.ART

THE ART WORLD'S EXCLUSIVE DOMAIN

BRAND GUIDELINES

CONTENTS

.ART

Welcome to our new brand guidelines.

These guidelines have been produced to present a unified and consistent approach to all our communications and present a consistent visual tone of voice identifiable as the .ART brand.

Clearance zone (without strap line)

The .ART logo must always have a consistent minimum clearance zone so that the logo is always legible and not 'cluttered' or interfered with.

The clearance zone is taken from the size of two dots from the logo.
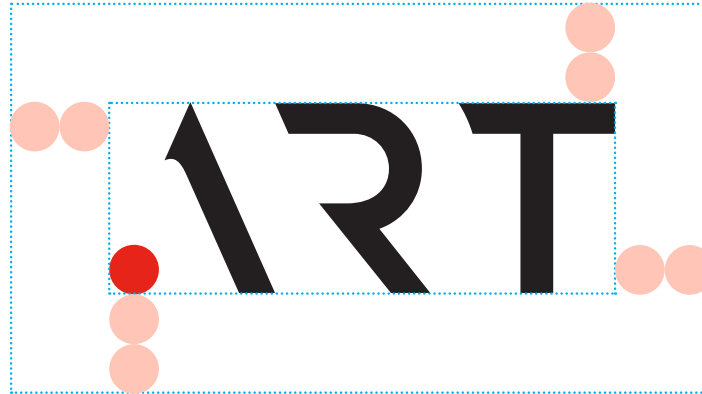
Under certain circumstances where the minimum clearance zone is not possible. The clearance zone is taken from the size of one dot from the logo.

Minimum size usage

When using the whole logo, the minimum size must be no smaller than 20mm in length unless in exceptional circumstances.

20mm

Clearance zone (with strap line)

The .ART logo with strap line must always have a consistent minimum clearance zone so that the logo is always legible and not 'cluttered' or interfered with.

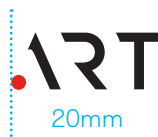The clearance zone is taken from the size of two dots from the logo and strap line.

Under certain circumstances whereby the minimum clearance zone is not possible. The clearance zone is taken from the size of one dot from the logo.
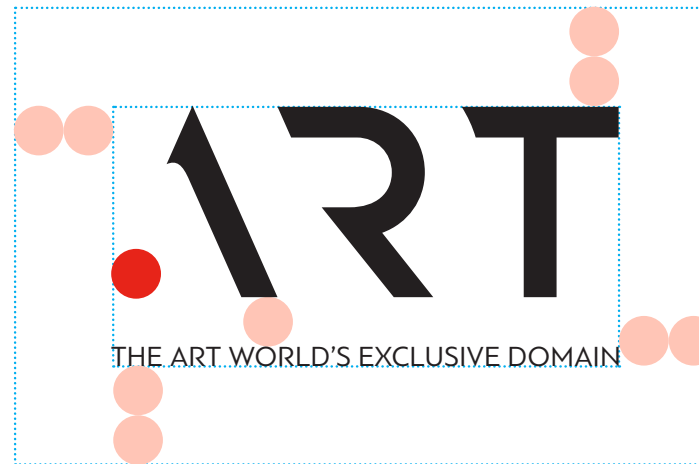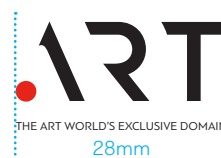

Minimum size usage (with strap line)

When using the whole logo with strap line, the minimum size must be no smaller than 28mm in length. Use the logo without strap line if smaller than 28mm in length.

On white and black backgrounds

When using the logo on a white background, please use the black logo.

When using the logo on a black background, please use the white logo

If the logo is only usable in black and white, then the dot should be a 70% tint of black.

THE ART WORLD'S EXCLUSIVE DOMAIN
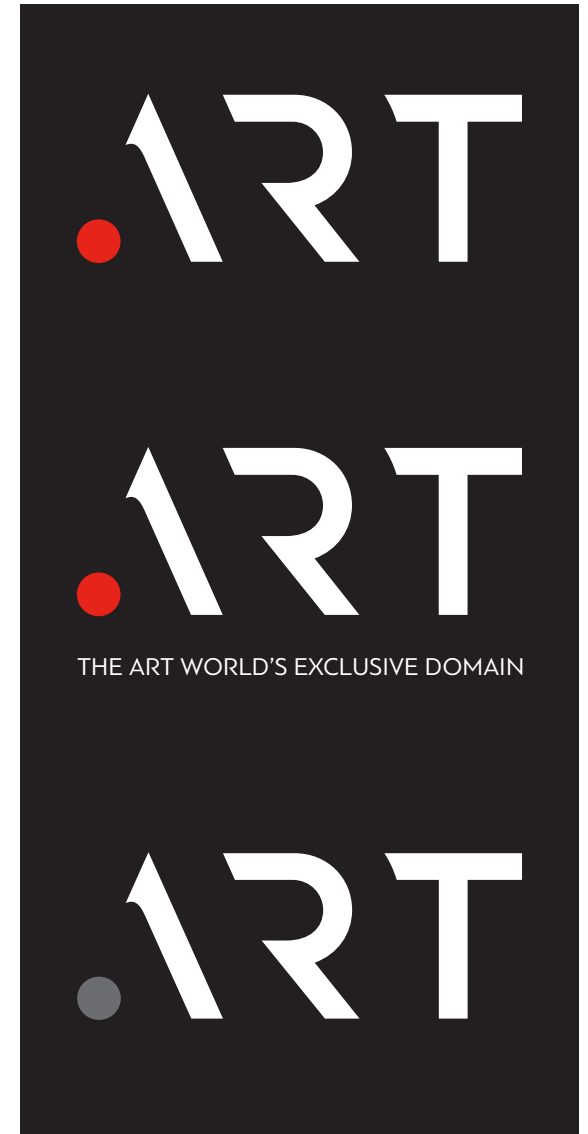
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On coloured background

When using the logo on a coloured or black background, other corporate colours can be used for the dot only but it must be clearly legible so the logo stands out from the background.

LOGO USAGE

On an image background

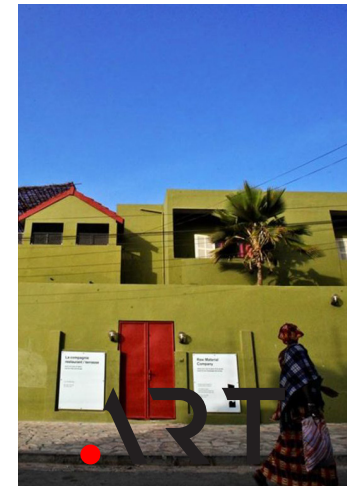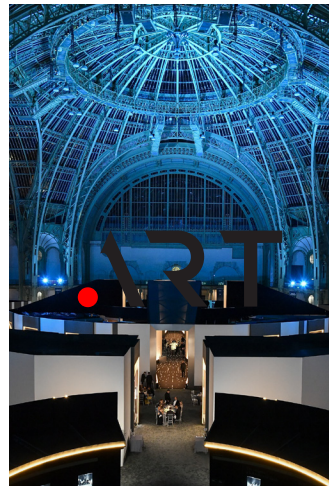When using the logo on an image background, please make sure the logo stands out and is clearly legible.

Distortion and manipulation

Only the **A** of ART can be used on its own if need be.

The .ART logo must **never** be distorted, manipulated or re-spaced.

Stationery layout

The logo on the letterhead and compliment slip is determined by 1/4 of 210mm.

52.25mm   52.25mm   52.25mm   52.25mm

12mm

.ART

12mm

52.25mm

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111 Buckingham Palace Road • London SW1W 0SR • United Kingdom
UK Creative Ideas Ltd, trading as .ART • **Registered office** 12 Mount Havelock, Douglas Isle Of Man, UK, IM1 2QC • **Registered no.** 002002V
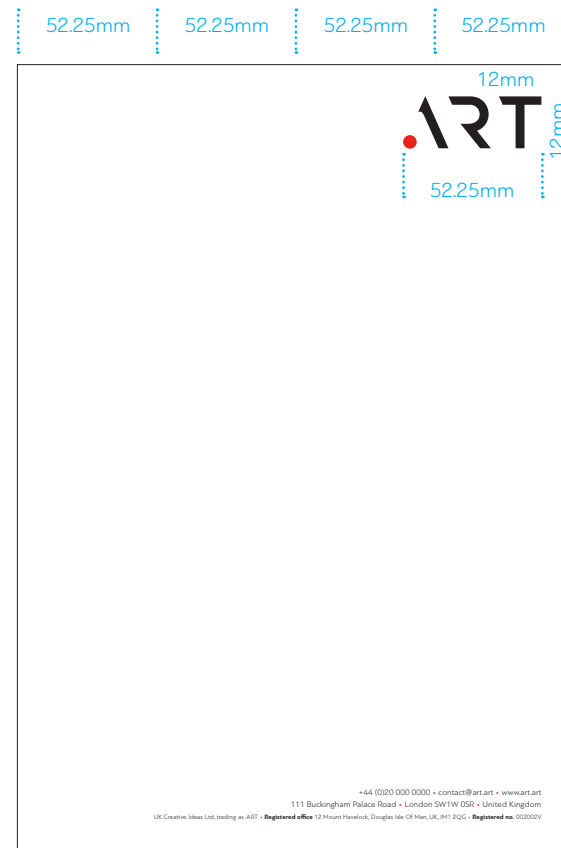
A4 Letterhead (210 x 297mm)

.ART
X

WITH COMPLIMENTS
X

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DL Compliment slip (210 x 99mm)

.ART X

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X

Business card (85 x 28mm)

FONTS

For print usage

PF Bague Sans Pro is our main font to be used on all print materials.

Eg. Brochures, posters, advertisements.

PF BAGUE SANS PRO - LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1235467890

PF BAGUE SANS PRO - REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1235467890

PF BAGUE SANS PRO - BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1235467890

For digital usage

Avenir is the font to be used on all digital formats.

Eg. Websites, emails

AVENIR 35 LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1235467890

AVENIR 65 MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1235467890

AVENIR 85 LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ - 1235467890

Our corporate colour palette

The full list of colours which can be used on all our communication and marketing materials, online and print can be seen here.

RGB COLOURS	PANTONE SPOT COLOURS	CMYK COLOURS
YELLOW R255 G255 B0	**YELLOW** PROCESS YELLOW	**YELLOW** C0 M0 Y100 K0
GREEN R0 G255 B50	**GREEN** 802C	**GREEN** C60 M0 Y80 K0
BLUE R5 G0 B250	**BLUE** 2728C	**BLUE** C95 M75 Y0 K0
MAGENTA R204 G0 B204	**MAGENTA** 246C	**MAGENTA** C20 M90 Y0 K0
RED R255 G0 B0	**RED** 485C	**RED** C0 M100 Y100 K0
ORANGE R254 G115 B28	**ORANGE** 1505C	**ORANGE** C0 M70 Y100 K0
BLACK R0 G0 B0	**BLACK** 100%	**BLACK** 100%
DARK GREY R57 G52 B56	**DARK GREY** 85% BLACK	**DARK GREY** 85% BLACK
MID GREY R87 G83 B86	**MID GREY** 70% BLACK	**MID GREY** 70% BLACK
LIGHT GREY R176 G174 B175	**LIGHT GREY** 30% BLACK	**LIGHT GREY** 30% BLACK
WHITE R255 G255 B255	**WHITE**	**WHITE**

Category

We have formed these category colour guides using our colour palette to differentiate the categories.

MUSEUMS

GALLERIES

ARTISTS

FOUNDATIONS

ART ORGANISATIONS

COLLECTORS

ART FAIRS

SERVICES

MEDIA/TV
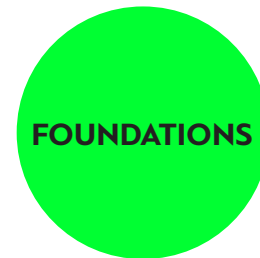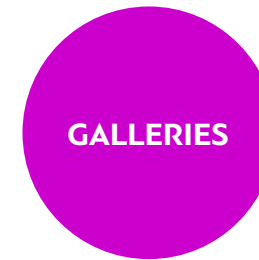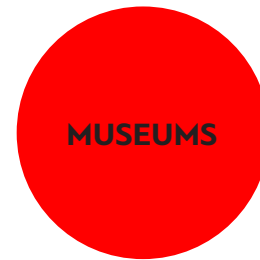
BORDER SIZE

Border size usage

When using a border on any print material or digital format, we advise that the size of the border should be **3%** of the short length.

A4 size page example: The border on an A4 (210mm x 297mm) document will be: **3%** of 210mm = 6.3mm border

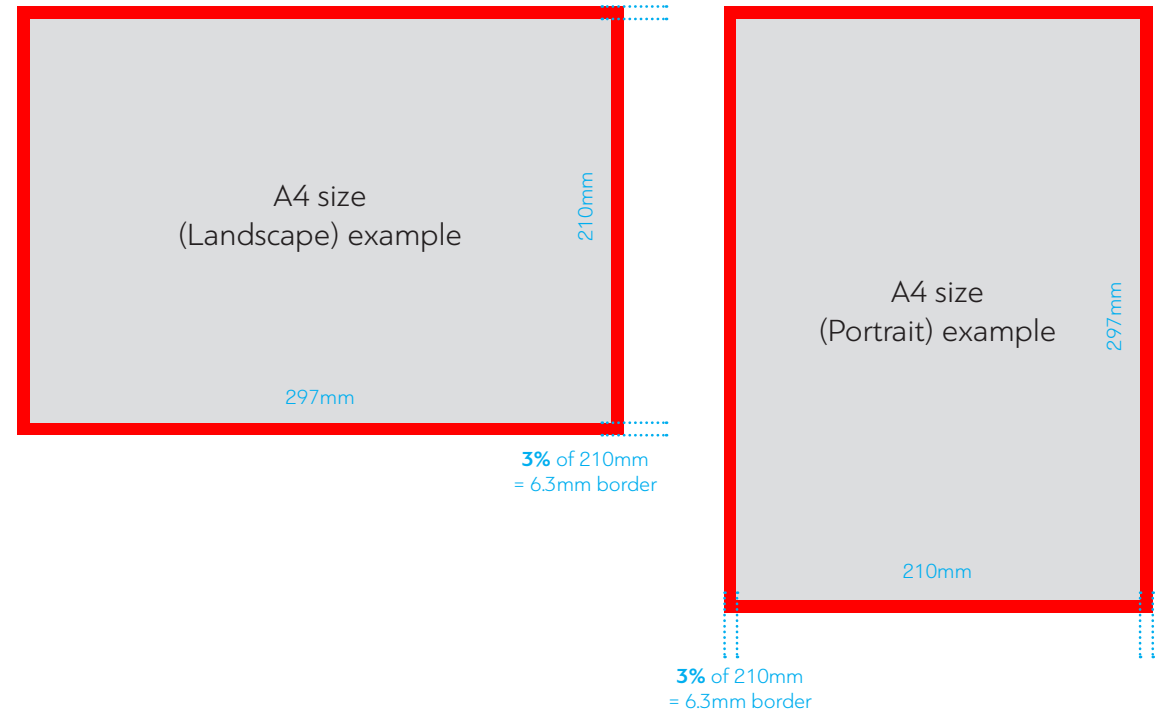A5 (148 x 210mm) **3%** of 148mm = 4.4mm border
A4 (210 x 297mm) **3%** of 210mm = 6.3mm border
A3 (297 x 420mm) **3%** of 297mm = 8.9mm border
A2 (420 x 594mm) **3%** of 420mm = 12.6mm border
A1 (594 x 841mm) **3%** of 841mm = 17.8mm border
A0 (841 x 1189mm) **3%** of 841mm = 25.2mm border

A4 size
(Landscape) example

210mm

297mm

3% of 210mm
= 6.3mm border

A4 size
(Portrait) example

297mm

210mm

3% of 210mm
= 6.3mm border

If a page or web banner's length size is more than double the size of the width, then the border will be calculated at 5% of the width size.

Web banner example: The border on an 100px x 300px banner will be: **5%** of 100px = 5px border

5% of 100px
= 5px border

100pixel x 300pixel size
Web banner example

Border size and orientation

When using a border on any presentation documents such as Power Point or Early Adopters Keynote, the border will still be **3%** of the width size as shown. The image should appear **50%** of the page whether horizontally or vertically. Being portrait or landscape will depend on the orientation of the image.
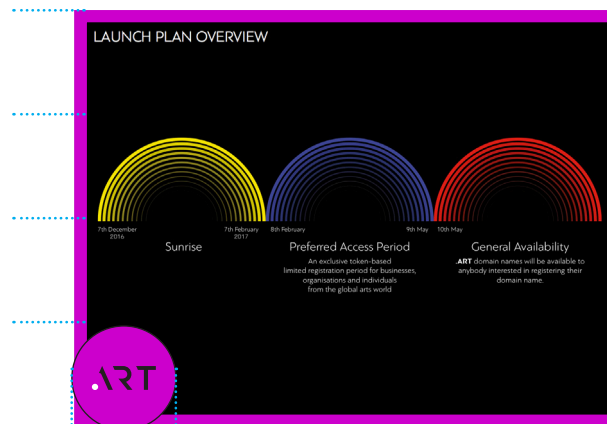

Keynote page

Keynote page

The size of the circle which holds the .ART logo should be 1/4 of the width of the page
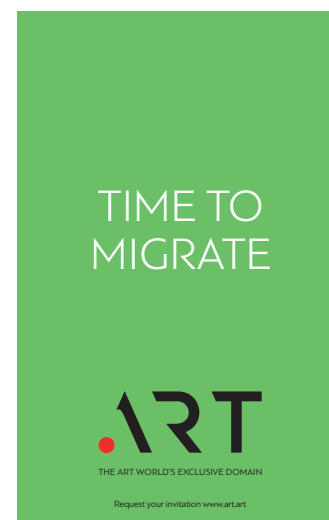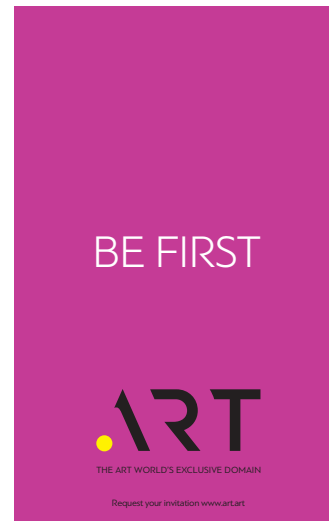

Circle is **1/4** size of the width

Power Point page

Colour and logo usage

When using the logo on a colour background for advertising, please choose a coloured logo which makes it stand out from the background.

Text should be minimal and conforms to our written tone of voice.

BE FIRST

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