

## OVERVIEW

The American Arts Experience landmark is the most visible element in the American Arts Experience identity system. The landmark has maximum impact when it appears in its authorized configuration and colors, and when it is properly isolated from distracting elements.

- The American Arts Experience landmark must always appear in its entirety. It cannot bleed off a page or appear in parts as separate elements.
- Do not position the landmark at an angle or distort it with drop shadows; these effects weaken the power and distinctiveness of the landmark.
- The American Arts Experience landmark is never to be recreated. The landmark should never be distorted and must not be used with or as a part of any other symbol. Always reproduce the landmark from the approved master electronic artwork.
- Never add or link elements to the landmark.
- Never add punctuation to the landmark.

## THE BRANDMARK



**NOTE:** The landmark is art, not a typeface or font. The art is available in a variety of formats, for example, TIF, EPS, and JPG. Please refer to the following pages in this manual for additional usage specifications.

Electronic versions of the logo are available at <http://logo.paradowski.com/AmericanArtsSTL>

## ISOLATION AREA

Maintaining the minimum clear space around the American Arts Experience landmark ensures the proper staging and maximum visibility of the branding elements. The minimum space required around the American Arts Experience landmark that must be free from imagery, text, other graphic elements, or the edge of a given format is equal to one "!"








## MINIMUM SIZE

Respecting the minimum-size regulation ensures that the American Arts Experience landmark appears at a readable size and that it is reproduced clearly through most production methods. The smallest acceptable size permitted is based on 6P (8 picas) width. Any size smaller than 6P requires permission from the Arts and Education Council.



## CORE COLORS FOR REPRODUCTION

The American Arts Experience landmark is meant to be reproduced in CMYK and RGB with a gradient on the exclamation point and St. Louis. A two color PANTONE version is for use only on merchandise or pieces with two color printing restrictions. The American Arts Experience landmark also has black, reversed, and RGB web versions. These black and reversed versions should only be used if full color reproduction is not possible or if the readability of the logo is compromised by a background element (though such instances should be avoided).

			
PANTONE (Coated and Uncoated)	505	152	
CMYK	55-100-80-10	0-51-100-1	
RGB for web	118-33-35	244-145-30	
			

CMYK Gradient  
4-2-63-0 to  
5-70-90-0  
(linear)

## AUTHORIZED COLOR COMBINATIONS

FULL COLOR WITH GRADIENT (PREFERRED)  
CMYK AND RGB



REVERSED OPTION



TWO COLOR, PANTONE OPTION



BLACK, ONE COLOR OPTION



(use only on merchandise or pieces with two color printing restrictions.)

## ACKNOWLEDGEMENTS IN COLLATERAL

Organizations are encouraged to reference the American Arts Experience in their communications. The preferred method is to include the American Arts Experience landmark with other corporate brand logos in accordance with the clear space requirements.

Consistent and repeated use of the American Arts Experience identity will promote this series of community events, our region and the arts venues which are the very heart and soul of the American Arts Experience.

- The *exclamation point* may be used to indicate events that are included in the American Arts Experience if there is a legend or reference to the landmark. All other uses of the lone *exclamation point* are discouraged.
- No other parts of the landmark may be isolated.

## UNACCEPTABLE USES OF THE BRANDMARK



Do not screen the approved colors.



Do not substitute any other colors on the brandmark. Other reds and oranges are not acceptable.



Do not print the brandmark over hues related to the logo colors. Oranges and red backgrounds have potential to cause legibility issues.



Do not use the color logo on a four-color background. Instead, use the reversed (white) logo for maximum legibility.



Do not reverse the logo out of a screened background or light color. Maximum contrast is desired between the signature and its surrounding color to promote legibility.



Do not isolate or use elements of the brandmark separately.

## DOWNLOADABLE LOGO FILES:

Use the electronic versions of the logo, available at the following web address:  
<http://logo.paradowski.com/AmericanArtsSTL>

If you need additional information, call Deanna Barnes at Paradowski Creative: 314-241-2150.

Logo File Formats Available:

### FOR COMMERCIAL PRINTING:

#### 4 Color Process Version (CMYK)

- AEC\_AmArts\_CMYK.eps

#### Black Version

- AEC\_AmArts\_Black.eps

#### PANTONE Versions

- AEC\_AmArts\_PAN\_C.eps
- AEC\_AmArts\_PAN\_U.eps

#### Reversed Version

- AEC\_AmArts\_Reversed.eps

### FOR USE WITH MICROSOFT WORD:

- AEC\_AmArts\_HiBlack.jpg
- AEC\_AmArts\_HiRGB.jpg

### FOR USE WITH MICROSOFT POWERPOINT:

- AEC\_AmArts\_LoBlack.png
- AEC\_AmArts\_LoRGB.png

### FOR USE ON WEB SITES:

- AEC\_AmArts\_WebRGB.psd