

BRAND STYLE GUIDE

# 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

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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

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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

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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

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**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

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**CT ARTS  
ALLIANCE**

CTArtsAlliance\_Logo\_Stacked\_Purple.ai

**CT ARTS  
ALLIANCE**

CTArtsAlliance\_Logo\_Stacked\_Blue.ai

**CT ARTS  
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CTArtsAlliance\_Logo\_Stacked\_Green.ai

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CTArtsAlliance\_Logo\_Horizontal\_Purple\_KO.ai

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CTArtsAlliance\_Logo\_Horizontal\_Green\_KO.ai

## SECONDARY LOGO

**CT ARTS  
ALLIANCE**

CTArtsAlliance\_Logo\_Stacked\_Purple\_KO.ai

**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

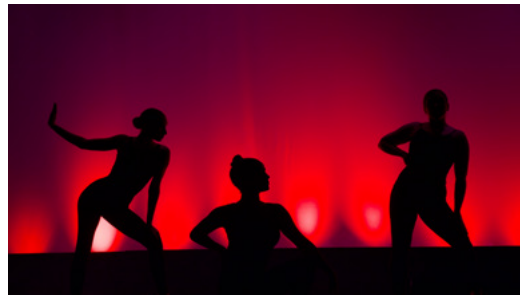
# PHOTOGRAPHY

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](#)

## LIFESTYLE STOCK PHOTOGRAPHY

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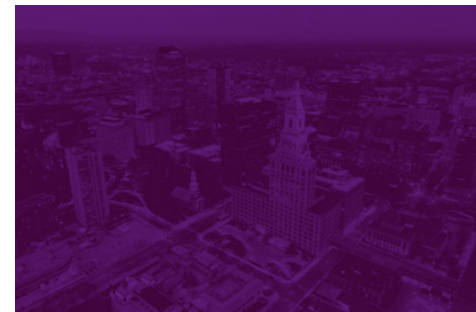
# PHOTOGRAPHY

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.

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## DUOTONE PHOTOGRAPHY

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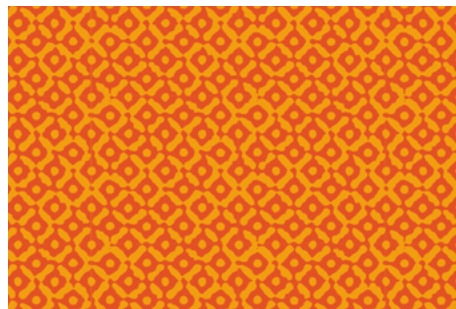
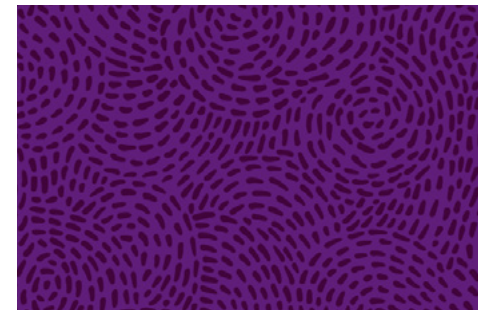
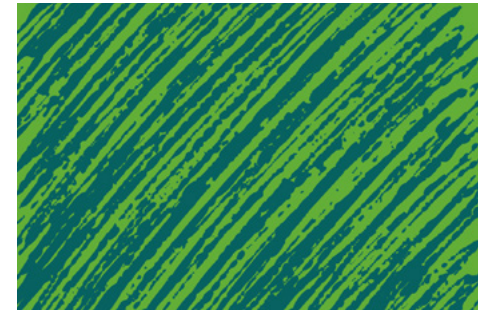
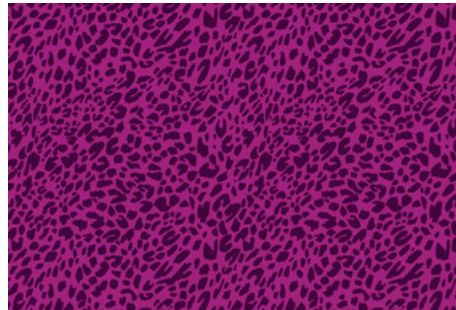
# TEXTURES

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

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# 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

**THE ARTS ATTRACT**  
ARTS AND CULTURE ARE AN ECONOMIC ENGINE FOR CONNECTICUT AND FOR THE NATION

**IN CONNECTICUT<sup>1</sup>**

- Fact:** Our Arts and Culture sector is the second largest in New England.
- Fact:** Arts and Culture contributes nearly \$10 billion to Connecticut's economy and represents 3.4% of our Gross State Product.
- Fact:** Arts and Culture ranks second in contributions to the state's economy, more than construction, education services and transportation.
- Fact:** Arts and culture organizations contribute to the creative workforce and serve our residents. An analysis of 600 Connecticut arts and culture organizations showed that they employ over 12,000 people and, despite the pandemic, served 7.8 million individuals in 2021.

**ACROSS THE NATION<sup>2</sup>**

- Fact:** Arts and cultural goods and services are valued at almost a trillion dollars (\$919.7 billion) and add 4.3 percent directly to the nation's GDP.
- Fact:** Arts and Culture contributes more than construction, transportation and warehousing, mining, and agriculture.
- Fact:** The Arts and Culture sector employs 5.2 million workers with total compensation of \$447 billion.

**510 BILLION**  
to Connecticut's economy and represents 3.4% of our Gross State Product.

**5.2 MILLION**  
The Arts and Culture sector employs 5.2 million workers with total compensation of \$447 billion.

**CT ARTS ALLIANCE**  
www.ctartsalliance.org  
Email: info@ctartsalliance.org

1 Connecticut data comes from the annual assembly of state Arts Agencies (Creative Economy) State Profile Report (2022) and the annual Connecticut economy and workforce report from The Arts and Cultural Industries for the Department of Economic Development (2022). 2 National data comes from National Endowment for the Arts (2019) and the U.S. Bureau of Economic Analysis (2021). 3 National data comes from National Endowment for the Arts (2019) and the U.S. Bureau of Economic Analysis (2021).

## EXAMPLE 2

**H.B. 465 FACT SHEET**  
IN OPPOSITION TO RAISED BILL NO. 465: "AN ACT CONCERNING THE PURCHASE AND TRANSFER OF WORKS OF ART FOR STATE BUILDING PROJECTS."

**STATEMENT OF PURPOSE**  
To eliminate the requirement that the State Bond Commission allocate one per cent of the state building project cost for the purchase of works of art and to permit existing works of art to be transferred between state buildings.

**WHAT THIS BILL DOES:**  
Eliminates the 1% requirement by making it optional.

**BACKGROUND**  
The current law states that 1% of the bond amount "for purposes of construction, reconstruction or remodeling of any state building" be set aside for the purchase of artwork. The artwork is then installed in the building. A portion of the 1% is used for maintenance of artwork created under the program.  
The program focuses on acquiring artwork by Connecticut Artists.  
It also supports The CT Artists Collection which includes artwork by 45 Connecticut artists and over 100 pieces. Pieces from the collection are loaned to state buildings and public museums.  
More than 65 state agencies, courthouses, universities, colleges, and tech high schools across the state have public art commissioned/purchased through the program for a total of more than 400 works of art.

**TALKING POINTS**  
How this program benefits Connecticut residents:  

- The program provides jobs to artists, related industries, and professional services.
- Makes artwork accessible to Connecticut residents and demonstrates pride in Connecticut's creativity and imagination.
- Provides public spaces. What happens if this bill is passed?
- Loss of work for artists, related industries, and professional services
- No new purchases or commissions
- Reduction in funds available for maintenance of existing artwork and the eventual loss of the state's investment in those works of art.
- Elimination of the loan program for the CT Artist Program

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**BRAND STYLE GUIDE**



**QUESTIONS?**

Need help implementing anything from this style guide?  
Just reach out to us at [info@ctartsalliance.org](mailto:info@ctartsalliance.org).

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