<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Mark</td>
<td>03</td>
</tr>
<tr>
<td>Staging</td>
<td>04</td>
</tr>
<tr>
<td>Specialty Usage</td>
<td>06</td>
</tr>
<tr>
<td>Limitations</td>
<td>07</td>
</tr>
<tr>
<td>Architecture</td>
<td>08</td>
</tr>
<tr>
<td>Specifications</td>
<td>09</td>
</tr>
<tr>
<td>Applications</td>
<td>10</td>
</tr>
<tr>
<td>Color</td>
<td>11</td>
</tr>
<tr>
<td>Typography</td>
<td>12</td>
</tr>
<tr>
<td>The Wave</td>
<td>13</td>
</tr>
<tr>
<td>Specifications</td>
<td>14</td>
</tr>
<tr>
<td>Wavy Type Treatment</td>
<td>15-16</td>
</tr>
<tr>
<td>Photography Treatment</td>
<td>17</td>
</tr>
<tr>
<td>Applications</td>
<td>18-19</td>
</tr>
<tr>
<td>Contact</td>
<td>20</td>
</tr>
</tbody>
</table>
2-Color Usage

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

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.

Clear Space and Minimum Size

The brand mark should maintain a clear area around equal to the width of the ‘1’. The brand mark should never be smaller than 1.25” wide.

1-Color White

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

Funding Arts. Fueling Community.
1-Color Usage

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

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:

![Color Staging Examples]
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.
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.

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

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.

Limitations

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

**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.

**DO NOT** remove the tagline from the brand mark.
ArtsWave offers a variety of programs, services and events. It's important to follow the system provided to ensure coherent flexibility for the 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 105th season with a recital by tenor Pene Pati on Sunday, March 3...

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

ArtsWave Young Professionals
ArtsWave Young Professionals connects downtown-dwelling 25 to 40-year-olds. Our members are committed to creating an engaging community and making a positive impact in the Queen City. To identify as an ArtsWave Young Professional, simply check the WP box when you make your pledge. Young professionals also have special donor benefits at the $50 and $100 level.

ArtsWave Pride
ArtsWave Pride welcomes all and connects LGBTQ+ 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.

ArtsWave Women’s Leadership Roundtable
Recognizing women leaders who support ArtsWave with an annual leadership gift of $2,500 or more, the Women’s Leadership Roundtable group is more than 150 members strong. Members enjoy a variety of engaging arts experiences and opportunities to network and see the gift to ArtsWave in action.
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.
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.

**Century Gothic**

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

**Amasis Std**

Amasis Italics
Amasis Standard
Amasis Medium
Amasis Bold

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

**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.
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 consistent wave.

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.

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

2. Duplicate the text box directly below your original.
   In your toolbar, under ‘Effects’ mouse over ‘Warp’ and select ‘Wave’.

3. In the Wave Effects box turn on preview.
   Select ‘Vertical’ and adjust the Bend percentage to about 10%.

4. Repeat steps 2 and 3 and increase the bend percentage approximately 10% each time you duplicate the text box.
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, go to your tool bar and under ‘Object’ click ‘Clipping Mask’ and then select ‘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
Application
Examples
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