

# CULTURE WORKS *Brand Guide*

This brand guide for Culture Works has been developed to ensure maximum recognition of the brand identity by presenting a consistent and powerful image. This guide provides basic guidelines and standards for proper application of the logo on all printed and electronic communications.

Anyone who designs, prepares, implements or supervises the production of graphic materials for Culture Works should use this manual. If you have any questions concerning these guidelines, please contact [kmaner@cultureworks.org](mailto:kmaner@cultureworks.org).

## ACCEPTABLE LOGO USAGE

The logo is the most important element of the Culture Works brand. The logo consists of the “culture WORKS” type treatment and intersecting color spectrum circle. The logo is not to be altered, redrawn, distorted or modified in any way, except in approved formats presented in this guide as described.

When utilizing the logo, maintaining a “clear zone” around the logo is imperative to maintaining immediate recognition of the brand identity. This “clear zone” should be void of typography or interfering elements around the perimeter. For the “full logo” this “clear zone” should be maintained at least a 1/4” per 1” of logo.

### PRIMARY LOGO

This logo version is preferred and should be used on the majority of materials outside of special instances.

### LOGO ON DARK

This logo version inverts the “culture” type to white. Ensure logo sits on the branded dark gray so it “pops” for success.

### LOGO ON COLORS

This logo version inverts the “culture” type to white. Ensure logo “pops” on color backgrounds by properly positioning it over the darker colors.

### GRAYSCALE LOGO

This logo version is only to be used on printed materials that are printed in black and white.



**TYPOGRAPHY** (*Arial & Times New Roman may be used when Futura & Hoefler Text are unavailable*)

Futura Light: ABCDEFGHIJabcdefghijklmnopqrstuvwxyz1234567890

Futura Book: ABCDEFGHIJabcdefghijklmnopqrstuvwxyz1234567890

**Futura Bold: ABCDEFGHIJabcdefghijklmnopqrstuvwxyz1234567890**

**Futura Extra Bold: ABCDEFGHIJabcdefghijklmnopqrstuvwxyz1234567890**

Hoefler Text Regular: ABCDEFGHIJabcdefghijklmnopqrstuvwxyz1234567890

*Hoefler Text Italic: ABCDEFGHIJabcdefghijklmnopqrstuvwxyz1234567890*

## PRIMARY BRAND COLORS

### RED

HEX EC2027  
R236 G32 B39  
C1 M99 Y97 K0  
PANTONE 485C

### BLUE

HEX 2CAAE2  
R44 G170 B226  
C69 M15 Y0 K0  
PANTONE 298C

### GREEN

HEX 8CC63F  
R140 G198 B63  
C50 M0 Y100 K0  
PANTONE 368C

### YELLOW

HEX FFD239  
R255 G210 B57  
C0 M17 Y87 K0  
PANTONE 122C

### DARK GRAY

HEX 343434  
R52 G52 B52  
C69 M63 Y62 K58  
PANTONE 447C

## TERTIARY BRAND COLORS (*No Pantone needed*)

### RED/BLUE MIX

HEX 75338  
R117 G51 B56  
C69 M99 Y97 K0

### BLUE/GREEN MIX

HEX 119C4A  
R17 G156 B74  
C85 M15 Y100 K0

### GREEN/YELLOW MIX

HEX 90AD3E  
R144 G173 B62  
C50 M17 Y100 K0

### YELLOW/RED MIX

HEX EF5827  
R239 G88 B39  
C1 M81 Y97 K0

### LIGHT GRAY

HEX CCCCCB  
R204 G204 B203  
C20 M15 Y16 K0