MISSISSIPPI ARTS
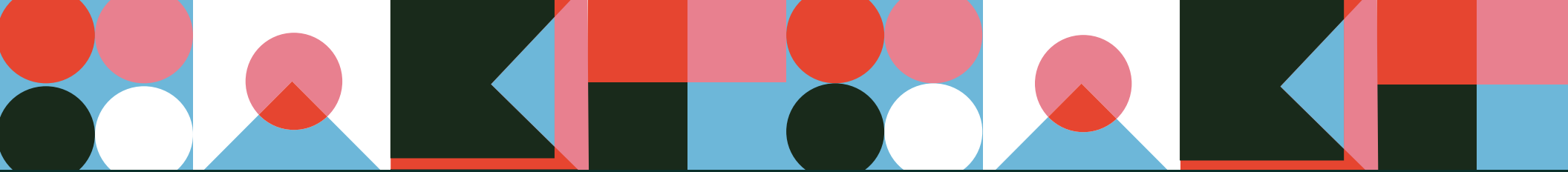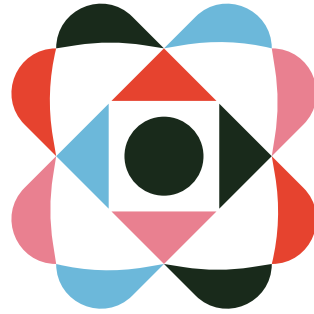## COMMISSION

BRAND STYLE GUIDE

The personality goal of the new Mississippi Arts Commission identity is to create something that works as an arm of the state government and represents the statewide public's interest in supporting the arts in Mississippi. The logo also works as an art object in itself and feels appropriate alongside arts organizations and artists when promoting events.

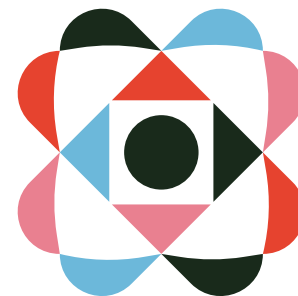# MISSISSIPPI ARTS
COMMISSION

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ARTS COMMISSION

MISSISSIPPI ARTS · COMMISSION ·

MISSISSIPPI ARTS
COMMISSION

THE ICON

The Mississippi Arts Commission represents the entire state. We've chosen symbols that can be broadly recognized by the public: the magnolia and the aesthetic of folk art quilts. The shapes are treated in a contemporary way to ensure that the arts in Mississippi are thought of not just as a tradition of our past, but a vibrant part of our culture today and in the future.

VARIANTS

We've created three layout configurations for the logo to give you flexibility in its use. These mostly amount to variations for space reasons. Still, you will find the circular logo is the closest to a 'seal,' which can communicate state government endorsed authority when that is useful to you.

TYPOGRAPHY

The logo typeface is Azo Sans, a full type family available in a spectrum of weights on Adobe Fonts.

Generally, other design pieces don't need to use the logo typeface — and in most ways, it's better to use something more complementary, based on the design needs of a particular piece.

In the logo, this type family is clean and visible in big to small sizes, which represents an improvement over the more delicate serif type family in the previous MAC logo generation.
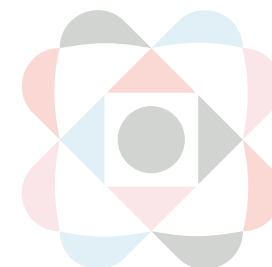
MISSISSIPPI ARTS
COMMISSION

Azo Sans 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

Azo Sans Regular

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

Azo Sans 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

COLOR

COLOR TERMS

Pantone - A color matching system that mixes rich, standardized colors - especially those that don't exist in the CMYK spectrum.
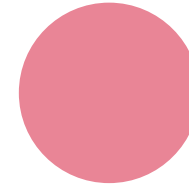
CMYK - Cyan, magenta, yellow, & black; also known as a 'process' color. Instead of a pure color, it's achieved by mixing the four base inks. This type of printing happens in your office in common inkjet printers or at print shops on a digital press.

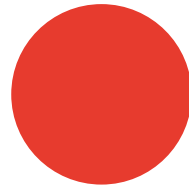**Hex** - This color code is used on the web, email, or other screen applications.

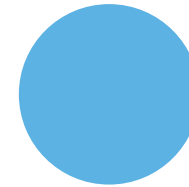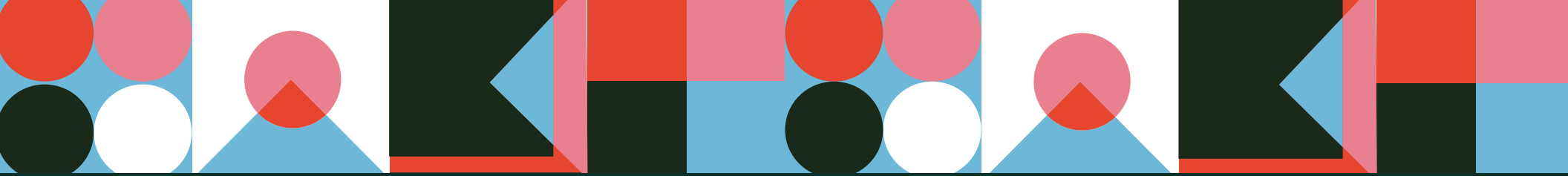## COLOR MIXES
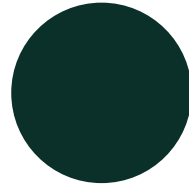
Pantone 627 C
C35 **M**0 **Y**35 **K**90
Hex: # 1C2C1D

Pantone 701 C
C5 **M**60 **Y**27 **K**0
Hex: # E78392

Pantone 179 C
C5 **M**88 **Y**88 **K**0
Hex: # E44634

Pantone 2915 C
C55 **M**11 **Y**7 **K**0
Hex: # 6BB8DA

The Mississippi Arts Commission logo appears on promotional materials for funded events, so this is a logo that — much like the organization's programming — travels across the entire state, and beyond.

As such, the logo is used frequently. Following these guidelines will help the brand be consistently represented across materials, while also allowing partners flexibility with their own graphic design.

PROPORTION

The logo should never be stretched out of proportion in any direction.

SIZE

The logo should never be shrunk smaller than the point at which the typography is legible. This logo is designed to have a very small allowance and still work.

CLEAR SPACE

Always allow ample clear space around the logo, especially when the logo appears alongside other organizations' logos.

Important: The logo's clear space should also include the negative space area surrounding the magnolia. Don't try to fit other elements inside that space.

The clear space is equal to the width of the central circle inside the magnolia.

FILE FORMATS

There are two types of digital image files: vector & raster.

From Adobe:

> Vector files are images that are built by mathematical formulas that establish points on a grid. Raster files are composed of the colored blocks commonly referred to as pixels. Because they can infinitely adjust in size without losing resolution, vector files are more versatile for certain types of tasks than raster files.

Use vector files for designs created for print or screen. These will end in .eps, .ai, or .pdf. For screen-only uses where you need a transparent background, .png will support that function.

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Partner programming posters should use either the full-color version on a white or very light background or the one-color white version on darker backgrounds.

The full-color version should not be used on backgrounds that make it illegible.

We recommend the circle logo for partners because it'll be the easiest to keep consistent in terms of proportion, clear space, and size legibility.

Placement on a poster or flyer is up to partners. Please maintain the logo's clear space, legibility, and other guidelines.