ARTS & CULTURE BUILDS

Americans for the Arts

ARTS & ECONOMIC PROSPERITY 6

2023 CAMPAIGN STYLE GUIDE

ARTS & CULTURE BUILDS ...

Jobs and the Economy

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

Creativity and Innovation

Arts and culture powers the creative communities where people want to live and work, where entrepreneurs and innovation thrive, and where businesses and night-time economies flourish.

Social Connections

Arts and culture creates opportunities for shared experiences that strengthen social bonds, enhance a sense of belonging, and foster community pride and identity.

Empathy and Understanding

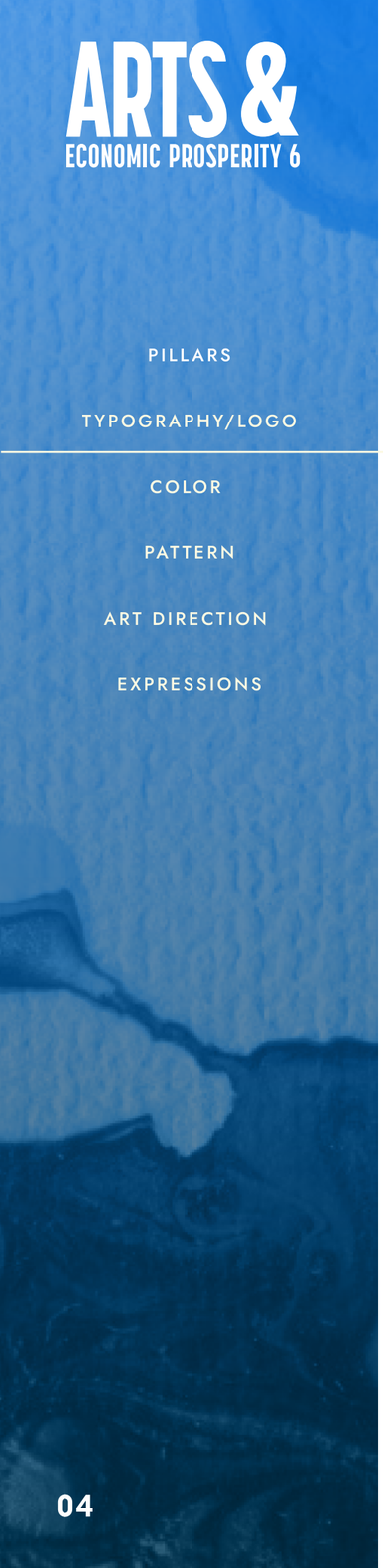
Arts and culture fosters empathy, tolerance and inclusion by enabling people to see the world from the diverse perspectives of their community.

More Livable Communities

Arts and culture beautifies cities and towns, celebrates and preserves diverse cultural expressions and tradition all while improving emotional health and well-being.

ARTS &
BUILDS
EMPATHY &
UNDERSTANDING
GET THE FACTS
ARTS &
BUILDS
MORE LIVABLE
COMMUNITIES
GET THE FACTS

PILLARS
TYPOGRAPHY/LOGO
COLOR
PATTERN
ART DIRECTION
EXPRESSIONS



JOST IS THE PRIMARY TYPEFACE FOR THIS CAMPAIGN. USE HEAVIER WEIGHTS FOR HEADLINES TO PLACE MORE EMPHASIS, AND LIGHTER WEIGHTS FOR BODY COPY AND SUPPORTING TEXT.

JOST BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

JOST BOLD

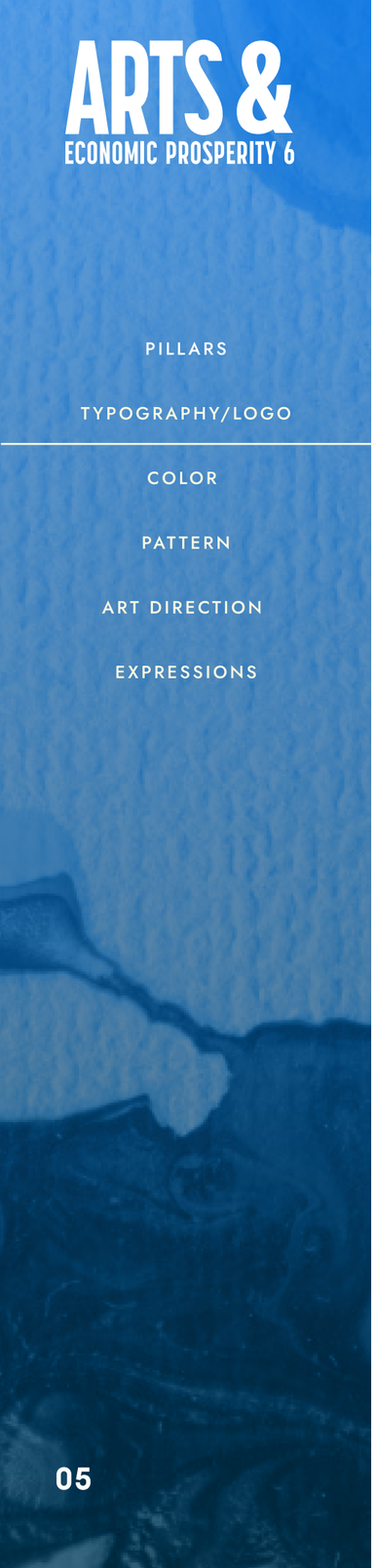
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

JOST MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HTTPS://FONTS.GOOGLE.COM/SPECIMEN/JOST

PILLARS
TYPOGRAPHY/LOGO
COLOR
PATTERN
ART DIRECTION
EXPRESSIONS



HEADLINE:
JOST BLACK

ARTS &
CULTURE
BUILDS

CAMPAIGN LOGO

SUBHEADLINE:
JOST BOLD

JOBS AND THE ECONOMY

BODY:
JOST MEDIUM

Arts and culture supports jobs, generates revenue for local businesses, and provides authentic cultural experiences that strengthen tourism.

PILLARS
TYPOGRAPHY/LOGO
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ART DIRECTION
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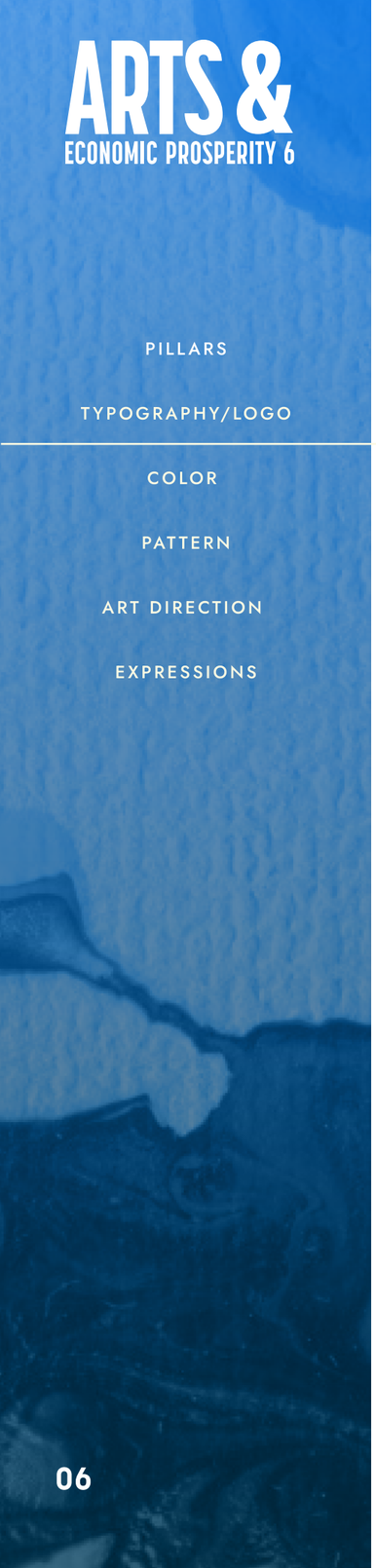

CAMPAIGN LOGO
USE A KNOCKOUT VERSION WITH A DROP SHADOW EFFECT IN IMPRESS
X:0 Y:10 B:22

ARTS &
CULTURE
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PILLARS
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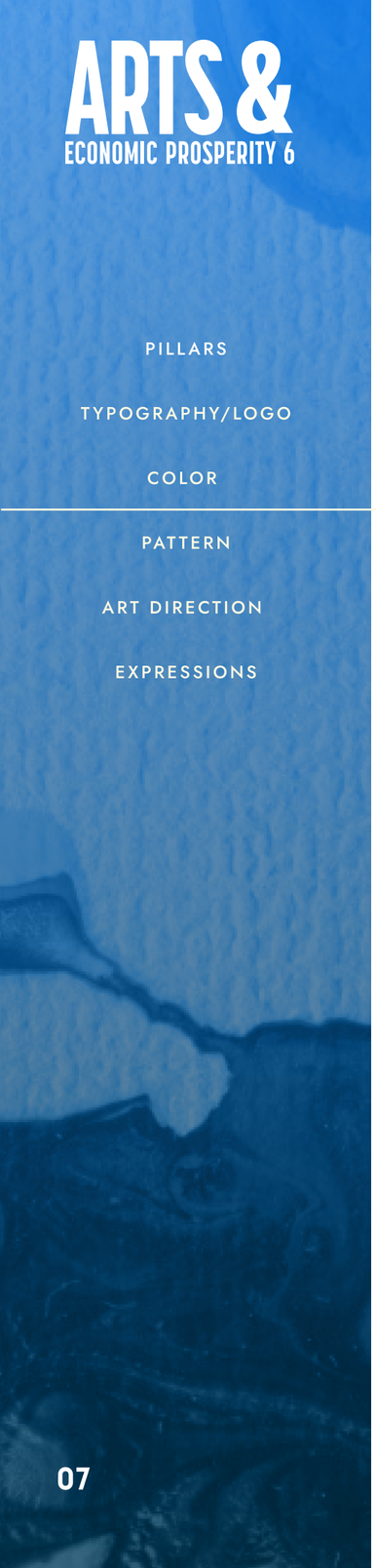

NEUTRAL COLORS SHOULD BE USED FOR TYPE, WHILE THE MAIN COLORS ARE USED TO OVERLAY THE BACKGROUND PATTERNS USED IN THIS CAMPAIGN.

EXPRESS: #DE6800

MODERN: #0B72D9

IMPRESS: #004B73

SURREAL: #003049

POP: #EF4477

ABSTRACT: #0D0B0B

MINIMAL: #FEFEFE

SCULPT: #FCF9E3

MAIN COLORS

NEUTRALS

PILLARS
TYPOGRAPHY/LOGO
COLOR
PATTERN
ART DIRECTION
EXPRESSIONS

EACH PILLAR HAS A DEDICATED PRIMARY COLOR THAT IS INSPIRED BY THE MEANINGS DETERMINED ON THE COLOR PSYCHOLOGY WHEEL.

EXPRESS:
#DE6800

MODERN:
#0B72D9

IMPRESS:
#004B73

SURREAL:
#003049

POP:
#EF4477

EMPATHY & UNDERSTANDING

JOBS & THE ECONOMY

MORE LIVABLE COMMUNITIES

SOCIAL CONNECTIONS

CREATIVITY & INNOVATION

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PILLARS

TYPOGRAPHY/LOGO

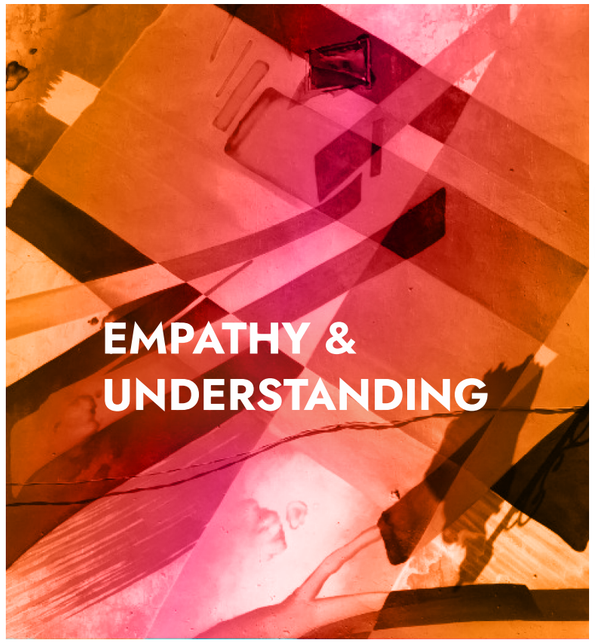
COLOR

PATTERN

ART DIRECTION

EXPRESSIONS

EACH PILLAR HAS A DEDICATED PATTERN THAT IS INSPIRED BY VARIOUS ARTFORMS.



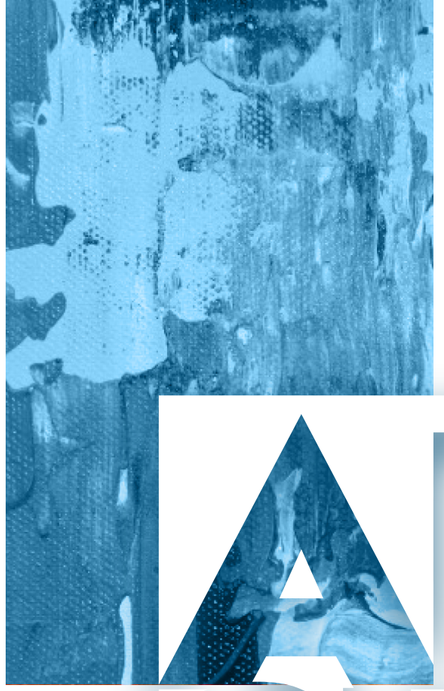
PILLARS
TYPOGRAPHY/LOGO
COLOR
PATTERN
ART DIRECTION
EXPRESSIONS

THE LOGO SHOULD BE PLACED ABOVE THE PATTERNS IN EACH CREATIVE SET. ADDITIONAL GRADIENT OVERLAYS IN ANY BRAND COLOR CAN BE USED TO IMPROVE READABILITY.

SURREAL: 100% #003049

ARTS & CULTURE BUILDS

SURREAL: 0% #003049



PILLARS
TYPOGRAPHY/LOGO
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ARTS & ECONOMIC PROSPERITY 6

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