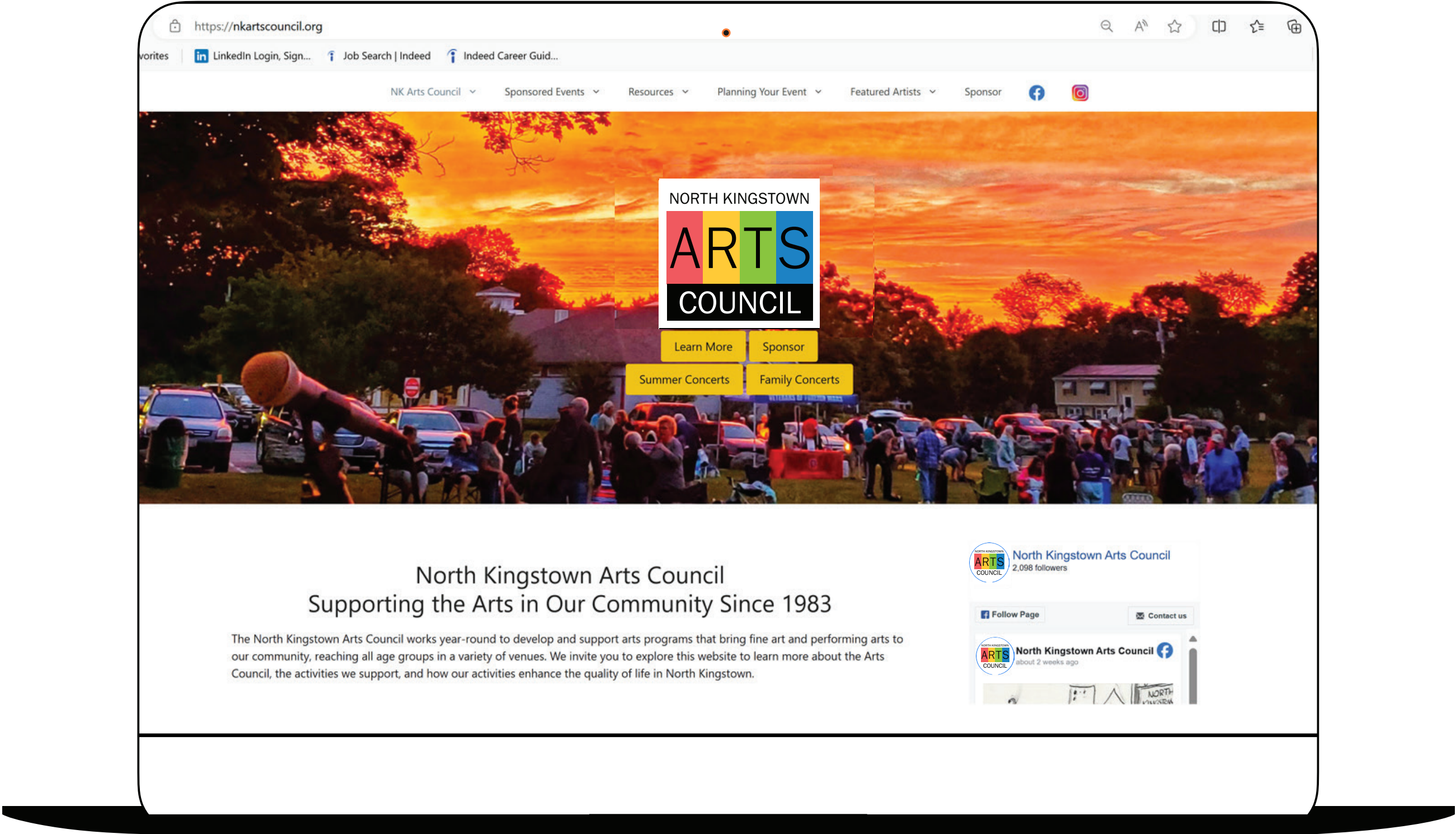
Logo
facebook

12.05



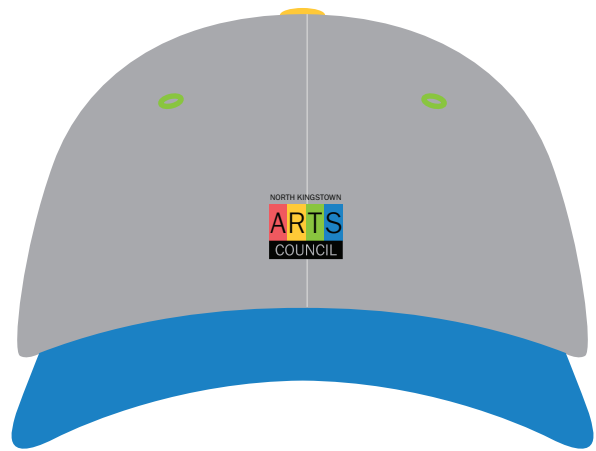
Digital

- Website
- Social Media



Merch

Examples of promotional products.



Thank You

NORTH KINGSTOWN



North Kingstown Arts Council