arts wave

Funding Arts. Fueling Community.

Table of Contents

Brand Mark

As Cincinnati's engine for the arts, ArtsWave is a dynamic, bold brand. And as such, our brand mark is vibrant and vibrating, confident and creative.

2-Color Usage

2-color logos should be used as the primary identity.

arts
wave

Funding Arts. Fueling Community.

1-Color White

2-color logos should be used as the primary identity. However, often the white logo on red will be appropriate.

arts
wave

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Clear Space and Minimum Size

The brand mark should maintain a clear area around equal to the width of the 't'. The brand mark should never be smaller than 1.25" wide.

arts
wave

Funding Arts. Fueling Community.

arts
wave
Funding Arts. Fueling Community.

1.25"

Brand Mark Staging

1-Color Usage

Where printing limitations exist, 1-color solutions in red and white are suggested.

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1-Color Red

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1-Color White

Color Staging

When staging on a field of color, it's recommended to use white. This will provide for proper contrast and minimized visual vibration. Examples:

Brand Mark Staging

It's imperative to find calm visual space within a photograph for the brand mark to live. If this isn't possible, it is recommended to place the brand mark within a white or red wave shape.

Examples: Staged within a wave shape

Example: Staged in calm space

Brand Mark Specialty Usage

1-Color Black Logo

A **1-color black** logo should only appear when black is the only option for ink color. This will ensure for legibility, versus a gray-scale red.

Special-Use Logos

Special-use logos are restricted and approved on a rare case-by-case basis by the ArtsWave marketing department. They are created with the purpose of having an optimized brand presence when significant space or printing limitations exist. Reach out to ArtsWave marketing department for permission to obtain usage permission.

A **horizontal** orientation of the logo is available for special situations only, where vertical space is limited.

A **shorthand** version of the logo was created to represent ArtsWave in A small space, especially in digital applications.

Brand Mark Limitations

The ArtsWave brand mark has set guidelines to ensure consistency and legibility.

DO NOT stage the brand mark in single color purple. If using in 1-color staging must be in red or white.

DO NOT remove the tagline from the brand mark

DO NOT stretch or distort the brand mark.

DO NOT adjust the alignment of the brand mark.

DO NOT place a shadow behind the brand mark.

DO NOT tilt the brand mark.

DO NOT add an outline to the brand mark.

DO NOT place the brand mark over a busy image.

DO NOT alter the brand colors in the brand mark.

DO NOT use alternate brand colors in the brand mark.

Architecture

ArtsWave offers a variety of programs, services and events. It's important to follow the system provided to ensure coherent flexibility for the brand.

ArtsWave Navigation

arts wave **guide**
Event Calendar

arts wave **pass**
Event Deals+

arts wave **rewards**
Loyalty Program

arts wave **jobs**
Career Paths

ArtsWave Groups

arts wave | **Leadership Donors**

arts wave | **Women's Leadership Roundtable**

arts wave | **Young Professionals**

arts wave | **Young Professional Leaders**

arts wave | Circle of **African American Leaders for the Arts**

arts wave | **Pride**

arts wave | **Pride Ambassadors**

Events + Experiences

arts wave | DAYS Brought to you by macy's

arts wave | CINCY SINGS Brought to you by accenture

arts wave | ARTS x TECH Brought to you by FIFTH THIRD BANK

arts wave | TOAST to the ARTS

arts wave | PUTT FOR THE ARTS

arts wave | ART IN THE Park

arts wave | BOARDway BOUND

Architecture Specifications

ArtsWave Navigation

Sub-brand
Typeface: Century Gothic Bold
Point size (with logo 1.25"): 37pt
Aligned to: Baseline of "wave"
Kerning: -50
Color: PMS Medium Purple C
Case: All Lowercase

Descriptor
Typeface: Century Gothic Bold
Point size (with logo 1.25"): 12pt
Left-aligned with sub-brand
Space above: 0.06"*
Kerning: -25
Color: PMS Medium Purple C
Case: Capital Case

*0.06 = distance without descenders
0.03" = distance with descenders (g, j, p, q, y)

ArtsWave Groups

Sub-brand
Typeface: Century Gothic Bold
Point size (with logo 1.25"): 18pt
Smaller Copy: 12pt
Leading: 16pt
Aligned to: Baseline of "wave"
Kerning: -48
Case: Capital Case
Wave Divider: PMS 3556

Sub-brand: One Word Only
Typeface: Century Gothic Bold
Point size (with logo 1.25"): 30pt
Aligned to: Baseline of "wave"
Kerning: -48
Case: Capital Case
Wave Divider: PMS 3556

Events + Experiences

Sub-brand
Vertically aligned with the logo
Color: ArtsWave color palette

"Brought to you by" Endorsement
Typeface: Century Gothic Bold
Point size: 7.5pt
Leading: 7.5pt
Left-aligned with sub-brand

ON ALL: The ArtsWave tagline should always be removed from the logo when adding a sub brand. All architecture lock-ups have been approved to have tighter clear space with the logo.

Architecture
Applications

Matinee Musicale Recital with Tenor Pene Pati

Presented by Matinée Musicale Cincinnati *at* Memorial Hall
OTR, Cincinnati OH

Matinee Musicale continues its 106th season with a recital by tenor Pene Pati on Sunday, March 3,...

View more

BUY TICKETS   ARTSWAVE PASS   ADD IT

ArtsWave Days — Arts on the Hill at Cincinnati Art Museum

Presented by ArtsWave *and* Cincinnati Art Museum *at* Cincinnati Art Museum

In honor of the 2019 ArtsWave Community Campaign, the Cincinnati Art Museum is kicking off the opening weekend of its "Paris 1900" exhibition with one day only free admission for the community;...

View more

1 2 3

arts wave | **Young Professionals**

ArtsWave Young Professionals connects donors between 21 and 40 years of age. Our members are committed to creating an engaged YP community and making a positive impact in the Queen City. To identify as an ArtsWave Young Professional, simply check the YP box when you make your pledge. Young professionals also have special donor benefits at the $75 and $500 level.

arts wave | **Pride**

ArtsWave Pride welcomes and connects LGBTQIA individuals and Allies. Members will receive invitations to special arts events to celebrate and support the arts together. To identify as an ArtsWave Pride member, simply check the ArtsWave Pride box when you make your pledge.

arts wave | **Women's Leadership Roundtable**

Recognizing women leaders who support ArtsWave with an annual leadership gift of $1,500 or more, the Women's Leadership Roundtable group is more than 400 members strong. Members enjoy a variety of inspiring arts experiences and opportunities to network and see their gift to ArtsWave in action.

Color

We are primarily a red brand; a color associated with passion, power, strength, fortitude and love.

Our secondary color palette is vibrant and a vital part of our story, adding spice, diversity and drama to various events and activations.

Primary Colors

ArtsWave Red
RGB: 242, 58, 48
CMYK: 0, 91, 89, 4
HEX: F23A30
Pantone: 3556 C

ArtsWave Purple
RGB: 76, 0, 142
CMYK: 81, 100, 11, 2
HEX: 4C008E
Pantone: Medium Purple C

ArtsWave Yellow
RGB: 255, 183, 25
CMYK: 0, 31, 98, 0
HEX: FFB719
Pantone: 1235 C

Secondary Colors

Teal
RGB: 0, 193, 222
CMYK: 68, 0, 11, 0
HEX: 00C1DE
Pantone: 311 C

Orange
RGB: 255, 198, 37
CMYK: 0, 50, 94, 0
HEX: FF9425
Pantone: 3588 C

Blue
RGB: 0, 105, 200
CMYK: 86, 59, 0, 0
HEX: 0069C8
Pantone: 2175 C

Black
RGB: 16, 24, 32
CMYK: 82, 71, 59, 75
HEX: 101820
Pantone: Black 6 C

Grey
RGB: 118, 119, 122
CMYK: 56, 47, 44, 10
HEX: 76777A
Pantone: Cool Gray 9 C

White
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: FFFFFF

Typography

Our typography choices are a combination of modern and traditional, bold and approachable, confident and clear. We embrace a new typeface while paying homage to our heritage type.

Headlines and Body Typeface

Century Gothic

Century Gothic Bold
Century Gothic Bold Italics
Century Gothic Regular
Century Gothic Italics

Accent Typeface

Please use accent typeface sparingly and ONLY as an accent, primarily with italics.

Amasis Std

Amasis Italics
Amasis Standard
Amasis Medium
Amasis Bold

Alternate Typefaces (PC/Mac)

In cases where Century Gothic and Amasis Std are unavailable use Arial and Arial Black in place of Century Gothic and Georgia in place of Amasis Std.

Typeface licenses can be purchased for use through fonts.com.

The Wave

A dynamic asset inspired by our name and our region's topography, the wave gives our brand energy and frequency while visually representing the ripple effect we make across the art community.

The Wave Specifications

The ArtsWave wave can live in many different ways. Here's a look at how to create our iconic asset and usage examples.

Illustrator Instructions

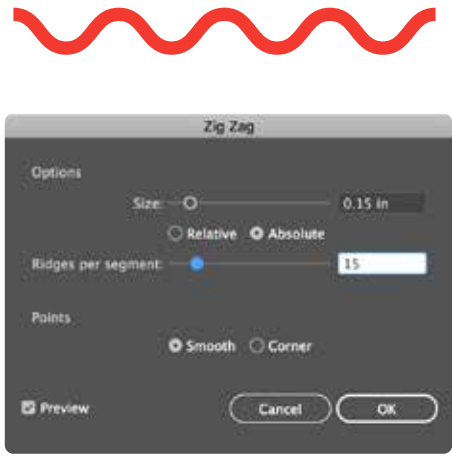1. **Create a line** the length and width you desire.

2. Go to the **effect menu** in your tool bar.

Mouse over **'Distort & Transform'** and select **'Zig Zag'**
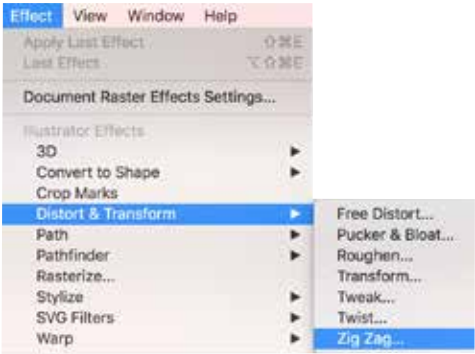
3. In the **Zig Zag effects** box turn on preview.

Select 'Smooth' under the 'Points' section.

Adjust the size and number of your ridges to create a smooth and consistant wave.

Wave Usage Examples

DO maintain a rounded and uniform wave.

DO adjust the frequency, and height according to your line weight.

DO NOT stretch the wave too far horixontally to where it appears flat.
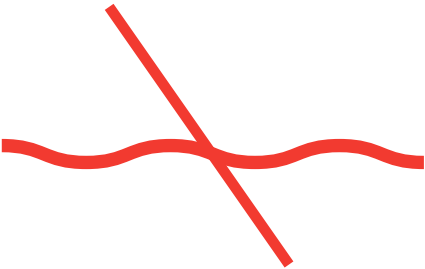
DO NOT increase the frequency of the wave to become too tall or skewed.
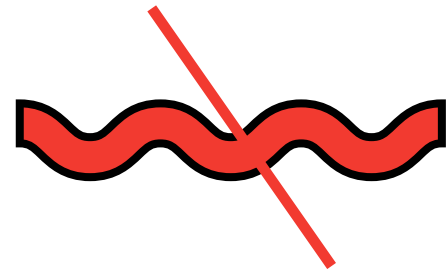
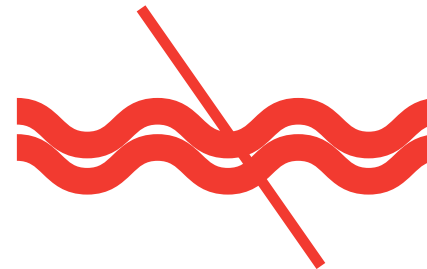**DO NOT** stretch the ridges too far vertically.
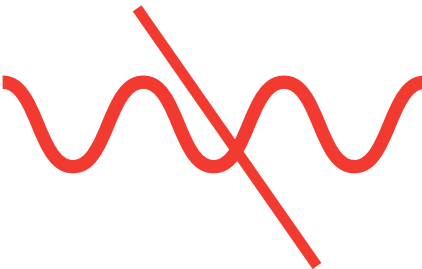
DO NOT increase the line weight to where it create sharp edges.
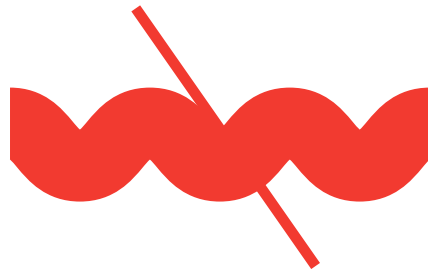
DO NOT create outlines around the wave.

DO NOT place waves too close together, to create tense negative space.

Wavy Type Treatment*

A dynamic asset inspired by our name and our region's land and terrain, the wave gives our brand energy and frequency while visually representing the ripple effect we make across the art community.
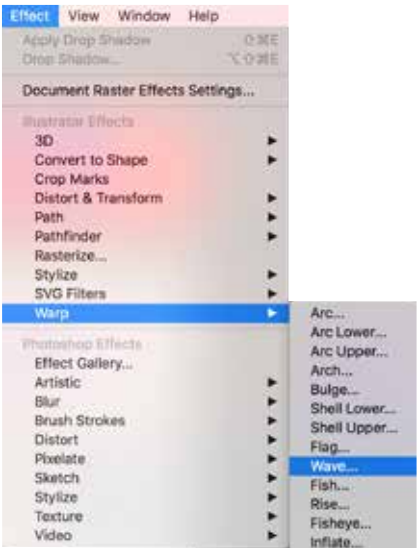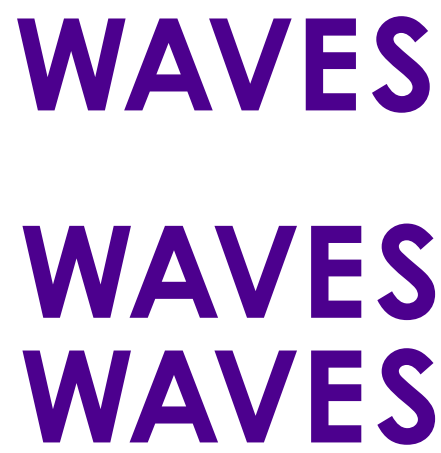
*These typeface treatments are not to be used during the rollout phase of the new branding. Delay until at least after year 1, and likely until year 3.
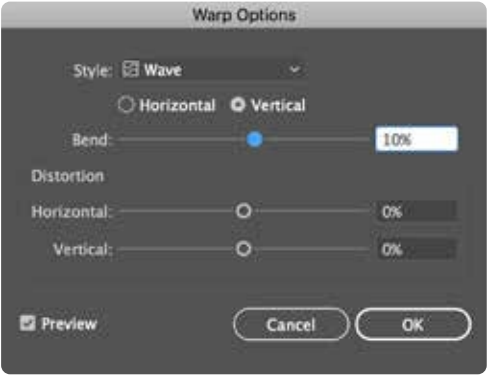
Wavy Type Treatment

1. **Create a text box** with the desired words.

WAVES

2. **Duplicate** the text box directly below your original.

In your toolbar, under 'Effects' mouse over **'Warp'** and select **'Wave'.**

WAVES
WAVES

3. In the **Wave Effects** box turn on preview.

Select 'Vertical' and adjust the Bend percentage to about 10%.

WAVES
WAVES

4. **Repeat** steps 2 and 3 and increase the bend percentage approximatly 10% each time you duplicate the text box.
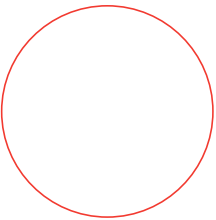
WAVES
WAVES
WAVES
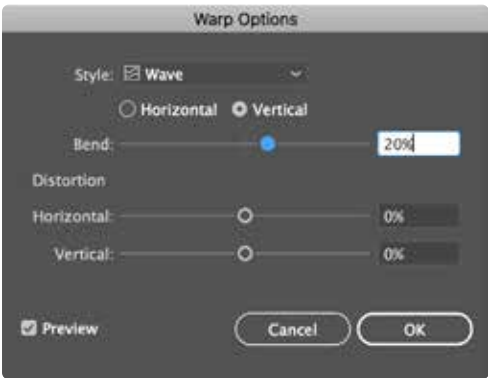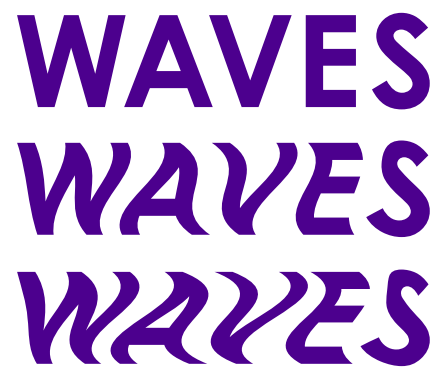
Photography Treatment

The arts bring life and vibrancy to our city, and it's visible in our photo strategy. We bring personality and energy to our photography by masking and adding overlays of our brand assets.
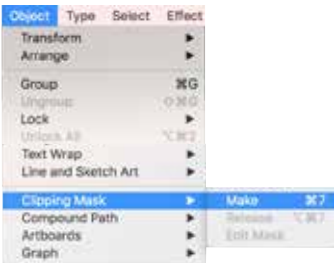
Photo Masking

1. **Create a circle** outline that will contain the portion of the chosen photo.

2. **Overlay** the circle on top of the image and adjust the positioning.

Select both the circle and the image, the go to your tool bar and under 'Object' click 'Clipping Mask' and then selsect 'Make'.
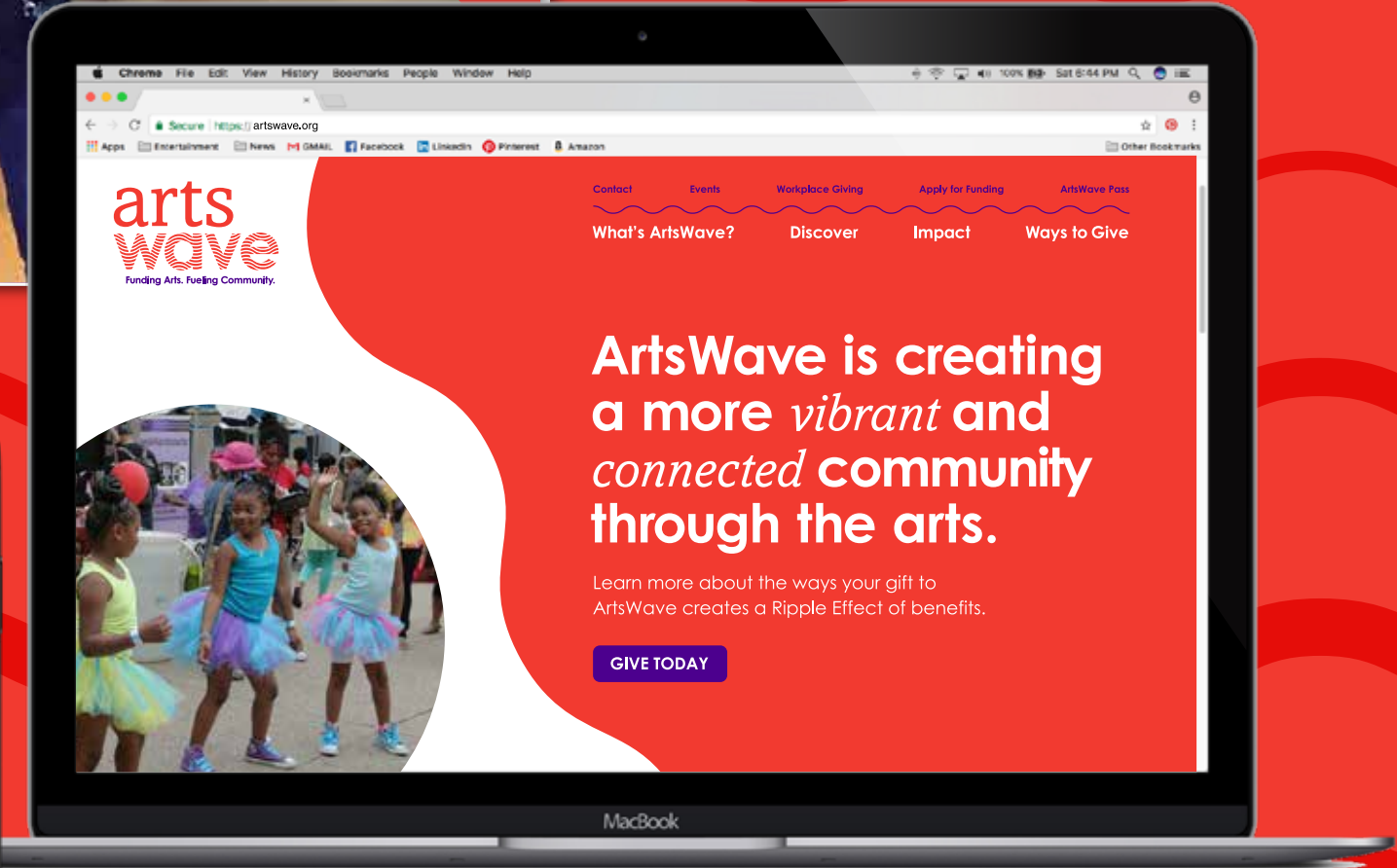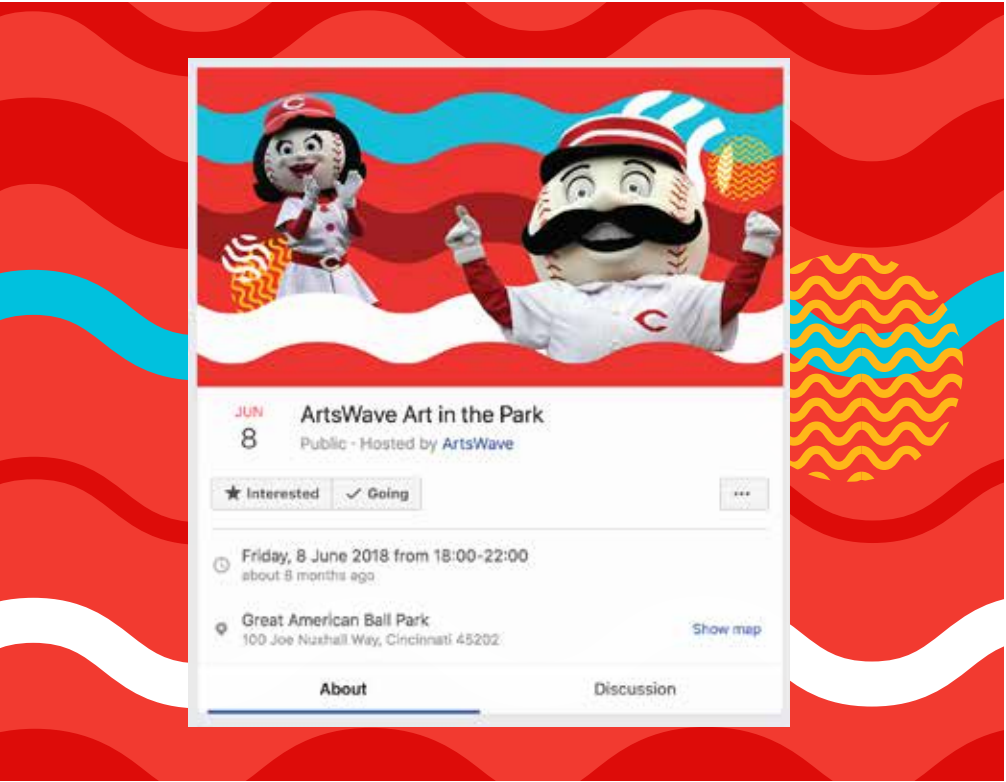
Shortcut: ⌘7

Asset Overlays

Asset Overlays can be used to create text areas or add more energy and personality to ArtsWave images.

Application Examples

make
waves
waves
waves
waves

through the power of the arts.

Jumpstarting neighborhoods. Attracting newcomers.
Deepening roots. Evoking pride.

The arts reveal paths to inclusion, bringing us together.
Nurturing mutual respect and understanding. Connecting
us all. The tide behind these indispensable impacts?
Arts Wave and the 40,000 donors like you who believe
in Greater Cincinnati and its future.

Give today at artswave.org

arts
wave

ArtsWave is creating
a more *vibrant* and
connected community
through the arts.

Learn more about the ways your gift to
ArtsWave creates a Ripple Effect of benefits.

GIVE TODAY

Application Examples

Contact

If you have more questions about the ArtsWave Brand Guidelines please contact any of the following people:

Kathy DeBrosse
Vice President, Marketing & Engagement
kathy.debrosse@artswave.org