



CHANDLER CENTER FOR THE ARTS

Logo Standards & Guidelines

JULY 2018



THE REVOLVING C'S

At the heart of Chandler Center for the Arts new brand identity is a pair of letter Cs. The two Cs pass through each other as they revolve around a central point, evoking both the physical element of the unique revolving stages at the Center, and the metaphorical movement of the community as they interact with the arts and each other. The lines that comprise each C merge, filling the gaps left by the other. This creates a dynamic pattern representing the convergence of genres, personalities, and backgrounds that blend together to create a diverse and creative experience for the Chandler community.

Primary Brand Colors

CCA SKY

PMS 298 C

C 67 M 2 Y 0 K 0

R 65 G 182 B 230

WEB/HEX: 41B6E6

C O L O R S

CCA CARBON

PMS 440 C

C 63 M 62 Y 59 K 88

R 56 G 46 B 44

WEB/HEX: 382E2C

The colors of the Chandler Center for the Arts logo are representative of our brand and should be used whenever possible. There are two primary colors (CCA Sky and CCA Carbon). The colors in the palette are to be used in printed materials, online, and environmental graphics, to reinforce the CCA brand, except where special projects deviate from this scheme with approval. Pantone is preferred for most production or offset print projects; CMYK is for digital press projects; RGB is for digital uses.

NOTE:

The representation of color throughout this guide is not an exact match due to the limitations of the digital reproduction process. For this reason, please refer to a Pantone™ swatch book, available from a commercial printer or online at www.pantone.com.

Primary Logo



The amount of clear space (x) given the logo should equal or exceed the height of the word "CENTER."

STRUCTURE & CLEAR SPACE

The primary configuration of the logo consists of the Revolving Cs mark resting centered above the type treatment of "Chandler Center for the Arts." Use this version of the logo, in full color, whenever possible.

Adequate white space around the logo is necessary to guarantee its integrity and consistency across all applications. It should never be placed immediately next to any other elements or be surrounded by clutter. For publishing and online uses, the minimum clearance space shown at left is required.



MINIMUM LOGO SIZES

The logo should not be used in print smaller than the sizes shown at left.

Logo Variations



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CENTER**
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Primary

The primary logo should be used whenever possible. However, three responsive variations are available to use as alternatives to the primary logo. These alternate versions allow the primary mark to adapt to a host of usage situations in print and on screen. The secondary logo can be used in layouts where space doesn't permit the height of the primary logo, and a more horizontal logo fits better. The simple logo can be used for social media profile images, or as an accent on layouts where the primary logo has already appeared elsewhere. The word mark is best suited in small layouts where the a performer's branding is the main focus, such as web banner ads or billboards.



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Secondary



Simple

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Word Mark

Logo Color Options



Color



White



Reverse



Grayscale

Improper Logo usage

DO NOT recolor the logo in any color other than from the designated brand color palette.



DO NOT reproduce the logo in a tint or screen.



DO NOT rotate, misalign, skew or attempt to make the logo 3D.



DO NOT print the color version of the logo on a color background or photo. Use the white version when printing on a dark background.



DO NOT reproduce the logo over an image, patterned background or paper.



DO NOT add effects, including a drop shadow, inner shadow, bevel or emboss, inner or outer glow, or a stroke



Logo Files

Primary



Secondary



Simple



Word Mark

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Color

White

Grayscale

Reverse



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The logo is available in the configurations and colors shown above. Select the file format that best suits your end use. At right are descriptions of use for each file format available:

EPS format is for use when a vector format is required for high-end professional printing, signage, engraving or embroidery.

PNG format is for use when placing the logo into Microsoft Office applications (PowerPoint, Excel, Word) and a transparent background is required.

JPG format is for use when a pixel-based version of the logo is requested.

If you need more information or have questions
about using these guidelines,
please contact:

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