

Abridged Version

National Endowment for the Arts

Identity Guidelines

**National
Endowment
for the Arts**

**Identity
Guidelines**

Abridged Version

Every organization has a specific visual identity. Each element of that identity—whether it’s a logo, a color, a tagline, or all three—works together to create a brand. The strength and effectiveness of the organization relies, in part, on the coordination and consistency of the brand across printed materials, the organization’s website, and other communication channels.

The purpose of these guidelines is to explain the components of the Art Works brand, to define its graphic design standards, and to illustrate how these standards are applied.

Many of these standards depend on the Art Works logo’s relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to the graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent brand identity for the National Endowment for the Arts.

02
Table of
Contents

Introduction ³

Basic ⁷

Symbol ⁸

Logo ¹⁴

Color ¹⁸

Grayscale ²⁰

Background ²²

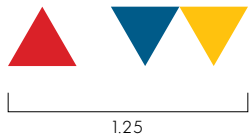
Typeface ²⁴

Misuse ²⁸

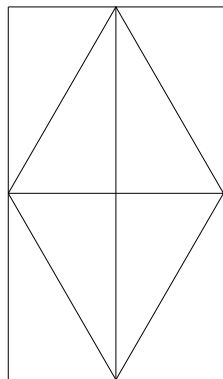
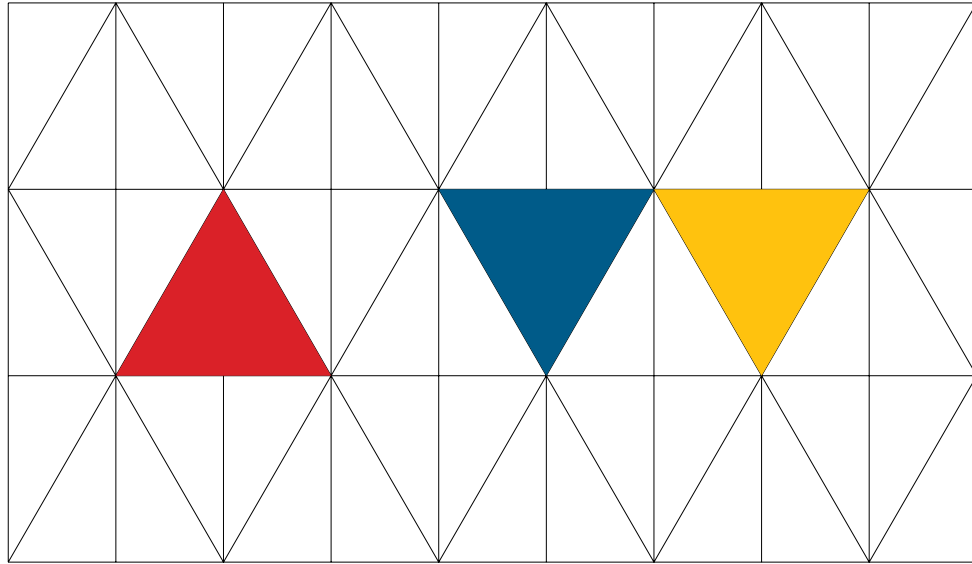
The triple triangles are designed to represent the bold and memorable white ground letters A and W in all forms of communication. The process of recognizing the letters represents bridging the gap between Art Works and the audience.

The symbol is a metaphor for the three purposes of Art Works: 1. Works by Artist, 2. Art works on audiences, 3. Art workers.

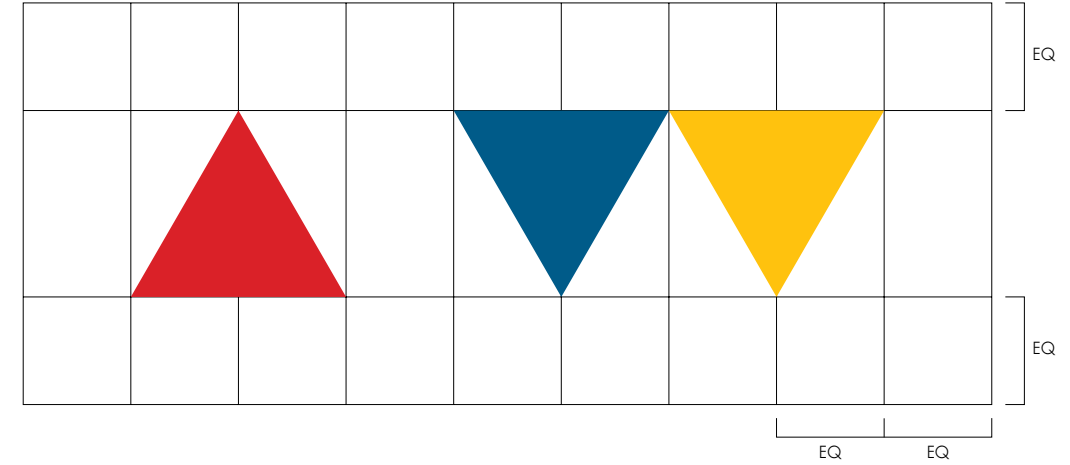
Proper use of the symbol and how it is combined with the guiding principle "Art Works" to form the National Endowment for the Arts logo is described on the following pages.



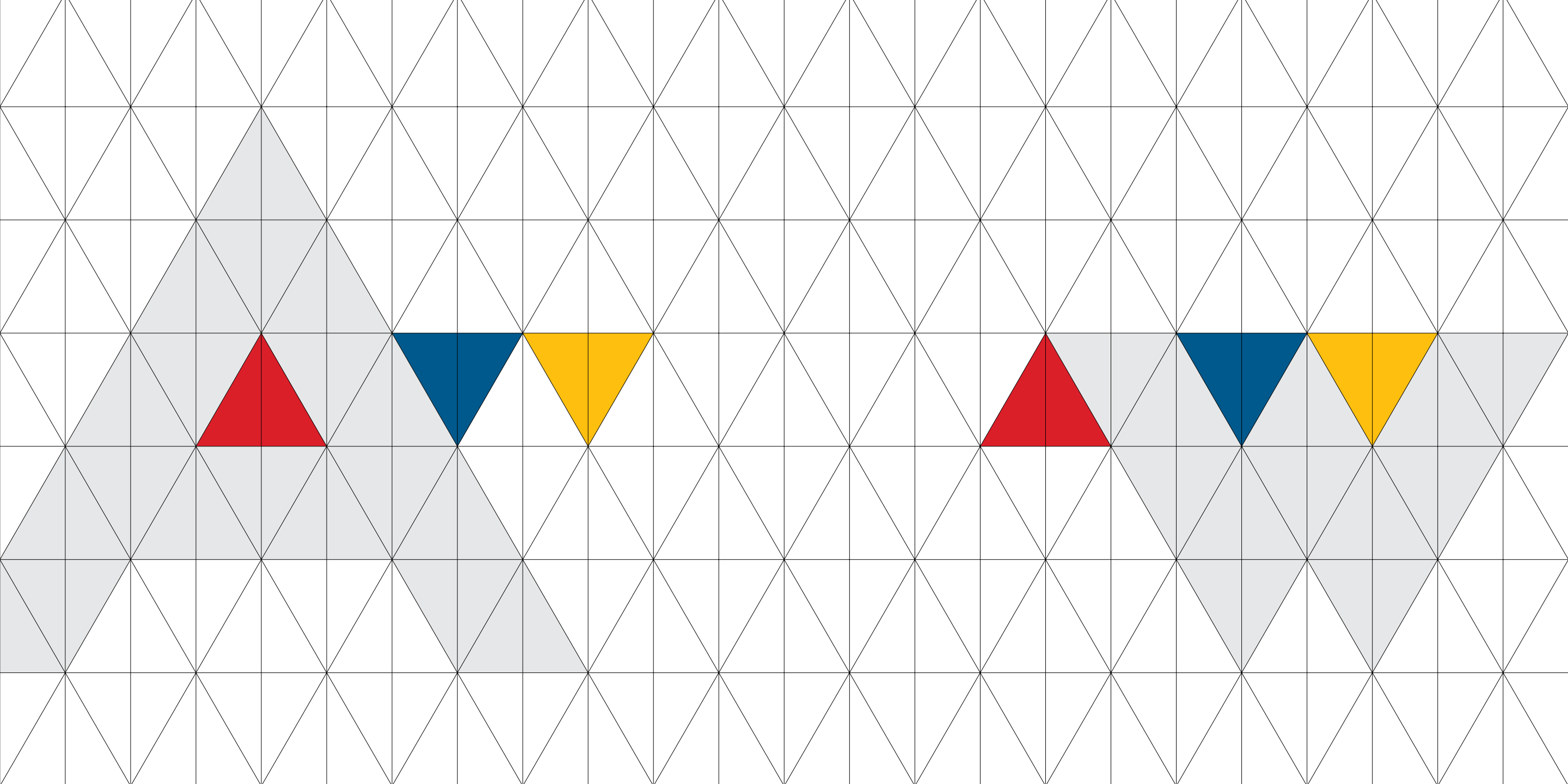
Minimum size
For small scale applications
the symbol should never
appear smaller than 1.25
inches in width.



Basic Pattern Unit



When the symbol is used by itself, a safety area around the symbol will ensure visibility and impact. As illustrated, the minimum safety zone measures 1/2 the width of one triangle. Use the safety zone between the symbol and other graphic elements such as type, images, and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



The triple triangle symbol combined with the Art Works lettering, which has been specially designed and letter spaced, is the National Endowment for the Arts logo.

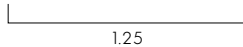
For visibility, impact, and overall integrity, it is important to retain a consistent use of the logo. Always use the original and approved art without alteration. Do not attempt to draw or recreate the Art Works lettering using computer fonts. These guidelines indicate how this version can be used.

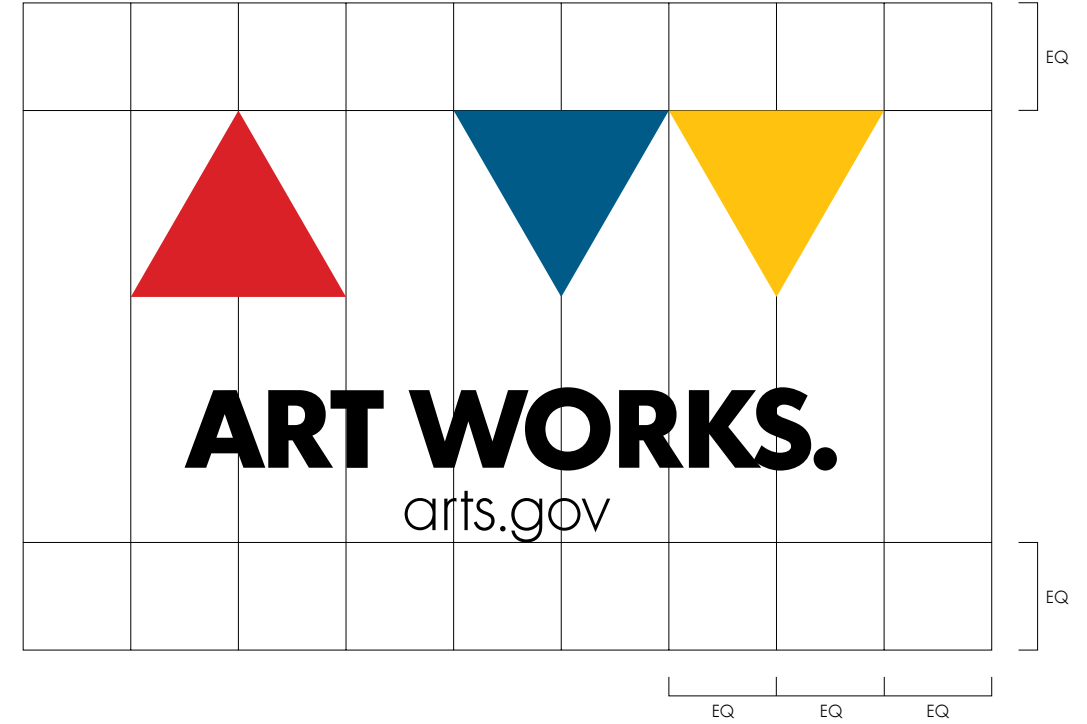
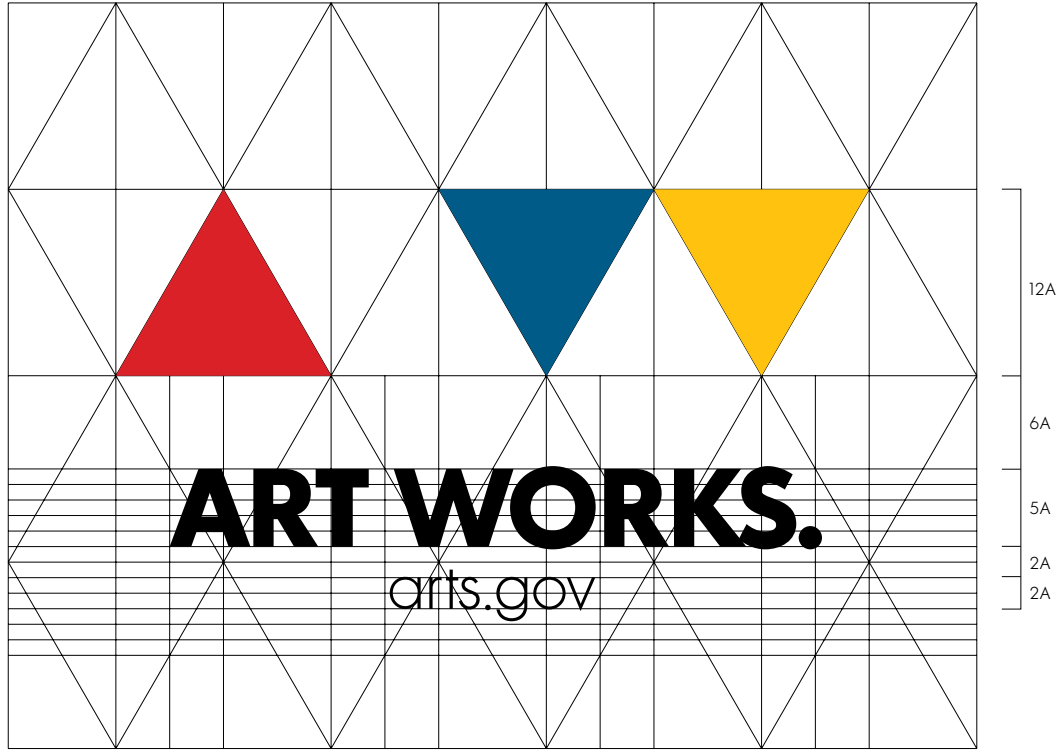


ART WORKS.
arts.gov



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When the symbol and logotype are used together, the recommended safety area measures the same as the safety area of the symbol, 1/2 the width of one triangle. This allows the entire logo to be larger within its given area. Please be aware that there are exceptions, such as when the address line is aligned with the logo.

The use of color is an important aspect of the National Endowment for the Arts' identity. The corporate colors, NEA Red, NEA Blue, and NEA Yellow, should be used for the symbol whenever possible. When using the symbol on unusual materials, the logo may be printed in Black, Silver, Gold, or any of the neutral colors shown.

The choice of color, when used on unfamiliar media, is at the discretion of the designer. He or she decides how to make the National Endowment for the Arts logo work best within the design of the media.



NEA Red
PMS 1797 / C 10 M 100 Y 100 K 0 / R 210 G 0 B 50



NEA Black
K 100



NEA Blue
PMS 647 / C 100 M 70 Y 30 K 0 / R 30 G 90 B 140



70% Black
K 70



NEA Yellow
PMS 123 / C 0 M 25 Y 100 K 0 / R 240 G 190 B 40



50% Black
K 50



NEA Gold
PMS 871



30% Black
K 30



NEA Silver
PMS 877



NEA White
K 0

The grayscale includes various patterns that represent colors and the three meanings of Art Works. The essential purpose is to reproduce the logo clearly on all black and white materials.

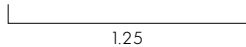
Use the logo below on materials that require the logo to be three inches or smaller. It has a less dense pattern and will be more legible.



ART WORKS.
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Here are examples of of the correct way to use the National Endowment for the Arts logo on a variety of backgrounds. It is important to have adequate contrast between the mark and the background for optimal visibility.

There are five suggested background colors: Black, NEA Red, NEA Blue, NEA Yellow, and Gray. Grayscale versions should be Black on NEA Yellow and Grays under 50% brightness.



One of the key factors in any new identity is the use of a specified typeface for running copy. Using a consistent family of typefaces visually reinforces the identity of the National Endowment for the Arts.

Futura Maxi Bold and Book are used on all stationery for address lines, names, titles, etc. Futura Maxi Light is used for the NEA's URL arts.gov. In addition, the Times New Roman family is used for all body texts on stationery materials.

**Futura
Maxi**

Art Works has three meanings.

Futura Maxi Bold

Art works are the plays, paintings, dances, films and the other works of art that are the creation of artists.

Futura Maxi Demibold

The effect of art on audiences and viewers, art works to transport, transform, inspire, and challenge us.

Futura Maxi Book

Art workers are real workers with real jobs that are a vital part of this country's economy.

Futura Maxi Light

Art Works has three meanings.

Futura Maxi Bold Oblique

**Art works are the plays, paintings,
dances, films and the other works of
art that are the creation of artists.**

Futura Maxi Demi Bold Oblique

**The effect of art on audiences and
viewers, art works to transport,
transform, inspire, and challenge us.**

Futura Maxi Book Oblique

**Art workers are real workers with real
jobs that are a vital part of this country's
economy.**

Futura Maxi Light Oblique

The National Endowment for the Arts is a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education. Established by Congress in 1965 as an independent agency of the federal government, the Endowment is the nation's largest annual funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, and military bases.

Times New Roman Bold

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Times New Roman Bold Italic

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Times New Roman Regular

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Times New Roman Italic

For visibility, impact, and overall integrity, it is important to retain a consistent use of the logo. Always reproduce the logo from the original artwork. Examples of improper logo usage are illustrated here. If questions about usage arise, please contact the Public Affairs department.



Do not use unapproved colors.



Do not change a color combination.



Do not use only one color.



Do not use any color for the logotype.



Do not create dropped shadow or any other effect.



Do not use an alternative typeface.



Do not use the logo in a shape.



Do not create a new lockup.



Do not distort the logo.



Do not use any color for the grayscale version of the logo.

This Identity Guideline book was designed by
Why Not Smile in New York.

A large, solid red triangle that points towards the top right corner of the page, occupying the left and bottom-left portions of the frame.

ART WORKS.

arts.gov