THE ART WORLD’S EXCLUSIVE DOMAIN

BRAND GUIDELINES
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>Logo Usage</td>
<td>3-8</td>
</tr>
<tr>
<td>Stationery</td>
<td>9</td>
</tr>
<tr>
<td>Fonts</td>
<td>10</td>
</tr>
<tr>
<td>Colour Palette</td>
<td>11</td>
</tr>
<tr>
<td>Category Colour Guide</td>
<td>12</td>
</tr>
<tr>
<td>Border Size</td>
<td>13</td>
</tr>
<tr>
<td>Presentation Documents</td>
<td>14</td>
</tr>
<tr>
<td>Advertising</td>
<td>15</td>
</tr>
<tr>
<td>Contact</td>
<td>16</td>
</tr>
</tbody>
</table>
INTRODUCTION

.ART

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

Clearance zone (without strap line)

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.

Under certain circumstances where the minimum clearance zone is not possible. The clearance zone is taken from the size of one dot from the logo.

Minimum size usage

When using the whole logo, the minimum size must be no smaller than 20mm in length unless in exceptional circumstances.
LOGO USAGE

Clearance zone (with strap line)
The .ART logo with strap line 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 and strap line.

Under certain circumstances whereby the minimum clearance zone is not possible. The clearance zone is taken from the size of one dot from the logo.

Minimum size usage (with strap line)
When using the whole logo with strap line, the minimum size must be no smaller than 28mm in length. Use the logo without strap line if smaller than 28mm in length.
LOGO USAGE

On white and black backgrounds

When using the logo on a white background, please use the black logo.
When using the logo on a black background, please use the white logo.

If the logo is only usable in black and white, then the dot should be a 70% tint of black.
On coloured background

When using the logo on a coloured or black background, other corporate colours can be used for the dot only but it must be clearly legible so the logo stands out from the background.
On an image background

When using the logo on an image background, please make sure the logo stands out and is clearly legible.
LOGO USAGE

Distortion and manipulation

Only the A of ART can be used on its own if need be.

The .ART logo must never be distorted, manipulated or re-spaced.
Stationery layout

The logo on the letterhead and compliment slip is determined by 1/4 of 210mm.
### For print usage

**PF Bague Sans Pro** is our main font to be used on all print materials. Eg. Brochures, posters, advertisements.

**PF Bague Sans Pro - Light**
- `abcdefghijklmnopqrstuvwxyz`
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `1235467890`

**PF Bague Sans Pro - Regular**
- `abcdefghijklmnopqrstuvwxyz`
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `1235467890`

**PF Bague Sans Pro - Bold**
- `abcdefghijklmnopqrstuvwxyz`
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `1235467890`

### For digital usage

**Avenir** is the font to be used on all digital formats. Eg. Websites, emails.

**Avenir 35 Light**
- `abcdefghijklmnopqrstuvwxyz`
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `1235467890`

**Avenir 65 Medium**
- `abcdefghijklmnopqrstuvwxyz`
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `1235467890`

**Avenir 85 Light**
- `abcdefghijklmnopqrstuvwxyz`
- `ABCDEFGHIJKLMNOPQRSTUVWXYZ`
- `1235467890`
Our corporate colour palette

The full list of colours which can be used on all our communication and marketing materials, online and print can be seen here.
Category

We have formed these category colour guides using our colour palette to differentiate the categories.
BORDER SIZE

Border size usage

When using a border on any print material or digital format, we advise that the size of the border should be 3% of the short length.

**A4 size page example:** The border on an A4 (210mm x 297mm) document will be: 3% of 210mm = 6.3mm border

- A5 (148 x 210mm) 3% of 148mm = 4.4mm border
- A4 (210 x 297mm) 3% of 210mm = 6.3mm border
- A3 (297 x 420mm) 3% of 297mm = 8.9mm border
- A2 (420 x 594mm) 3% of 420mm = 12.6mm border
- A1 (594 x 841mm) 3% of 841mm = 17.8mm border
- A0 (841 x 1189mm) 3% of 841mm = 25.2mm border

If a page or web banner’s length size is more than double the size of the width, then the border will be calculated at 5% of the width size.

**Web banner example:** The border on an 100px x 300px banner will be: 5% of 100px = 5px border
PRESENTATION DOCUMENTS

Border size and orientation

When using a border on any presentation documents such as Power Point or Early Adopters Keynote, the border will still be 3% of the width size as shown. The image should appear 50% of the page whether horizontally or vertically. Being portrait or landscape will depend on the orientation of the image.

The size of the circle which holds the .ART logo should be 1/4 of the width of the page.
ADVERTISING

Colour and logo usage

When using the logo on a colour background for advertising, please choose a coloured logo which makes it stand out from the background. Text should be minimal and conforms to our written tone of voice.
CONTACT

www.art.art
info@art.art

+44 (0)203 325 6995

19 Hatfields
London SE1 8DJ
United Kingdom