

*PREPARED BY
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NORWAY MAINE ARTS FESTIVAL

BRAND GUIDELINES



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MAINE
ARTS
FESTIVAL

WHY HAVE A BRAND GUIDE?

Your brand guide is an important document to have within your business. This guide is in place for any designers, marketing members, or other individuals who may be utilizing your branding. It ensures and new materials created will be consistently branded in the proper way

This document will outline the proper usage of all materials to ensure consistency and clarity within your visual brand identity including where and how to use each element as well as how NOT to use them.

Additionally, this document should give you more clarity with seeing all the elements laid out and their usage explained.

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PART 1

YOUR LOGO

The main event of your branding is your logo! The following pages will outline the versions of your logo and how to correctly use all of them.

Our primary logo should be used in most circumstances. It should be the standard and most recognizable version of our logo.



This is the logo best suited for prominent locations such as your primary storefront signage or website header

These logo variations are provided to work in situations where your primary logo may not fit the format best.

SECONDARY LOGO

Your secondary logo is a slightly varied version from your primary logo adapted to work in different areas.



Do not stretch or warp the logo



Do not alter the color layout of the logo



Do not alter the opacity of the logo



Do not add a drop shadow to the logo



Do not change the colors of the logo



Do not use an outlined version of the logo



Do not crop the logo



Do not change the layout of the logo



PART 2

ADDITIONAL ELEMENTS

The following pages display the additional visual elements in your branding such as patterns and icons. These compliment your branding and work in a variety of spaces to add further visual interest.

Our brand patterns are in place for backgrounds, packaging, social media posts, and more in order to add more visual interest while remaining consistent with the rest of the branding.



Brand icons/illustrations are versatile items that can be used across website pages, social media posts, print material, and more.

These items give extra flare to any material while remaining consistent with your brand identity

LOGO MARK

Your logo mark is the smallest version of your logo designed to work in the smallest spaces such as a profile photo or website favicon.



PART 3

TYPOGRAPHY

The typography styling outlined is in place to create further consistency in your branding and additionally provide ease when creating materials with fonts already selected for you.

1 — **HEADINGS**

Basic Sans Bold; All Caps

2 — **SUBHEADINGS**

Basic Sans Regular; All Caps

3 — **BODY**

Basic Sans Regular, Sentence Case

1 **HEADING EXAMPLE**

2 **SUBHEADING EXAMPLE**

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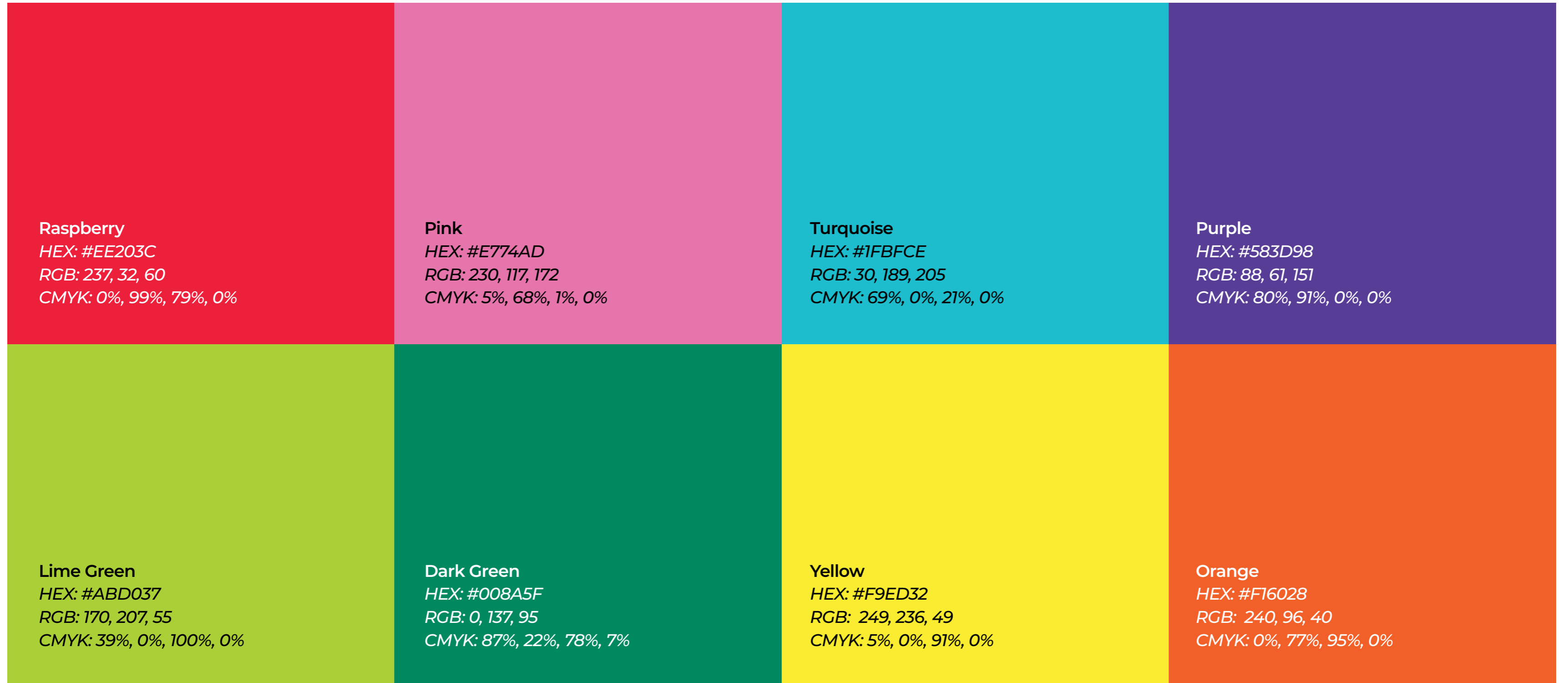
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PART 4

COLOR

This last section of your brand guidelines outlines the color palette selected for your branding.



| CONTACT

If you have any questions about the contents of this brand guide, feel free to contact karle@lightsoutart.com