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To ensure a consistent and coordinated brand identity, the Wisconsin Arts Board has created the following brand standards manual.

When visual communications are aligned, we enhance our overall presence, become more cost-efficient, reinforce our visual impact, and maximize effective brand communication for the Wisconsin Arts Board.



This brand standards manual will serve as a basic tool for board members, staff, partners and affiliates. It will guide the use of the type, icon and all related Wisconsin Arts Board visual expressions. By working within its framework, we are able to prevent poor applications and ensure proper usage of the identifier logo.

This manual is an evolving work. If you encounter a situation that is not covered, please use proper judgment and alert a Wisconsin Arts Board Staff Member so we may update the manual.

# WAB LOGO AND USAGE GUIDELINES

Follow these general guidelines when using the Wisconsin Arts Board logo.

The Wisconsin Arts Board logo, *figure 1*, completely replaces the old logo, *figure 2*. As of May 1, 2008, the new logo should be used in all collateral materials and business correspondences. There is no situation where the old logo should be used in any way. *Figure 3* Shows the individual elements that make up the new WAB logo.

*figure 1: WAB logo*



*figure 2: old logo*



*figure 3: logo elements*

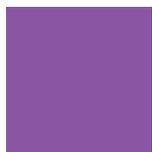


## COLOR LOGO USAGE

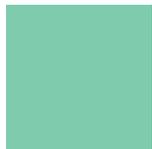
The color logo should be used whenever possible, *figure 1*.

Follow the color guideline below. A series of colors were chosen to complement the WAB logo colors, *figure 2*.

*figure 1: logo colors*



spot color:  
Pantone® 258  
process equivalent:  
52c 78m 0y 0k



spot color:  
Pantone® 345  
process equivalent:  
40c 0m 35y 0k

NOTE: The WAB logo may only be reproduced as shown. The purple and green may not be inverted.

The logo icon, type and tagline must always be used together as shown.

*In some instances the logo's icon and its pieces can be used as graphic elements, as covered in section 3.4.*

*figure 2: complementary colors palette*



10c 0m 100y 0k



30c 0m 100y 0k



0c 14m 100y 0k



55c 0m 100y 0k



0c 60m 65y 0k



90c 0m 76y 0k



5c 50m 0y 0k



60c 90m 0y 0k



0c 83m 0y 0k



75c 90m 0y 0k

NOTE: These colors are only a guideline and are to be used to create visual continuity between marketing pieces. *The logo should never appear in these colors.*

## BLACK & WHITE LOGO USAGE LIMITED COLOR USAGE

The black and white version of the logo should only be used when absolutely necessary, *figure 1*. Always use the color logo when applicable, see *section 3.3*. In limited color use applications, where less than four-color process is used, the logo must appear in black or the darkest available value, *figure 2*.

*figure 1: b/w logo*



*figure 2: limited color use example*

Colors available:



NOTE: Logo should appear in the darker of the two values. In this case, the brown is used versus the lighter cream.

# REVERSED FORMAT LOGO USAGE

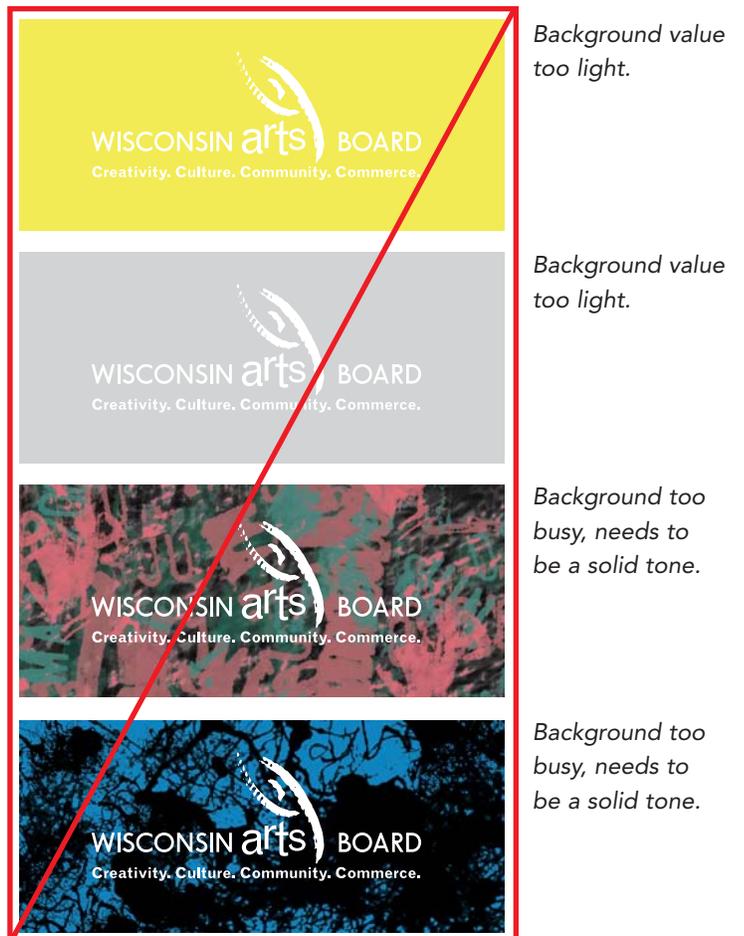
Reversing the logo is permitted on a solid tone background.

Follow the visual guidelines below for proper usage, *figure 1*, and improper usage, *figure 2*.

*figure 1: proper reverse usage*



*figure 2: improper reverse usage*



Note: The green example above shows the use of texture, but overall the background has a solid tone feel, not a busy or disruptive feel.

# PRINTED MATERIALS

**Size:** The logo's minimum size should allow easy readability of the tagline. The smallest the taglines type should be is equivalent to 5pt or 0.069", *figure 1*. This equals a minimum logo size, in inches, as 1-7/8" or 1.875"

**Area of Isolation:** A safe area of X, where X equals the height of the "W" in "Wisconsin", should be given around all four sides of the logo, *figure 2*.

**Color:** The logo should be used in color whenever possible. See sections 3.1 and 3.2 for color specifications.

**Individual Logo Elements:** The logo icon and its individual pieces may be used as graphic elements, *figure 3*. However, the logo must be used in its entirety somewhere on the communication piece.

figure 1: size



figure 2: area of isolation



figure 3: graphic treatments



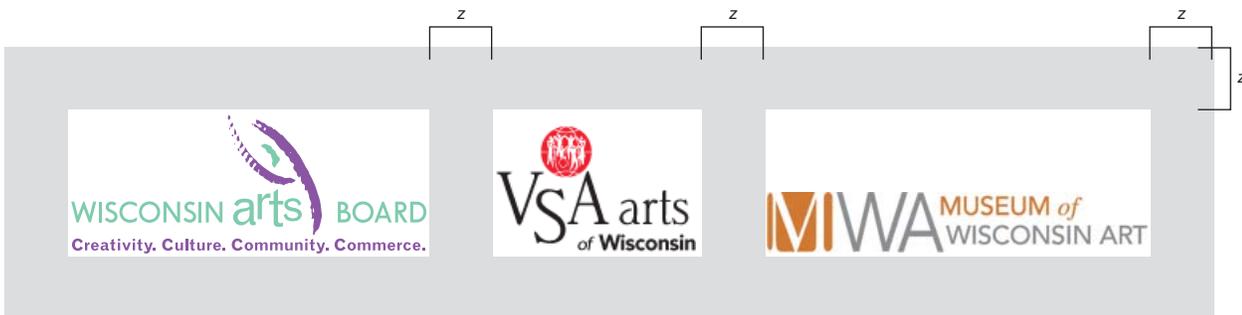
Note: You should receive approval from a Wisconsin Arts Board Staff Member in any instance that the logo icon is used to create a graphic treatment.

## SPONSORSHIP ACKNOWLEDGEMENT

WAB partners typically use the logo on event programs or collateral material to indicate sponsorship acknowledgment. Used in this fashion, the WAB logo should follow the color specifications and printed materials specifications, see sections 3.1 – 3.4.

When using the WAB logo in conjunction with other logos, use best judgement in positioning logos together. Try to maintain an area of isolation around each logo, *figure 1*.

*figure 1: multiple logo use*

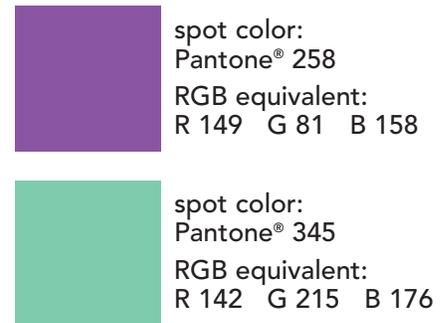


# MULTIMEDIA AND FILM LOGO USAGE

Whenever possible, the WAB logo should be used in color for all multimedia and film executions. Below are the RGB color equivalents, *figure 1*, to the print color specifications shown in sections 3.1 – 3.3. Logo size and logo isolation area should also be maintained in multimedia and film use, see section 3.4.

Below is a visual sample of the logo as it was unveiled in a video presentation, *figure 2*.

*figure 1: rgb color equivalents*



*figure 2: video sample*



NOTE: The logo elements begin to appear on screen and build to reveal the logo, it is shown in its entirety at the end.

See section 3.4, *Individual Logo Elements*.

## ONLINE LOGO USAGE

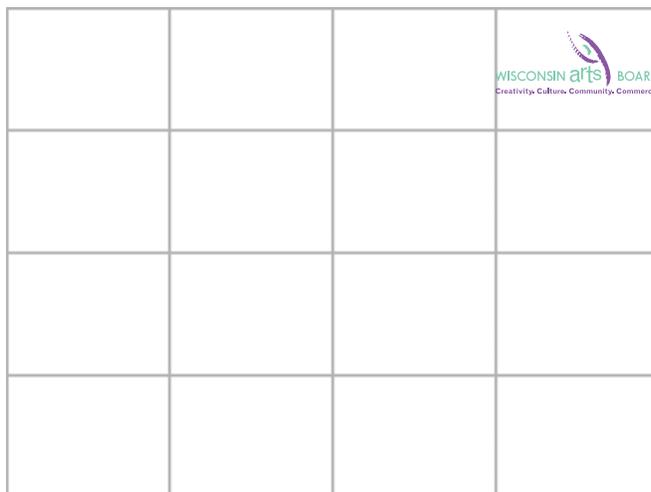
Whenever possible, the WAB logo should be used in color for all online executions. Below are the Web Safe color equivalents, *figure 1*, to the print color specifications shown in *sections 3.1 – 3.3*. Logo size and logo isolation area should also be maintained in online uses, see *section 3.4*.

Below is a logo to screen size ratio. When using the WAB logo online you need to maintain a **minimum** visual size equal to one-quarter the screen width, see *figure 2*.

*figure 1: web safe colors*



*figure 2: logo ratio to screen (this example not actual size)*



NOTE: In this example, the screen size is 1024 x 768 pixels. The logo's **minimum** width should be one-quarter of the screen's width or 256 pixels.

## APPAREL LOGO USAGE

To gain awareness of the Wisconsin Arts Board and to increase visibility, certain apparel can be created for board members, partners, affiliates and patrons of the arts. Follow the guidelines below when applying the WAB logo to any type of apparel.

**Size:** The most important aspect of size needs to be the readability of all aspects of the logo. The logo needs to be large enough that the tagline can be easily read.

**Color:** Follow the print color specifications shown in sections 3.1 – 3.3. Logo size and logo isolation area should also be maintained on apparel, see section 3.4.

**Fabrics:** The fabric colors need to complement the logo colors and not compete, or cause difficult readability. Fabrics with heavy texture should be avoided because they lessen readability.

Shown here are a few examples of how to create apparel branding.



## QUESTIONS, EXCEPTIONS AND CONTACT INFORMATION

Please remember this brand standards manual is an evolving work. Contact the Wisconsin Arts Board if you encounter a situation that is not covered, or if you believe there are exceptions to these guidelines. Exceptions will be granted with written permission from the Wisconsin Arts Board.

Always use proper judgment when applying the new Wisconsin Arts Board logo to ensure that our consistent brand identity is preserved.

### Contact Information:

Wisconsin Arts Board

608/266-0190

fax: 608/267-0380

[www.arts.state.wi.us](http://www.arts.state.wi.us)

[www.portalwisconsin.org](http://www.portalwisconsin.org)