

CALIFORNIA ARTS COUNCIL

Brand Guide

Updated January 2020



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MISSION

Strengthening arts, culture, and creative expression as the tools to cultivate a better California for all.

VISION

A California where all people flourish with universal access to and participation in the arts.

VALUES (CAAARES)



Community: Authentic intergenerational and intersectional connections



Accessibility: Inclusion, simplicity, and ease, resulting in equitable participation



Aesthetics: Recognizing all art forms and artistic traditions that enable full and meaningful creative expression



Autonomy with Accountability: Empowered, responsible generation and allocation of resources



Relevance: Broad influence, bold leadership, and synergizing collaboration for the present, with a sharp eye toward emerging developments and needs of the future



Equity: Service according to need, prioritizing racial injustice, representation, and visibility of all groups



Sustainability: Wise, impactful, and responsive growth

LOGO USAGE

CLEAR SPACE

Clear space should be included around the logo that is equal to the width of the “CA.”



MINIMUM SIZE

Print: 1.25 inches wide

Digital: 90px wide



LOGO VERSIONS



Full Color



White (Reversed Out)



Black

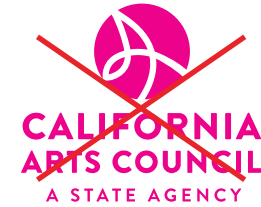
LOGO MISUSE



Do not change the arrangement



Avoid stretching or condensing the logo



Do not use an unapproved color



Do not change the logo font




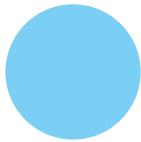
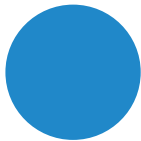
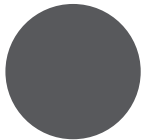


Avoid using effects such as drop shadows

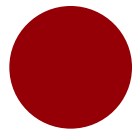


Do not use on top of colors or backgrounds that do not provide enough contrast

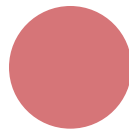
PRIMARY COLOR PALETTE

	CMYK	RGB	HEX	PANTONE
	3/98/95/0	230/38/41	#e62629	485C
	0/41/98/0	249/163/32	#f9a320	1375C
	48/0/98/0	146/199/64	#92c740	367C
	46/2/0/0	124/208/245	#7cd0f5	BLUE 0821C
	80/36/0/0	18/136/201	#1288c9	PROCESS BLUE C
	64/56/52/27	89/89/92	#59595c	COOL GRAY 11 C

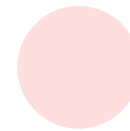
SECONDARY COLOR PALETTE



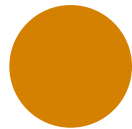
CMYK 25,100,100, 27
RGB 148, 0, 5
PANTONE 7621 C
HEX #940005



CMYK 13, 66, 44, 1
RGB 214, 117, 120
PANTONE 7607 C
HEX #D67578



CMYK 0, 15, 6, 0
RGB 255, 222, 222
PANTONE 705 C
HEX #ffdede



CMYK 15, 56, 100, 2
RGB 212, 128, 0
PANTONE 145 C
HEX #d48000



CMYK 0, 20, 54, 0
RGB 255, 207, 133
PANTONE 1345 C
HEX #ffc885



CMYK 0, 10, 26, 0
RGB 255, 229, 191
PANTONE 7506 C
HEX #ffe5bf



CMYK 72, 25, 100, 9
RGB 84, 138, 0
PANTONE 370 C
HEX #548a00



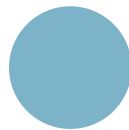
CMYK 43, 8, 80, 0
RGB 156, 191, 97
PANTONE 366 C
HEX #9cbf61



CMYK 18, 0, 37, 0
RGB 212, 232, 178
PANTONE 580 C
HEX #d4e8b2



CMYK 84, 59, 27, 7
RGB 3, 97, 138
PANTONE 7700 C
HEX #03618a



CMYK 51, 17, 14, 0
RGB 125, 178, 201
PANTONE 7458 C
HEX #7db2c9



CMYK 15, 1, 2, 0
RGB 212, 235, 245
PANTONE 545 C
HEX #d4ebf5



CMYK 80, 76, 53, 61
RGB 36, 36, 51
PANTONE 532 C
HEX #242433



CMYK 46, 39, 29, 1
RGB 145, 145, 158
PANTONE 7660 C
HEX #91919e



CMYK 13, 11, 6, 0
RGB 217, 217, 224
PANTONE 5315 C
HEX #d9d9e0

TYPOGRAPHY

HEADER TYPEFACE

Brandon Grotesque is only to be used for headers. The font size should never go below a 12 pt. font size. If legibility becomes an issue, use all caps.

Brandon Grotesque Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brandon Grotesque Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

BODY TYPEFACE

Arial Regular

UVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

1234567890 1234567890



CALIFORNIA
ARTS COUNCIL
A STATE AGENCY