



40 WEST ARTS BRAND GUIDE

40 WEST ARTS LOGO



40 WEST ARTS
Creative District

The 40 West Arts logo may appear with or without the accompanying text.

“40 West” should always appear on the same line as “Arts.” The type should never be separated.

“40 West Arts” should appear in all caps with any sub text in title caps.

ACCEPTABLE LOGO USE



40 WEST ARTS

The logo may be used with approved typography.



The logo may be used without typography.



The logo may appear in any of the four approved colors, black or white.



It is acceptable to remove the 40W from the circle to use in the portal concept. The artist should be attributed.

Featured 40W Artist:
Justin Deister

UNACCEPTABLE LOGO USE



Do not stretch or distort the logo. Always maintain the perfect circle ratio.



Do not wrap text around the circle.



Do not take the logotype out of the circle. This is only acceptable when utilized for the portal concept. *Other exceptions may apply.



Do not use fonts other than Din for "40 West Arts" or break the line of text.

**40 WEST
ARTS**



Do not add a gradient of any kind.

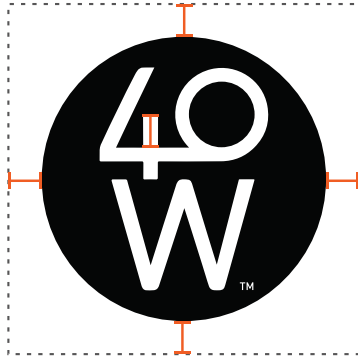
**FORTY WEST
CAR WASH**

Do not use our brand for a different organization.



Do not rotate the logo. Do not use colors outside of the approved color palette. Do not use two colors at once.

SIZE + SPACE



MINIMUM WHITE SPACE:

The bare minimum clear space for the 40 West logo is defined as the top height of the crossbar in the four. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

Print: 3/8"
Web: 36px



MINIMUM SIZE:

When reproducing our logo, be conscious of its size and legibility. Use common sense – a logo that is too small ceases to serve any useful communication function. Generally, our logo should never appear less than 3/8" tall in printed materials, and no less than 36px tall in the digital realm. With text, the logo should be at least 1/2" tall in print, and at least 45px tall digitally.

COLOR PALETTE

The 40 West Arts logo may appear in any of the below four colors, black, or white.

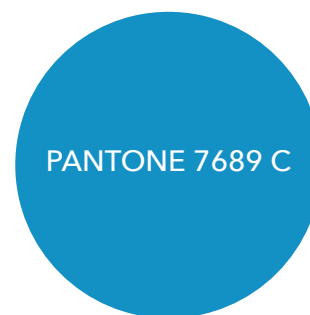
PRIMARY LOGO COLOR



RGB 240 92 36
HEX/HTML F05C24
CMYK 0 79 99 0



RGB 140 28 87
HEX/HTML 8C1C57
CMYK 40 100 40 18



RGB 19 145 196
HEX/HTML 1391C4
CMYK 79 30 7 0



RGB 124 192 73
HEX/HTML 7CC049
CMYK 56 0 95 0

BACKGROUND COLOR



RGB 0 59 81
HEX/HTML 003E51
CMYK 98 70 46 38

Deep blue is available as the official background color in marketing materials.

TYPOGRAPHY

40 West Arts is an exclusively sans serif brand. Font families Din, Avenir Next, and Alte Haas Grotesk each have their place.

Din is to be used in **headlines** or when spelling out "40 West Arts" to accompany the logo mark.

Din Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @!#*?&

Din Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @!#*?&

Avenir Next Regular is to be used as the **main body** copy. Avenir Next Demi Bold is acceptable when a heavier weight is necessary.

Avenir Next Demi Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @!#*?&

Avenir Next Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @!#*?&

Alte Haas Grotesk Regular is acceptable for use as **sub-text**.

Alte Haas Grotesk Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @!#*?&

LOGO + PHOTOGRAPHY

The 40W may be cut out from the circle and the reverse placed over approved imagery with 90% opacity for district marketing purposes.



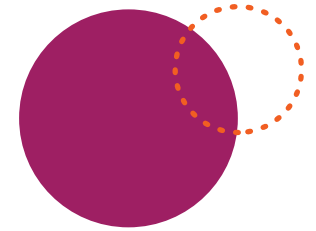
The circle may be filled with vibrant imagery, covered with a 30% opaque color swatch from the approved palette with the brand layered over at 100% white.

DESIGN ELEMENTS

The 40 West Arts brand embraces variations of dot patterns as a design element.



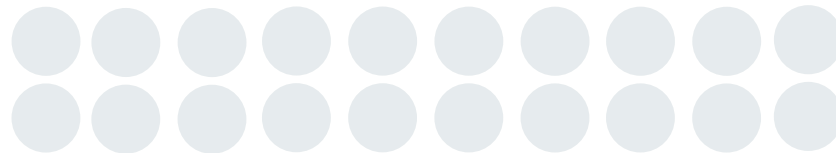
The 40W dot pattern is mainly green with the other brand colors sprinkled throughout. The opacity may gradually decrease throughout the pattern.



Circles may be used in new ways with creative discretion.



The pattern may break borders.



The pattern may appear faded.

A large green circle is centered on a white background. Inside the circle, the text "THANK YOU." is written in a bold, dark blue, sans-serif font. Below this, the text "QUESTIONS? Contact Miranda@40WestArts.org" is written in a smaller, white, sans-serif font. At the bottom of the circle, the text "40WestArts.org" is written in the same dark blue, sans-serif font as the "THANK YOU." text.

THANK YOU.

QUESTIONS? Contact Miranda@40WestArts.org

40WestArts.org