PAWTUCKET ARTS FEST

20TH ANNIVERSARY

SEPTEMBER 1 - 30, 2018

BRAND BOOK 2018

BRAND BOOK FOR THE PAWTUCKET ARTS FEST

WHAT WE DO

The Pawtucket Arts Festival celebrates the City's creative and cultural life by presenting vibrant arts events throughout the month of September to Pawtucket residents and visitors to the Blackstone River Valley.

We collaborate with local and international producing partners to present dance, music, theatre, film, visual, and folk-traditional arts that evoke the City's historic legacy and diverse communities. Many of our events are free and for audiences of all ages.

Our continuous aim is to ensure a place for the arts in the Pawtucket of tomorrow. Because the arts are essential to vibrant lives, the 2018 Pawtucket Arts Festival will focus on education and public engagement that will amplify our impact and make the arts even more valued, more visible, and more deeply embedded in our communities and in our City.

WHAT IS A BRAND BOOK?

A brand book assists with the correct and consistent use of the Pawtucket Arts Festival logo and graphic identity to ensure that it strengthens the Pawtucket Arts Festival's brand wherever it appears.

It is - in essence - a marketing guide designed for the Pawtucket Arts Festival leadership, production partners, as well as agencies within the City of Pawtucket that are authorized to use logos in creating presentations, collateral, signage, or advertisements for the 2018 Pawtucket Arts Festival.

As one of our valued partners, we ask that you please read this guide carefully to ensure that how you use the Pawtucket Arts Festival logo and brand identity meets our policy. The Pawtucket Arts Festival seeks to create a strong and consistent brand identity system. We welcome any questions you have about applying our requested standards.

BACKGROUND

This document attempts to clarify and rectify the following:

- Inconsistent and incorrect usage of the Festival logo
- Approved Festival language for use print and online marketing
- Policies for listing your event in PAF print ads
- Policies for submitting images & event information for inclusion on PAF website

USING THE PAF LOGO

PAWTUCKET ARTS FESTIVAL NOTATION

Please note that the Pawtucket Arts Festival logo is the sole property of the Pawtucket Arts Festival and any other usage (i.e. on clothing, promotional items of any sort) is prohibited except where permission has been obtained. To request permission, please e-mail Jennifer Dalton Vincent at jenniferdaltonvincent@gmail.com prior to production of the items, and include a color JPG of how the logo will be applied, including an indication of which other logos will appear on the same item. Please also give an indication of how many of the item will be produced, and whether or not they will be sold or given away. As a general rule, permission will be granted for use of the logo where it is being used for purposes of promoting a specific production. Where it is being used for commercial (i.e. profit generation) purposes, or to create an association between the Festival and a third-party sponsor, permission will usually be declined. If permission is declined or not obtained for a specific usage of the Festival trademark, and such usage continues, the Festival reserves the right to seek legal remedy for the infringement of its trademark.

LOGO IDENTITY USE

PAWTUCKET ARTS FESTIVAL LOGO IDENTITY

The official Pawtucket Arts Festival logo was changed during 2018 . All references to the logo in this document, therefore, refer specifically to this new logo.

To clarify, both the old logo and the new logo appear below:

OLD LOGO

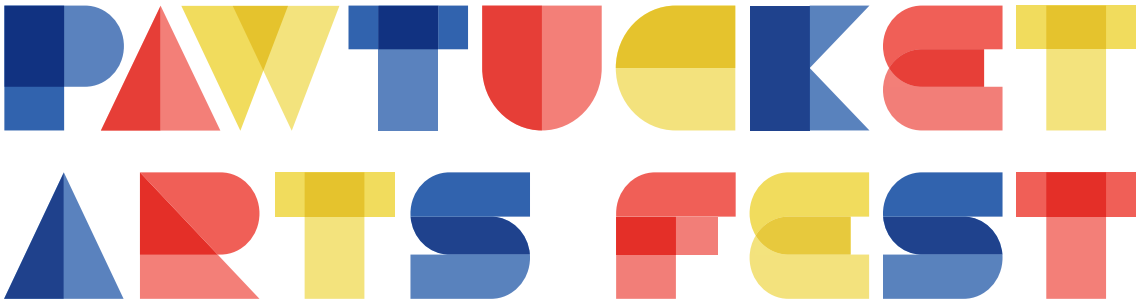
NEW LOGO

PAWTUCKET
ARTS FEST

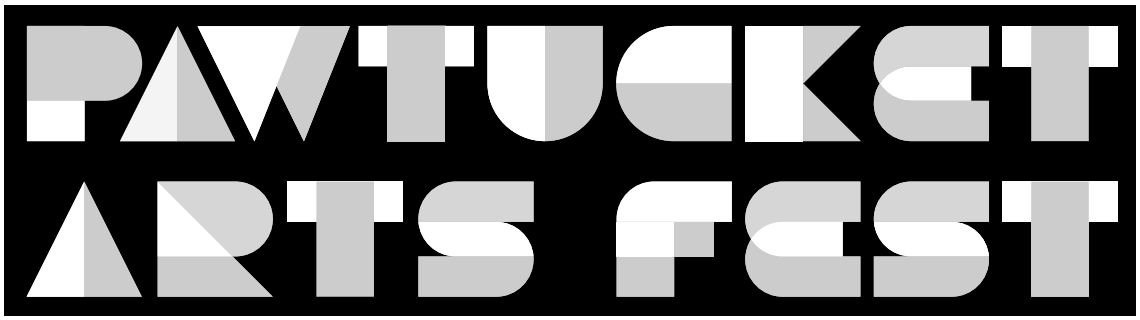
LOGO USAGE

The Pawtucket Arts Festival logo is the main visual brand identifier of the Pawtucket Arts Festival and must be displayed on all material such as posters, advertising and collateral material. The Pawtucket Arts Festival logo is designed in a unique colorful namestyle. The Pawtucket Arts Festival namestyle is not a typeface, it is specially created artwork. On color backgrounds the Pawtucket Arts Festival namestyle must always appear in white as shown, unless greyscale is absolutely necessary.

COLOR

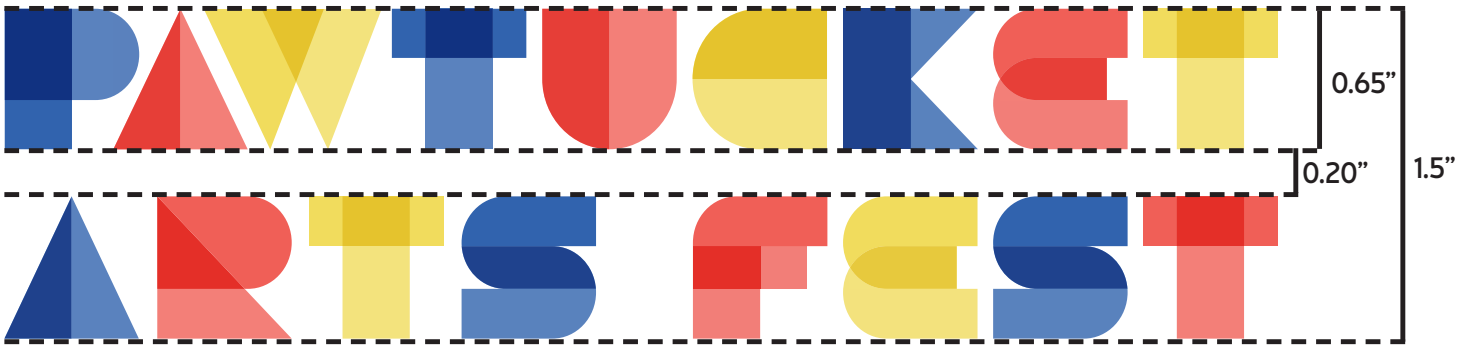


MONOCHROME



LOGO PROPORTIONS

Adjust the size of the logo according to the size of the communication used. Avoid using multiple logo sizes within one printed piece. Do not use an old version of the Pawtucket Arts Festival logo. The new Pawtucket Arts Festival logo files can be downloaded by visiting www.pawtucketartsfestival.org/branding. Do not recreate the logo. Always enlarge and reduce the logo proportionally. The logo itself may not be reduced smaller than 0.65" in height.



PROPORTIONS LISTED IN INCHES

BRAND COLORS

COLOR USING

The Pawtucket Arts Festival brand palette consists of three colors: light blue, light yellow, and light red. The Pawtucket Arts Festival also incorporates three accent colors: blue, yellow and red. Accent colors should be used sparingly.

Best practice is to use only the approved brand identity colors. Our colors have been carefully chosen to work well with our corporate palette. Please don't sample colors. The 'eye dropper' or color sampling tool can be inacurrate on some programs. For best color reproduction, follow the numbers in the color guideline below.

PANTONE 2133 C
FOR WEB USE R: 49 G: 94 B: 165
FOR PRINTING USE C: 85 M: 64 Y: 0 K 0

BLUE

PANTONE 2130 C
FOR WEB USE R: 100 G: 126 B: 184
FOR PRINTING USE C: 67 M: 48 Y: 1 K 0

LIGHT BLUE

PANTONE 611 C
FOR WEB USE R: 222 G: 199 B: 26
FOR PRINTING USE C: 18 M: 15 Y: 93 K 0

YELLOW

PANTONE 0131 C
FOR WEB USE R: 243 G: 227 B: 131
FOR PRINTING USE C: 8 M: 6 Y: 58 K 0

LIGHT YELLOW

PANTONE 485 C
FOR WEB USE R: 228 G: 49 B: 42
FOR PRINTING USE C: 0 M: 91 Y: 88 K 0

RED

PANTONE 7417 C
FOR WEB USE R: 233 G: 96 B: 88
FOR PRINTING USE C: 0 M: 75 Y: 58 K 0

LIGHT RED

TYPOGRAPHY STYLE

TYPEFACE

Acier and Neris are the Pawtucket Arts Festival typefaces. These font should be used in all material. Both Acier and Neris have a variety of weights that should be fully utilized, with the simple caution that clarity must be the deciding factor. The size of headlines, subheads, and body copy should be scaled in order of importance. All-caps type is used for all headlines an sub headlines. Upper and lowercase is standard for all body copy. When referring directly to the Pawtucket Arts Festival, Pawtucket Arts Festival performances, or Pawtucket Arts Festival participants, the name may be represented in all-caps. Fonts may be downloaded by visiting our website page www.pawtucketartsfestival.org/branding

HEADER FONT

ACIER BAT OUTLINED
ABCDEFGHIKLMNOPQRSTUVWXYZ
ABCDEFGHIKLMNOPQRSTUVWXYZ
01234567890!

SUB HEADER FONT

ACIER BAT SOLID
ABCDEFGHIKLMNOPQRSTUVWXYZ
ABCDEFGHIKLMNOPQRSTUVWXYZ
01234567890!

TEXT FONT - ON WHITE

NERIS LIGHT

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!

TEXT FONT - COLOR BACKGROUND

NERIS SEMIBOLD

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!

QUOTE FONT

NERIS BLACK ITALIC

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!

PRINT MEDIA

We deploy print media of all kinds to inform the community about all events, featured artists and music acts. We strive to communicate persuasive messages, clear statements, and strong brand recognition in all media.

PRINT MEDIA

The Pawtucket Arts Festival will be creating several forms of print media throughout the festival season. They include, but not limited to, rack cards, postcards, magazines ads, and newspaper ads.

As a Pawtucket Arts Festival participant you are responsible for providing event information which may be used in print media for the festival. Only information provided will be used. **If information is not received by July 1, 2018 your event will not receive any print media recognition.**

PRINT MEDIA EXAMPLES

Each year the Pawtucket Arts Festival produces an insert in the Pawtucket Times that lists the full calendar of Festival events. Below is an example of the event listing calendar that will appear in this year's insert.

INFORMATION YOU'LL NEED TO PROVIDE FOR YOUR PRINT MEDIA LISTING

DEADLINE: JULY 1ST BY 5:00PM

- Name of Event
- Date of Event
- Time of Event
- Location of Event
- Event Website
- One Sentence Event Description - as you would like it published
- Full Event Description - maximum 100 words
- Vector Version of Company/Event Logo (PDF, AI, or EPS)
- Up to 3 High Resolution Images , Horizontal format, Jpeg format

Please visit www.pawtucketartsfestival.org/eventsubmissions to provide your event submissions. Images should be emailed directly to: Keri@DesignbyKeri.com

WEB MEDIA

The Pawtucket Arts Festival will unveil a new website in 2018. Following are examples of how you can expect your event listing to appear on our new site.

TITLE

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Consectetur adipisicing elit, sed do eiusmod temporpe etel.

VIEW EVENT →

♥ 0 LIKES SHARE

WEB EVENT LISTING

Visitors to the Pawtucket Arts Festival website will be able to click through our event calendar to your stand alone event page, which will resemble the example below.

EVENT NAME

EVENT DATE
EVENT LOCATION
EVENT ADDRESS

TITLE

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Duis aute irure dolor in reprehenderit in voluptate veli. Duis aute irure dolor in reprehenderit in voluptate veli. Duis aute irure dolor in reprehenderit in voluptate veli. Duis aute irure dolor in reprehenderit in voluptate veli.

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IMPORTANT NUMBERS

Have questions? We're here to answer them!

FESTIVAL DIRECTOR

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Cell: 401-728-0500 x 272

DEPUTY CITY CLERK

MICHELLE HARDY
E-Mail: MHardy@pawtucketri.com
Cell: 401-728-0500 x 225

THANK YOU!

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WWW.PAWTUCKETARTSFESTIVAL.ORG