



Brand Guidelines
2023

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Mission

To grow, inspire and connect the local, national and international arts community.

Values

to create a premier destination and event that brings global awareness to the visual arts in Vancouver. We encourage a positive and supportive environment for artists and the public to express themselves openly. We aim to achieve this through our events, art classes, and panel discussions.

The Purpose of the Brand Guideline

The Brand Guideline exists to help designers create designs that are consistent with the visual language of the Art Vancouver brand. The goal is to create consistent designs and have our audiences become familiar with our brand language.

Colour Variations

White on Pink



White on Blue



Black on white



Logo

03

Logo Variations

Stacked Logo



Use for official documents and marketing materials such as print and digital ads, publications, presentations and newsletters.

Horizontal Logo



Not commonly used.

Logomark



Use as icon for apps, web, social media profile pictures, and as graphic elements on social media posts.

Colour Variations

Black on White



White on Pink



Spacing and Size



Clear Space Area

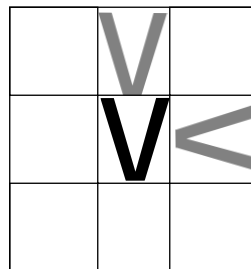
When creating designs, the logo should stand out and be unobstructed.

The minimum clear space around the logos are the height of the letter “A” from the logo.

Minimum size for all logos (in height):

V 1 inch (Print)

V 33 Points (Digital)



Incorrect Usage



Don't stack the words



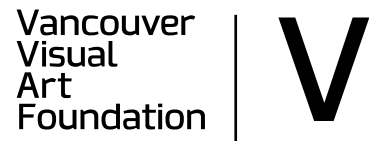
Don't stretch the logo



Don't rotate the logo



Don't flip the logo



Don't rearrange the logo



Don't use colours that aren't part of the brand



Don't add drop shadow to the logo



Don't crop or obstruct the logo



Don't increase the spacing between the words



Don't place logo on images of artwork or busy images

Collator

Headers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10 ! @ &

Roboto Bold

Subheaders and highlighting
important information

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10 ! @ &**

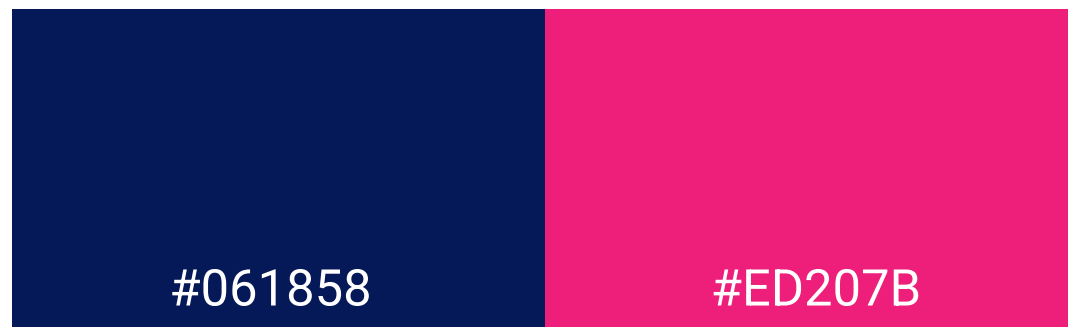
Roboto Regular

Body copy

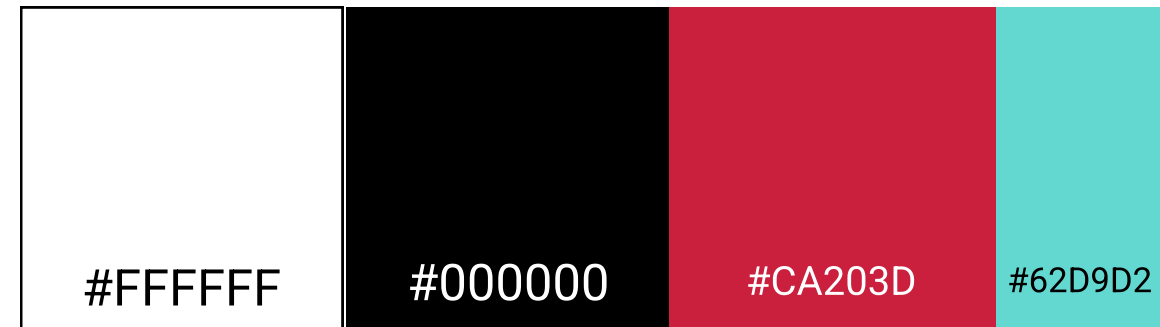
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10 ! @ &

The use of a limited colour palette of dark navy and a pink where there is a contrast between a bright and dark colour. Having a fun, artistic vibe.

Primary Colours



Secondary Colours



Colour Dosage

When creating designs, primarily use dark navy.



The use of this red is restricted and can ONLY be used for events and programs below. This will only be for the logos below.

#CA203D

ART **IGNITES**

ART **Masters**

ART **Stories**

ART **Classes**

ART **Talks**

When designing layout for print or web, images of artwork and text should be kept separate.

Additionally, follow a grid that divides the layout into halves or thirds.

Because of the bright colours we have, we don't want to distract the content so making it minimal is the key.

