



UNITEDPERFORMINGARTSFUND

# Brand Style Guide

July 2013



# Brand Elements

This articulates the core elements of the UPAF brand.

- Mission:** Secure community resources, promote the performing arts as a regional asset and improve the quality of life through responsible investment in and financial support of the arts in Southeastern Wisconsin.
- Brand Essence:** Provide essential support to fuel our community's performing arts by raising funds, awareness and affinity.
- Target:** Inherently know the arts enrich individual and community lives.
- Personality:** Optimistic. Passionate. Inspired.
- Brand Positioning:** Cultural catalyst.



# UPAF Logos

These six UPAF logos, plus reverse white, are the only approved logos for use, with the exception of the Ride for the Arts logos on the next page.



## Guidelines

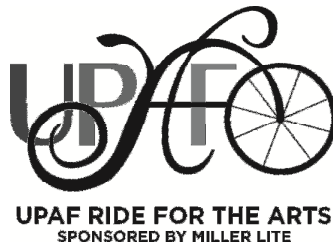
- The color and black logos are acceptable for use at all times.
- The blue logo may be used as a one-color alternative to the black logo.
- It is only acceptable to use the logo without words beneath it when the words *United Performing Arts Fund* appear elsewhere in the document.
  - However, if the only available space requires that the words *United Performing Arts Fund* would be less than 7 point font, then it is acceptable to use the UPAF-only logo.
- No other image should obstruct the logo – it should be free and clear.
- Consult the color guide when using colored copy to ensure the text matches the logo color.
- No other UPAF logos or colors may be used.

Note: Color formulas should be matched, not the colors as they may appear on your monitor or on your printer. See page 8.



# UPAF Ride for the Arts Logos

These six UPAF Ride for the Arts, sponsored by Miller Lite, logos, plus reverse white, are the only approved logos for use.



## Guidelines

- The color and black logos are acceptable for use at all times.
- The green logo may be used as a one-color alternative to the black logo.
- It is only acceptable to use the logo without words beneath it when the words *UPAF Ride for the Arts* appear elsewhere in the document.
  - However, if the only available space requires that the words *UPAF Ride for the Arts* would be less than 7 point font, then it is acceptable to use the UPAF-only logo.
- No other image should obstruct the logo – it should be free and clear.
- Consult the color guide when using colored copy to ensure the text matches the logo color.
- No other Ride for the Arts logos or colors may be used.

Note: Color formulas should be matched, not the colors as they may appear on your monitor or on your printer. See page 8.



# Member Groups





# UPAF Logo Usage by Member Groups

In order to be in compliance with UPAF, the following guidelines must be adhered to by all UPAF Member Groups.

## Website

- One of four approved UPAF logos (4-color, black, blue or reverse white), with the words *United Performing Arts Fund* written under the logo must be displayed on the Member Group's home page.
- Additionally, the following must be adhered to:
  - The logo must be large enough to quickly be seen and read.
  - The words beneath the logo must be clear and easy to read.
  - The logo should be stationery and cannot rotate with other logos or images.
  - If the content on the home page is excessively long, the UPAF logo should be positioned at the top of the site or on a side bar.
  - The logo needs to be clickable to [www.UPAF.org](http://www.UPAF.org) and, ideally, open a new window.

## Printed Materials

- UPAF logo and appropriate recognition needs to be included on all printed materials, e.g. programs, promotional materials, newsletters, annual reports



# Fonts

Calibri is the primary font to be used in all UPAF written communications. Gotham Bold is solely used in the UPAF logo.

## Document Fonts

Headlines:

**Calibri, Size 13, Bold**

Body content:

Calibri, Size 11 or 12,  
Regular

## Logo Font

**Gotham-Bold**

## Guidelines

- Calibri should be used in all written communications, including letters, memos and PowerPoint presentations.
- Email default fonts should also be in Calibri, as well as all email signatures.
- Gotham Bold is used solely in the UPAF logo.



# Color Palette

**CMYK**



70, 15, 0, 0



48, 1, 92, 3



0, 50, 100, 0



0, 100, 100, 0

**RGB**



38, 169, 224



140, 191, 73



246, 146, 30



236, 28, 36

**PMS  
Coated**



2925 C



377 C



144 C



1797 C

**PMS  
Uncoated**



2925 U



390 U



144 U



1797 U

## Guidelines

- These colors are the only colors approved for use when communicating the UPAF brand.
- Standard black can be used at all times.

Note: Color formulas should be matched, not the colors as they may appear on your monitor or on your printer.



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