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**STYLE
GUIDE**

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Our mission is to engage young people in the creative process in order to shape a society of creative, confident and collaborative individuals.

In many ways, the Inner-City Arts brand is more than just a logo or font; our brand is the sum of who we are and what we do. Vibrant, dynamic, multi-faceted and representative of our transformational creative space, our brand identity is essential in communicating our values as an organization.

We created this document in order to share our branding standards and aid partners, supporters and third parties in promoting Inner-City Arts. These guidelines are provided to keep our brand focused and aligned with our vision. We appreciate your collaboration in maintaining the integrity of our visual identity.

“Build an
Art Space
for Kids”

-Bob Bates

INNER-CITY ARTS
INNER-CITY ARTS

OUR LOGO

**A BRAND INSPIRED
BY THE WALLS OF
INNER-CITY ARTS**

The most current version of the Inner-City Arts logo was designed by Ph.D (phdla.com) in 2008. While crafting the logo, the team was most inspired by the architectural forms that Michael Maltzan utilized in the design of our campus, “which ended up looking like it had been clipped with scissors, something [they] imagined was akin to what the students were doing inside.”



SPOT
COLOR



PANTONE RED 032 U

PANTONE 172 U

PANTONE ORANGE 021 U

PROCESS
COLOR



C 0 / M 90 / Y 86 / K 0

C 0 / M 66 / Y 88 / K 0

C 0 / M 53 / Y 100 / K 0

SECONDARY
COLOR



C 0 / M 0 / Y 0 / K 60

C 0 / M 0 / Y 0 / K 30

COLORS OF INNER-CITY ARTS

These 3 colors are our primary brand colors. The logo should not appear in any other hues except for when converted to white or, in some cases, a solid pre-approved color to match specific marketing collateral.



3 COLOR LOGO

Color logo should be presented with our 3 colors



1 COLOR LOGO

One color logo should be presented with
Pantone Orange 021 U or C 0 / M 66 / Y 88 / K 0



1 COLOR LOGO

One-color logo over dark-color background should be presented in white.



LOGO ON PHOTOGRAPH

If placed on photography, ensure there is a strong enough contrast between the logo (in black or white) and the image.



LOGO SURROUNDINGS

Logo should have a minimum of a quarter inch space padding.



LOGO SHOULD NOT BE SMALLER THAN THIS SIZE

GUIDELINES FOR LOGO USE

Never assign a new unapproved color to the logo or alter its transparency without permission. Never add-to, remove, or create design elements around the icon, unless otherwise approved.

The printing or sale of any Inner-City Arts-branded merchandise without permission and approval from Inner-City Arts is strictly prohibited.

Any mention of our organization and/or our logo should be excluded from any marketing or promotional material that is vulgar, sexually explicit, or references drug-use or adult content.

To make any use of our marks in a way that is not covered by these guidelines, please contact us at communications@inner-cityarts.org and include a visual mockup.

OUR VISION

DISPLAY FONT | GOTHAM BLACK

We believe that the arts and creativity are transformational. Inner-City Arts envisions a society that honors the human capacity for creativity, and values its cultivation in the education of young people.

HEADLINE FONT | GOTHAM BOLD

FONT AND TYPOGRAPHY

Inner-City Arts primarily uses Gotham bold and Gotham black – bold, clear, and impactful – for headlines and in titles. Adelle Sans – clean, spirited, personable, light and flexible – is used as our main paragraph and body text in documents.

When neither fonts are available, a standard sans serif font, such as Helvetica and Arial, are acceptable in document applications.

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PARAGRAPH 1 - HEADLINE | GOTHAM BOLD

Providing access to the arts and the endless possibilities they offer, Inner-City Arts is an investment in the youth of Los Angeles. Creating a bridge between the studio and the classroom, Inner-City Arts' unique approach to arts education measurably improves academic and personal outcomes for children and youth, including those students with Limited English Proficiency who are at risk of academic failure.

PARAGRAPH 2 | ADELLE SANS - REGULAR

“Our wish is that every child in our community graduates from high school. All of our programs are designed to propel us towards that goal.”

- BETH TISHLER

DIRECTOR OF EDUCATION AND COMMUNITY INITIATIVES, INNER-CITY ARTS

QUOTES | GOTHAM BOOK



IMAGE RESOLUTIONS

FOR PRINT | 300 DPI
FOR EMAIL | 72 DPI
FOR WEB | 72 DPI



IMAGE USAGE

All photographs must be approved by Inner-City Arts and any individuals depicted must consent via photo release. Image resolutions must be appropriate to the image's application.

For photo permission and approval, contact communications@inner-cityarts.org.



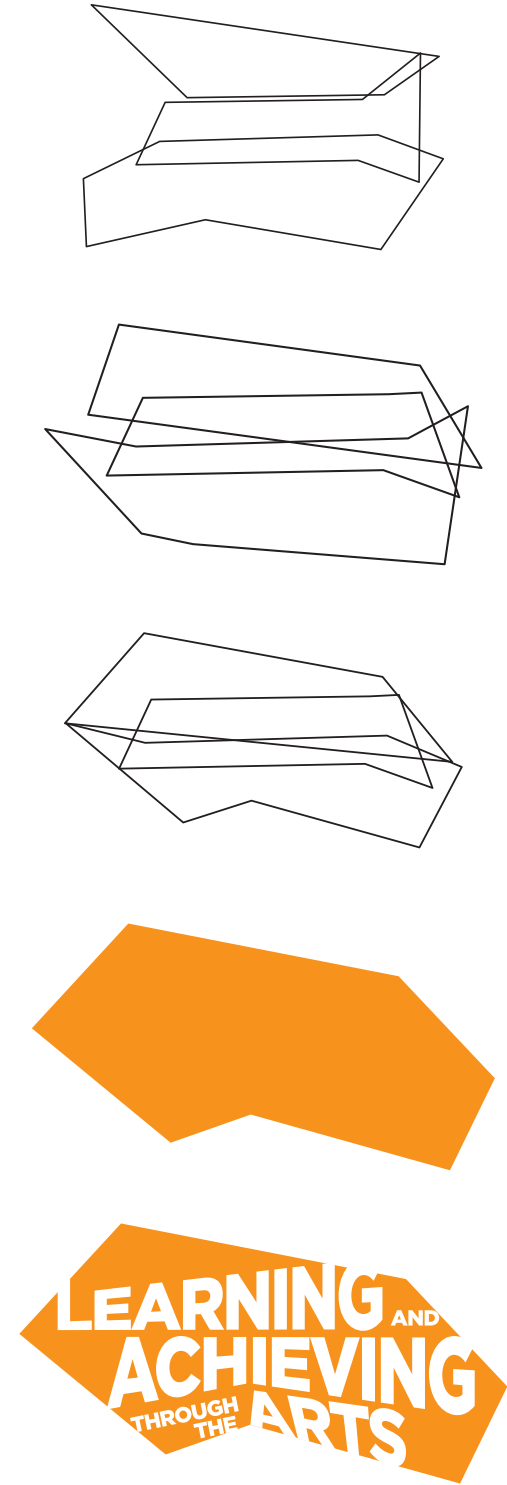
IMAGE MASK

Photographs can be masked in simple shapes.



EXTENDING THE LOGO FAMILY

Inspired by the relationship between our campus and logo, our design team utilized the lines, shapes and design of our spaces to develop logos for each program within our organization.



The initial lines drawn from the space transform, find balance, and take shape as a sub logo to visually express the program it is representing.

LEARNING AND ACHIEVING THROUGH THE ARTS

LEARNING AND ACHIEVING
THROUGH THE ARTS

LOGO | LOGOTYPE



LEARNING AND ACHIEVING
THROUGH THE ARTS

LOGO | SHELL

LEARNING AND ACHIEVING THROUGH THE ARTS



**PROFESSIONAL
DEVELOPMENT
INSTITUTE**

PROFESSIONAL DEVELOPMENT
INSTITUTE
LOGO | LOGOTYPE

**PROFESSIONAL
DEVELOPMENT
INSTITUTE**

PROFESSIONAL DEVELOPMENT
INSTITUTE
LOGO | SHELL



**CREATIVITY
IN THE
CLASSROOM**

CREATIVITY IN THE CLASSROOM
SUB LOGO



UPSTARTS:
UNIVERSITY PARTNERSHIPS
SUPPORTING TEACHERS IN THE ARTS

UPSTARTS
SUB LOGO



**EDUCATION,
ARTS & SOCIAL-
EMOTIONAL
LEARNING**

EDUCATION, ARTS & SOCIAL-
EMOTIONAL LEARNING
SUB LOGO

THE
ROSENTHAL
THEATER

THE ROSENTHAL THEATER
LOGO | LOGOTYPE

THE
ROSENTHAL
THEATER

THE ROSENTHAL THEATER
LOGO | SHELL



BEHIND
THE
MIC
SERIES

BEHIND THE MIC
SUB LOGO

THE
ARENA

THE ARENA
SUB LOGO



THE
BIG
ORANGE
DOOR
SERIES

THE BIG
ORANGE DOOR
SUB LOGO

THE
**VISUAL, MEDIA
 & PERFORMING**
 ARTS
 INSTITUTES

THE VISUAL, MEDIA &
 PERFORMING ARTS INSTITUTES

LOGO | LOGOTYPE

THE
**VISUAL, MEDIA
 & PERFORMING**
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THE VISUAL, MEDIA &
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LOGO | LOGOTYPE

THE
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 INSTITUTES



BRAND EXTENSIONS

PROGRAM & DEPARTMENT LOGOS

WORK OF ART

WORK OF ART
LOGO | LOGOTYPE

BRAND EXTENSIONS

PROGRAM & DEPARTMENT LOGOS

ARTISTS IN THE MIDDLE

ARTISTS IN THE MIDDLE
LOGO | LOGOTYPE



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