IndyArts
COUNCIL

INDEX

MISSION

To champion arts and culture

We're working to help our local arts scene thrive, which means we advocate for community funding and support—and we connect artists to audiences in hopes that everyone in central Indiana who wants to can experience the arts.

VISION

A creative life for all

We believe everyone should experience arts and culture in a way that nourishes and inspires them. Our vision of a creative life for all drives the work we do to support artists, arts organizations, and the community. When people can connect with the arts, they live more fulfilling, healthy lives—and their neighborhoods thrive.

Values are your core convictions - what you deeply stand behind and why you make the choices and short and long term investments that you do. Values reflect how you operate within a team and externally to your community - your principals and guiding lights. Both beliefs and values influence the tone of your communications and the decisions that you make.

VALUES

Being a true champion of arts and culture means acting in the best interests of the people we serve, and our core values—care, community, and creativity—guide everything we do. We're here to offer support to all artists and arts administrators, build and nurture community, and inspire creativity in the lives of everyone in central Indiana.

CARE

We put people first and respectfully serve our communities with empathy and compassion.

We:

Seek, welcome, and value every voice.

Embrace and encourage our diverse community.

Recognize our own limitations and strive to improve.

Serve our community with compassion and empathy.

COMMUNITY

Our community is our highest priority, and we work to uplift artists and the arts by building connections and holding ourselves accountable to a high standard of transparency and trust.

We:

Advocate for the needs and rights of the creative community.

Create a sense of belonging and ensure all communities are represented.

Inspire connection through mutual support and collaboration.

Encourage unity and collective growth.

CREATIVITY

We work toward the greater well-being of central Indiana by sustainably developing and advancing our arts and culture community. We're committed to uncovering new opportunities and avenues for fostering creativity.

We:

Celebrate self-expression and innovation.
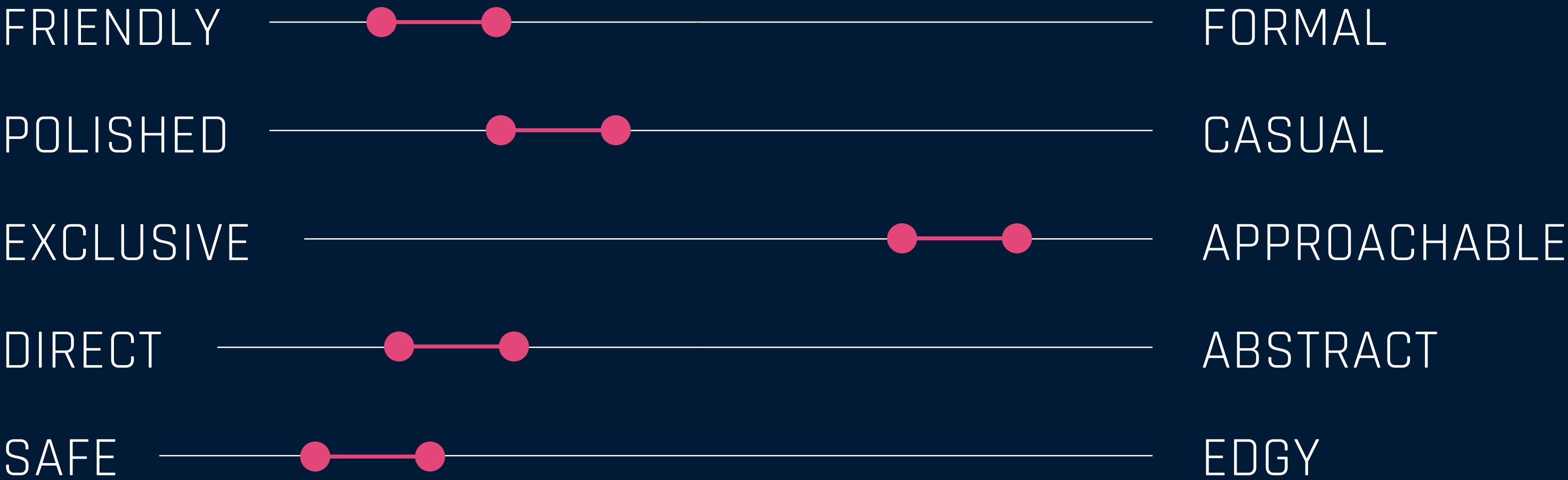
Elevate all voices to contribute and thrive.

Lead with imagination and intentionality.

Nurture the arts for future generations.

Tone dictates how a brand "speaks" to its audience across various touch points, from marketing materials to performance introductions to brochures to conversations in the community.

FRIENDLY ●——● FORMAL

POLISHED ●——● CASUAL

EXCLUSIVE ●——● APPROACHABLE

DIRECT ●——● ABSTRACT

SAFE ●——● EDGY

NAMING

INDY ARTS COUNCIL

→ Always refer to the organization as "Indy Arts Council"

→ Not "Indianapolis Arts Council", "Indiana Arts Council", or "Arts Council of Indianapolis"

→ Do not abbreviate "Indy Arts Council" by using the acronym "IAC" on any external communications, documents, etc.

INDIANAPOLIS ARTSGARDEN

→ Refer to the venue as "Indianapolis Artsgarden" on the first mention, then "Artsgarden" on subsequent mentions

→ "Artsgarden" is always one word

→ Do not capitalize the "g" in "garden

GALLERY 924

→ Refer to the venue as "Gallery 924 at the Indy Arts Council" on the first mention, then "Gallery 924" on subsequent mentions

→ Do not abbreviate "Gallery 924" by using the acronym "G924" on any external communications, documents, etc.

LOGO

PRIMARY LOCKUP

↑   x   -   **Distance from objects**

SPIRAL ICON

Proper **logo** usage and spacing are crucial as they uphold the integrity of the brand's visual identity, ensuring consistent and recognizable representation across various platforms, while also preserving the visual balance and clarity necessary for effective communication.

The spiral icon can be used locked up with the wordmark or as a stand alone design element.

INCORRECT LOGO USAGE

Do not scale, skew or rotate

Do not change colors

Do not change logo proportions

Do not use outdated logos

Do not add effects (drop shadow, bevel, glow, etc)

Do not place on busy back-

Do not add to logo

LOREM IPSUM DOLORE

Do not use outdated logos

BRAND SYSTEM

A **brand system** serves as a comprehensive collection of visual elements working together to ensure a cohesive and recognizable brand identity across multiple platforms and communication channels.

PRIMARY LOCKUP - STACK

PRIMARY LOCKUP - WIDE

PRIMARY LOCKUP INVERSE - WIDE

PRIMARY LOCKUP INVERSE - STACK

SPIRAL ICON

Sub-Brands play a crucial role in supporting the parent brand while targeting specific audiences or markets. By following established guidelines, we ensure consistency across sub-brands, maintaining a cohesive brand identity and preventing fragmentation.

SUPPORT LOGO

→ For use by Annual Grants Program grantees on their program materials

→ Shows how public funding is used to support local arts and culture

INDIANAPOLIS ARTSGARDEN

→ For use on Indianapolis Artsgarden signage, promotional materials, etc.

→ Can be used with or without "OWNED AND OPERATED BY INDY ARTS COUNCIL"

GALLERY 924

→ For use on Gallery 924 signage, promotional materials, etc.

→ White versions are available for use on dark backgrounds

COLOR

DEEP BLUE

HEX: 011B37

CMYK: 85.75.55.70

Pantone: 276C

LIGHT BLUE

HEX: 1781EE

CMYK: 15.30.00.00

Pantone: 257C

GOLD

HEX: E5A91E

CMYK: 00.75.60.00

Pantone: 179C

PINK

HEX: E34678

CMYK: 20.00.95.00

Pantone: 389C

ORANGE

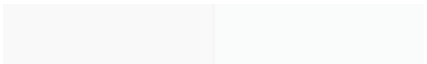HEX: F3702F

CMYK: 00.20.100.00

Pantone: 116C

SMOKE

HEX: F8F8F9

CMYK: 02.01.01.00

Pantone: Cool Gray 1C

TYPOGRAPHY

Consistent **typography** is crucial to establishing a unified and easily recognizable visual language, reinforcing our message and brand voice. It enhances brand recall, fosters professionalism, and ensures a cohesive and engaging experince for the audience.

HEADLINE

Light

Rajdhani Light

Medium

Rajdhani Medium

SemiBold

Rajdhani SemiBold

SUBHEAD

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%^&*

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TYPOGRAPHY

Consistent **typography** is crucial to establishing a unified and easily recognizable visual language, reinforcing our message and brand voice. It enhances brand recall, fosters professionalism, and ensures a cohesive and engaging experince for the audience.

TYPE SYSTEM

Rajdhani Medium
50pt

LOREM IPSUM DOLOR SIT AMET CONSE CTETUER

Greycliff ExtraBold
20pt

LOREM IPSUM SUBHEADING MAGNIS UNUM

Greycliff Regular
13pt

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TYPOGRAPHY - GOOGLE FONTS

GOOGLE FONTS TYPE SYSTEM

Rajdhani Medium
50pt

LOREM IPSUM DOLOR SIT AMET CONSE CTETUER

Open Sans Bold
20pt

LOREM IPSUM SUBHEADING MAGNIS UNUM

Open Sans Regular
13pt

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