



Logo Usage Guidelines for Grantees

About the Logo

All grantees are required to display the Arts Council logo on all print and electronic materials related to their grant activity. Logo requirements, along with other important details, are outlined in the “Exhibit D” and/or “Exhibit E” attachments to your grant contract. View the forms for your specific grant program at this link: <http://arts.ca.gov/programs/logos.php>.

The Arts Council implemented a new logo design in early 2014.

- ✓ All grantees are required to use this new logo in all materials created beginning September 1, 2014.
- ✓ Printed materials using the prior Arts Council logo and created prior to September 1, 2014 may be used until their stock is exhausted.
- ✓ All online use of the Arts Council logo must feature this new logo only.

This document serves as a guide for the appropriate usage of the Arts Council logo. If you have questions, please contact Wendy Moran at wendy.moran@arts.ca.gov or at (916) 322-6572.

Primary Logo

All grantees should use the below version of the logo, available for download at this link. If used online, the logo must link to, via a link embedded in the graphic, the California Arts Council's URL www.arts.ca.gov.



Black & White Logo

For your convenience, we have provided a black and white version of the logo. This logo is for use only in print materials that are published in black and white.



Logo File Types

Logo files are available for download in three file types. The file types are recommended for use as follows:

PNG – Ideal file for web use and word processing software.

JPG – For use online, and in print materials if EPS is not feasible.

EPS – For designing, sending, or exporting files to a commercial printer.
Recommended for use by a professional graphic designer.

Logo Sizing

The logo should be used at an appropriate size in balance and prominence with the design of your piece and when compared to other logos that may be present. The logo should be sized at a width no smaller than 1.25 inches from end to end. This minimum size is to be used only if absolutely necessary.

Minimum Size:



Logo Restrictions

The following are examples of ways in which our logo should not be displayed or used.

Color Replacement: DON'T change the colors of the logo.



Stretched and Squished: DON'T modify the aspect or proportions the logo to fit in your design space.



Design Modification: DON'T apply any "styles" or designs on the logo.



Old Logo

As mentioned above, all grantees should discontinue use of our old logo.



Questions?

If you or your graphic designer have questions about appropriate logo use, please don't hesitate to reach out to Wendy Moran at wendy.moran@arts.ca.gov or at (916) 322-6572.