

Logo Usage Guidelines for Grantees

About the Logo

Grantees are required to display the Arizona Commission on the Arts logo on all print and electronic materials related to their grant activity. Additional guidelines for proper acknowledgement of credit for grant recipients can be found at www.azarts.gov/grants/resources. This document serves solely as a guide for the appropriate usage of the Arts Commission logo. If you have questions, please contact Stacey Wong at swong@azarts.gov or at (602) 771-6527.

The Arts Commission implemented a new logo design in September 2014.

Grantees are required to use this new logo in all materials created beginning December 1, 2014.

Printed materials created prior to December 1, 2014, which contain the Arts Commission's now-retired logo may be used until their stock is exhausted. Online use of the Arts Commission logo must feature this new logo only.

Primary Logo

All grantees should use the primary logo, available for download at www.azarts.gov/grants/resources. It is preferred that the Arts Commission logo appear in full color on a white background.

If used online, the logo must link to the Arizona Commission on the Arts' URL – www.azarts.gov – via a link embedded in the graphic.



Black & White Logo

A black and white version of the logo has been provided for use only in print materials published in black and white.



Logo File Types

Logo files are available for download in three file types, recommended for use as follows:

- PNG – Ideal file for web use and word processing software.
- JPG – For use online and in print materials if EPS is not feasible.
- EPS – For designing, sending, or exporting files to a commercial printer. Recommended for use by professional graphic designers.

Logo Sizing

The logo should be displayed at an appropriate size in balance and prominence with the design of your piece and when compared to other displayed logos.

Logo Usage Guidelines for Grantees

Minimum Size in Print:

In print materials, the logo should be sized at a height no smaller than 0.5 inches from top to bottom. This minimum size is to be used only when absolutely necessary.



Minimum Size Onscreen:

Display the Arts Commission logo at least 200 pixels tall.



Logo Restrictions

The following are examples of ways in which the Arts Commission logo should not be displayed or used.

Color Replacement:

DON'T change the colors of the logo.



Alternative Backgrounds:

DON't display the logo against photographs or background colors other than white without prior authorization from the Arts Commission. To request authorization, contact Stacey Wong at swong@azarts.gov or at (602) 771-6527.



Logo Usage Guidelines for Grantees

Stretched and Squished:

DON'T modify the aspect or proportions of the logo to fit in your design space.



Design Modification:

DON'T apply any "styles" or designs on the logo.



Old Logo:

As mentioned above, all grantees should discontinue use of the old logo. Only one exception is permitted: Printed materials created prior to January 1, 2015, which contain the Arts Commission's now-retired logo may be used until their stock is exhausted.



Questions?

If you or your graphic designer have questions about appropriate use of the Arts Commission logo, please contact Stacey Wong at swong@azarts.gov or at (602) 771-6527.