



THUNDER BAY ARTS

BRAND IDENTITY



THUNDER BAY ARTS

LOGO USAGE

The Thunder Bay Arts (TBA) logo is a package comprised of multiple versions for different purposes across print, digital, apparel and legal mediums.

Taking inspiration from the Blue Heron, the logo signifies the TBA core values, while bringing in storytelling aesthetics of the refreshed brand.

The following pages will guide users through proper placement, usage and rendering of each logo and its intended purpose.

FLAGSHIP LOGO

The flagship logo is for primary usage across all mediums including but not limited to:

Stationary, letterhead, advertisements, sponsorships, business cards, banners, posters, flyers, apparel, gifts, external marketing collateral etc.

This logo may be used in either the black or white variations, depending on the background the logo is being placed on. The logo should not be altered, stretched, stroked, shadowed, boxed, etc. More examples of incorrect usage can be found at the end of this document.



THUNDER BAY ARTS

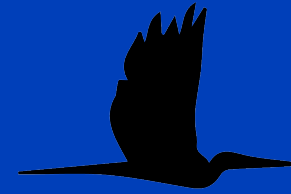


EXTERNAL ONLY

The external logo package is comprised of two color variations on the Thunder Bay Arts flagship logo and features a strengthened text treatment to ensure logo quality and accuracy for outside vendors.

Users may utilize any of the logos provided within the external logo asset package, but may not deviate from the provided files or alter the logo in any way.

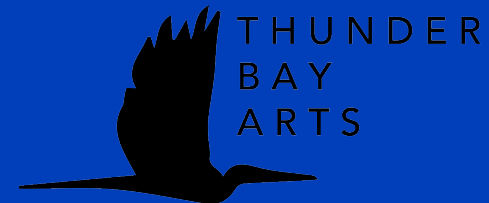
Within the external logo folder, users will find both black and white versions of the TBA flagship logo in varying file formats for their discretion.



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ABBREVIATED LOGO

In rare occurrences, the Thunder Bay Arts title may be too lengthy for desired formats. In these instances, the abbreviated logo may be utilized to notate the Thunder Bay Arts Council, where appropriate and agreed upon with organizational leadership.

All usages of the abbreviated logo must be approved by Thunder Bay Arts leadership prior to use. This logo may not be used in place of, or interchangeably with, the flagship logo across any medium.



T B A C

LEGAL LOGO

The legal logo is available in circumstances where the full nomenclature of the Thunder Bay Arts Council, INC. may be required. To provide the best extension of the TBA brand, the legal logo was created for these purposes only.

The legal logo may not be used interchangeably with the flagship logo and usage must be approved by Thunder Bay Arts leadership prior to output. The legal logo is available for use in both black and white, and may be used across all mediums, where appropriate.





THUNDER BAY ARTS

SPOTLIGHT LOGO

Primarily intended for digital use, the spotlight logo features a full color rendition of the Thunder Bay Arts flagship logo in white. The spotlight logo is open for interpretation across digital and print mediums, but should be utilized sparingly and not as the primary logo. The logo may be used in both the full title and icon only versions where appropriate.

The spotlight logo is designated for use on darker backgrounds, such as solid colors or darker photography treatments, where applicable. The logo should not be placed on collateral where the spotlight loses its graphic integrity, for example embroidery or light backgrounds.

INCORRECT LOGO USE

Correct logo usage is paramount to the Thunder Bay Arts brand. The following is an example of some occurrences of incorrect logo usage, but is not exhaustive. All logo usage should be approved by TBA leadership prior to use to ensure proper brand integrity.



Drop Shadows



Boxed



Opacity



Multicolored



Effect Treatments



Distorted Sizing



Color and Outlines



Reconfigured

INCORRECT LOGO USE



Improper use of white space around logo. Logo should stand alone.



Recoloring the spotlight logo in any way, without prior approval.

COLOR PALETTE

The Thunder Bay Arts brand has determined a set color palette to further echo brand consistency and continuity across all mediums. Colors may not be substituted or adjusted on any external facing materials.

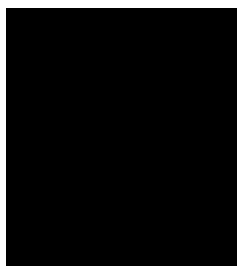
PRIMARY PALETTE



R: 13
G: 43
B: 213

C: 90%
M: 81%
Y: 0%
K: 0%

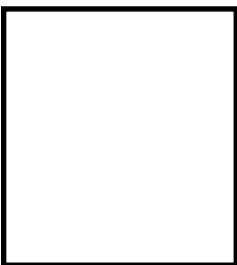
PANTONE:
Pantone Blue 072 C
Hex:
0033cc



R: 0
G: 0
B: 0

C: 0%
M: 0%
Y: 0%
K: 100%

Hex:
000000



R: 255
G: 255
B: 255

C: 0%
M: 0%
Y: 0%
K: 0%

Hex:
ffffff

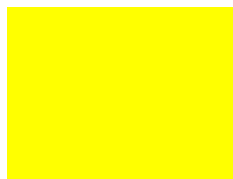
SECONDARY PALETTE



R: 255
G: 0
B: 153

C: 0%
M: 96%
Y: 0%
K: 0%

PANTONE:
Pantone 213 C
Hex:
ff0099



R: 255
G: 255
B: 0

C: 6%
M: 0%
Y: 97%
K: 0%

PANTONE:
Pantone 3945 C
Hex:
ffff00



R: 102
G: 0
B: 102

C: 68%
M: 100%
Y: 26%
K: 18%

PANTONE:
Pantone 255 C
Hex:
660066



R: 0
G: 92
B: 59

C: 90%
M: 38%
Y: 87%
K: 34%

PANTONE:
Pantone 7483 C
Hex:
005c3b

COLOR PALETTE

In addition to the primary and secondary color palettes, a gradient palette is enabled for use as well. Gradients may be used across all mediums, but may not be used to recolor the TBA logo in any way. Gradients may also be used openly at any angle measurement, diagonally, horizontally, vertically, or radial. The gradients below are the **ONLY** acceptable combinations from the color palette.

GRADIENT PALETTE - Refer to Page 9 for color values



FONT STYLING

Thunder Bay Arts has chosen to utilize Avenir as the signature font across all mediums. In some cases, additional font choices may be allowed with prior approval to signify special event signage or instances of standalone events. Please contact the office or request the font files online if you do not have access to them. See below for font layout recommendations.

NOMANCLATURE:

JANE **SMITH**

TITLES:

FEATURED
ARTIST

STANDALONE & SUBTITLES:

YOUTH CORE

Avenir Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Avenir Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

AVENIR LIGHT ALL CAPS TYPEFACE

AVENIR LIGHT ALL CAPS TYPEFACE ITALICS

AVENIR BLACK ALL CAPS TYPEFACE

Avenir Black sentence case