# CT ARTS ALLIANCE

VERSION 1.0
APRIL 2022

TYPOGRAPHY

Our type is carefully selected to speak in the voice of our brand, which is all about inspiration and action. We are bold *and* reliable. We are motivational *and* memorable. We are energetic *and* approachable. And that's how we engage in conversation with our audience.

HEADLINE

Oswald Medium

ABCDEFGHIJKLM NOPQRSTUVWXYZ

The typeface "Oswald Medium" has been selected because it speaks with the authority and motivation, especially when set in all caps.

HEADLINE IN ALL CAPS WITH NO PUNCTUATION

GET FONT

SUBHEAD

Zilla Slab Medium

ABCDEFGHIJKLM NOPQRSTUVWXYZ

The typeface "Zilla Slab Medium" is the perfect compliment to "Oswald." It provides a change of tone in voice, and helps develop typographic hierarchy.

Subhead in Initial Case with No Punctuation

GET FONT

BODY COPY

Roboto Light

ABCDEFGHIJKLM NOPQRSTUVWXYZ

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

Body copy is set in sentence case, and includes punctuation.

GET FONT

LOGO

Our logo represents our brand personality – bold, trustworthy, newsworthy, vibrant, and energetic. But, it's flexible because we have so many stories to tell. Choose the logo that accurately reflects the mood of the communications we are delivering. Don't see the version you need here? See the next page.

DOWNLOAD LOGOS

PRIMARY LOGO

CT ARTS ALLIANCE
CTArtsAlliance_Logo_Horizontal_Purple.ai

CT ARTS ALLIANCE
CTArtsAlliance_Logo_Horizontal_Blue.ai

CT ARTS ALLIANCE
CTArtsAlliance_Logo_Horizontal_Green.ai

SECONDARY LOGO

CT ARTS ALLIANCE
CTArtsAlliance_Logo_Stacked_Purple.ai

CT ARTS ALLIANCE
CTArtsAlliance_Logo_Stacked_Blue.ai

CT ARTS ALLIANCE
CTArtsAlliance_Logo_Stacked_Green.ai

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CT ARTS ALLIANCE
CTArtsAlliance_Logo_Stacked_Blue_KO.ai

CT ARTS ALLIANCE
CTArtsAlliance_Logo_Stacked_Green_KO.ai

COLOR

The primary color palette should be used for all branded communications — including sell sheets, email headers, and main website pages — or when referring specifically to the CT Arts Alliance brand. The secondary color palette should be used to compliment the main message, as in a callout, or sidebar.

PRIMARY COLORS

#5c0d4a
R93 G13 B75

#b21f73
R178 G31 B115

#003363
R0 G51 B99

#26a6db
R38 G166 B219

#005c63
R0 G92 B99

#63b038
R99 G176 B56

#080503
R7 G5 B4

#5c6670
R92 G102 B112

SECONDARY COLORS

#09223f
R10 G34 B64

#006068
R0 G96 B104

#42053d
R67 G5 B62

#611f7a
R97 G31 B122

#e34d26
R227 G77 B38

#f29e12
R243 G159 B17

#8d1436
R142 G21 B55

#8d1436
R251 G83 B115

LIFESTYLE STOCK PHOTOGRAPHY

PHOTOGRAPHY

Whenever possible, we should use candid photography of actual events, especially sponsored events by the CT Arts Alliance, or events attended by any of our members. When stock photography is necessary, select imagery that is relevant to the story, and add graphic appeal to the communications.

DOWNLOAD IMAGES
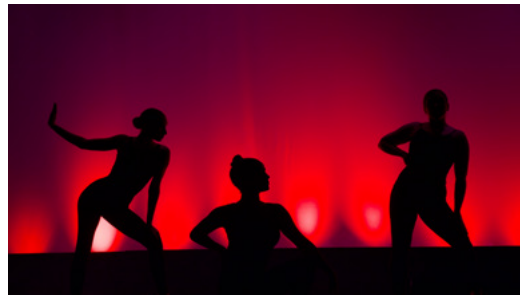
PHOTOGRAPHY

Certain situations call for photography that should be secondary to the message or typography. In these cases, it is appropriate to use duotone imagery that will help maintain a consistent look and feel for our brand, add interest to the communication, or acts as a background to the layout.

DOWNLOAD IMAGES

DUOTONE PHOTOGRAPHY
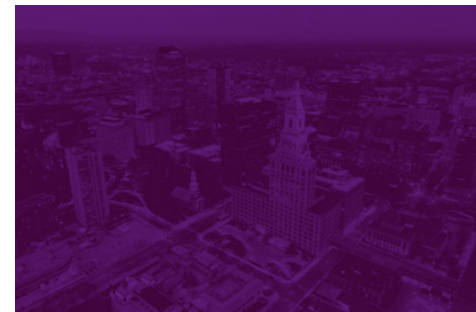
TEXTURES

Color textures and graphic patterns are an excellent way to enhance the vibrancy of our communications, add visual interest, and appeal to the artist in all of us. By using colors from our brand palette, we contribute to a dynamic suite of elements that are inherently from the Arts Alliance.

DOWNLOAD IMAGES

TEXTURE EXAMPLES
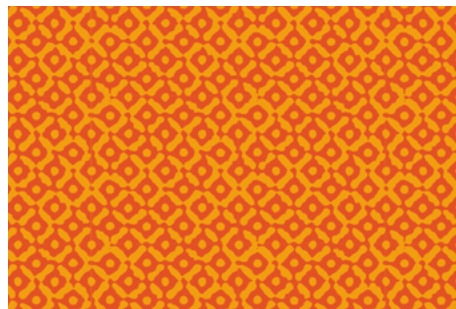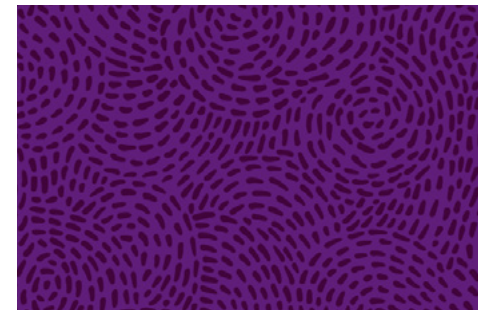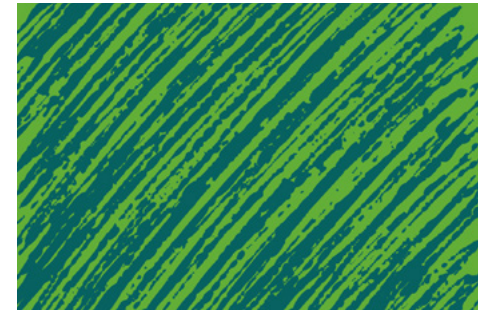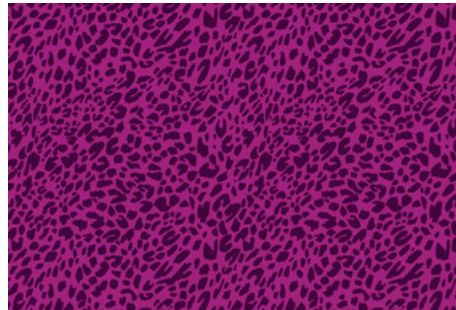
LAYOUT

Every piece of information we deliver has the potential to make a positive impact on the world of arts, and to change peoples' lives. It's important that all of our layouts are consistent, they are easy to understand, and the content is presented in a professional manner. Use the examples from our library to get started.

GET LAYOUTS

EXAMPLE 1

EXAMPLE 2

QUESTIONS?

Need help implementing anything from this style guide?
Just reach out to us at info@ctartsalliance.org.

CT ARTS ALLIANCE