

BRAND IDENTITY



MUSIC ART DANCE

Wyoming Fine Arts
CENTER

MUSIC

ART

DANCE

BRAND REFRESH

Our goal is to connect The Center with the community at large. The red is a fresher approach of the original logo, the blue is very close to the Wyoming High School Cowboys' blue, and the green pays homage to the City of Wyoming's branding.

SPRING 2020

MUSIC

MUSIC is the vocal or instrumental sounds (or both) combined in such a way as to produce beauty of form, harmony, and expression of emotion.

RED is the color of energy, strength, power, determination as well as passion, desire, and love. Creative pursuits, such as music, art and dance, become a passion for many of our students. Ideas come from the soul. Students build strength and energy exploring their talents.

Red is a familiar site to those in the Greater Cincinnati area for the Cincinnati Reds and the University of Cincinnati. Two constant innovators and we strive to be around as long as both of those hometown institutions.

ART

ART is the expression or application of human creative skill and imagination.

BLUE symbolizes this imagination. It is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. As The Center enters into our 25th year, we have shown our commitment to being a stable fixture in the community. We have created a loyal foundation of key stakeholders that have helped us expand our expertise and shared their wisdom to help us thrive. This color is dedicated to those who have helped us reach this milestone.

Additionally, we felt it is important to honor our neighborhood in historic Wyoming, Ohio whose high school mascot, The Cowboys, is a royal blue.

DANCE

DANCE is the act of stepping or moving through a series of movements usually in time to music. It can also mean a social gathering. The Center wants to be a central location for all gatherings that promote a positive impact on our society.

GREEN is the color of nature and it symbolizes growth, harmony, and freshness. Green has strong emotional correspondence with safety. The Center is a safe place to foster appreciation and skills in the arts for children and adults of all ages and abilities, and to provide opportunities for teaching of persons interested in the arts. We value this trust and want to foster growth of those talents in our community.

Green is also associated with the City of Wyoming's branding. The Center is a key economic partner in the city, including being one of the City's largest employers. Our impact began in Wyoming but expands throughout the Greater Cincinnati Region.

BRAND STANDARDS

LOGO

Logo Structure	7
Space Regulations	8
Usage	9

DETAILS

Typography	11
Color Palette	12
Circle Details	13
Tagline	14

BRAND MATERIALS

Work in Progress

LOGO STRUCTURE

PRIMARY



SECONDARY

If necessary, the logo can be used without the arch. Refrain from using this format unless unavoidable.



SPACING REGULATIONS

PRIMARY

Sufficient spacing surrounding the logo must be allotted for. Keep all graphic and text elements at least the size of the "E" in center as buffer.



SECONDARY

Same spacing distance as Primary lockup.



USAGE – CORRECT

COLOR



GRAYSCALE



USAGE - INCORRECT

Logo can only be used in brand colors.

DO NOT stretch or compress the logo, change the fonts, or add a drop shadow.

NEVER use the logo on color or an image.



TYPOGRAPHY

Anamortee Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Europa, bold

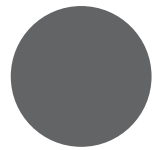
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Europa, regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

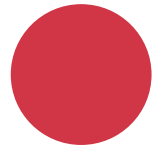
COLOR SCHEME

These colors and values must not be altered.



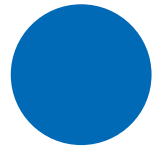
ELEPHANT
#636466

RGB 99/100/102
CMYK 0/0/0/75



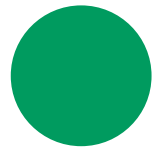
CHERRY
#D03645

RGB 208/54/69
CMYK 16/94/76/0



BERRY
#006AB6

RGB 0/106/182
CMYK 100/57/0/0

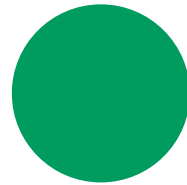
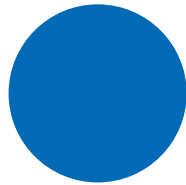
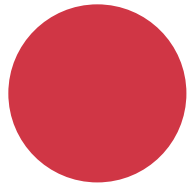


KALE
#009A5F

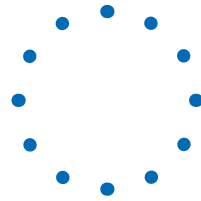
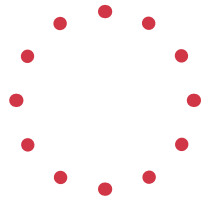
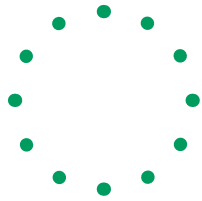
RGB 0/154/95
CMYK 86/0/80/14

CIRCLE DETAILS

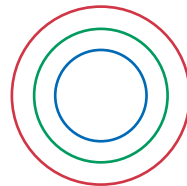
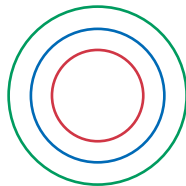
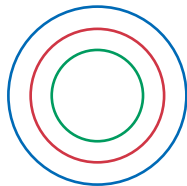
SOLID



DOTTED



CONCENTRIC



TAGLINE

VERTICAL

let your **CREATIVITY** soar
 let your **CREATIVITY** soar
 let your **CREATIVITY** soar

HORIZONTAL

let your **CREATIVITY** soar • let your **CREATIVITY** soar • let your **CREATIVITY** soar



MUSIC ART
DANCE

Wyoming Fine Arts
CENTER