

# ARTS & ECONOMIC PROSPERITY 6

2023 STYLE GUIDE

# WELCOME

## TO THE ARTS & ECONOMIC PROSPERITY **STYLE GUIDE**

These guidelines will instruct you on how to use our brand identity effectively, to make all brand communications look and sound their best.

This document will take you through eight (8) sections: logo, color, typography, illustration, iconography, art direction, expressions and components which come together to make the **Arts & Economic Prosperity 6** brand.

PRIMARY LOGO: HORIZONTAL



SECONDARY LOGO: STACKED

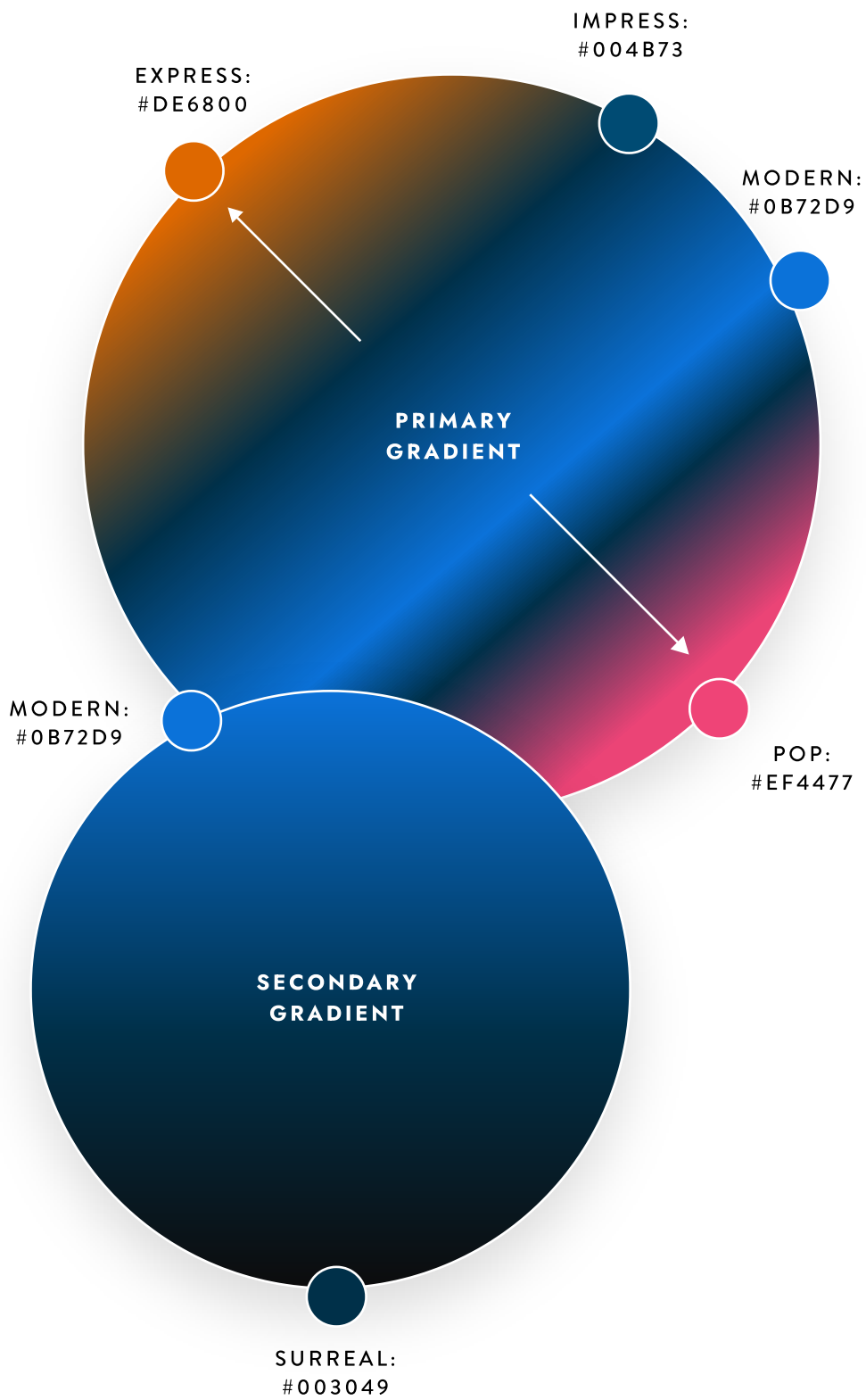


PRIMARY LOGO: HORIZONTAL



SECONDARY LOGO: STACKED





MAIN COLORS

ACCENT COLORS

NEUTRALS

SURREAL:  
#003049

IMPRESS:  
#004B73

MODERN:  
#0B72D9

POP:  
#EF4477

EXPRESS:  
#DE6800

SCULPT:  
#FCF9E3

MINIMAL:  
#FEFEFE

ABSTRACT:  
#0D0B0B



INTRODUCTION

LOGO

COLOR

TYPOGRAPHY

ILLUSTRATION

ICONOGRAPHY

ART DIRECTION

EXPRESSIONS

COMPONENTS

KOROLEV COMPRESSED HEAVY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

KOROLEV CONDENSED BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

KOROLEV MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

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JOST BLACK

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

JOST MEDIUM

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

JOST LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

[HTTPS://FONTS.GOOGLE.COM/SPECIMEN/JOST](https://fonts.google.com/specimen/Jost)

SAVE THE DATE ————— KOROLEV CONDENSED LIGHT

“ARTS” + “ECONOMIC PROSPERITY 6”  
IN THE LOGOMARK USES  
KOROLEV COMPRESSED HEAVY

ARTS &  
ECONOMIC PROSPERITY 6

THE “&” IS CUSTOM:  
OWNERS XNARROW BLACK

JOST MEDIUM

The economic and social impact study of the  
nation’s nonprofit arts and culture industry.

OCTOBER 12, 2023 ————— KOROLEV BOLD

EXPRESS:  
#DE6800

IMPRESS:  
#004B73



MODERN:  
#0B72D9

POP:  
#EF4477

TWO-TONE: CAN COMBINE ANY TWO BRAND COLORS

1



CAMERA

2



ARTIST'S  
PALETTE

3



MUSIC  
NOTES

4



HAND

5



DOLLAR  
SIGN

6



TICKET  
STUB

6



PENCIL

7



PERSON

8



BUILDING

9



MASK

10



FILM

11



HOUSE

12



POTTERY

13



TRUMPET

14



ROAD

15



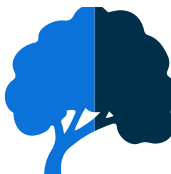
HEART

16



PLANT

17



ICON

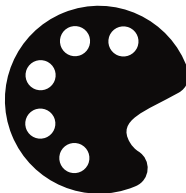
SINGLE COLOR

1



CAMERA

2



ARTIST'S  
PALETTE

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MUSIC  
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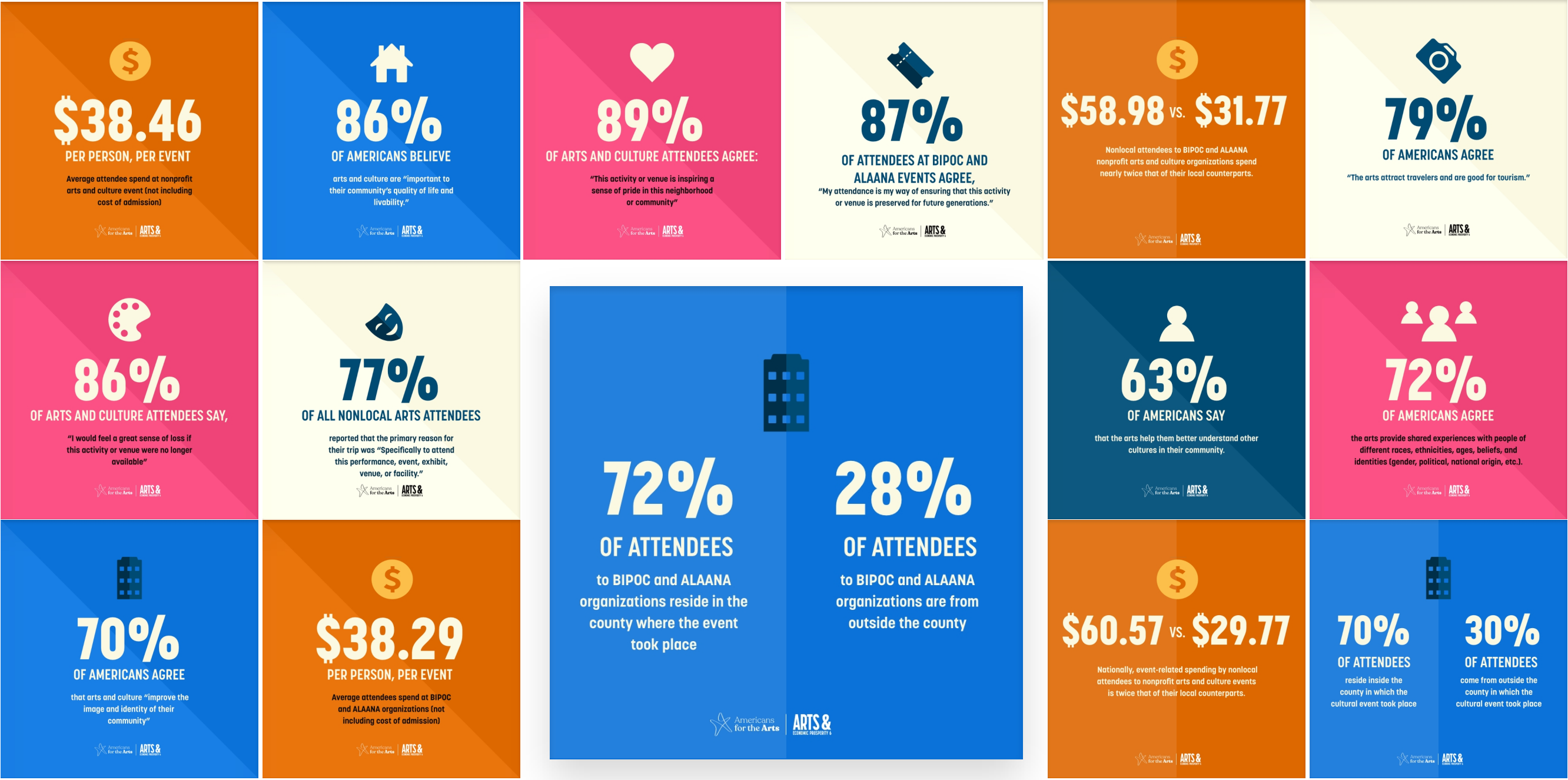
PLANT

17



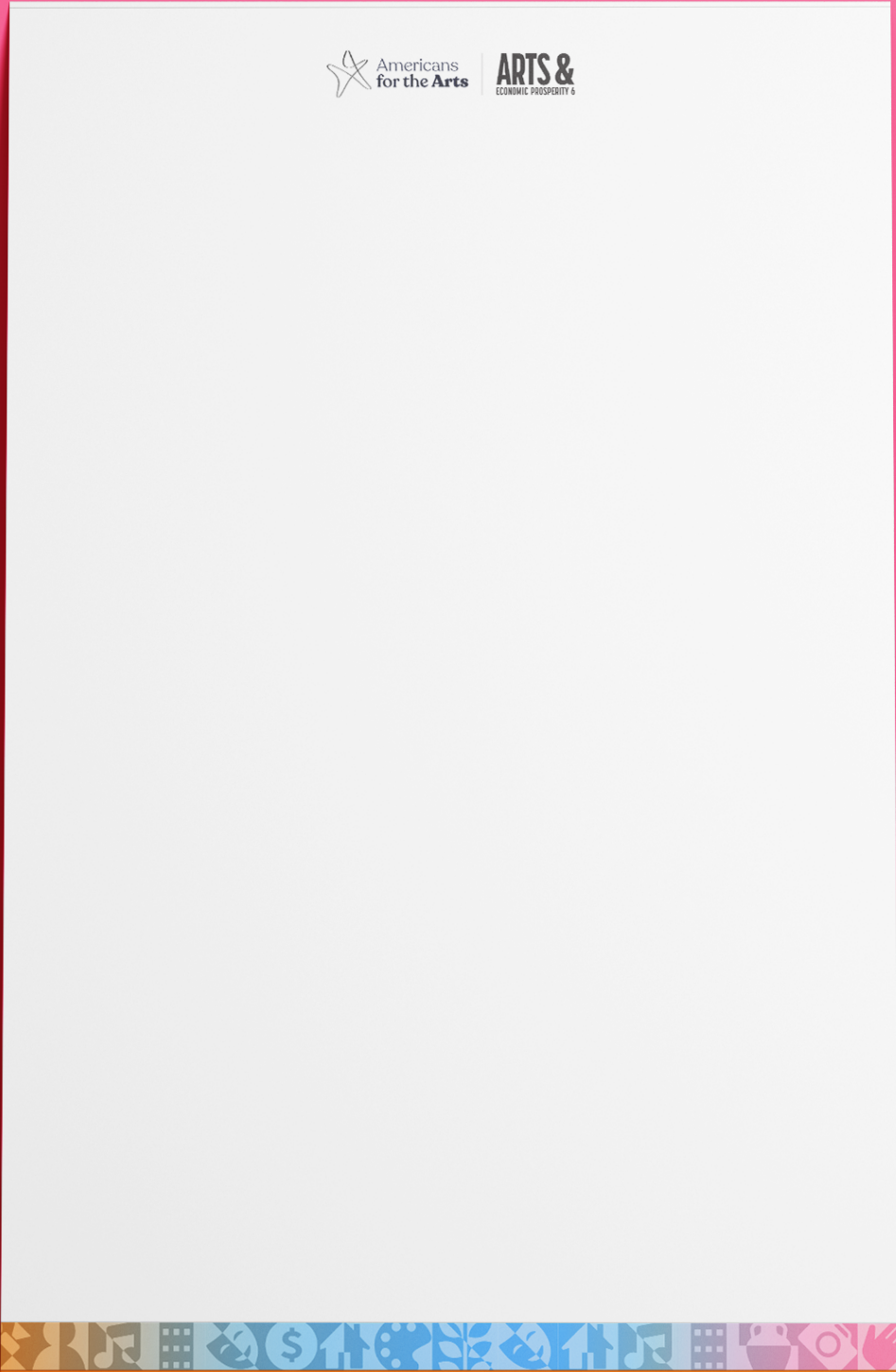
ICON

SAMPLE CREATIVE: INFOGRAPHICS





- INTRODUCTION
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- ICONOGRAPHY
- ART DIRECTION
- EXPRESSIONS
- COMPONENTS



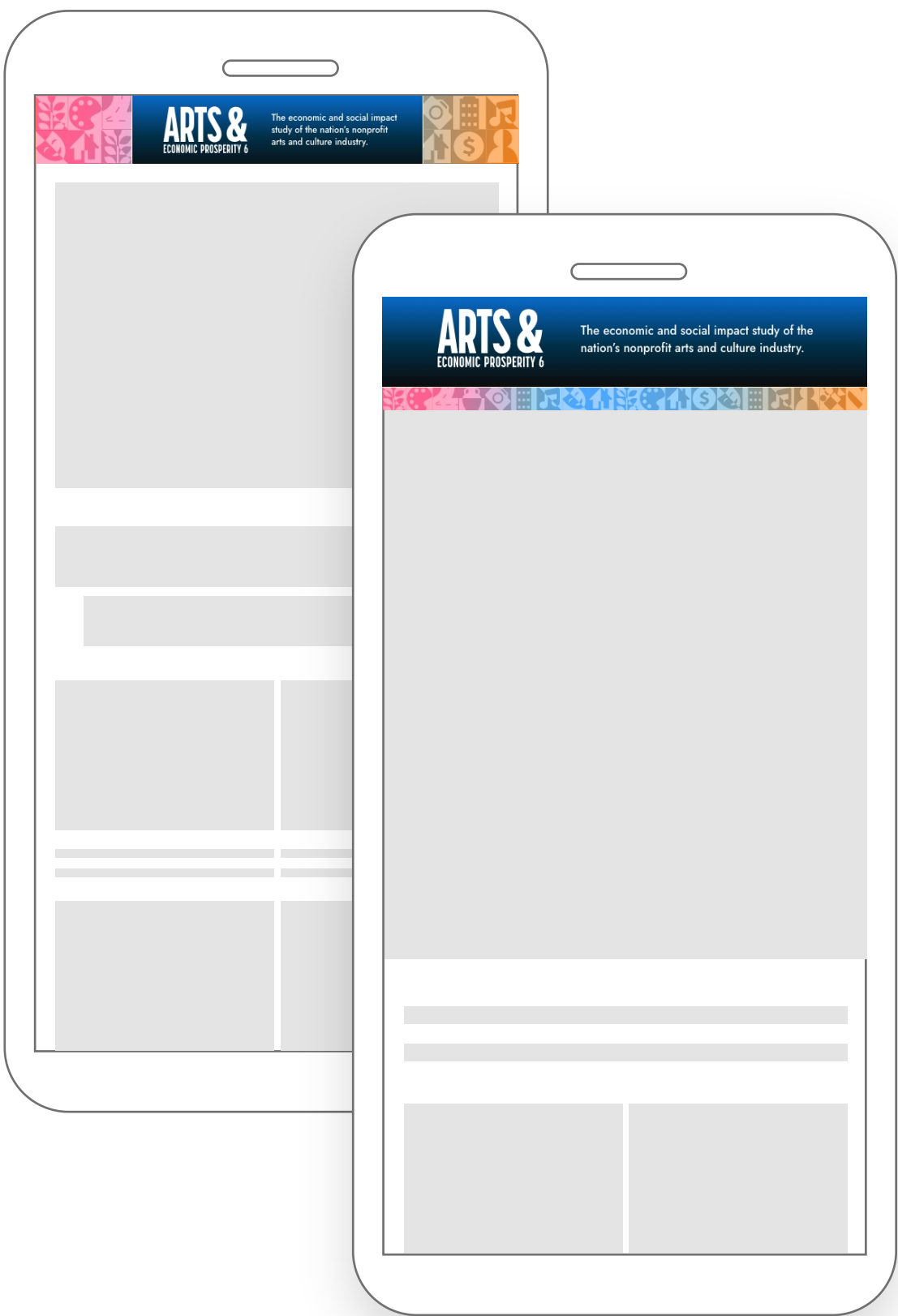


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- LOGO
- COLOR
- TYPOGRAPHY
- ILLUSTRATION
- ICONOGRAPHY
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**ARTS &**  
ECONOMIC PROSPERITY 6