ACADEMY CENTER OF THE ARTS
BRANDING GUIDE

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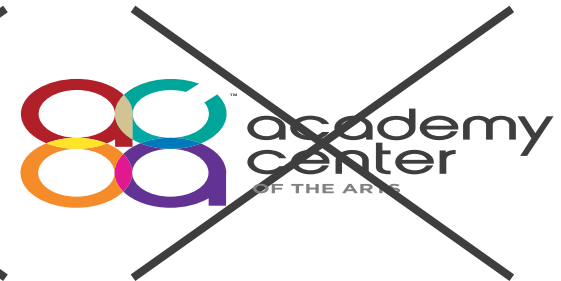# PROPER BLACK & WHITE LOGO

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NOTE: DO NOT CONVERT A COLOR LOGO TO GRAYSCALE. MUST USE ABOVE OPTION, OTHERWISE COLORS LOOK FADED.

IMPROPER USE OF LOGO

SLANTED

STRETCHED

ADJUSTED PROPORTIONS

CENTERED TEXT

PANTONE 7621	PANTONE 3272	PANTONE 267	PANTONE 144
C M Y K	**C M Y K**	**C M Y K**	**C M Y K**
21 100 95 12	100 3 50 0	76 97 0 0	0 54 95 0

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90% BLACK

60% BLACK

MAIN COLORS

Gotham
GOTHAM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

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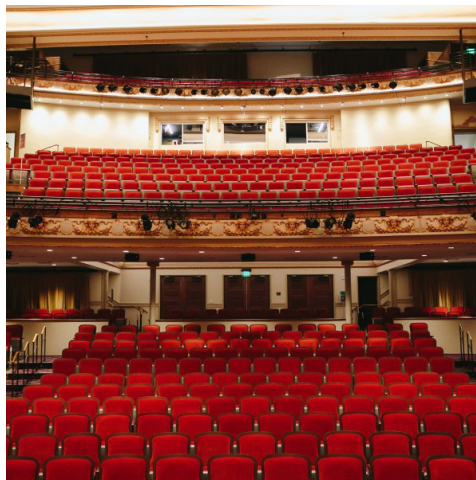OF THE ARTS

FONT & COMMON USES

VENUES

*Use **full name** first, then [shortened name] second

The Joy & Lynch Christian Warehouse Theatre

↓

[Warehouse Theatre]

The Historic Academy Theatre

↓

[Historic Theatre]

The Elizabeth & Michael Harrington Gallery

↓

[Harrington Building]