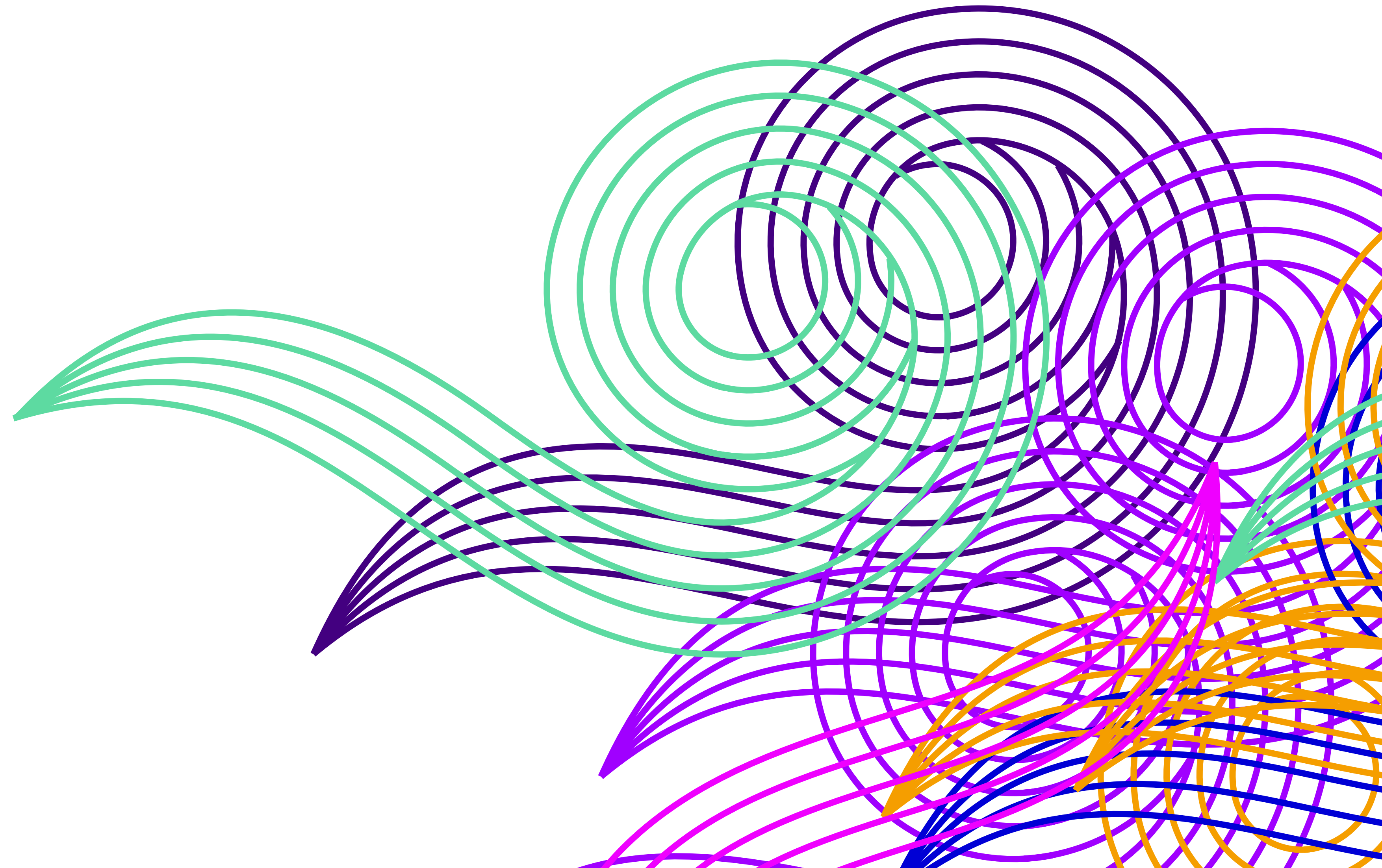


Brand Guidelines

dialoguing@arts



Concept

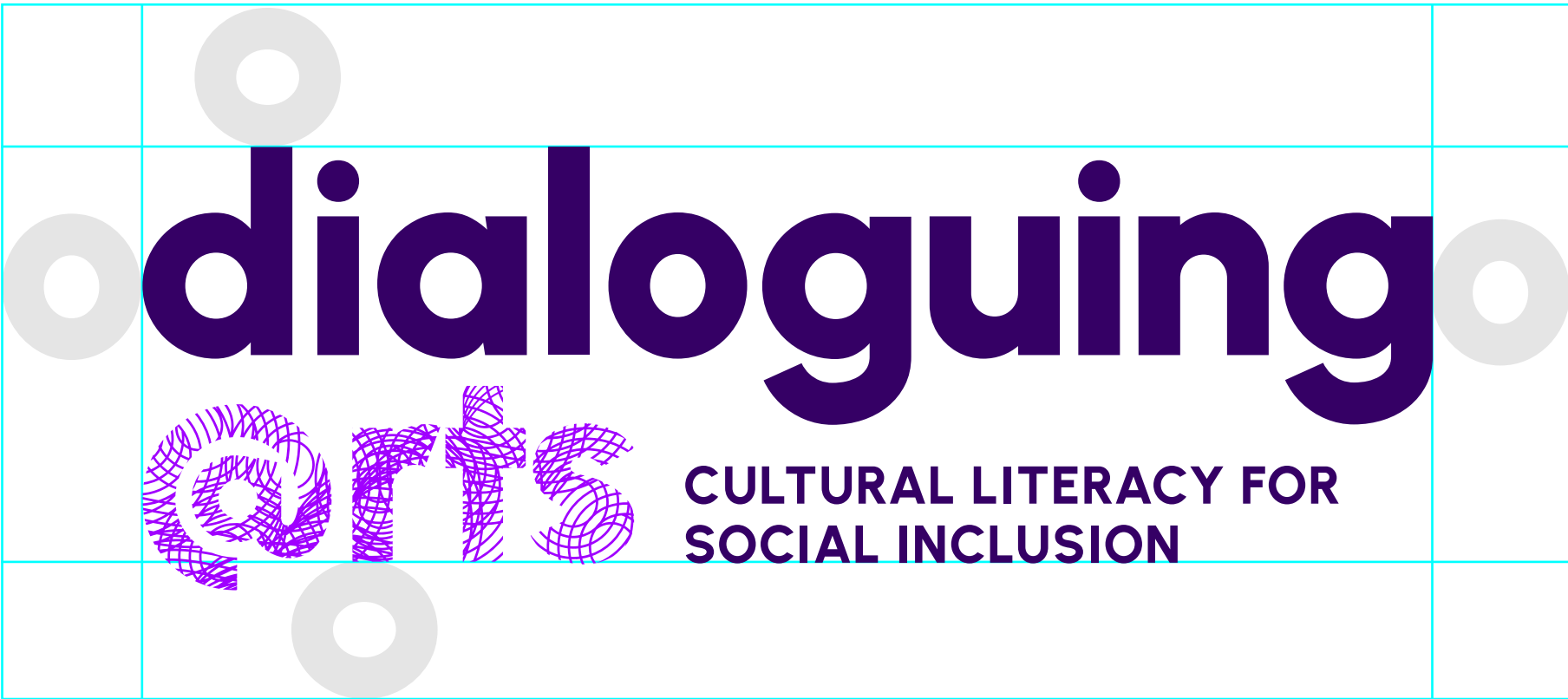
Dialogue, interculturality, arts education give shape to a striking brand. The typography of dialoguing is geometric, playful. “@rts” is built on a weave of movement, connections, experimentation and rhythm.



Logotype

Protection Area

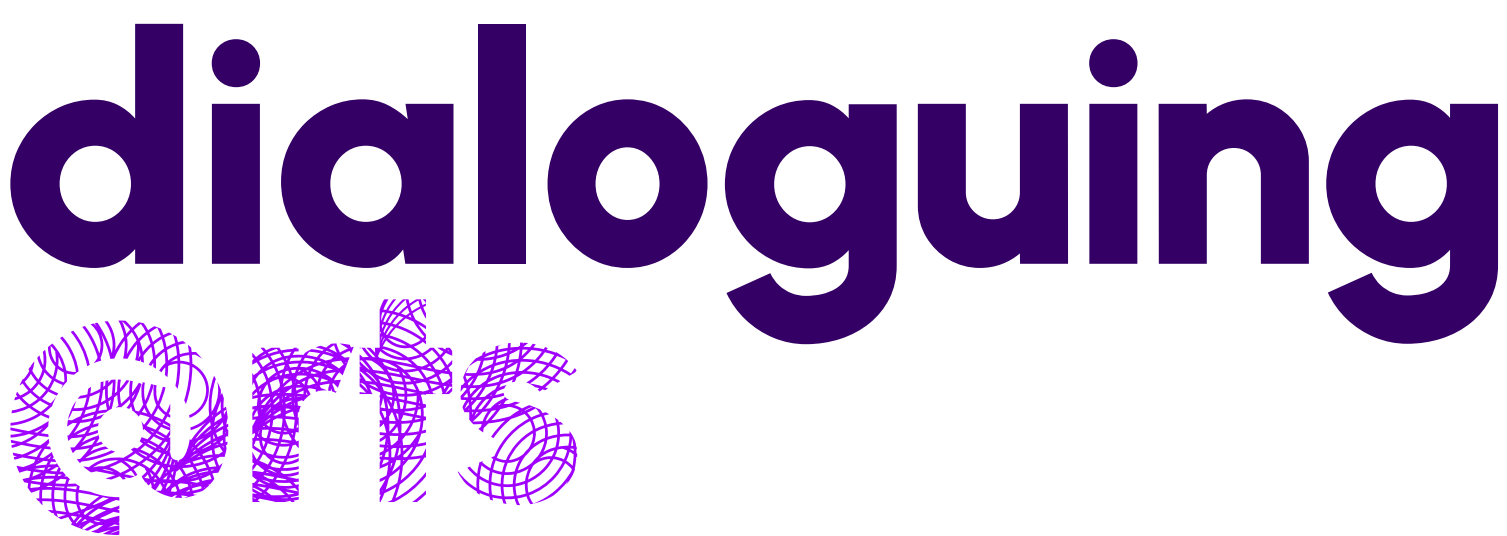
For optimal application, the protection area is the letter “o”.



Logotype

Adaptations logo

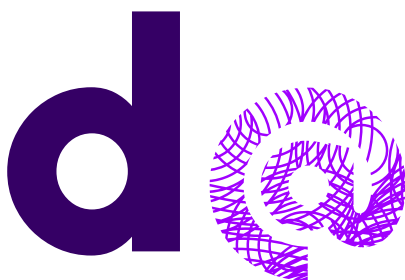
Logo without baseline



Reduced logo



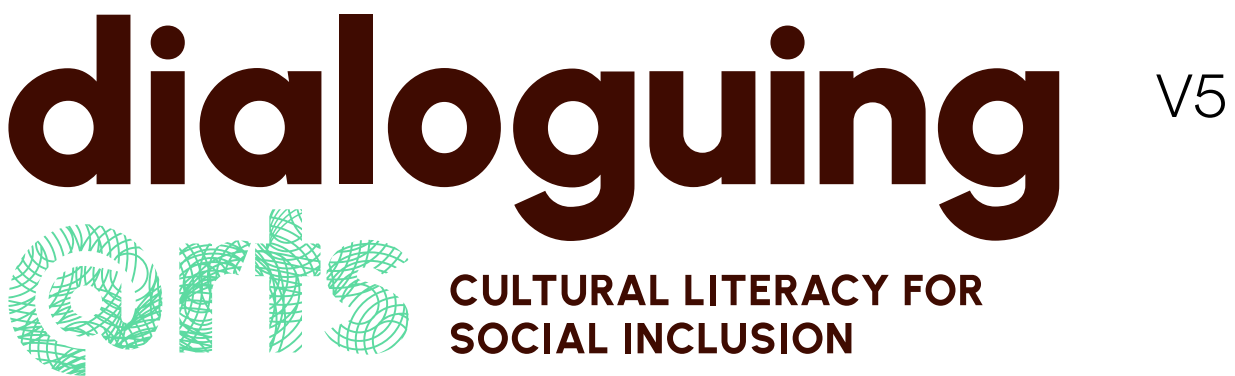
Icon social networks



Logotype

Multicolour option logo

The versatility of the logo's colour has the function of classifying content.



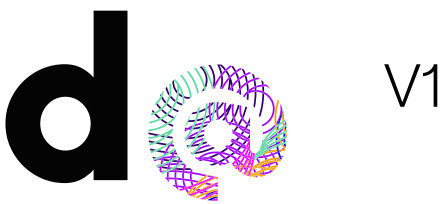
Multicolour option logo

The versatility of the logo's colour has the
function of classifying content.

Reduced logo



Icon social networks

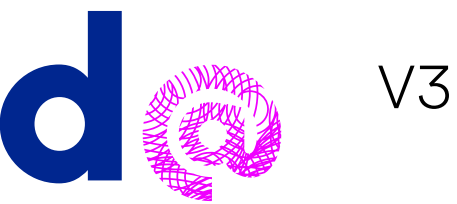


V1

Reduced logo



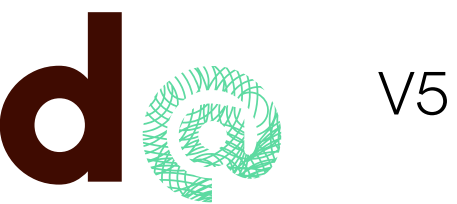
Icon social networks



V3

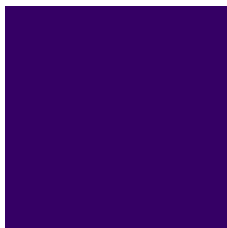


V4



V5

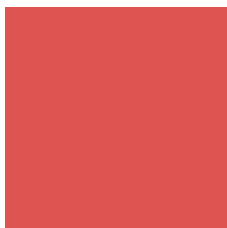
Colour code



Pantone 2627
CMYK 83 / 100 / 0 / 24
HEX #350065
RGB 53 / 0 / 101



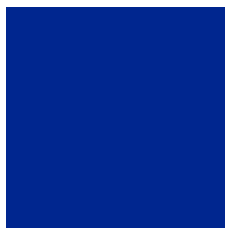
Pantone Purple
CMYK 43 / 91 / 0 / 0
HEX #A000FF
RGB 160 / 0 / 255



Pantone 171
CMYK 0 / 51 / 69 / 0
HEX #DE5450
RGB 222 / 84 / 80



Pantone 116
CMYK 0 / 20 / 100 / 0
HEX #F59E00
RGB 255 / 165 / 0



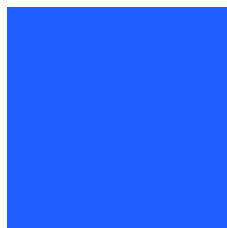
Pantone 286
CMYK 100 / 60 / 0 / 0
HEX #002690
RGB 0 / 38 / 144



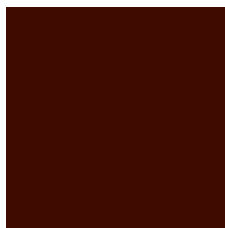
Pantone 806
CMYK 0 / 100 / 0 / 0
HEX #FF00FF
RGB 255 / 0 / 255



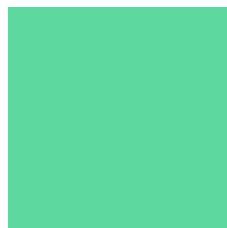
Pantone 361
CMYK 76 / 0 / 91 / 0
HEX #54B85C
RGB 84 / 184 / 92



Pantone 299
CMYK 87 / 19 / 0 / 0
HEX #215DFF
RGB 33 / 93 / 255



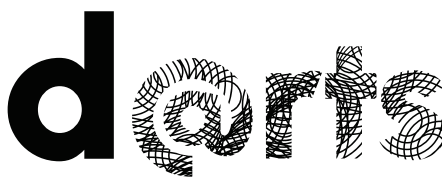
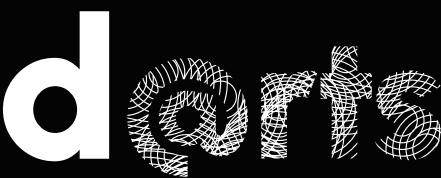
Pantone 1817
CMYK 38 / 75 / 58 / 56
HEX #3F0B01
RGB 63 / 11 / 1



Pantone 3395
CMYK 56 / 0 / 43 / 0
HEX #5DDAA1
RGB 38 / 215 / 163

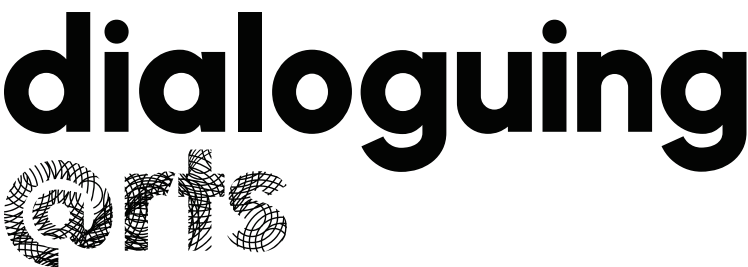
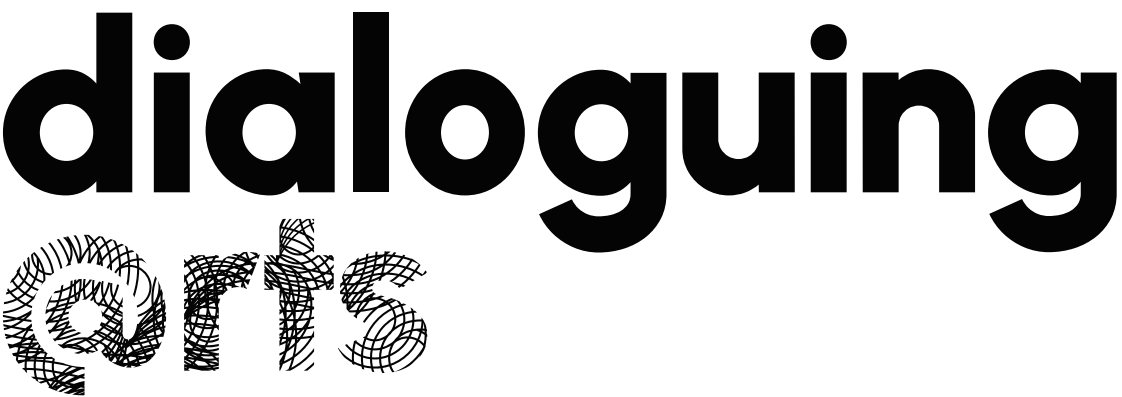
Logotype

Positive - Negative



Maximum Reduction

The logo must have a maximum reduction of 10 mm in height for printed media and 28 px for digital applications.



10mm / 28px |

Corporate typography

The correct use of corporate typography is essential for an effective brand image.

Urbanistic

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Wrong Application

- 1 Do not apply effects
- 2 Do not distort the logo
- 3 Do not rotate the logo
- 4 Do not frame the logo

1



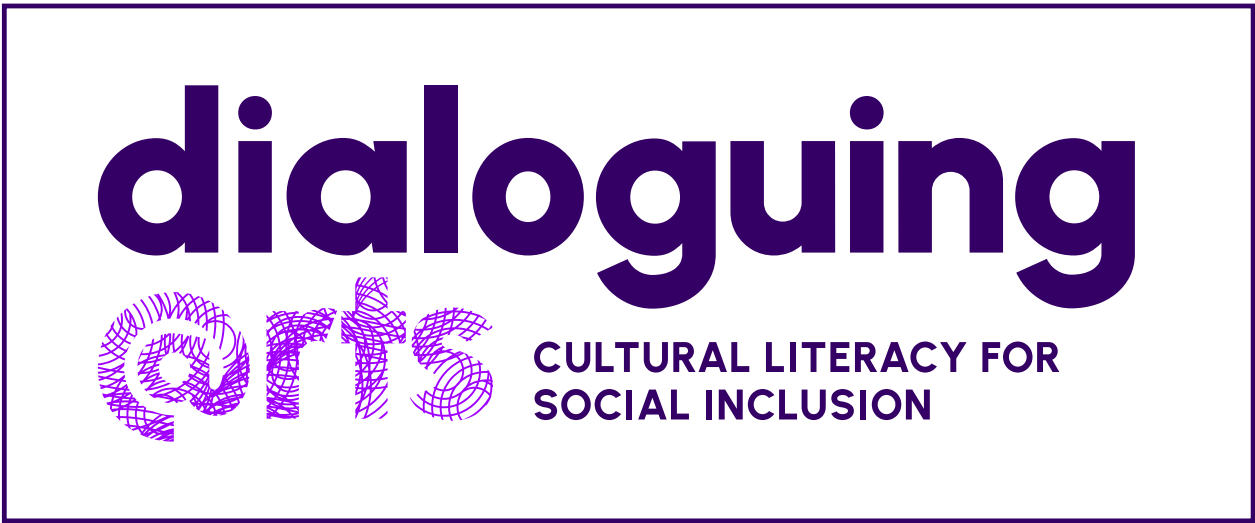
2



3



4



Graphical Resources

The woven graphic fabric of @rts is constructed from a symbol representing dialogue + a pentagram.

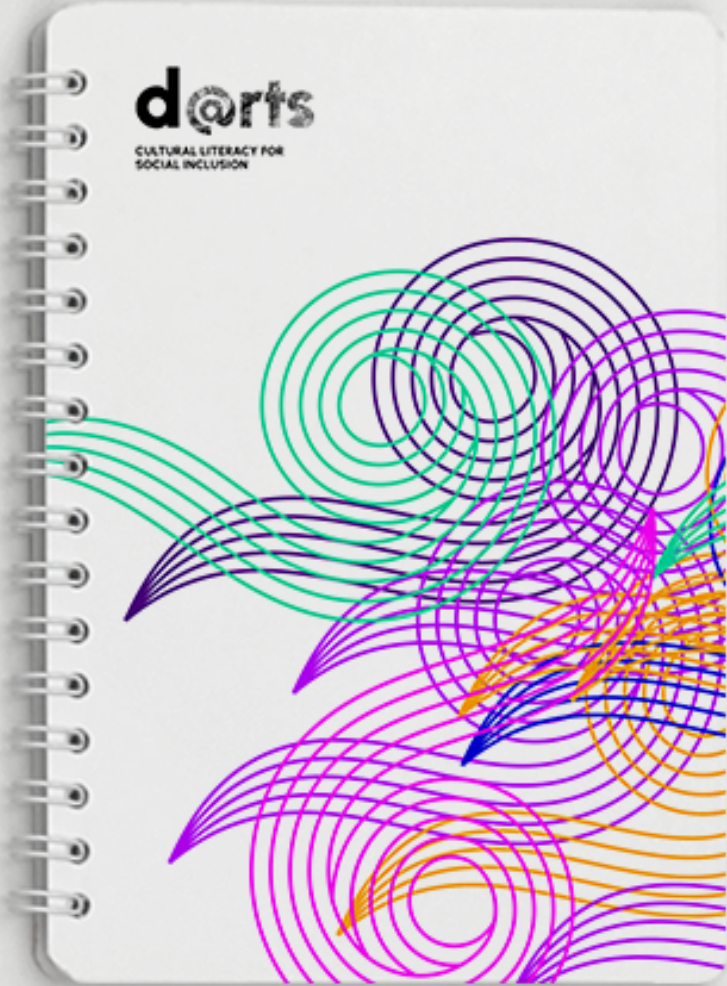
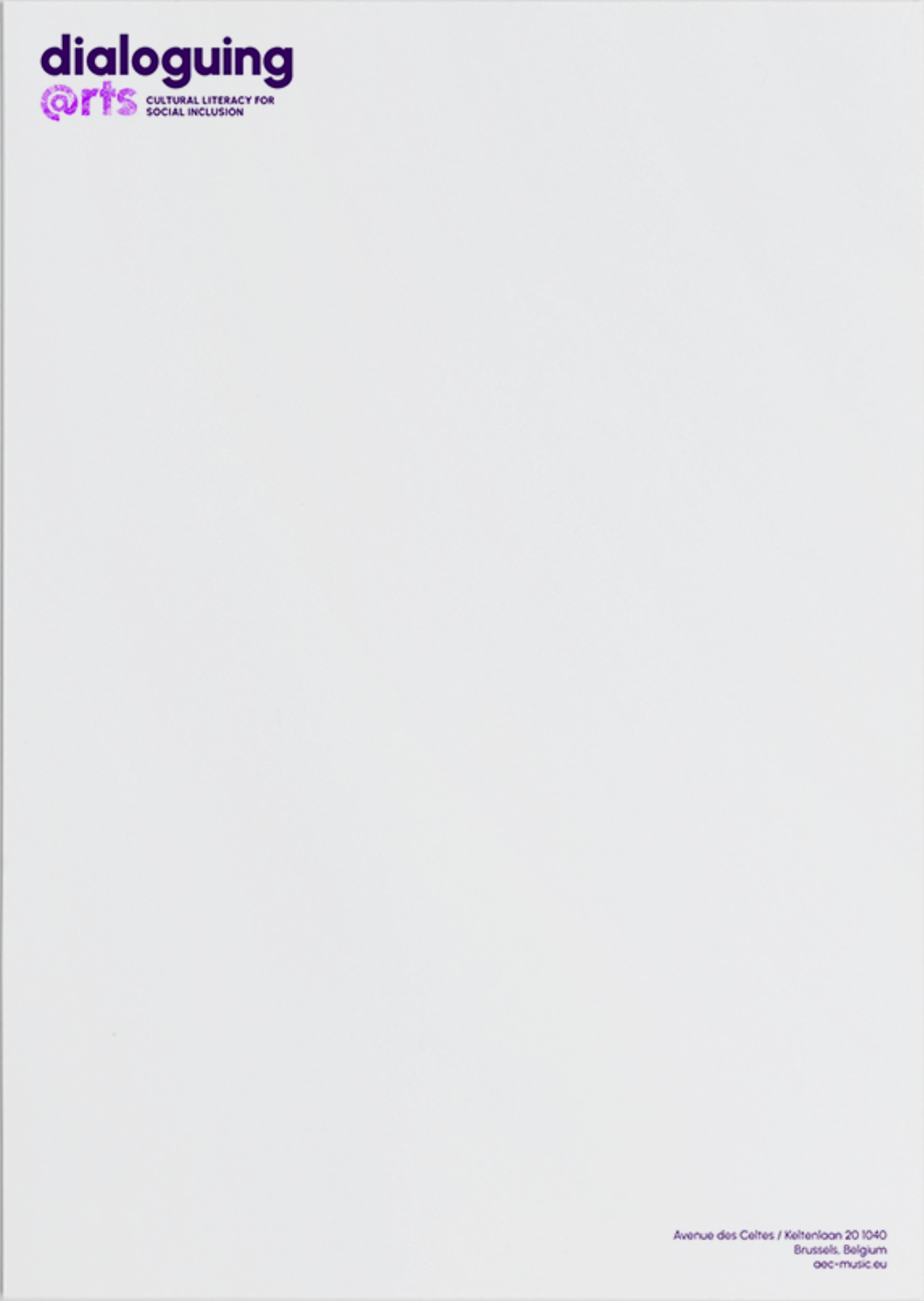
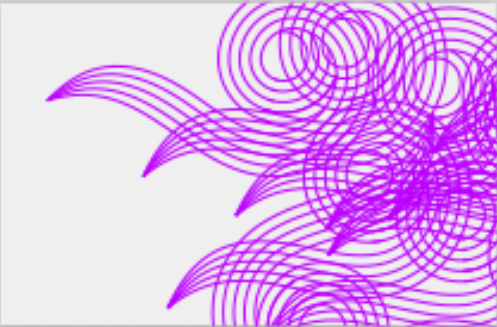
Inside “@rts” there is a new texture as a subdominant graphic resource, for various applications such as posters, presentation covers, etc.



Fusion of dialogue, music and dance



Corporate stationery





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