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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.

Clear Space and Minimum Size

The brand mark should maintain a clear area around equal to the width of the ‘l’. 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.
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, usually it’s recommended to use white. This will provide for proper contrast and minimized visual vibration. However, on lighter colors use the 2-color logo if possible. Please reach out to ArtsWave marketing department for questions.

Examples:

1-Color Red

1-Color White
With Photography

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
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.
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.
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

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.

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

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

ArtsWave

Events + Experiences

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

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

09
Architecture
Applications

ArtsWave Days — Arts on the Hill at Cincinnati Art Museum
Presented by ArtsWave and Cincinnati Art Museum

In honor of the 2019 ArtsWave 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

FEB
MAR
01
02

Matinee Musicale Recital with Tenor Pene Pati
Presented by Matinee 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...

View more

BUY TICKETS
ARTSWAVE PASS
ADD IT

Architecture Young Professionals connects donors between 25 and 40 years of age. Our members are committed to creating an engaged 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 $50 and $100 level.

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.

ArtsWave Roundtable recognizes women leaders who support ArtsWave with an annual leadership gift of $2,000 or more. The Women’s Leadership Roundtable group is more than 500 members strong. Members enjoy a variety of inspiring arts experiences and opportunities to network and see their 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

**Accent Typeface**
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.

**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.

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** can be used to create text areas or add more energy and personality to ArtsWave images.
Application Examples
Contact

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

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