Visual Guidelines

Last updated: January 2025

Welcome to our new brand guidelines.

These guidelines have been produced to present a unified and consistent approach to all our communications and present a consistent visual tone of voice identifiable as the .ART brand.

Logo usage

Our logo is the cornerstone of our expression and symbolises who we are. There are three versions that can be used.

Primary
Our primary logo should be predominantly used across interactions.

Shorthand
Our shorthand version is for use in social media and as a website favicon.

Special use
Our special use logo is for use in non DotART applications such as sponsorships or situations when the DotART logo is featured alongside other organisation logos.

Download zip archive
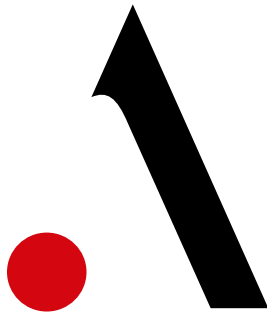
Primary logo

Shorthand logo

Sponsorship logo

THE ART WORLD'S DIGITAL REGISTRY

Logo safe zone

The .ART logo must always have a consistent minimum clearance zone so that the logo is always legible and not 'cluttered' or interfered with. The clearance zone is taken from the size of two dots from the logo.
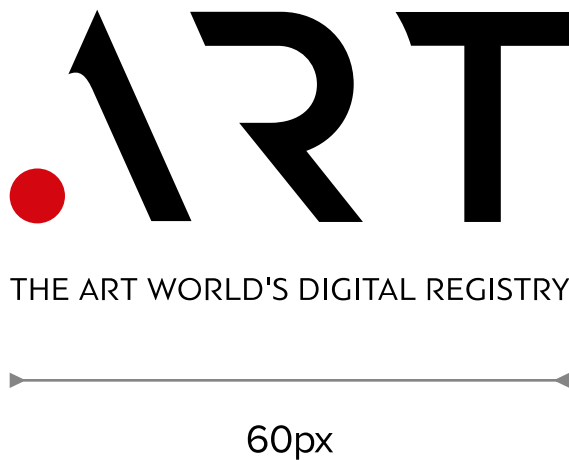
With strap line

Without strap line

Minimum size

60px

Minimum size

50px

Things to avoid

Using our logos consistently ensures brand recognition and allows for creativity elsewhere. Avoid these usages.
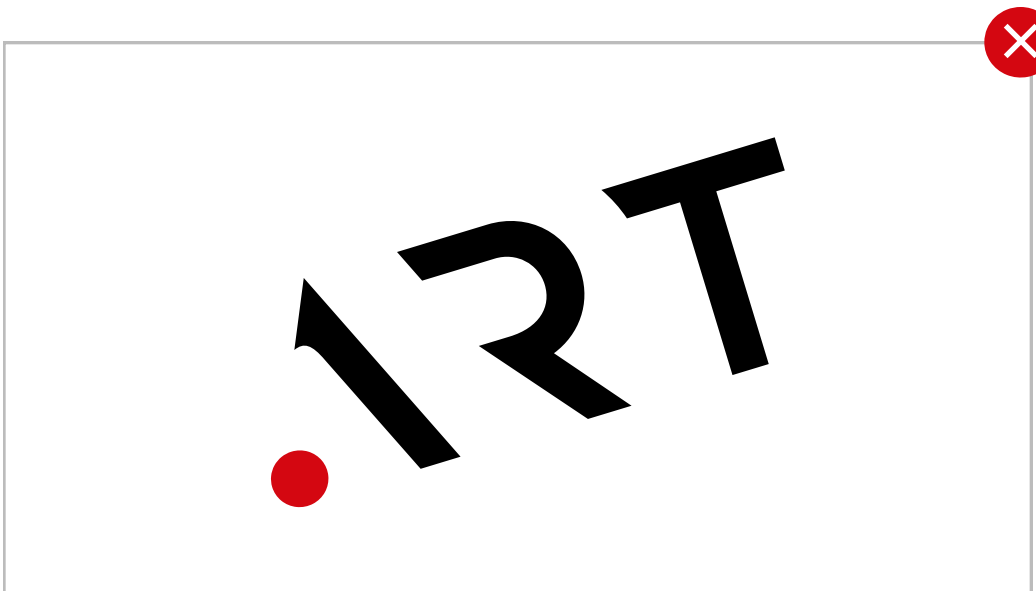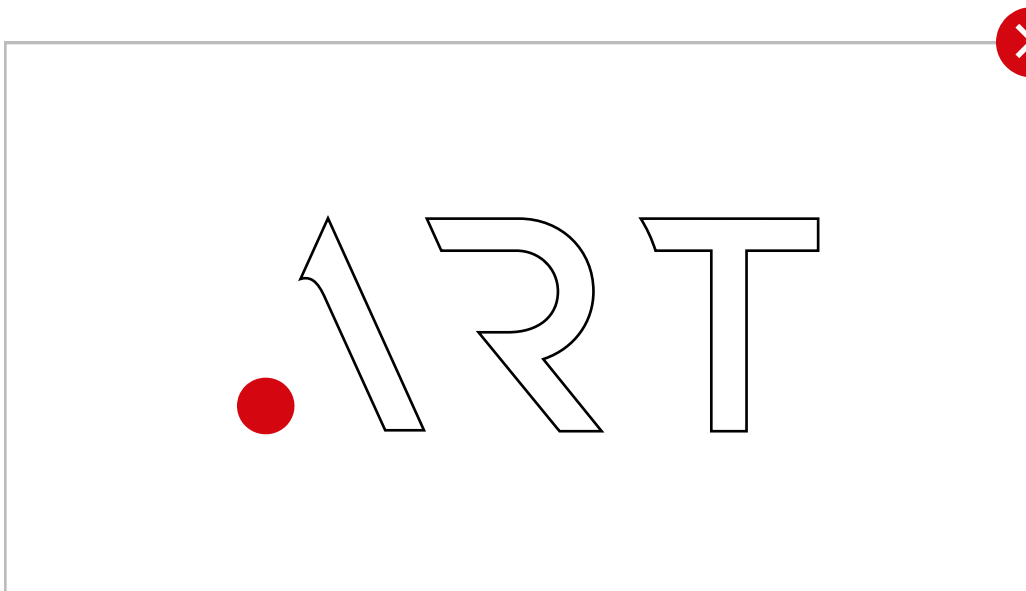

Don't stretch

Don't add effects

Don't flatten to one color

Don't rotate

Don't use strokes

Don't increase the dot

Don't change the colors of the logo

Don't change the color of the dot
(except for permitted ones)
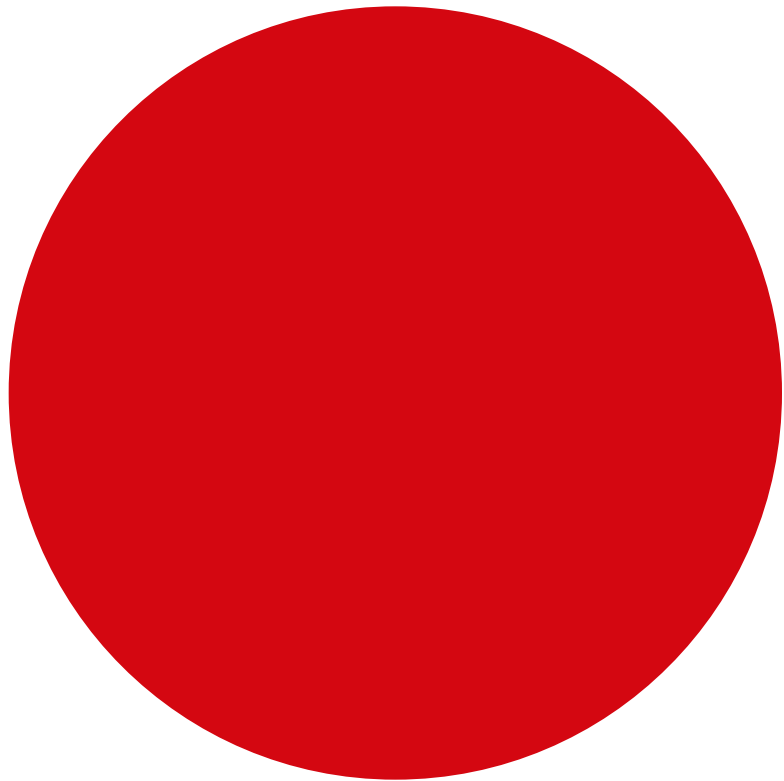

Don't place over busy backgrounds

On white, black, red backgrounds

Logo should always have maximum stand out against the background colour. This includes flat colour as shown and all photography.
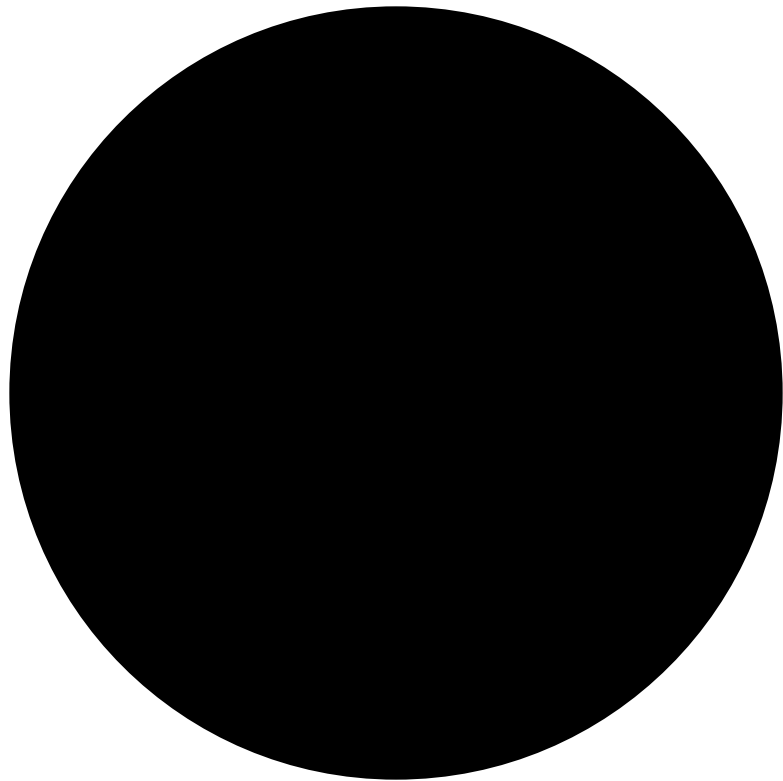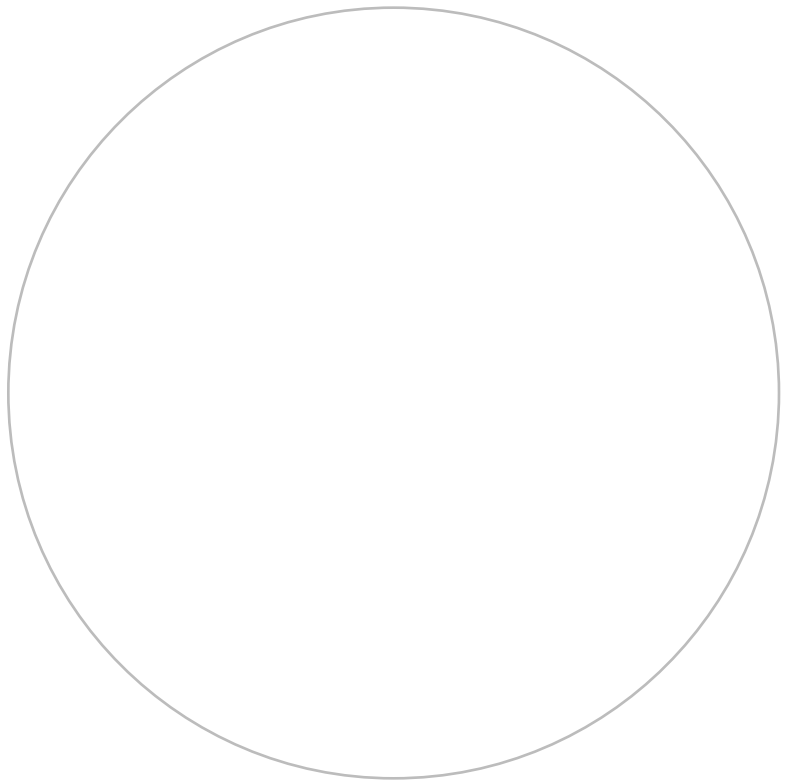
Colours

Defined by our bold and vibrant red. Use red and white predominately, with touches of black. All our colours should be used at 100%, do not use tints.

Red

RGB 213 7 18
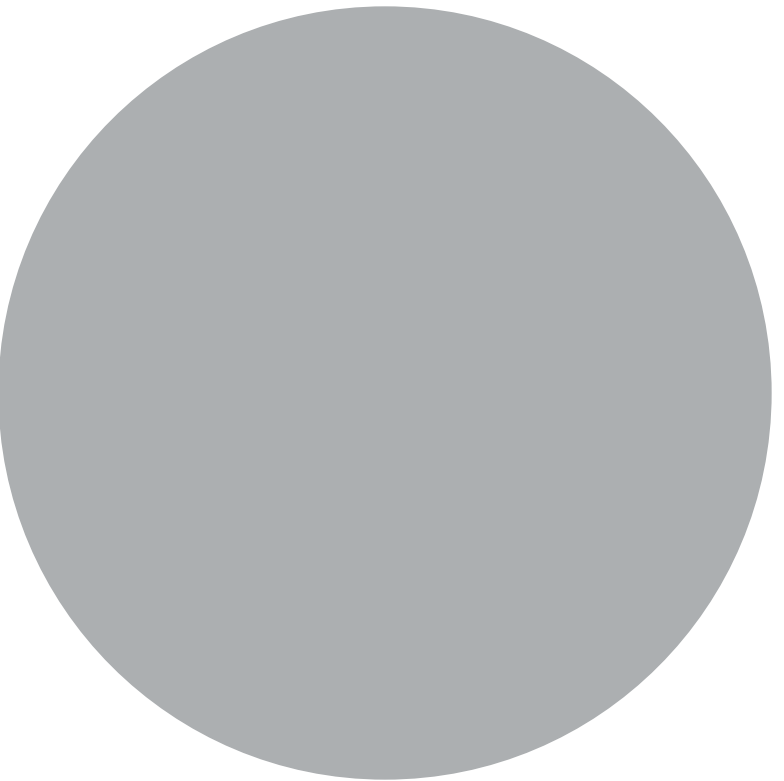HEX #D50712
CMYK 8 100 100 2

Black

RGB 0 0 0
HEX #000000
CMYK 0 0 0 100

White

RGB 255 255 255
HEX #ffffff
CMYK 0 0 0 0

Gray

RGB 223 225 226
HEX #DFE1E2
CMYK 15 10 10 0

Medium gray

RGB 172 176 178
HEX #ACB0B2
CMYK 35 25 25 5

Font

Aa

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Photography

Lifestyle

- Website
- Third party advertising banners
- Social media advertising
- Social media posts/stories
- Printed posters
- Print advertising
- Brochures
- Business cards
- Merchandise

[Download stock photos]

Photography

Members of our community

At .ART, we collaborate with an incredibly diverse community, working alongside creatives of all kinds—from artists and bloggers to web designers, ballet dancers, and beyond.

• Website

• Third party advertising banners

• Social media advertising

• Social media posts/stories

• Printed posters

• Print advertising

• Brochures

• Business cards

• Merchandise
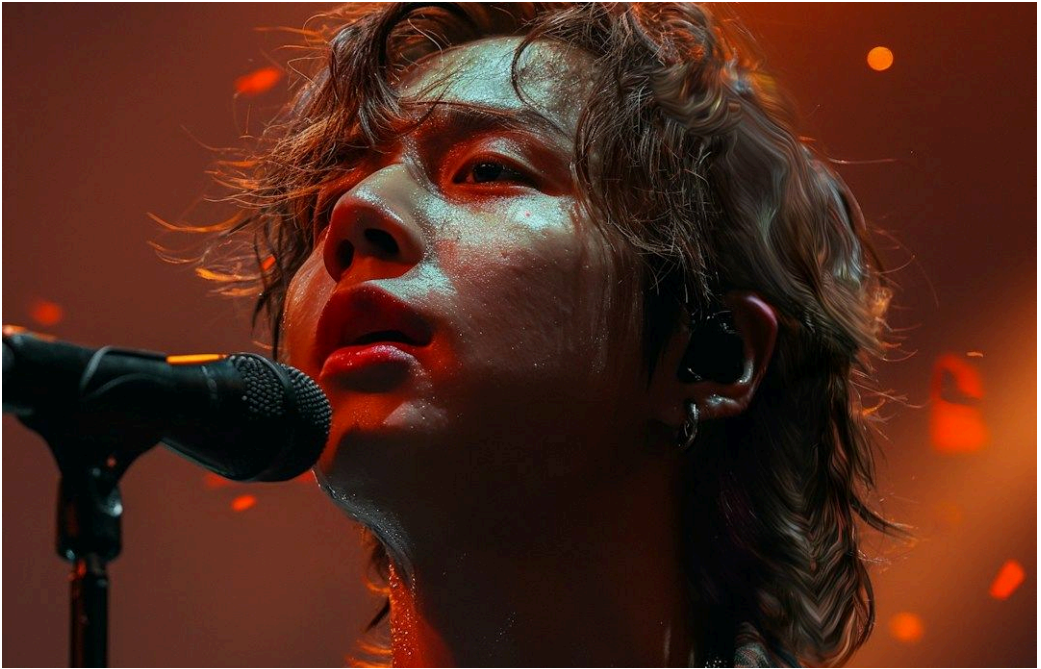
Photography

Showcasing art

Images of both renowned and emerging artworks should be featured across all our applications. This includes print, web advertising, and branded content for social media, ensuring a cohesive and visually engaging representation of art.

- Website
- Third party advertising banners
- Social media advertising
- Social media posts/stories
- Printed posters
- Print advertising
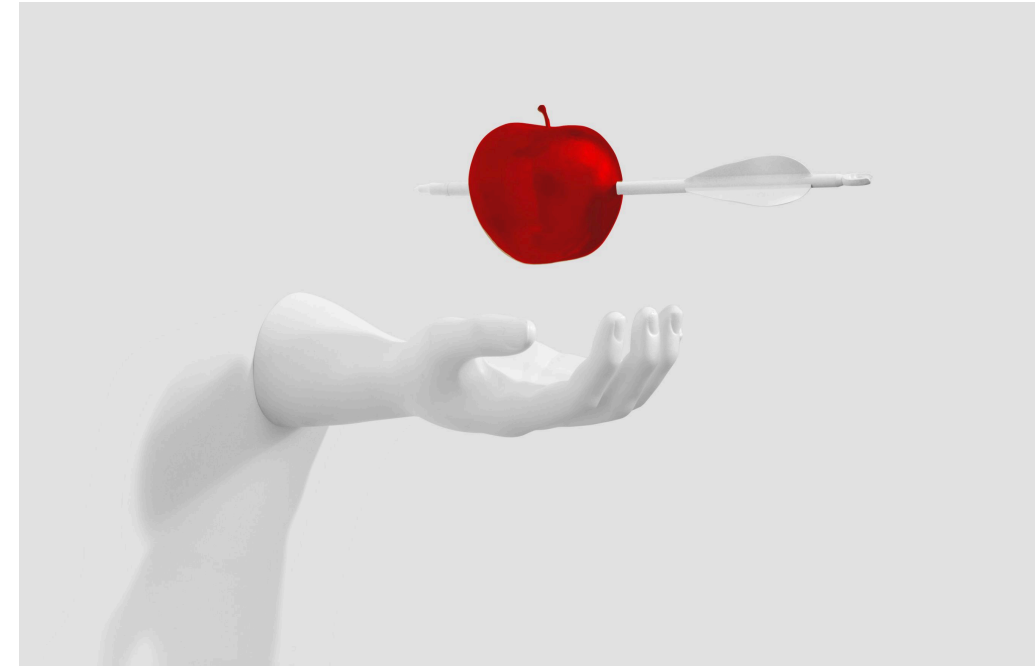- Brochures
- Business cards
- Merchandise
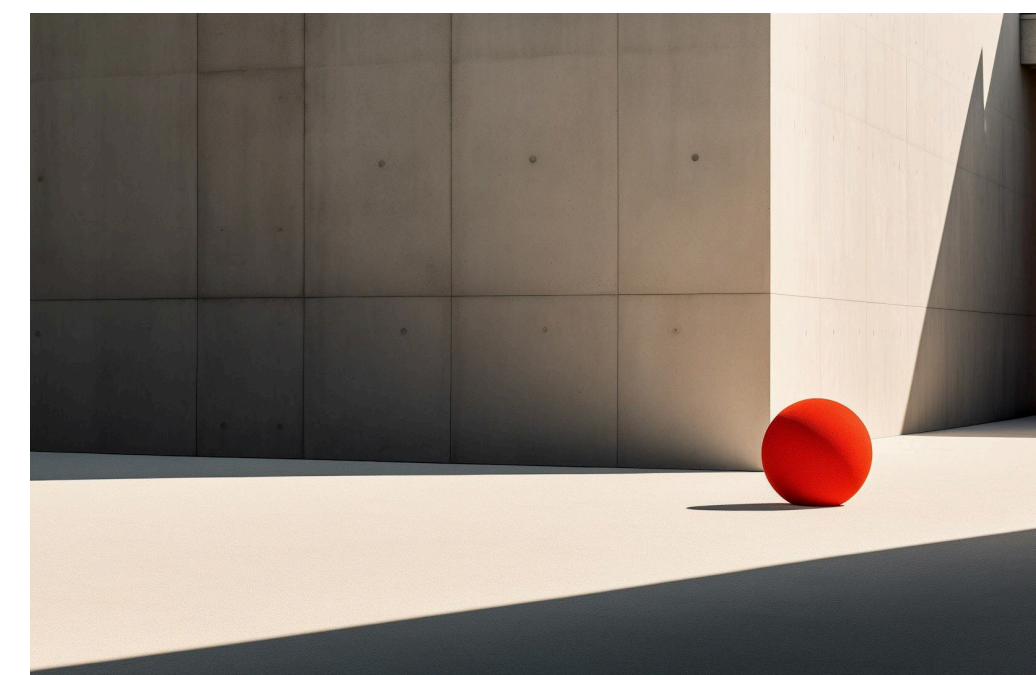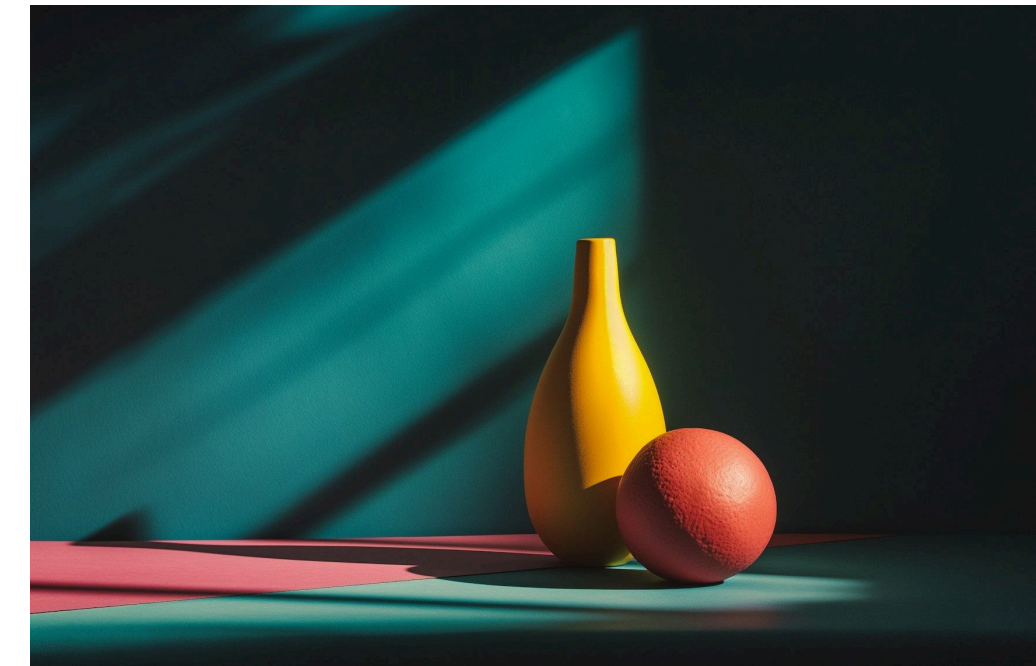
Things to avoid

Do not use paint splatter images

Avoid using photos with large images of brushes and paints

Do not use low quality photos

Social media

artdomains

Adopter stories

VIMA.ART: A New Chapter for Contemporary Art in Cyprus

belkina.art

artdomains

" A masterpiece... may be *unwelcome* but it is never *dull*

Gertrude Stein

artdomains

1/3

.ART
ODYSSEY

Success

artdomains and thehugxyz

1/6

HUG
.ART
HUG
.ART

artdomains

belkina.art

Digital banners

CRAFT YOUR DIGITAL SHOWCASE USING A .ART DOMAIN

JOIN THE CREATIVE COMMUNITY
Get your .ART domain name
YOURNAME.ART

CRAFT YOUR DIGITAL SHOWCASE USING A .ART DOMAIN
Choose the right .ART domain now while it's still avaliable

DOMAIN.ART
YOUR NAME IS YOUR LEGACY
Choose the right .ART domain now while it's still avaliable

DESIGN YOUR IDEAL ONLINE PRESENCE
YOURNAME.ART

Download zip archive   Open files for editing (Figma)

Digital banners

Didn't find what you were looking for?

For more information about our marketing activities, additional promotional assets, or potential collaborations, please don't hesitate to contact our team.

partners@art.art

.ART

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