


Graphic Standards and Brand Identity

greater
philadelphia cultural
 ALLIANCE

Please Note, this styleguide contains only information on the main Cultural Alliance logo. Additional logo usage for PhillyFunGuide, FunSavers, and Engage 2020 are available upon request.

Please contact John McInerney at johnm@philaculture.org or 215-399-3515 for additional logo requests.

CORPORATE IDENTITY

What is it and why is it important?

A corporate identity is the fundamental style, quality, character, and personality that distinguishes one company from all others. Corporate identity plays a critical role in laying the foundation for recognition and preference among customers, employees, vendors, investors and the general public.

A strong corporate identity can be a powerful tool in the marketplace. A well-articulated and consistent corporate identity provides the recognition and credibility necessary to succeed in its market place. In this guide we will examine the basic elements of our corporate identity and the standards for their use. The marks must be consistent in their appearance and use. This is important because a mark is a company asset; its consistent appearance and correct usage increase its recognition and strength in the community.

You can either reinforce or undermine our corporate image depending on how closely you follow our standards. Our goal is to project the same professional image, regardless of application. We have created this guide to help avoid common misrepresentations. We urge you to refer to this manual often and to please help us by following these basic guidelines. Remember that you are preserving the integrity of the Cultural Alliance's most valuable asset, our image in the community.

When the Cultural Alliance expanded programs, staff and initiatives in 2001, we needed a new identity to reflect and announce these changes. While retaining our old name, we decided to abandon the initials "GPCA" and create a logo that focused attention on what we are – an alliance of cultural organizations. Abandoning the use of initials is also meant to differentiate us from the rest of the "alphabet soup" of organizations in our region. The blue square represents our stability and longevity in the community; the "A" breaks out of the box's constraints and is a metaphor for dynamic advocacy in the arts.

LOGO BASICS

The following pages show the correct logo/logotype configurations. A few basic guidelines are listed below.

- All logos, whether it is the Cultural Alliance logo or any of its initiatives, should be given a minimum of a .25 inch white space surrounding the logo.
- The use of the Cultural Alliance logo in conjunction with any of their initiative logos requires that attention be given to proportions and size. The initiative logos should never exceed the size or predominance by virtue of position of the Cultural Alliance logo.
- You may enlarge or reduce the logo, but do not alter the relationship between the elements, and do not recreate the logo. Use the artwork provided.
- In joint undertakings on a co-equal basis, the Cultural Alliance logo and that of the other organization should be positioned to achieve visual balance.



Logo Basics MISUSES

The possibilities for misuses are limitless. Here are a few examples that are strictly prohibited.



Do Not stretch or distort the logo



Do Not reposition any elements



Do Not change the colors

Do Not change the fonts

LOGO: Greater Philadelphia Cultural Alliance

Go to <http://philaculture.org/news/pressroom/styleguide> to download logo files.

Blue and Gray (CMYK)



Black



white knocked out of black



Please contact the Cultural Alliance for black logo files

Editable Illustrator file (PMS 2727 blue and Cool Gray 11)



Please contact the Cultural Alliance for illustrator logo files

COLOR BASICS

The primary **Cultural Alliance** logo colors are listed below.

	PMS U	C/M/Y/K C	Web	R/G/B
Blue:	2727	71/42/0/0	4F78D6	79/120/214
Gray:	Cool Gray 11	0/2/0/68	333333 or 666666	102/99/102

FONT BASICS

The Cultural Alliance uses a strict family of fonts, Stone Sans and Stone Serif. There are various weight and style options within these two font families that offer an endless amount of versatility.

Stone Sans

Regular

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Italic

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Semibold

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Semibold Italic

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold Italic

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Stone Serif

Regular

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Italic

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Semibold

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Semibold Italic

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Bold Italic

1234567890 AaBbCcDbEeFfGgHhIijKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz