CULTURAL
ARTS
ALLIANCE
OF WALTON COUNTY

BRAND STANDARDS

TABLE OF CONTENTS

MISSION STATEMENT

Embracing a comprehensive, inclusive approach allows the Cultural Arts Alliance (CAA) to support established and emerging local artists in all mediums. We empower them through advocacy, growth opportunities, workshops, and the funding of our Art for All program. To help nurture creativity from a young age, our outreach provides area schools diverse resources, unique curriculums, and field trips that widen perspectives.

And for those who simply prefer to appreciate art, we're constantly cultivating partnerships and sponsorships to ensure that culture is a driving force throughout Walton County. These include world-class galleries, unique museums, popular signature events, and our Art on Demand virtual engagement. After all, everyone has creativity inside – it just needs to be brought out into the community.

Serving as a catalyst for all forms of creative expression, the Cultural Arts Alliance provides Walton County with a breadth of opportunities that empower community members wherever they are in their artistic journey.

PRIMARY LOGO

The Cultural Arts Alliance of Walton County logo was designed to offer quick recognition and a positive impact.

FULL COLOR

ADDITIONAL LOGOS AND USAGE

Color-coded variations of the primary logo help add differentiation among CAA's many areas of involvement. Apply the appropriate option to add clarity based on the sector being promoted.

EVENTS

Festive gatherings that create a celebration of local and national artists in a variety of mediums.

ARTS EDUCATION

Workshops, camps, and classes to expose local schoolchildren to the arts.

PUBLIC ART

Community displays such as murals, The Underwater Museum of Art (UMA) and our Billboard Art Project.

VISUAL ARTS

Special exhibitions at the Foster Gallery and shows featuring work by CAA's member artists.

ART FOR ALL

Funding and grants for artists, organizations, teachers and students.

MINIMUM SIZE

PRIMARY AND SECONDARY LOGOS

To maintain efficient communication, all logos should not be reproduced smaller than 1 inch and 100 pixels in width.

1"
100 pixels

1"
100 pixels

1"
100 pixels

1"
100 pixels

1"
100 pixels

CLEAR SPACE

To protect its brand integrity, the logo should always appear with an acceptable amount of surrounding clearance.

Use the 'A' in 'Arts' as a measuring benchmark for keeping the logo clear from other elements such as competing logos, images or text on all sides. This clearance applies to all logo variations.

DONT'S

1. Do not skew the proportions or dimensions.

2. Do not change any part of the logo to an unapproved color.

3. The logo should be placed on a background that gives enough contrast between the logo and the background, and in these cases the logo should be reversed or white (see Color Applications for examples).

4. The logo's type and icon lockups must remain consistent in size to one another.

5. Effects may not be applied to the logo.

6. Neither the logo nor any parts of the logo elements may be rotated in any instance.
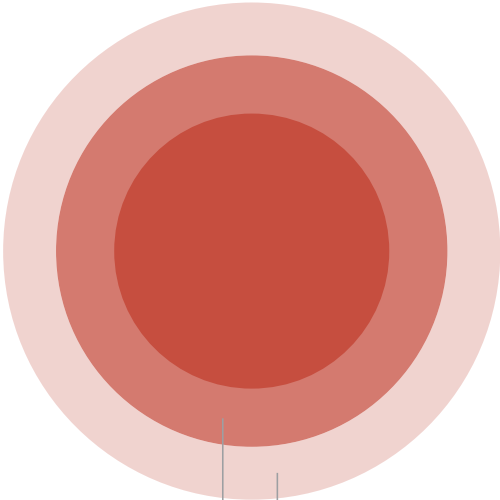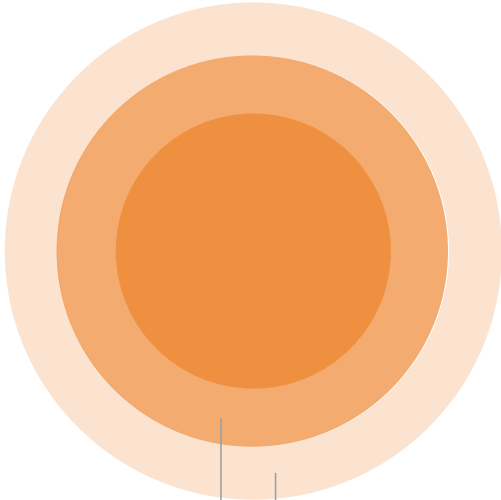
1

2

3

4

5

6

COLOR PALETTE

C: 16
M: 83
Y: 80
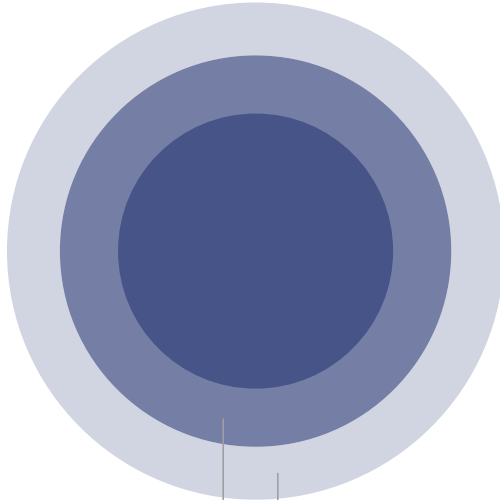K: 3

R: 198
G: 78
B: 63

HEX: C64E3F

PMS: 7619C

75%   25%
O P A C I T Y

C: 3
M: 51
Y: 84
K: 0

R: 239
G: 144
B: 64

HEX: EF9040

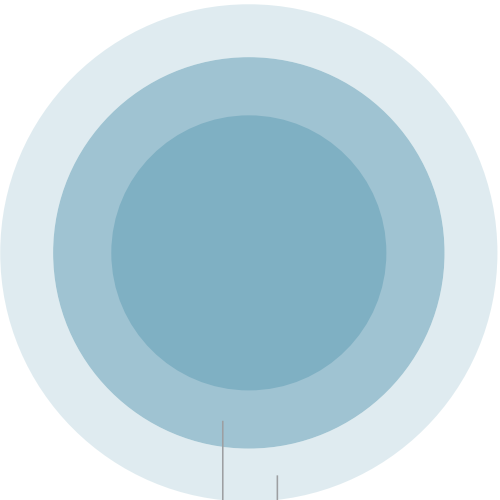PMS: 7413C

75%   25%
O P A C I T Y
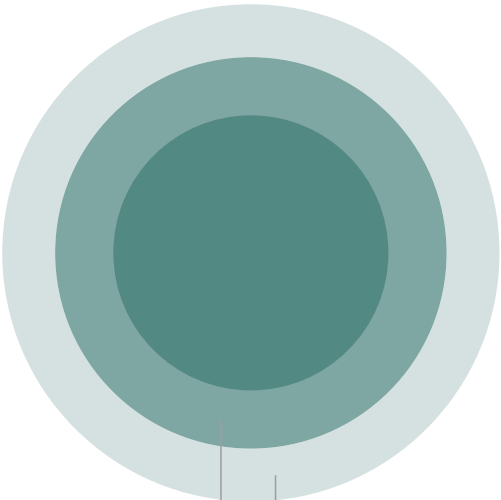
C: 83
M: 73
Y: 22
K: 6

R: 71
G: 84
B: 135

HEX: 475487

PMS: 7673C

C: 51
M: 18
Y: 17
K: 0

R: 127
G: 176
B: 195

HEX: 75B0C3

PMS: 550C
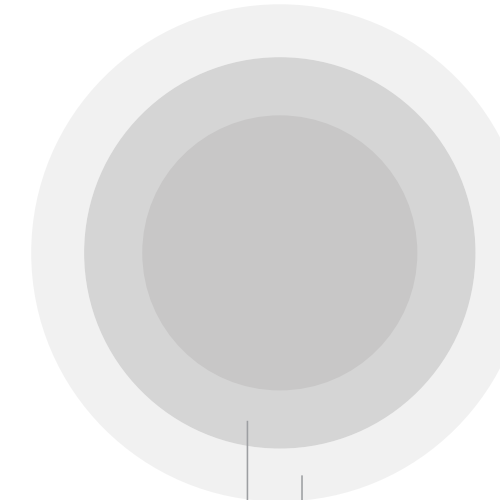
75%   25%
O P A C I T Y

C: 71
M: 32
Y: 49
K: 5

R: 83
G: 137
B: 131

HEX: 538983

PMS: 625C

75%   25%
O P A C I T Y

C: 21
M: 17
Y: 17
K: 0

R: 200
G: 199
B: 199

HEX: C8C7C7

PMS: 420C

75%   25%
O P A C I T Y

COLOR APPLICATIONS

Display the logo using the approved 4-color palette whenever the mark is used on white or light backgrounds. In situations where using 4-color is not practical, or when the logo is used on a dark background, utilize the white or reversed version. In instances where gray scale is the only option, utilize the black version of the logo.

TYPOGRAPHY

Typographic styling is essential to the proper delivery of our message. Consistent typographic use across multiple platforms is imperative in order to communicate quickly and efficiently to our audience.

Brand fonts include the Andes Rounded and Trade Gothic Next font families. Examples of usage are shown accordingly.

In the instance that web fallback fonts are needed, please substitute **Bellota Text** for Andes Rounded.

Andes Rounded
We Foster Creativity

Trade Gothic Next
We Foster Creativity

Andes Rounded

Andes Rounded Ultra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Andes Rounded Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Andes Rounded Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Andes Rounded Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Andes Rounded Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Andes Rounded Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Andes Rounded SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Andes Rounded Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Andes Rounded ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Andes Rounded Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next

Trade Gothic Next Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Next Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADING 1

ANDES ROUNDED BLACK

Heading 2

Andes Rounded ExtraBold

Heading 3

Andes Rounded Regular

SUBHEAD 1

Trade Gothic Next Bold

Body Copy

Trade Gothic Next Regular

SAMPLE HEADING

SAMPLE SUBHEADING

This is a sample body paragraph. Natata dolore, que nobis est est rem et volut volumquam volorum sequo to que occulpa riorumq uiatio dolut quid maiore nus inihictem reium nonsequam lit lautest iusant autemque ligenit la exere, cus.

Lum esto quodipsant eiuntias ulparup taquos que venihiciati ut faccusam ute reperch iligenem ea suntios se voluptu rehent quam audis re et venis eturehe ndignatur? Quibust ilitam aliquis quas vel most expernatis nem qui aut autempos rehent ut la solor as re excepe voluptatem fugiatae lam lautetur?

SIBLING BRANDS USAGE

When appearing separate from a sibling brand logo, use the primary CAA logo.

SIBLING BRANDS USAGE

For occasions where CAA is co-producing an event, the primary logo should be presented at an equal size and visual hierarchy as the sibling logo, with proper spacing to serve as buffer between them.

When CAA is hosting one of its proprietary events, the CAA logo should appear smaller than the event's logo, making note of the appropriate color to match the area of involvement (refer to page 6).

SIBLING BRANDS USAGE

In instances where CAA is serving as a sponsor, the logo should appear below the partner logo in text-only form, utilizing the Andes Rounded typeface, making note of the appropriate color to match the area of involvement (refer to page 6).

FOSTER *fg* GALLERY

SPONSORED BY THE
**CULTURAL
ARTS
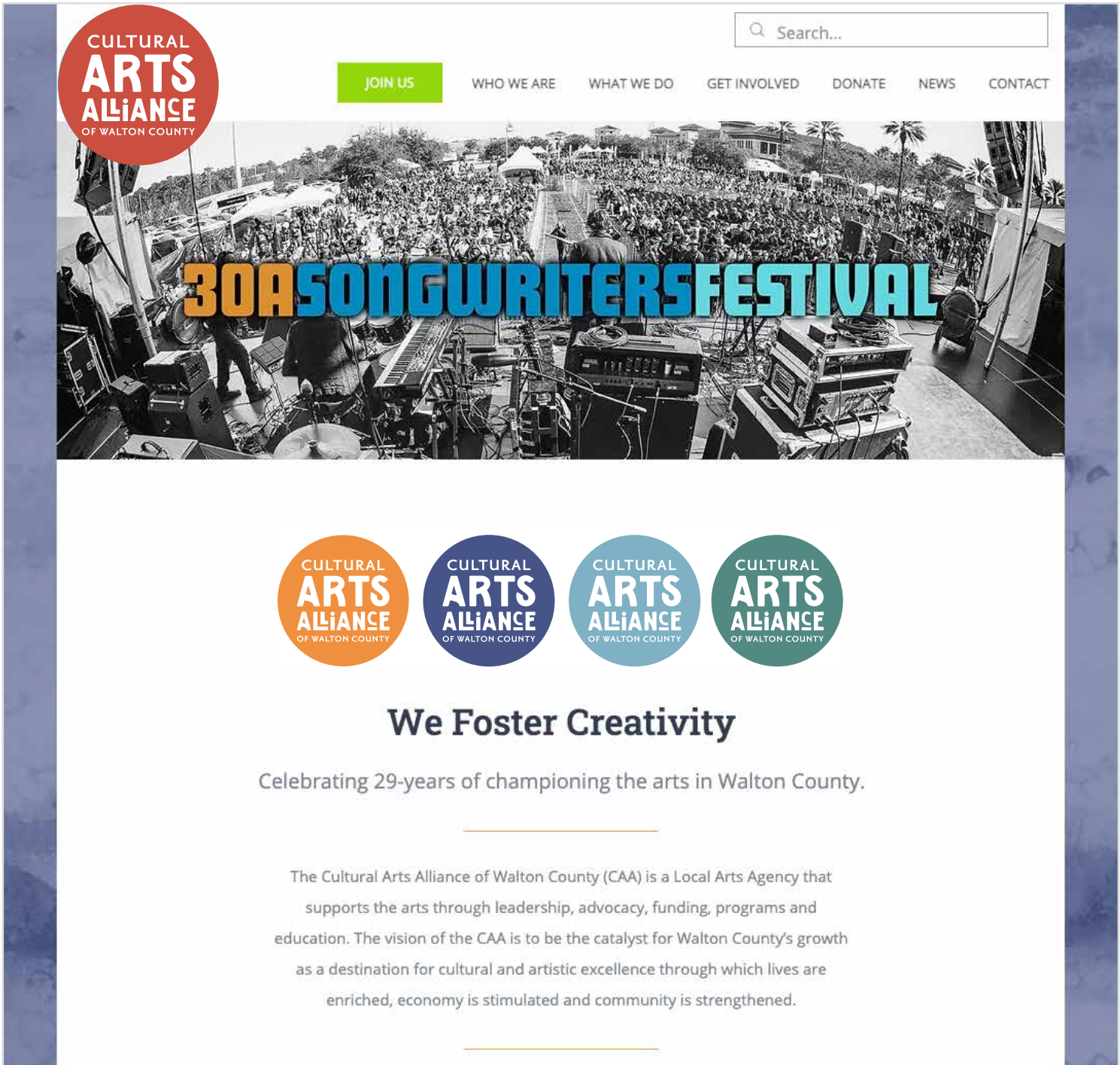ALLIANCE**

ArtsQuest
FINE ARTS FESTIVAL

SPONSORED BY THE
**CULTURAL
ARTS
ALLIANCE**

IMAGERY STYLE

When using imagery in marketing materials, image style should be contemporary, bold, and inviting. Use clean, colorful images with dramatic lighting to best adhere to the brand look and feel. Utilize soft-focus for close-up photography. Lifestyle photos should feature a human-focused approach to make the brand feel more personal.

WEBSITE — SAMPLE

EMAIL SIGNATURE — SAMPLE

New Message

To   Cc Bcc

Subject

Arial Bold 12 pt.
100% Black
R: 199, G: 77, B: 63

Name
Title
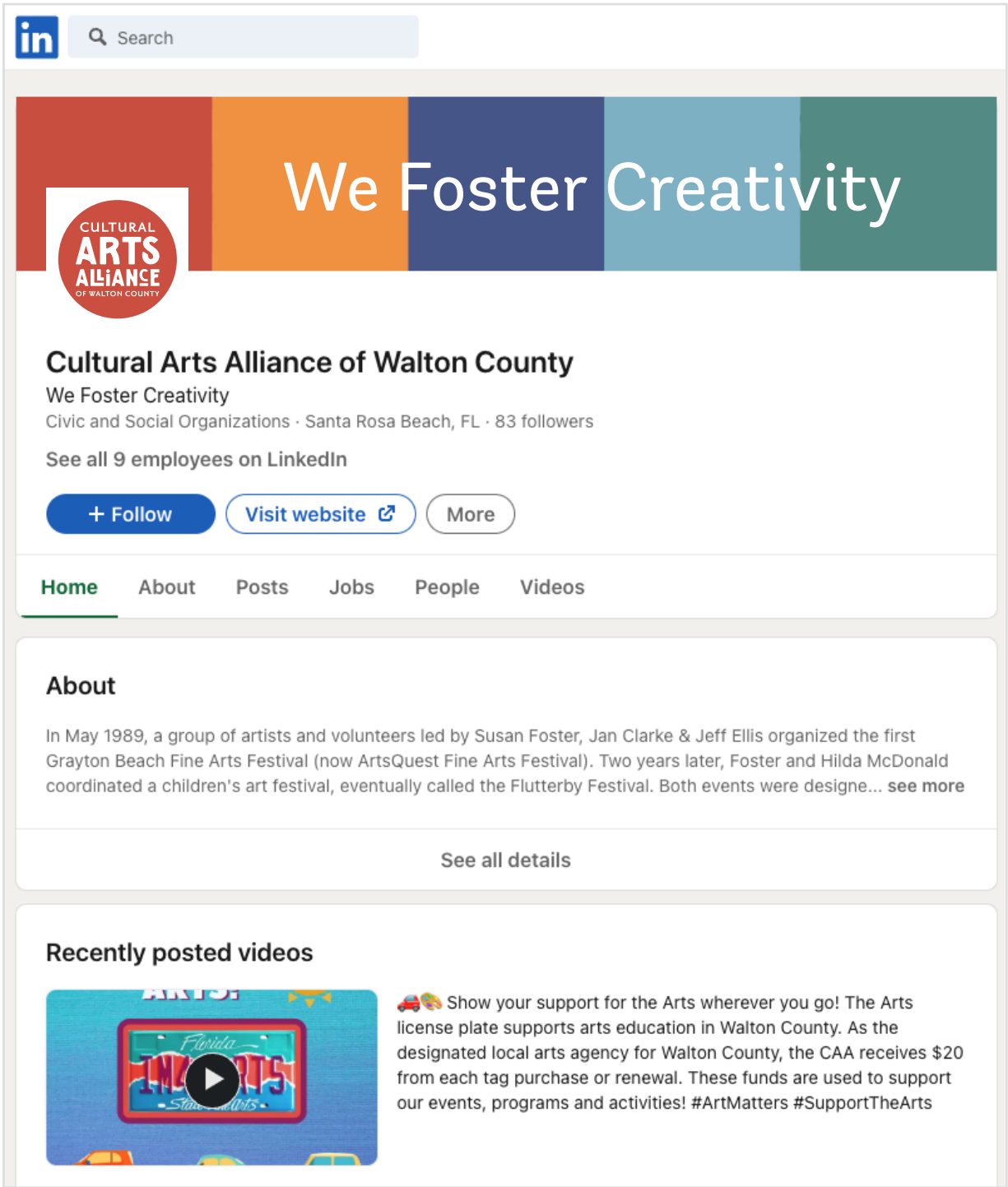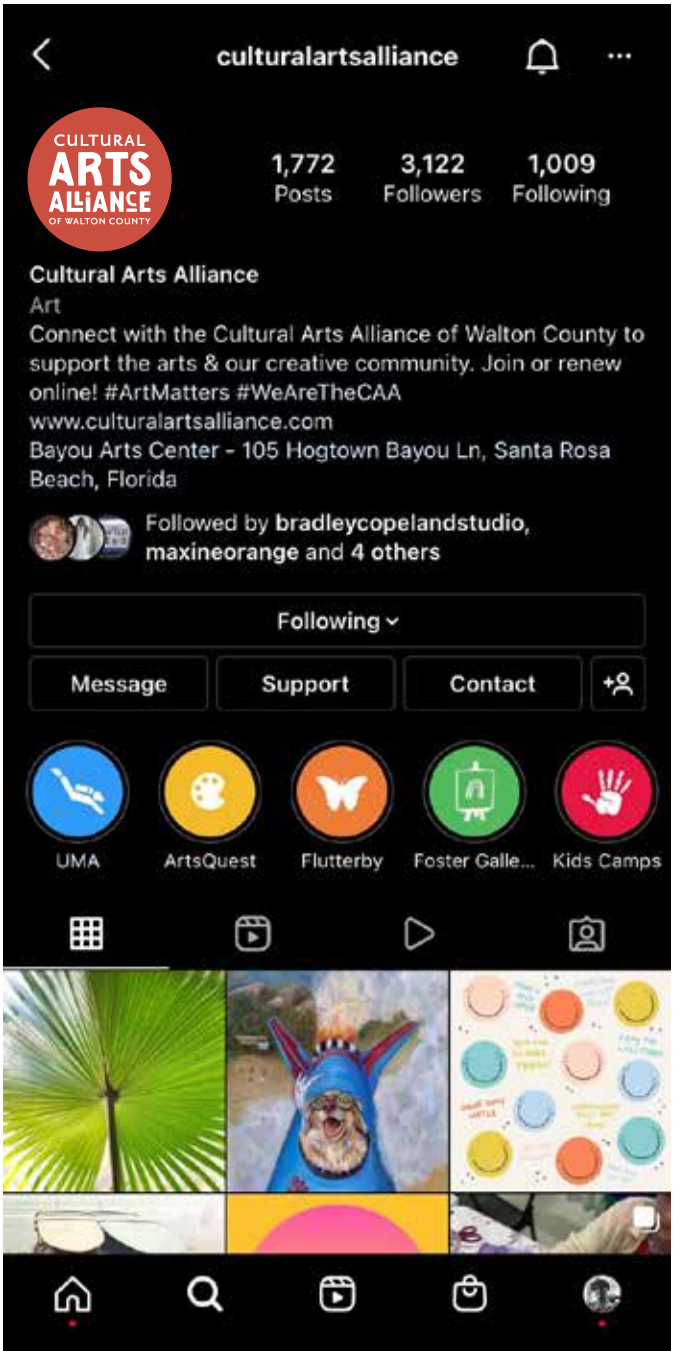Cultural Arts Alliance | 850-622-5970

Arial Bold 12 pt.
R: 199, G: 77, B: 63

We Foster Creativity
Member support makes it possible for the CAA to fund children's art education, student scholarships, and arts grants and to provide cultural enrichment to our growing community through ongoing events and programs. Memberships are available for as little as $75 (only $6.25/month!). Become a member of Walton County's leading arts organization today! Join HERE! #MembershipMatters

Arial Regular 12 pt.
45% Black

SOCIAL CHANNELS — SAMPLE