

Proud Friend of BLINK®

**LOCAL**  
**ILLUMINATIONS**



THROUGH

**arts**  
**wave**

Funding Arts. Fueling Community.

# GUIDELINES

# LOCAL ILLUMINATIONS

**Become a Friend of BLINK® through ArtsWave's new collaborative programming and marketing initiative, Local Illuminations.** This initiative will spotlight innovative and creative projects that exist alongside and complement BLINK's main theme of "play" this October 13-16.

We encourage all Cincinnati region artists and arts organizations to create projects for Local Illuminations and become part of this ancillary and exciting experience. ArtsWave will be promoting Local Illuminations as a separate festival-style event running in parallel with the BLINK event, and creating materials and advertisements to encourage attendance for both.

The assets in this document should be used to align marketing and communications efforts for Local Illuminations. ArtsWave will be using events uploaded to ArtsWave Guide that have been categorized as "Local Illuminations" for promotions, so make sure to upload any and all relevant events.

# PRIMARY LOGO



- Primary Logo should be used in all possible applications. Please only resort to the one-color when all other options have been exhausted or for printing necessities.
- Logos should be used WITHOUT drop shadow, outer glow or any other shadow design.
- Logo lockup should remain intact at all times. Do not use pieces or change the relationship between the various parts.

# ONE-COLOR LOGO



# COLORS AND TYPE

Colors are a mix of BLINK® and ArtsWave, as this is a program designed to complement and augment BLINK's stated theme of "play."

Dayglow Green  
#D5F84D



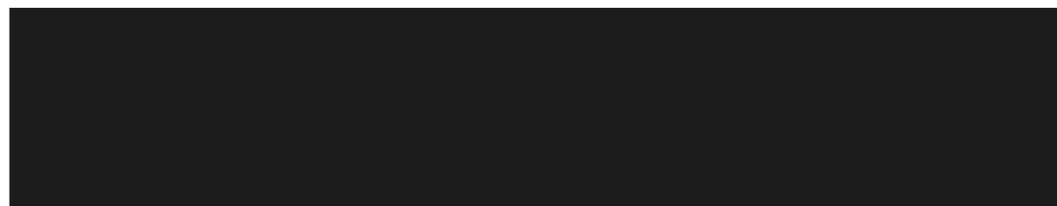
Medium Purple C  
#4f2B83



ArtsWave Red  
#F23A30



Black  
#1C1C1D



Typography should not need to be used under normal circumstances. The logo contains outlined letters and shouldn't be altered. However, if there are circumstances that arise in which type must be used or if an organization/company would like to pattern marketing after the design and feel of the initiative, the fonts are as follows:

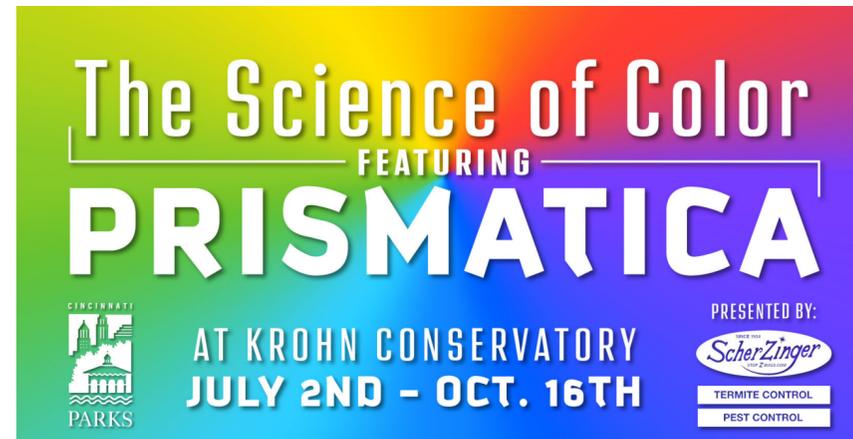
ITC Avant Garde Gothic Pro Book  
ITC Avant Garde Gothic Pro Medium  
**ITC Avant Garde Gothic Pro Bold**

Alternate glyphs are used in the logo and may be used if marketing is being produced that requires text in the Avant Garde font family. The alternate glyph examples are:

**ALTERNATE GLYPH EXAMPLE**

# USAGE EXAMPLES

Logo can be placed anywhere on a photo, artwork or post in order to maximize visibility. Do not use drop shadow, outlines, strokes, or glow underneath the logo, rather, use gradient overlays or color cut-outs to highlight the logo if a suitable place on the photo cannot be found.



# USAGE EXAMPLES: SOCIAL AND ARTSWAVE GUIDE

**ArtsWave Guide:** Please upload all events and exhibitions into ArtsWave Guide and specify that the event/exhibition/artwork should be included in the Local Illuminations category. The event listing will automatically be added to the category and have the logo added and will be placed into our promoted category.

**IMPORTANT:** ArtsWave Guide is the way ArtsWave will compile and promote Local Illuminations events. All materials and ads will contain information that has been entered into the Guide.

[www.artswave.org/guide](http://www.artswave.org/guide)

**Social Media:** In posts, mention #LocalIlluminations and #CincyArts and tag @artswave. Use imagery that shows the Local Illuminations logo whenever possible along with the exhibition or event.



**Introductory Posts** (feel free to use, modify or create your own!):

We're proud to be a friend of #BLINK through #LocalIlluminations! (\_\_\_name\_\_\_) exhibition will be up and running October 13-16, come check it out! @artswave #CincyArts

My public art piece, (\_\_\_name\_\_\_), will be ready this weekend as part of #LocalIlluminations through @ArtsWave. Make it a stop on your #BLINK journey! #CincyArts

Catch our dancers performing in front of the building tonight as part of #LocalIlluminations alongside #BLINK! @ArtsWave #CincyArts

# QUESTIONS?

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