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LOGO



# **ARTS UMBRELLA**

**Inspiring creativity. For good.**



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# LOGO CONFIGURATIONS

There are 2 configurations of the Arts Umbrella logo.

The logo is available for use both with and without the tagline Inspiring creativity. For good.

The versions without the tagline may be used if the logo is scaled below the minimum width of 1.25," or if the tagline appears as a separate element elsewhere within the communication piece.

## 1. INTEGRATED IDENTITY

The integrated identity consists of the Arts Umbrella wordmark, and the triangle shape, made up of diagonal lines.

With tagline



**ARTS UMBRELLA**

Inspiring creativity. For good.

Without tagline



**ARTS UMBRELLA**

## 2. LOGOTYPE

The logotype consists of the Arts Umbrella wordmark only.

With tagline

**ARTS UMBRELLA**

Inspiring creativity. For good.

Without tagline

**ARTS UMBRELLA**



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# LOGO USAGE: SIZING

To ensure the Arts Umbrella logo is always legible and accurately reproduced, minimum size guidelines have been determined.

## 1. INTEGRATED IDENTITY

The integrated identity consists of the Arts Umbrella wordmark, and the triangle shape, made up of diagonal lines.

With tagline



Minimum width: 1.25"

Without tagline



Minimum width: .75"

## 2. LOGOTYPE

The logotype consists of the Arts Umbrella wordmark only.

With tagline



Minimum width: 1.25"

Without tagline



Minimum width: .75"



# LOGO USAGE: COLOURS

The colour logo is the recommended format and is comprised of three PMS colours or their colour space equivalents. *See P15 for colour codes.*

## 1. INTEGRATED IDENTITY

Colour: Positive



Colour: Reverse  
(Black background only)



Colour: Reverse  
(Yellow background only)



Black



Reverse



Note: background is to illustrate logo colour only.

## 2. LOGOTYPE

Colour: Positive

**ARTS UMBRELLA**  
Inspiring creativity. For good.

Black

**ARTS UMBRELLA**  
Inspiring creativity. For good.

Reverse

**ARTS UMBRELLA**  
Inspiring creativity. For good.

Note: background is to illustrate logo colour only.

# LOGO USAGE: DOS & DON'TS

To ensure the Arts Umbrella logo is always legible and accurately reproduced, the following guidelines have been determined.



Always leave a suitable amount of clear space around the logo. As a rough guide, use the height of the letter 'M,' as indicated above.



Don't use the colour version of the logo on a coloured background, or place it in a box.



Don't change the font of the logo, or try to recreate the logo.



Don't change the colours of the logo.



Don't stretch or skew the logo horizontally or vertically.



Don't change the tagline, or play with its position to the name.



Don't rotate the logo.

