

the ART
CENTER

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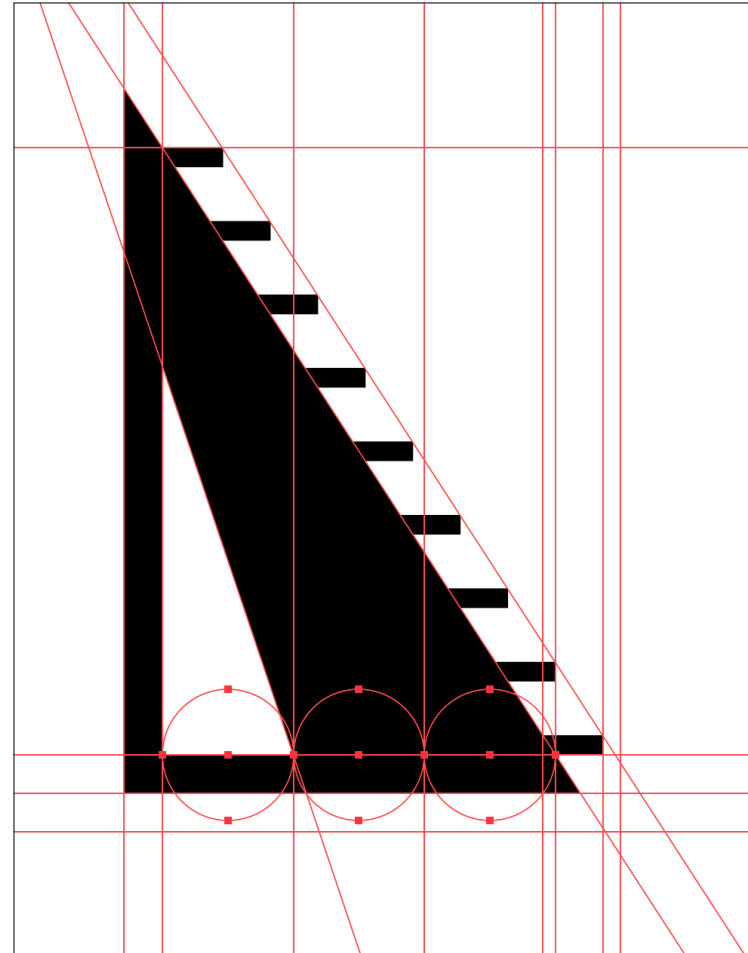
The Art Center is a regional arts organization dedicated to enriching lives by promoting the enjoyment and understanding of the arts.

The Art Center is a non-profit community organization providing engaging exhibitions and educational programming. This includes educational programs for all ages; performing arts; and collection opportunities designed to enrich the lives of our community at large. We do this because we believe art is for everyone and is essential to the human experience.

The Climb by Brian Bain is a steel sculpture that stands outside near the west side of The Art Center building. This sculpture was gifted to The Art Center in 1994 by Bain and is part of TAC's permanent collection. Bain received his BFA from Colorado Mesa University and became an accomplished artist in the Grand Valley before passing away in 2014. His work was displayed in Downtown Grand Junction's first Art on the Corner exhibit, a year-round outdoor sculpture exhibit established in 1984 by local sculptor Dave Davis. Art on the Corner is the first of its kind in the country and has become a cultural icon in Downtown Grand Junction.



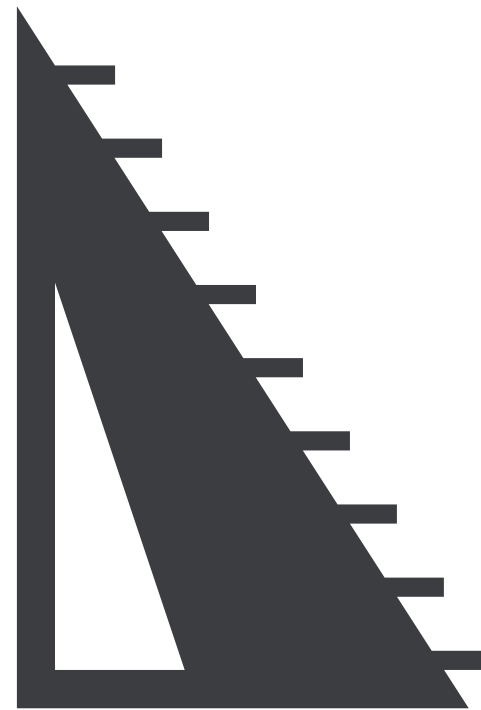
The BAIN is the mark that accompanies the typography to create a logo for The Art Center. The composition consists of a right triangle with nine steps equally distanced down the longest side. The negative space is based off of the rule of thirds. The width of the horizontal and vertical stroke that create the lower left corner, set the spacing for the typography.



The logo uses the BAIN in combination with the typeface Mr. Eaves XL San OT Bold and Bold Italic.

The vertical logo is the primary logo and should be used in most instances.

Always use the logo files provided. Do not re-create.



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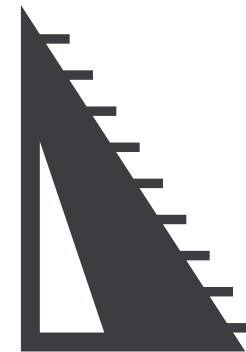


The Art Center Style Guide: *Horizontal Logos*

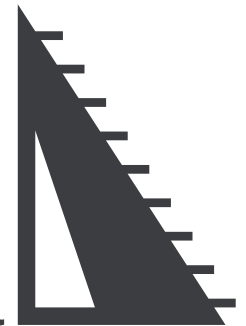
The logo uses the BAIN Mark in combination with the typeface Mr. Eaves XL San OT Bold and Bold Italic.

The horizontal logo variations are the secondary logos and should be used only when the vertical cannot be properly used.

Always use the logo files provided. Do not re-create.



the ART CENTER
of WESTERN COLORADO



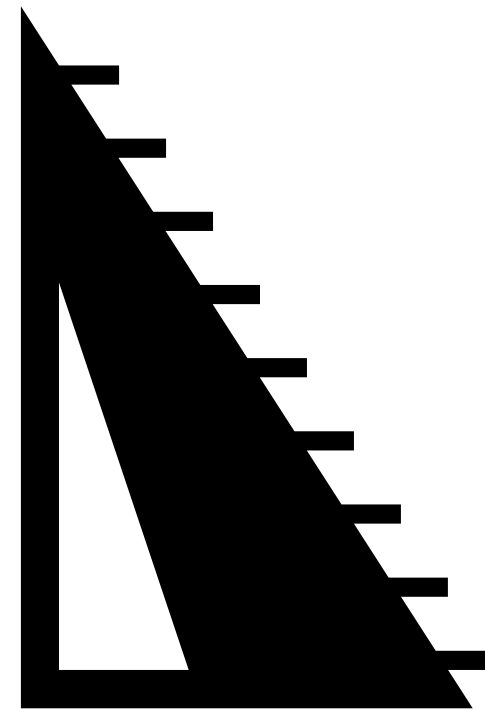
the ART CENTER
of WESTERN COLORADO



the ART
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The black & white logos should be used only when the color logo does not provide enough contrast with the background. It is meant to be an alternate and not widely used. There are applications such as the screen printing process where the black-and-white logo is ideal.

Always use the logo files provided. Do not re-create.



the ART
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Both grays that make up The Art Center logo are easily re-produced through hexadecimal RGB & CMYK. If a situation arises where these colors cannot be reproduced, default to the black-and-white version.

Always use the logo colors assigned and do not change without permission.



#3c3d41
r:60 g:61 b:65
c:70 m:63 y:57 k:47

#8a8a8c
r:138 g:138 b:140
c:48 m:40 y:39 k:04

When using the logo on a background color, all parts of the logo must be easily identified.

The examples on the left have enough contrast for the logo to be easily understood whereas the two on the right do not. The background color in the top right example is too close in value to the word “the” in the logo. The combination on the bottom right is causing a visual vibration making the overall logo hard to read.



It's impossible to predict every combination of the logo with texture and or logo with photographs. But here are some basic guidelines to help.

When using textures, like with background color, make sure that the logo has enough contrast so all parts can be identified and read.

The logo in the top left does have enough contrast to be able to be easily understood whereas the example on the top right does not.

When placing the logo over a photograph make sure that the contents of the photograph is not negatively affected by the interaction with the logo. Make sure all parts of the logo can be identified and read.

The example in the lower left shows the logo correctly interacting with the photograph as well as maintaining the readability of the logo. The example on the lower right shows an incorrect usage of a photograph with the logo. Not only does the logo cover the main content but the point of the BAIN is uncomfortably close to an eye. The "A" and the "T" lose legibility due to being placed over the black buttons of the snowman.



Do not crop the logo



Do not distort the logo



Do not change the transparency of the logo



Do not use drop shadows or any other effects on the logo



Do not shuffle the colors of the logo



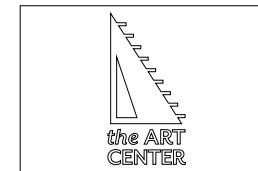
Do not re-create the logo with any other typeface



Do not change the colors of logo



Do not outline the logo



Do not change the size or position of any element of the logo



Do not rotate any part of the logo



Mr Eaves San OT is the primary san serif typeface used for The Art Center collateral. With its expanded type family from fan to heavy to italic, it provides many options.

Mr Eaves San OT is accessed through an Adobe account. If access to the typeface is not available, please refer to the alternate typeface page (p. 15).

In most instances, do not track over or under 10%.

Make sure the weight chosen has enough contrast to be easily read in the intended output.

San Serif Typeface: Mr Eaves San OT

The Art Center is a regional arts organization dedicated to enriching lives by promoting the enjoyment and understanding of the arts.

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Thin Mark your calendars! We're excited to be partnering with ...

Thin Italic Mark your calendars! We're excited to be partnering with ...

Light Mark your calendars! We're excited to be partnering with ...

Light Italic Mark your calendars! We're excited to be partnering with ...

Book Mark your calendars! We're excited to be partnering with ...

Book Italic Mark your calendars! We're excited to be partnering with ...

Regular Mark your calendars! We're excited to be partnering with ...

Regular Italic Mark your calendars! We're excited to be partnering with ...

Bold Mark your calendars! We're excited to be partnering with ...

Bold Italic Mark your calendars! We're excited to be partnering with ...

Heavy Mark your calendars! We're excited to be partnering with ...

Heavy Italic Mark your calendars! We're excited to be partnering with ...

The san serif alternate should be used when Mr Eaves is not available, but **ONLY** when not available.

The primary reason for the alternates will most likely be for email communication when dealing with Microsoft products.

In most instances, do not track over or under 10%.

Make sure the weight chosen has enough contrast to be easily read in the intended output.

Alternate San Serif Typeface: Arial

The Art Center is a regional arts organization dedicated to enriching lives by promoting the enjoyment and understanding of the arts.

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Regular Mark your calendars! We're excited to be partnering with ...
Italic Mark your calendars! We're excited to be partnering with ...
Bold Mark your calendars! We're excited to be partnering with ...
Bold Italic Mark your calendars! We're excited to be partnering with ...

Mrs Eaves OT is the primary serif typeface used for The Art Center collateral. This typeface is preferred for medium to long format reading.

Mrs Eaves OT is accessed through an Adobe account. If access to the typeface is not available, please refer to the alternate typeface page (p. 17).

In most instances, do not track over or under 10%.

Make sure the weight chosen has enough contrast to be easily read in the intended output.

Serif Typeface: Mrs Eaves OT, SMALL CAPS & PETITE CAPS

The Art Center is a regional arts organization dedicated to enriching lives by promoting the enjoyment and understanding of the arts.

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Roman Mark your calendars! We're excited to be partnering with ...

Italic Mark your calendars! We're excited to be partnering with ...

Bold Mark your calendars! We're excited to be partnering with ...

Bold Italic Mark your calendars! We're excited to be partnering with ...

ROMAN ALL PETITE CAPS MARK YOUR CALENDARS! WE'RE EXCITED TO BE PARTNERING WITH ...

ROMAN ALL SMALL CAPS MARK YOUR CALENDARS! WE'RE EXCITED TO BE PARTNERING WITH ...

ROMAN PETITE CAPS MARK YOUR CALENDARS! WE'RE EXCITED TO BE PARTNERING WITH ...

ROMAN SMALL CAPS MARK YOUR CALENDARS! WE'RE EXCITED TO BE PARTNERING WITH ...



The serif alternate should be used when Mrs Eaves is not available, but **ONLY** when not available.

The primary reason for the alternates will most likely be for email communication when dealing with Microsoft products.

In most instances, do not track over or under 10%.

Make sure the weight chosen has enough contrast to be easily read in the intended output.

Alternate Serif Typeface: Garamond ATF Micro
The Art Center is a regional arts organization dedicated to enriching lives by promoting the enjoyment and understanding of the arts.

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Regular Mark your calendars! We're excited to be partnering with ...

Regular Italic *Mark your calendars! We're excited to be partnering with ...*

Medium Mark your calendars! We're excited to be partnering with ...

Medium Italic *Mark your calendars! We're excited to be partnering with ...*

Bold Mark your calendars! We're excited to be partnering with ...

Bold Italic *Mark your calendars! We're excited to be partnering with ...*

Always maintain the clear space in order to maintain the integrity of The Art Center logo.

The clear space is derived from the bottom of the interior triangle's negative space within the BAIN.



Always maintain the clear space in order to maintain the integrity of The Art Center horizontal logos.

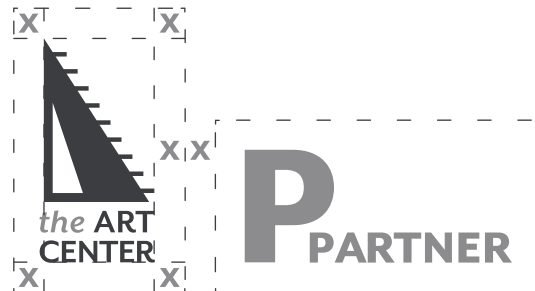
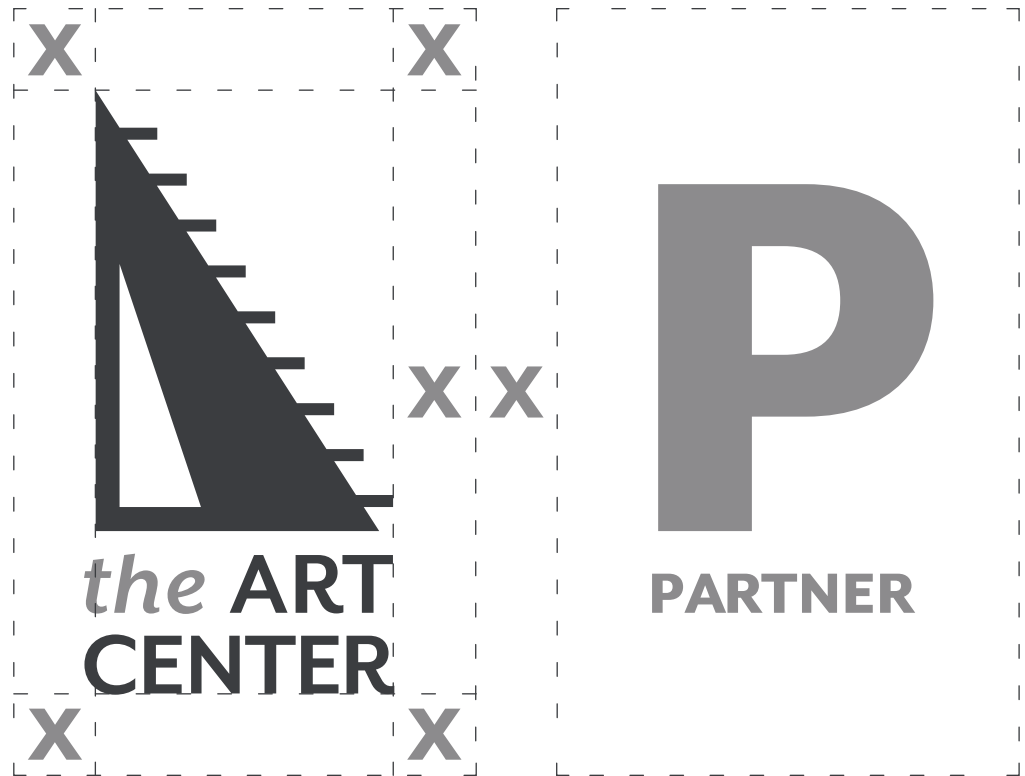
There are two versions of the horizontal logo and the clear space on both is the same. The clear space is derived from the two lines of type forming the horizontal wordmark.



Always maintain the clear space in order to maintain the integrity of The Art Center logo.

The clear space is derived from the bottom of the interior triangle's negative space within the BAIN.

When The Art Center logo is being locked up with another logo, keep the visual weight the same and double the clear space.



Always maintain the clear space in order to maintain the integrity of The Art Center horizontal logos.

There are two versions of the horizontal logo and the clear space on both is the same. The clear space is derived from the two lines of type forming the horizontal wordmark.

When The Art Center horizontal logos are being locked up with another logo, keep the visual weight the same and double the clear space.



This style guide is meant to aid anyone that is working for or with The Art Center to keep the branding on point. Deviation from the style guide should be avoided unless unique circumstances arise. When those circumstances do arise, all modifications outside of the style guides parameters must be approved by The Art Center.

