THE ARTS
SOCIETY

A brand is not just a logo or a strap line. A brand is a set of beliefs, goals and values that guides an organisation, its decisions and communications, both internally and externally.

To establish and maintain a strong brand for The Arts Society we need to ensure that everything we do follows these guidelines.

This document has been developed to provide anyone creating visual communications for The Arts Society with clear guidelines on how the visual identity components can be used.

The aim for the brand identity is to create a strong, coherent and recognisable look that helps to engage with our diverse audiences.

We are The Arts Society. We bring people together through a shared curiosity for the arts.

Our events provide welcoming places – locally, nationally and globally – to hear expert lecturers share their specialist knowledge about the arts.

Our 90,000+ members contribute to and preserve our artistic heritage through volunteering and grants.

The belief that the arts have the potential to enrich peoples' lives is at the heart of everything we do.

We inspire, we do, we give.

Together as one global community we will widen involvement and influence the arts by inspiring the interest of all generations.

We want to be the most inclusive and influential arts society.

We offer enjoyable and expert opportunities to discover and support the arts of yesterday, today and tomorrow, wherever you are.

We inspire, we do, we give.

# Our values define who we are. They drive the way we do things and the decisions we make. We are…

## Pioneering

We bring imagination, curiosity and courage to everything we do.
We enjoy exploring new and different ways of working.

## Knowledgeable

We always strive for the highest standards of expertise and rigour.
This requires dedication and commitment.

## Connected

We are one team. The only way to achieve our vision
is to be relevant, responsive and coherent in our approach.

## Welcoming

We are approachable and open, sociable and generous in our attitude.
We respect each other's expertise and ideas.

Our strength is our people — joined together by a passion for the arts which can nourish and empower us all. Our work creates a better, healthier and more connected society.

Enriching lives through the arts.

As well as our name, these are the most important things everyone needs to know about us.

Every time we communicate about The Arts Society, we should lead with as many of these messages as possible: from general introductions to press releases, from speeches to funding applications. The messages should be edited and combined as appropriate for the context. The ideas can be conveyed through words but also through images, layout and format.

A leading arts education charity

A global network of local arts societies

Connecting people to the arts and each other

Welcoming and open to all

World-class lecturers sharing specialist knowledge

Volunteering to preserve heritage for the future

Supporting the skills of makers and artists

We believe the arts enrich peoples' lives

LOGOTYPE

Our logotype is made up of two elements.
The monogram combined with the name.

Monogram

**THE ARTS
SOCIETY**

Name

Our monogram communicates the idea at the heart of our brand, that we connect people and societies to the arts – through an interlocking A and S. It has been drawn to reflect a classic, timeless look.

It is crafted from a typeface called Plantin. Plantin is an old-style serif typeface named after the typographer printer Christophe Plantin (1520–1589).

## MONOGRAM MINIMUM SIZE

The monogram should not be used
below the minimum size.

10mm

A clear space should be kept around
the monogram. The measurement
of the right serif from the letter A
defines the minimum clear space.
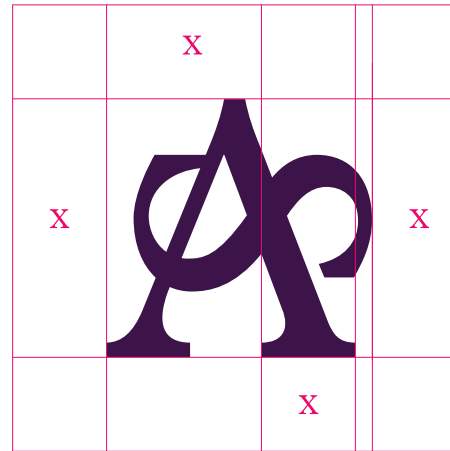
## SOCIAL MEDIA

For applications that require a square format, the monogram should be used. It should be used as white out of one of the core colours for the most impact.

For applications where the logotype has to sit within a circle, it should be used in one of the core colours on a white background.

## WHAT NOT TO DO

Always use the monogram as supplied, with the correct colours. It should never be recreated or altered.

Do not (clockwise from top left):

Separate the two elements of the monogram with different colours.

Use at an angle in isolation.

Distort the monogram.

Use a keyline around the monogram.

**THE ARTS
SOCIETY**

The secondary logotype has been
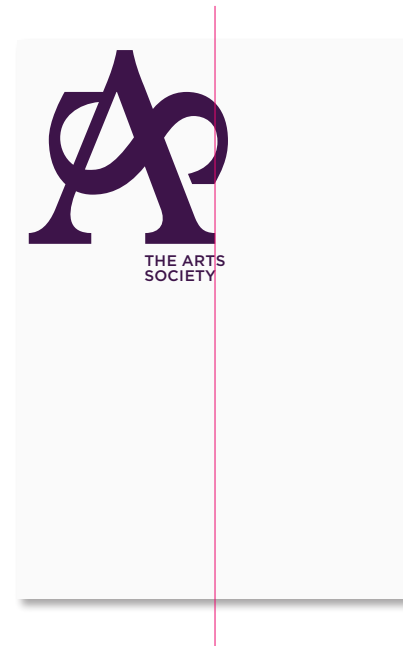drawn up for small use.

**THE ARTS
SOCIETY**

## APPLICATION SIZES

The recommended size for the logotypes are based on half of the width.

Where possible the logotype should sit top left.

THE ARTS SOCIETY

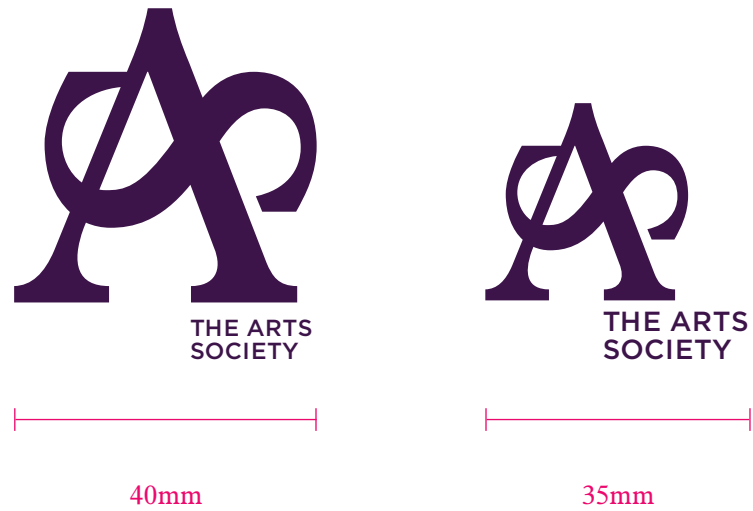THE ARTS SOCIETY

THE ARTS SOCIETY
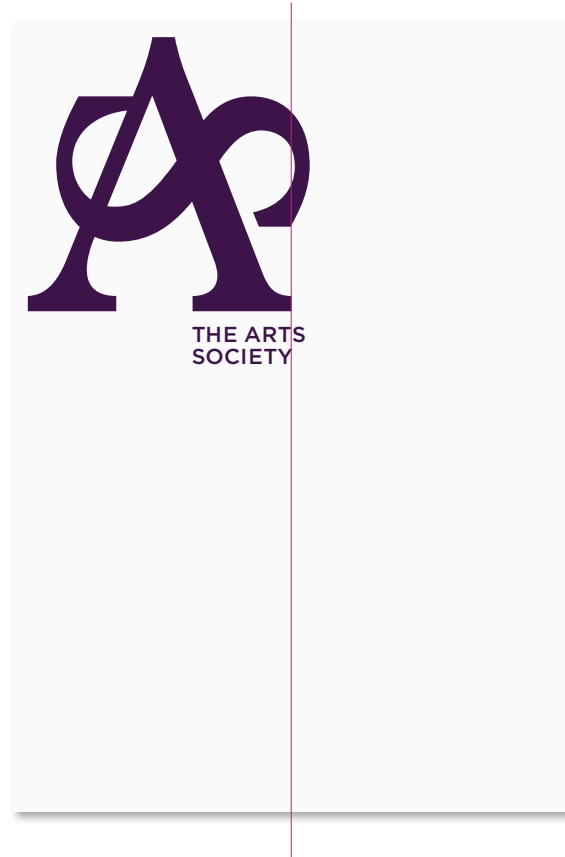
A4 / 106mm

A5 / 89.5mm
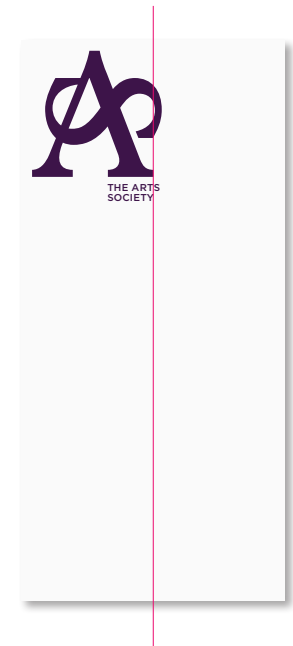
DL / 58mm

# LOGOTYPE MINIMUM SIZE
## TECHNICAL DETAILS

The logotype should not be used
below the minimum size.

40mm

35mm

## CLEAR SPACE
### TECHNICAL DETAILS

A clear space should be kept around
the logotype. This applies to all the
variations on the logotype.
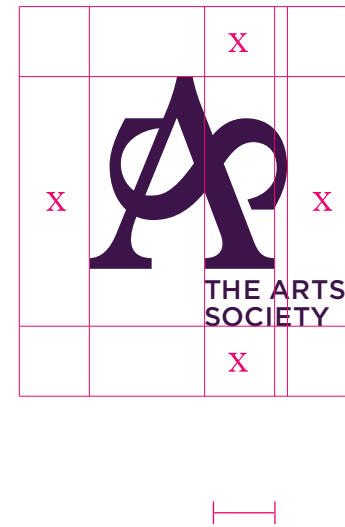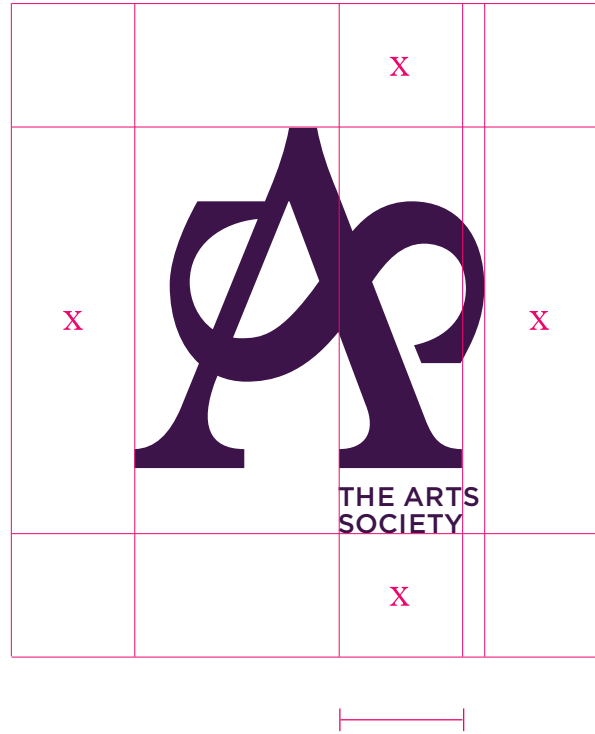
X

X                                    X

THE ARTS
SOCIETY

X

X

X                X

THE ARTS
SOCIETY

X

## WHAT NOT TO DO
### TECHNICAL DETAILS

Consistent use of the logotype is crucial. Always use the logotype as supplied, with the correct colours. It should never be recreated.

Do not (clockwise from top left):

Use effects on the logotype.

Use the logotype at an angle in isolation.

Change the colour.

Alter the typeface .

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## WORDMARK

The wordmark is supplied as a separate artwork. This is used when the monogram is at a much larger scale.

Please see the applications section for specific examples.

# THE ARTS SOCIETY

These are the recommended sizes for the monogram and wordmark for A4, A5 and DL – where the monogram is used at a much larger scale.

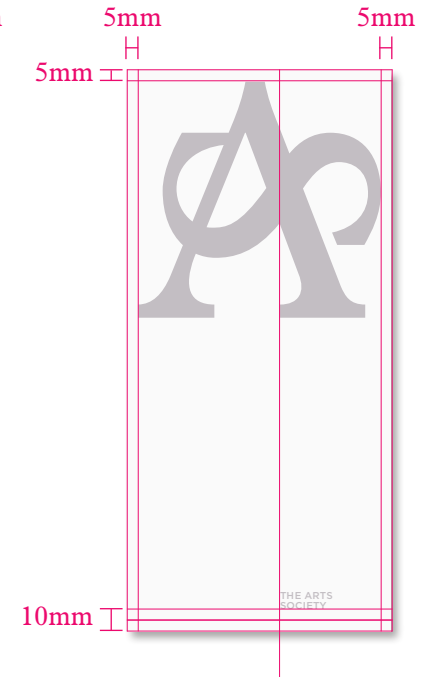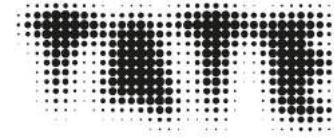The wordmark should always range off the right serif of the A.
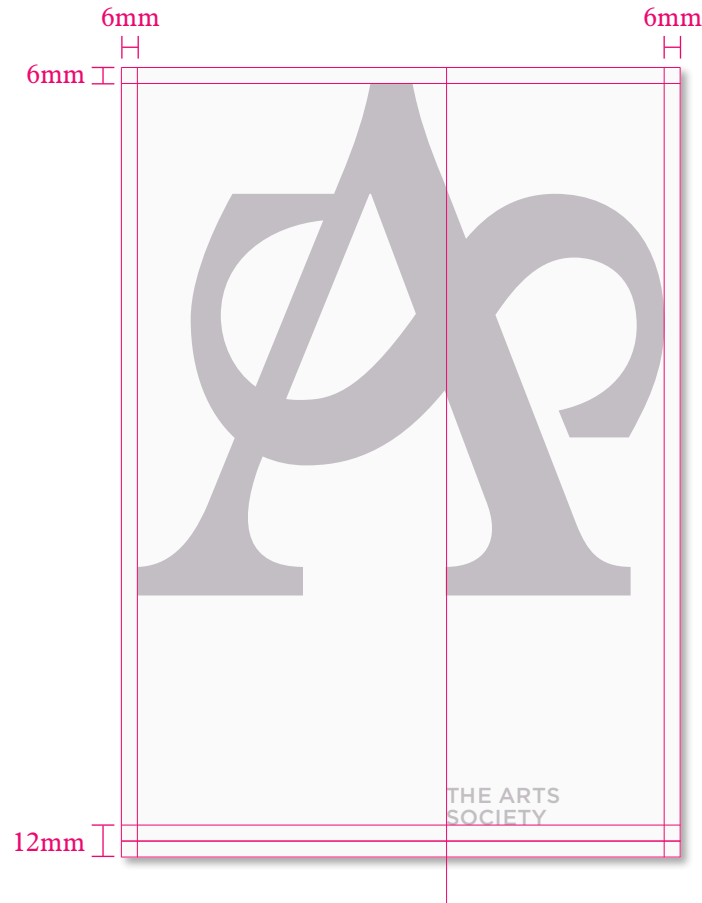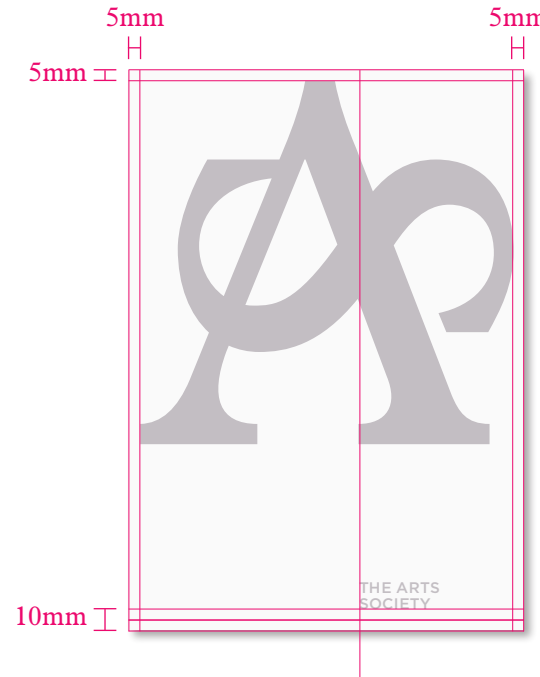
6mm     6mm

6mm

THE ARTS
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12mm

A4 / 43mm

5mm     5mm

5mm

THE ARTS
SOCIETY

10mm

A5 / 30mm

5mm     5mm

5mm

THE ARTS
SOCIETY

10mm

DL / 20mm

## LOCK UPS

A small use logotype has been created. An even balance should be kept for lock ups with other logotypes. Always ensure there is enough clear space.
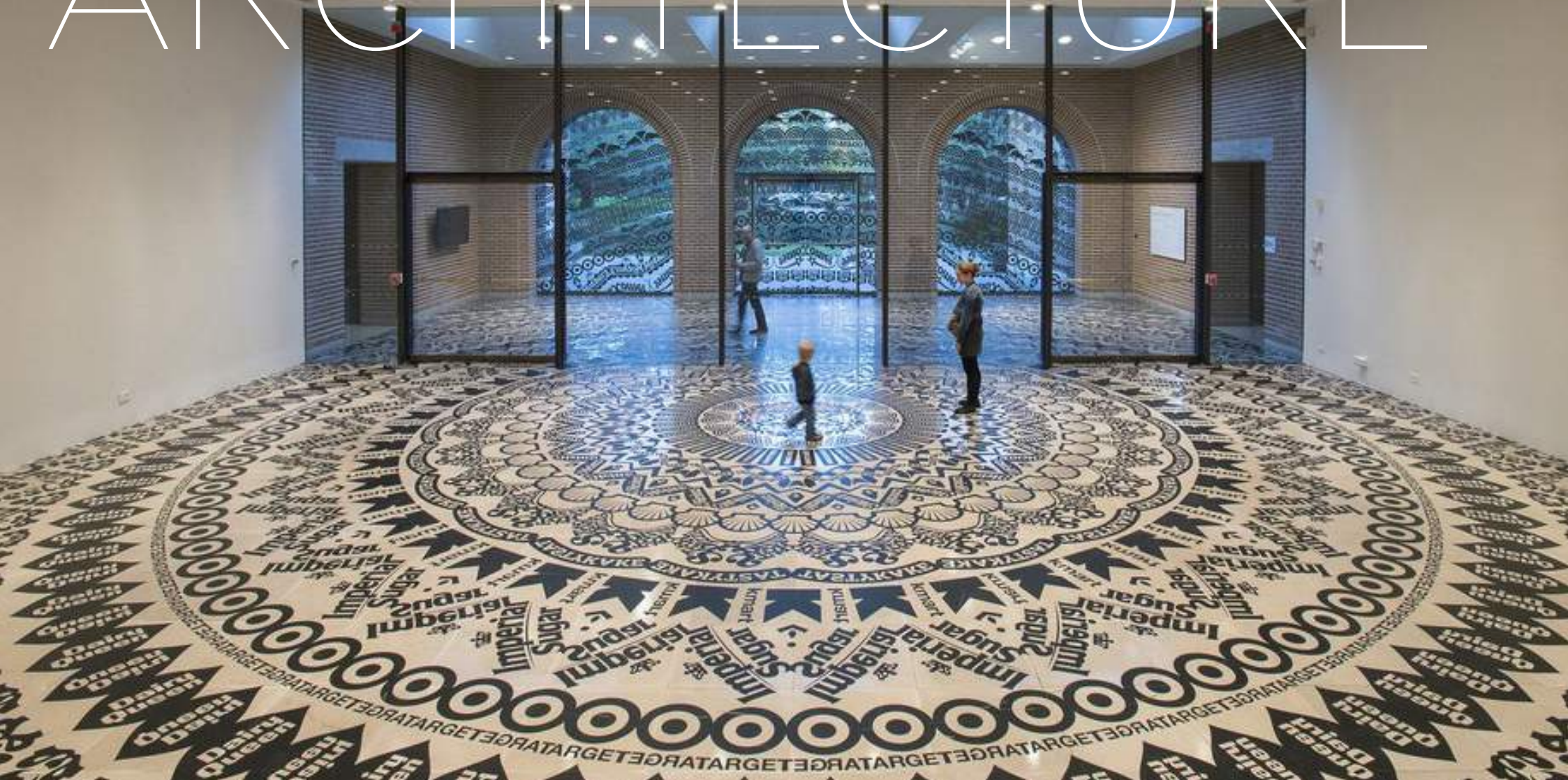
## ENDORSING

The endorsing logotypes are supplied as artworks and should never be recreated.

*Accredited Lecturer of* **THE ARTS SOCIETY**

*Grant Recipient of* **THE ARTS SOCIETY**

*Supporting* **THE ARTS SOCIETY**

*Supported by* **THE ARTS SOCIETY**

*Supporting* **THE ARTS SOCIETY** EPSOM
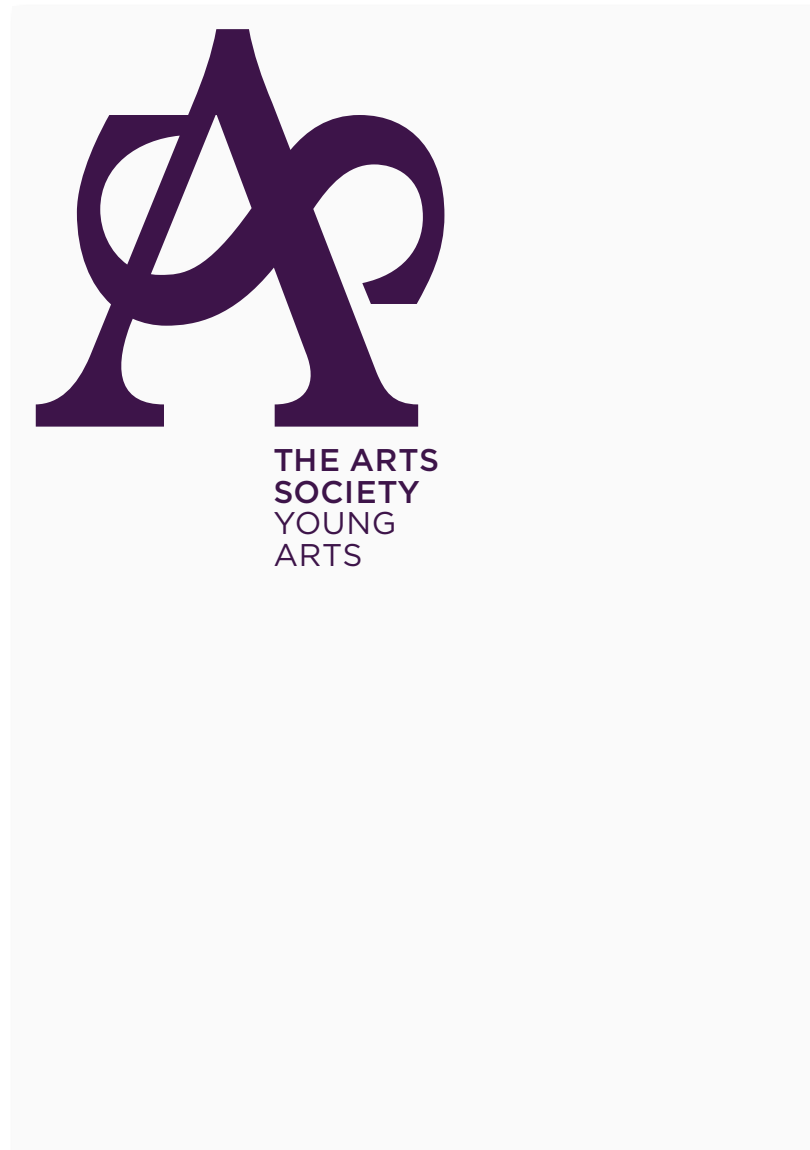
*Partners with* **THE ARTS SOCIETY**

BRAND
ARCHITECTURE

## BRAND ARCHITECTURE

Our guideline for how to articulate the relationship between the different parts of The Arts Society includes using an assertive and confident monogram with the strand of the offer or name of the local society listed underneath.
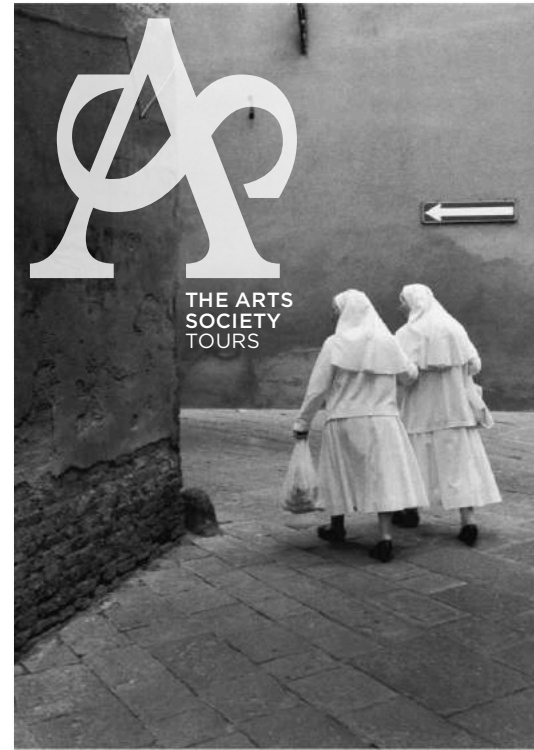
Activities should be typeset in Gotham Book uppercase.



THE ARTS
SOCIETY
YOUNG
ARTS

Activity examples.



THE ARTS
SOCIETY
CHURCH
RECORDERS

THE ARTS
SOCIETY
TOURS

THE ARTS
SOCIETY
TRAINING
DAYS

Here are the different variations of
the local Society logotypes

THE ARTS
SOCIETY
EPSOM

THE ARTS
SOCIETY
EPSOM

THE ARTS
SOCIETY
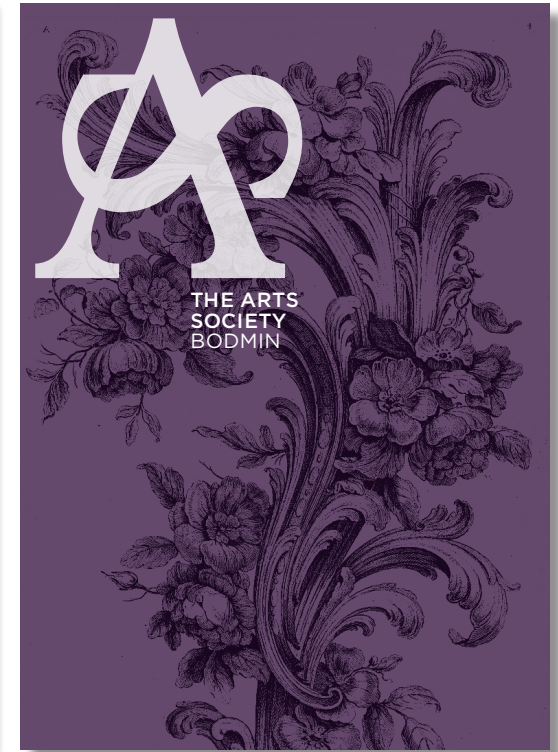YORK

THE ARTS SOCIETY YORK

## LOCAL SOCIETIES

A key part of the local art society language is imagery combining art and place. This will ensure consistency and visibility for The Arts Society, but also crucially provide the local societies with an opportunity to express their own individuality and personality.
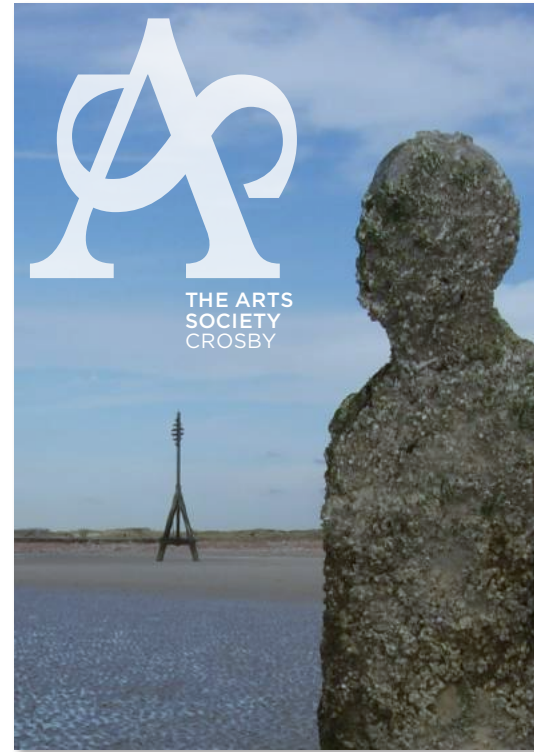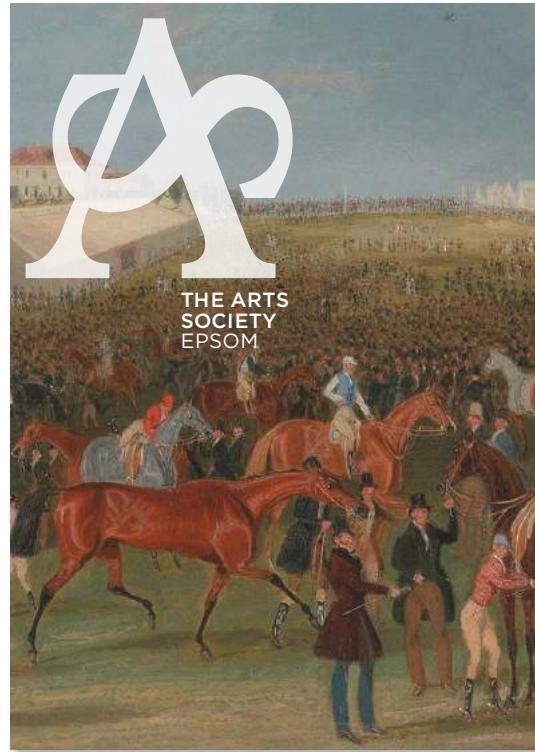
## WHAT NOT TO DO

Do not (clockwise from top left):

Change the typeface.

Differentiate the colour of the local art society name.

Remove The Arts Society.

Make the local name larger.



**THE ARTS SOCIETY**
ASHDOWN FOREST



**THE ARTS SOCIETY**
ASHDOWN FOREST



**THE ARTS SOCIETY**
SURREY



NORTH YORKSHIRE
& SOUTH DURHAM

COLOUR

The Arts Society Purple is our core colour.
It embodies the passion of the colour red and the calm
of the colour blue. Purple communicates in a positive
way and has to the power to uplift, instil confidence
and encourage creativity.

Purple is associated with royalty, nobility and prestige.

## PRIMARY COLOUR PALETTE

The Arts Society Purple
C80 M100 Y35 K40
R66 G27 B72
Pantone 669C

## SECONDARY COLOUR PALETTE

The Arts Society Blue
C80 M0 Y5 K20
R0 G151 B193
Pantone 2995 C

The Arts Society Pink
C0 M100 Y30 K0
R230 G0 B100
Pantone 213 C

The Arts Society Grey
C15 M15 Y10 K10
R206 G201 B206
Pantone 665 C
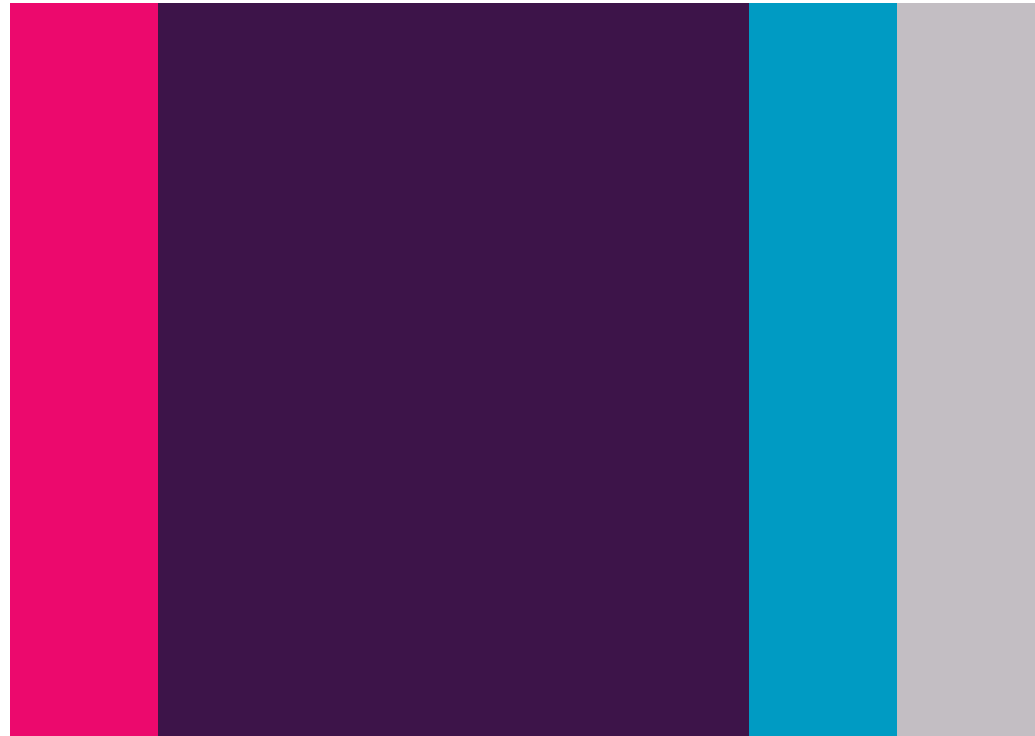
## COLOUR VARIATIONS

On a white or neutral background the monogram can be used in one of the core colours. The monogram can also be used white out of the core colours.
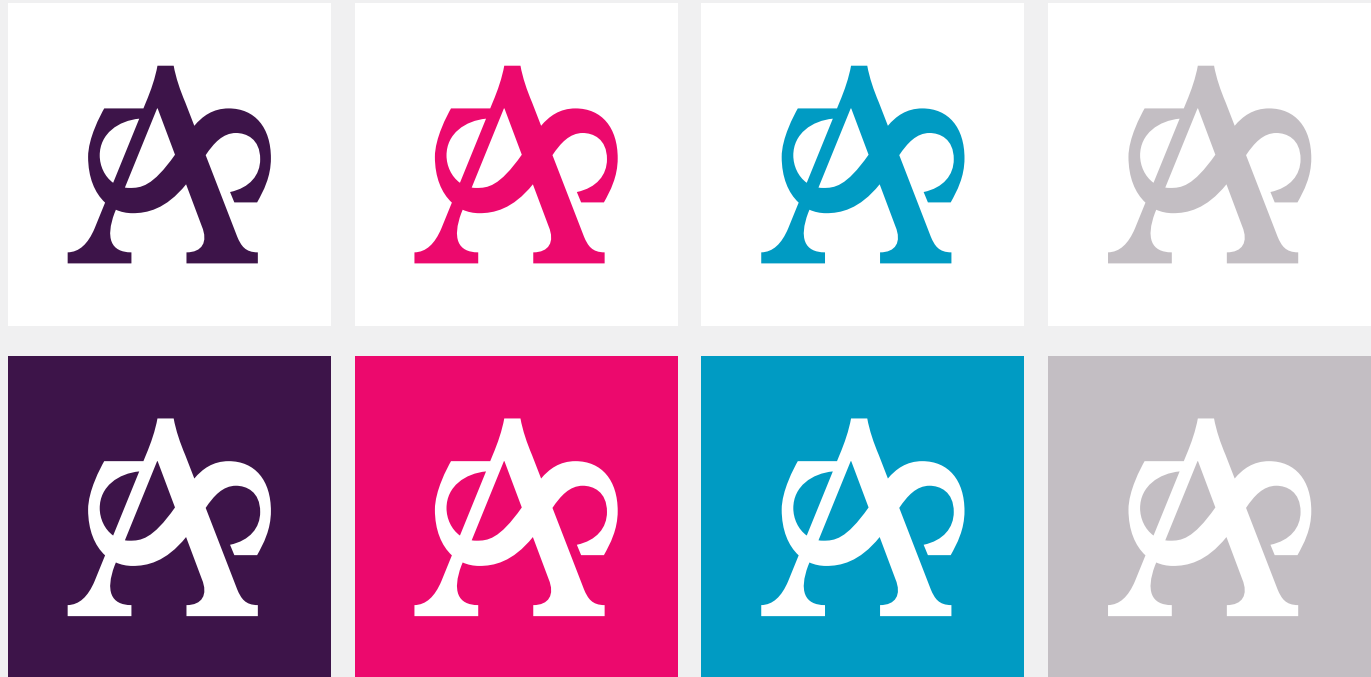
## COLOUR VARIATIONS

On images, the monogram should have a slight opacity. The recommended opacity is 80% but should be judged for each application. The wordmark should remain at 100%.

## WHAT NOT TO DO
### TECHNICAL DETAILS

Do not (clockwise from top left):

Use the white logotype on a light image.

Use the logotype in purple on a similar colour image.

Use the logotype in black.

Use the logotype in a colour not from the identity colour palette.

# TYPOGRAPHY

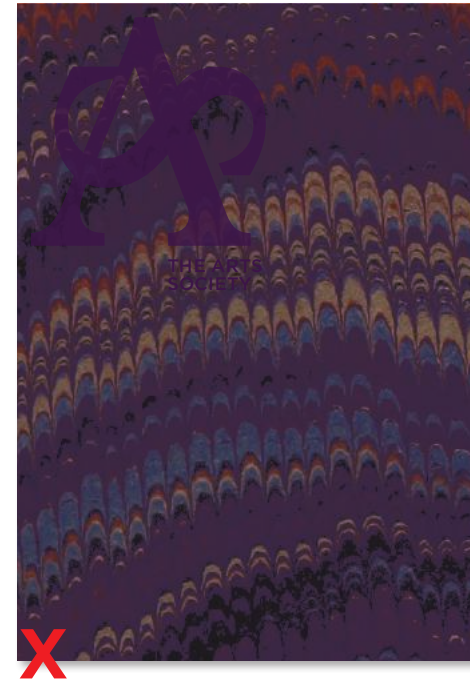A combination of two typefaces – traditional and modern – again expresses connection, an idea at the heart of The Arts Society brand.

Our typefaces are News Plantin and Gotham. The monogram is crafted from News Plantin and The Arts Society title is set in Gotham Medium.

Plantin is an old-style serif typeface named after the printer Christophe Plantin (1520–1589). It was first cut in 1913 by Fritz Stelzer for the Monotype Corporation, Surrey. Plantin is one of the typefaces that influenced the creation of Times New Roman. News Plantin retains the robust nature of Plantin but provides better economy in text use.

Gotham was designed in 2000 by Tobias Frere-Jones. The goal was to exhibit the mathematical reasoning of a draftsman, rather than the instincts of a typeface designer. Gotham is a modern sans-serif typeface that is clean, legible and classic.

## GOTHAM

Gotham should always be set in uppercase.

Gotham Thin should be used for quotations and large titles.

Gotham Book should be used for Local Art Society names and titles locked up with the logotype.

Gotham Medium should be used for secondary titles.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789?!@£&{}

Gotham Thin

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789?!@£&{}

Gotham Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789?!@£&{}

Gotham Medium

News Plantin Regular and Italic
should be used for body copy.

News Plantin Bold should be used
for secondary titles.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!£@&%{}

News Plantin Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!£@&%{}

News Plantin Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!£@&%{}

News Plantin Bold

## DEFAULT FONT

For powerpoint and web safe fonts, Times New Roman can be used to replace News Plantin. Verdana should be used to replace Gotham.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!£@&%{}

Times New Roman Regular

*ABCDEFGHIJKLMN*
*OPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*0123456789.,?!£@&%{}*

Times New Roman Italic

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**0123456789.,?!£@&%{}**

Times New Roman Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789?!@£&{}

Verdana Regular

**ABCDEFGHIJKLMN**
**OPQRSTUVWXYZ**
**0123456789?!@£&{}**

Verdana Bold

## ALIGNMENT

The preferred layout is to have all text ranged left.

## LEADING/LINE SPACING

If leading is too tight or too open it can make the text difficult to read. As a general guide the leading should be set between 10 – 25% higher than the type size e.g. 8pt text could be set on a 8.5 – 11pt leading.

## TRACKING

Headlines are to be set as standard tracking. Text and body copy should use a tracking of -10.

## LINE LENGTH

As a general guide the maximum length of words in a line should be around 12 – 15 words, to aid legibility.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas.

IMAGERY

Use of imagery is a key part of our visual identity. The photography should be inspirational and aspirational: engaging and exciting. Avoid the obvious and clichéd.

Cropping a photograph well can have a dramatic effect on its impact, drawing the viewers eye and excluding visual "clutter".

Photographs should be of the highest possible quality – never use pictures which look slightly out of focus or dull. Each of the imagery themes is described in more detail in the following pages.

## WORKS OF ART

Use interesting crops and angles to
create intrigue and focus. Include
a range of different mediums and
artists' work to show diversity.
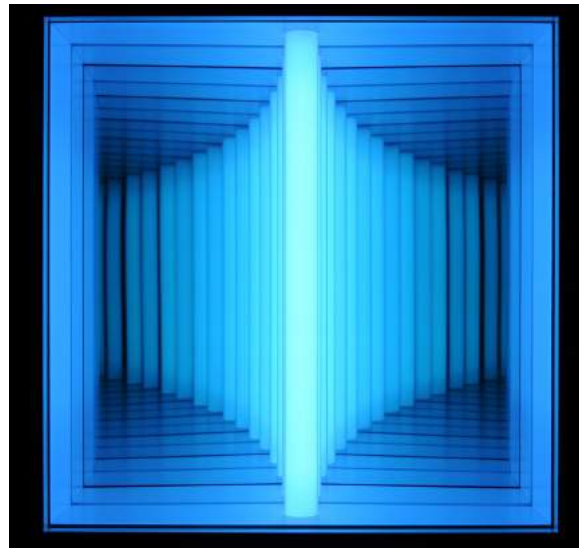
## WORKS OF ART

Include photographs of people interacting with pieces of art, or show an immersive experience, in order to communicate the idea of connection and enriching lives.

## ARTISTS

Try close-ups and interesting angles
to capture the emotion and passion.
Photographing artists in their working
environment can provide an insight
into their line of work.

## LOCAL AREAS

Art by local artists or of the local
area can be used for local leaflets
and websites.

## PORTRAITS

These should be bright and inspiring.
The subject matter of the lecturer or
artist should be combined.

## EVENTS

Images of events help capture the atmosphere and can communicate our social and welcoming side. They should look natural and not staged or posed.

## DETAILS

Use detail images to focus in on every aspect of artists and what makes each technique unique. These can be materials or work in progress shots and help to communicate our knowledge and expertise.

Graphic treatments can be used with imagery on select applications.

Using monochrome imagery, tints of the core colour can be added to create further texture and depth.

## WHAT NOT TO DO

Do not (clockwise from top left):

Use stock imagery.

Use uninspiring photographs.

Use out of focus photographs.

Use clip art.

## WHAT NOT TO DO

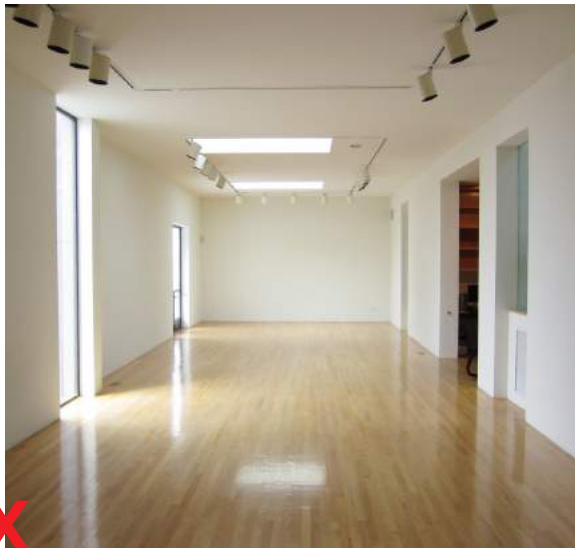Do not (clockwise from top left):

Use overly staged photography.

Use badly cropped images.

Use unnecessary filters on images.

Use indistinct images.