



ArtsFund

BRAND OVERVIEW

DAPPER + ASSOCIATES

08.30.17

BRAND OVERVIEW

Primary Logos

Clearspace



Clearspace surrounds the logo and equals the height of the letter "S". This applies to all solid color backgrounds. The logo can be reversed out over an image.

Reversed



Black and White



One Color



Color chart

Color on white	Pantone™	CMYK	RGB	HEX
■ ArtsFund Red	173 C	c0 m80 y94 k1	r210 g73 b42	D2492A
■ ArtsFund Dark Gray	424 C	c30 m22 y19 k53	r108 g111 b112	6C6F70
■ ArtsFund Light Gray	421 C	c12 m8 y9 k21	r181 g182 b179	B5B6B3
■ Black	Process Black	c0 m0 y0 k100	r30 g30 b30	1E1E1E

Color proportion



Fonts

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Museo Slab
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?

Web Font

Museo Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?