

Brand Identity
Style Guide

ARTSmemphis[®]

If you have any questions, please send
email to info@artsmemphis.org.

ARTSmemphis has been working behind the scenes for over 60 years to grow the foundation of Memphis' arts. With our evolved logo and brand we seek to elevate our presence and reputation, while shining a light on our entire arts culture and our grantees.

The primary mark is the recommended logo to use for most applications.

The secondary marks are used as a supportive asset to the brand. Merchandise is the most common use for these.



ARTSmemphis[®]

Working behind the scenes to grow the foundation of Memphis' arts

PRIMARY MARK



ARTSmem



ARTSmem

SECONDARY MARKS

PRIMARY LOGO USAGE

ARTSmemphis®

ARTSmemphis®

Working behind the scenes to grow
the foundation of Memphis' arts

The primary mark can be used with or without the tagline depending on need and/or space.

ARTSmemphis®

ARTSmemphis®

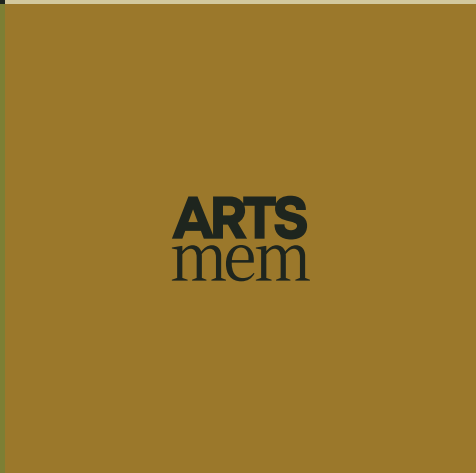
Working behind the scenes to grow
the foundation of Memphis' arts

ARTSmemphis®

ARTSmemphis®

Working behind the scenes to grow
the foundation of Memphis' arts

SECONDARY LOGO USAGE



GRANTEE BADGE

Show your support.

This grantee badge is intended to be used on entry doors or windows as well as an overlay on social images as a show of solidarity and scale across our sector.



COLOR PALETTE

These colors were chosen to represent ARTSmemphis' position as a proven good steward and fiduciary for funding of the arts as well as evoke feelings of approachability, strength, and character.

PMS 7698 C
#40748d

PMS 7584 C
#c05728

PMS 4545 C (25%)
#f5f1e7

PMS 7677 C
#715192

BLACK 3 C
#212721

PMS 4545 C
#d3c99e

PMS 5743 C
#545a3d

PMS 7748 C
#7d8034

PMS 126 C
#9c772c

HEADLINES

Mandrel Norm Regular

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

SUB HEADINGS

GILROY BOLD

BODY COPY

Gilroy Regular

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HEADLINES

Georgia Regular

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SUB HEADINGS

ARIAL BLACK

BODY COPY

Arial Regular

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