

MID ATLANTIC ARTS

Graphic Identity Guidelines

EDITION 1 / October 2021



About these Guidelines

An institution's brand is its most stable asset, its best competitive advantage, its strongest calling card, and a powerful contributor to its economic value.

A brand is more than a logo and a set of words—it operates as a multi-sensory unspoken statement of who you are, what you stand for and what value you provide.

These Guidelines provide the tools and information necessary to express Mid Atlantic Arts brand consistently, professionally and creatively.

Please read them carefully and apply them faithfully.

p.1

The Logo



The Mid Atlantic Arts logo

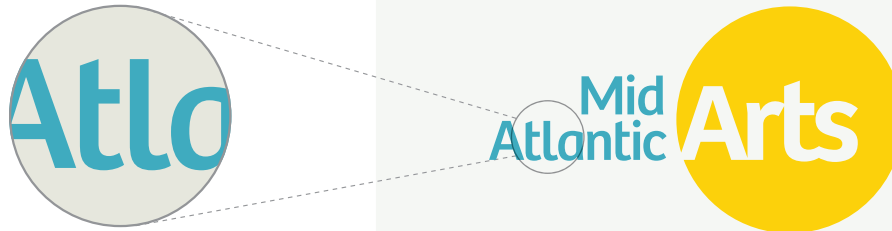
Shown left is the Mid Atlantic Arts logo. This is a fixed set of elements and should never be altered.

Electronic artwork is available for all acceptable versions of the Mid Atlantic Arts logo. Always use the electronic logotype artwork provided. **DO NOT** alter the original electronic files in any way.

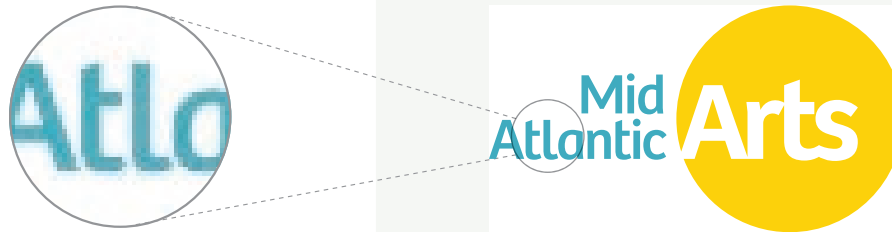
The Logo

Use: Logo Artwork Files

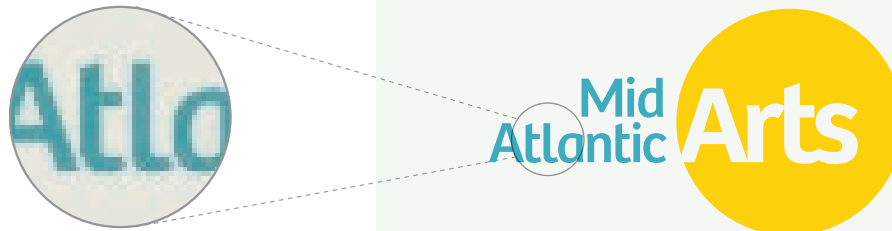
eps file



jpeg file



png file



File types

Several logo files are provided in the Mid Atlantic Arts logo suite. It is important to use the correct format for the application. We suggest you retain the entire suite of logos for future use. Be mindful not to overwrite or edit them.

EPS FILES

EPS files are vector-based and support transparency (can overlay images or a background color). An EPS can be enlarged to any size without losing quality. Use an EPS file in ALL offset or digital printing, and large output applications (i.e. banners or billboards). Many vendors such as screen printers or embroiderers prefer vector files.

JPEG FILES

JPEG files are pixel-based with an opaque white background. Avoid use on an image or a color, as the background will create an undesirable white rectangle around the image. JPEGs are best used in small print applications (i.e. letterhead or proposals).

PNG FILES

PNG files are pixel-based and support transparency (can overlay images or a background color). PNGs are best used in web formats or for small print applications.

Note: Pixel-based formats cannot be enlarged without losing image quality.

The Logo

Use: Clear Space / Minimum Sizing

Clear space around logo: height of letter A



Minimum size of logo:



Clear Space

The logo requires a field of white or clear space surrounding the mark. The minimum clear space area should be equal to the height of the A in Arts. Surrounding elements and typography should not intrude into the clear space area.

Minimum Size

The smallest permissible height for the logo is .5".

The Logo

Respect the brand

Do not stretch or distort.



Do not change or alter the colors.



Do not alter the set configuration of logo elements.



Do not add a drop shadows or other effects .



Do not incorporate into enclosing shapes.



Do not rotate.



DO NOT modify the Mid Atlantic Arts logo.
The logo is a fixed unit. All approved versions
have been supplied.



For questions or information regarding use
of the Mid Atlantic Arts logo or brand, contact
Karen Newell at karen@midatlanticarts.org