



CULTURE

BRANDING & VISUAL IDENTITY GUIDE

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Why Brand is Important

Every communication about **4Culture** is an opportunity to express and share out the work 4Culture. Branding is not just a logo and a color palette. It is how people experience, interact, and feel about our brand story. It is how people talk about us and describe us.

Brand elements act as a type of shorthand that ensures we are recognized and readily identified by existing friends, new friends, and others in the community and cultural sector. To tell a consistent visual brand story, it is essential to communicate a good deal of information through a very small vehicle, whether it be a dozen words, an iconic graphic, and a palette of colors, or typography.

Everything we say and do in our public-facing channels establishes our brand. Whether it is a post on our social media channel, how we answer emails, or how we come across in our events, our brand — and how we communicate it — should not only be warm, inspiring, and motivating, it should also be clear, concise, and consistent.

We have established this visual guideline as a source of guidance and insight for creating unified, consistent communications to connect with people across King County and increase awareness about 4Culture's resources. These guidelines are our compass — a tool for helping us make good decisions as we create, produce, articulate, and represent 4Culture through our communications channels.

By adhering to these guidelines, we create powerful communications that:

- Build a distinctive and memorable impression
- Establish a consistent voice
- Communicate practical, relevant, and essential information
- Ensure that essential core values are the foundation of every message that carries our name
- Cultivate and reinforce our image as as an inclusive, collaborative, accessible, passionate, and equitable organization.

We suggest that you:

- Browse through these guidelines to get acquainted.
- Contact christinadepaolo@4culture.org with any questions.

Logo

4Culture Logo

The 4Culture logo is a key element of our identity. This logo represents 4Culture's style, vibe, and is meant to create a sense of kinship with people involved in our work.

The 4Culture logo should be visible (not always prominent) in every piece of visual communication. It should appear at least once, or as an ongoing watermark, in video or streaming events.

Something to remember

We require all grantees to use our logo on their promotional materials. Let's work together to ensure this practice is followed consistently.

General Logo policies

- Do not redraw, retype, or alter the logo in any way, including color
- Do not create the logo from individual letters
- Do not place logo within a box, circle, or other shape
- Do not rotate, invert, spin, angle, or pivot the logo
- Do not skew, fold, dimensionalize, or stretch the logo
- Do not use the graphic logo in headlines or narrative text
- Do not use more than one 4Culture logo on a visual surface
- Do place the logo on background images that provide sufficient contrast or that meet protected space requirements
- Do not add other words or tag lines to the logo
- Practice best judgement when sharing the 4Culture logo with other entities for non-internal design work.

Scale logo proportionately

Adjustments to the logo size may be required for various design application. It is critical that the logo is not distorted when resizing.

Reverse logo usage

The 4Culture logo can appear in white on solid colored backgrounds. Protected space and placement must be used with color. See additional information on protected space on page 6.

Using logo on colored background

Protected space and proper placement must be used when placing the 4Culture logo on colored backgrounds. See additional information on protected space on page 7.

Using the logomark/servicemark by itself

The logomark (also known as the "servicemark") should be used by itself only in applications when "4Culture" is written out in the body or heading text (such as in social media). Use the logomark very sparingly, only on a must-basis.

Logo



Main 4Culture Logo



Logos in color variations



Logo, white



Logo, black



Logomark, full color and white

Logo

Logo types and usage



MAIN LOGO

For when there's lots of space or when it's necessary (such as in your website's header). This is your main logo.



BLACK LOGOS

These are pure black logos that are best for black and white printing.



WHITE LOGOS

These are pure white logos that have no spot of color. They are best for laying on top of photos or laying on top of lighter backgrounds

File types

.EPS

.EPS files are vector files, which means their quality does not degrade when they are enlarged. You use this file for print design, swag items, and other applications where really high resolution images are needed.

.PNG

.PNG files are web image files that will degrade if they are enlarged too much. Pngs have transparent backgrounds and are best used in web/online applications.

.JPG

.JPGs are similar to .pngs and are used in web application. The difference is that they are not transparent.

Logo

Logo Size and Protected Space

Size

The 4Culture logo should never be less than 1/2 inch in width.

Protected Space

Protected space and proper placement must be used when placing the 4Culture logo on any backgrounds. The size and placement of the logo in relation to other elements on the page or from the sides of a page is critical to maintaining a consistent look and feel within all marketing and social media communications.

- Protected space must surround the logo to ensure maximum clarity and visual impact
- This area may be the natural color of the background
- The size of the protected space must be equal to the height of one and a half logomark shape
- Do not place the logo on background images that don't provide sufficient contrast or that violate protected space requirements
- Do not enclose the logo in a shape or add lines



Protected space = Width of about the letter C

Logo

Improper Logo Usage

4CULTURE

Do not use unapproved logos



Do not add a fill to the logo using unapproved color



Do not add imagery to logo



Do not distort logo



Do not add any frame around logo



Do not angle logo



Do not use low-resolution logo



Do not fade the logo



Do not change or add tag line

Colors

Main colors, high-enough contrast for headings in most cases



CMYK
55 22 100 4

RGB
128 157 60

HEXADECIMAL
809D3C

PANTONE
377 C



CMYK
78 17 28 0

RGB
0 161 179

HEXADECIMAL
00A1B3

PANTONE
7710 C



CMYK
0 94 64 0

RGB
238 51 80

HEXADECIMAL
EE3350

PANTONE
1787 C



CMYK
4 82 100 0

RGB
230 83 0

HEXADECIMAL
E75300

PANTONE
166 C

Lights – these are low-contrast (for design only, never to be used as text)



CMYK
15 3 2 0

RGB
213 231 241

HEXADECIMAL
D6E7F1

PANTONE
656 C



CMYK
0 14 100 0

RGB
255 214 0

HEXADECIMAL
FFD600

PANTONE
108 C



CMYK
0 81 54 0

RGB
241 88 97

HEXADECIMAL
F15861

PANTONE
178 C

Colors

Darks – ultra-high contrast colors



CMYK
11 68 100 61

RGB
110 52 0

HEXADECIMAL
6E3400

PANTONE
168 C



CMYK
12 86 100 2

RGB
209 72 39

HEXADECIMAL
D14827

PANTONE
173 C



CMYK
55 42 100 24

RGB
108 107 23

HEXADECIMAL
6C6B17

PANTONE
2307 C



CMYK
91 47 53 25

RGB
0 94 99

HEXADECIMAL
005E63

PANTONE
323 C

Paragraph/small text color



CMYK
67 53 56 30

RGB
80 89 87

HEXADECIMAL
505957

PANTONE
445 C

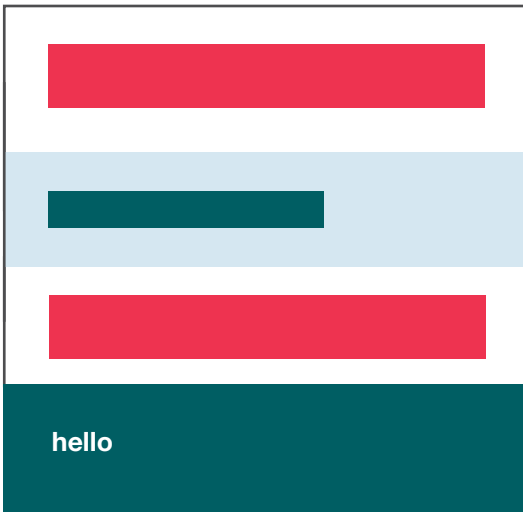
Color

Dos and Don'ts of color (general best practices)

Yes!



Keep colors separated on a field of white



Use background white and off-white blocks to separate content

Use dark blocks for emphasized call-outs

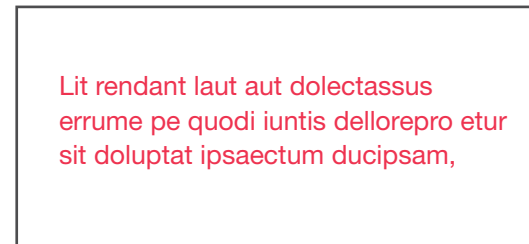
No.



Do not overlap colors



Do not put photos over a field other than the whites



Do not make body text a bright color

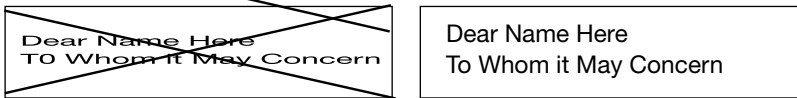
Typography, letters

The way we handle type is as much a part of our visual identity as the images we choose. Good typography reinforces consistency and strength in 4Culture message. Suggested usage guidelines are as follows:

- Use specified fonts. This will guarantee a consistent, professional look across our communications
- Use initial caps and lowercase type for headlines as well as body copy. Type that is all uppercase should be used sparingly, as it is more difficult to read, and in some instances, feels like it's yelling at people.



- Do not distort type



- Do not use extra letter spacing in titles, headlines, or body copy
- Though not preferred, can use system fonts (i.e., versions that come with your operating system like Arial and Calibri) for creating documents for casual use such as Google docs or Google sheets

TT Norms and Bebas Neue Pro are 4Culture's font and should be used in templates, presentation decks, reports, and more.

TT Norms Bold and Bebas Neue Pro bold are used for titles, headlines, and key messages.

TT Norms Regular is used for body text, which is also known as paragraph text.

Typography, fonts

Heading Style 1

CREATE **CREATE**

TT Norms Bold, uppercase / Bebas Neue Pro, uppercase

Heading Style 2

4Culture Heading

TT Norms Bold, title case

Subheadings

Partner with artists

TT Norms Bold

Pullquote (larger body text)

As the cultural funding agency for King County, Washington, 4Culture works to make our region vibrant. Look for all the ways we are at work in your community.

TT Norms Regular, 16pt, 1.25-1.5 line height

P (regular body text)

These institutional guideposts represent our core beliefs about our work and underpin our responsibilities toward King County's cultural community—read the full statements.

TT Norms Regular, 12pt, 1.25-1.5 line height

Email Signatures

Email Signatures

It's important for all of us to be consistent in our email signatures and ensure that they showcase and identify our brand and organization without be too obtrusive.

Limit your signature line to the following:

- Approved email signature template

Do not include additional information in your email signature, for example:

- Personal slogans, sayings, quotations, or verses
- Logos or other graphics
- Wallpapers, color backgrounds, or decorative fonts
- Social Media Icons (too many images results in our email being caught in spam)

Approved Email Signature



Christina DePaolo (she/her/hers)

4CULTURE | Communications

[Website](#) | [Facebook](#) | [Instagram](#) | [Twitter](#)

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4Culture's staff, board, and advisory committees are working remotely through the summer and are planning a return to the office in late September. Feel free to [contact us](#) during regular office hours, 9:00 am–5:00 pm.

For more information on our COVID-19 response efforts, [click here](#).

Imagery & Use of Photos and Art

4Culture Imagery

Imagery is another key element of 4Culture's identity. It should be used to show candidness, community, friendliness, and also look as inclusive and approachable as possible.

These are the general best practices:

- DO use unexpected composition (such as people not staring directly at camera)
- DO use interesting crops (such as people positioned off center)
- DO zoom in on subject matter (so we can see happy faces)
- DO use imagery that is visually diverse (so mix in photos of people with photos of things or actions)
- DO use a singular concept/subject per image (group photos are less compelling than a photo of one, two, or three people interacting)
- DO use photos that have our 4Culture colors in them!
- DON'T use clip art
- DON'T use staged, stock photography
- DON'T use photos with unapproved illustrated elements (like wavy lines coming off of tablets) unless they are art pieces.

