



MORE
ART.
CULTURE.

**CULTURAL COUNCIL
OF GREATER JACKSONVILLE**

BRAND GUIDELINES

THE CULTURAL COUNCIL **LOGO SUITE** PROVIDES MANY FILE FORMATS THAT SUIT A VARIETY OF USES:

AI: ADOBE ILLUSTRATOR.

This is the native file type that we used to create your logo, and it is saved in the most current version of Adobe Illustrator. Because Illustrator saves the artwork as vector, it can be reproduced at any size without becoming pixelated.

EPS: ENCAPSULATED POSTSCRIPT.

This is another widely-used vector file format for reproducing your logo at any size without deteriorating the quality. It is saved down to be compatible with Adobe Illustrator as far back as version CS4 (2008).

PDF: PORTABLE DOCUMENT FORMAT.

This file format features the benefits of vector artwork but unlike AI and EPS files requires no expensive design software to open and view. This file format may be viewed with the free Adobe Reader app available at: get.adobe.com/reader/.

JPG: JOINT PHOTOGRAPHIC EXPERTS GROUP.

This is the most common file format used on the web, and it is perfect for use on social media or in Microsoft Office documents. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements. If this file is sized larger than 3.6" wide, it will pixelate. For printing larger than 3.6" wide, one of the vector formats (AI, EPS, or PDF) should be used.

PNG: PORTABLE NETWORK GRAPHICS.

This is another file format that is widely used on the web. The benefit of the PNG file format over JPG is that it supports transparency, so if the logo is placed over another image it will not have a white box around the logo. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements. If this file is sized larger than 3.6" wide, it will pixelate. For printing larger than 3.6" wide, one of the vector formats (AI, EPS, or PDF) should be used.

LOGO DESIGN

PRIMARY LOGO



MINIMUM SIZE

Maintaining a minimum size of the logo will ensure optimal legibility and prevent reproduction problems. Never attempt to recreate a logo; always use an original digital or camera-ready logo file.



LOGO DESIGN

VERTICAL LOGO



MINIMUM SIZE

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LOGO DESIGN

ICON



MINIMUM SIZE

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.5"

LOGO DESIGN

CLEAR SPACE



CLEAR SPACE

It is important to maintain proper clear space around the logo to avoid overcrowding. The clear space for the Cultural Council logo is defined by X.

LOGO DESIGN

COLOR USAGE

REVERSED

The reversed lockups, labeled “Rev” in the logo suite, are intended for reversing the logo against the dark purple brand color, black, or a dark background image.



LOGO DESIGN

COLOR USAGE

WHITE

The white lockups, labeled “White” in the logo suite, are intended for reversing the logo out of a brand color, black, or a dark background image.



LOGO DESIGN

COLOR USAGE

BLACK

The black lockups, labeled “K” in the logo suite, are intended for usage on a white or light background that requires a one-color logo.



LOGO DESIGN

COLOR USAGE



GRAYSCALE

The grayscale lockups, labeled “Grayscale” in the logo suite, are intended for usage in black and white documents that do not require a solid black logo.




LOGO DESIGN

COLOR USAGE EXAMPLES



LOGO DESIGN


LOGO USAGE

DO NOT stretch 




DO NOT rotate 



DO NOT use non-brand colors 




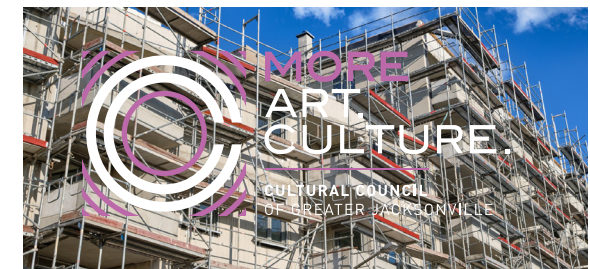
DO NOT change the logo font 



DO NOT use pixelated logo 



DO NOT use on busy background 



TYPOGRAPHY

WEIGHTS & STYLES

Din Condensed

Bold

AaBbCc
123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#%&(*\$^)+-

Work Sans Google Font

Light, Regular, Medium

AaBbCc
123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#%&(*\$^)+-

TYPOGRAPHY

LAYOUT EXAMPLE

Din Condensed

Bold

28 pt / 50 Tracking

30 pt Leading

THIS IS AN EXAMPLE
OF A LONG HEADLINE TOPIC.

Work Sans

Medium

10 pt / 40 Tracking

14 pt Leading

HERE WE HAVE A SUBHEAD.

Uciantus moaut aut oditlupiendo nimus verumquibus
que vitatinime paut aut oditoreper orehend erecus
velitem necturi aligni nis a seni tempori beatem. Ut
omnit exceprovit escius.

Work Sans

Light

10 pt / 25 Tracking

16 pt Leading

Eptio blaut aut odit volupti onseque volo quatinc illitio
to ventium sapic tem fugiantius sandita temquis qui que
doles experum quaecte mpelit faccabo rionsequatia
aditaque simus iur?

COLOR PALETTE

PMS / CMYK / RGB / HEX

<div><div></div><div></div><div></div><div></div></div> <div><div>PMS 2696 C</div><div>CMYK 88-100-28-38</div><div>RGB 52-23-82</div><div>#341752</div></div>	<div><div></div><div></div><div></div><div></div></div> <div><div>PMS 2375 C</div><div>CMYK 25-70-0-0</div><div>RGB 189-106-171</div><div>#BD6AAB</div></div>	<div><div></div><div></div><div></div><div></div></div> <div><div>PMS 7710 C</div><div>CMYK 75-13-38-0</div><div>RGB 43-167-166</div><div>#2BA7A6</div></div>	<div><div></div><div></div><div></div><div></div></div> <div><div>PMS 376 C</div><div>CMYK 58-11-100-0</div><div>RGB 124-176-66</div><div>#7CB042</div></div>	<div><div></div><div></div><div></div><div></div></div> <div><div>PMS 317 C</div><div>CMYK 22-0-9-0</div><div>RGB 196-231-231</div><div>#C4E7E7</div></div>
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