



Brand Guidelines

VERSION 1.0 | JULY 2017



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Logo Use for Grant Recipients and Partner Organizations

These guidelines are for using the logo in your printed publications or online presence. We've outlined best practices for logo use below. If you have any questions about these guidelines please connect with Mass Cultural Council directly.

The Mass Cultural Council logo consists of a mark, a logotype, and a tagline. These elements must always appear as shown in the lockup at right.

Clearspace

The clearspace is the minimum amount of white space that is required around the logo. For the Mass Cultural Council logo, the minimum amount of white space should be equal to or greater than the width of the double C in the mark (see right). This area of isolation protects the logo from other imagery, graphics, and page trim.

Depending on usage, the size of the logo may change. However, the logo should be sized for clear legibility with the minimum amount of white space clearance around it.

Minimum Size Requirements

The minimum width of the logo is 1.25" wide (see below).



If you need to use the logo smaller than 1.25", please request the non-tagline version.



Protecting the Integrity of the Logo

The examples listed below point out how to avoid inconsistent usage or misuse of the logo.

- All logo file formats are outlined, locked, and cannot be altered.
- The logo must be used with the required clearspace.
- Do not create a grayscale version of the color logo. Use the supplied BW version instead.
- Never combine the logo with any other text or imagery.
- The logo may not be altered in any way. Never alter the mark/logotype proportion.
- Never place the full-color logo on a pattern or rich colored background. On all other colors/patterns, use the knocked-out version instead.
- Never alter or change the logo color palette.
- Logo may only be knocked out in white on dark colors.
- Scale the logo as a unit to retain the original proportions of the logo and its elements. Make sure to follow the minimum size requirements.

Download the Logo

CMYK for print*	RGB for web
<i>Black & white</i>	<i>Black & white</i>
.eps	.eps
.jpeg	.jpeg
<i>Knocked out</i>	<i>Knocked out</i>
.eps	.eps
	.png
<i>Full color</i>	<i>Full color</i>
.eps	.eps
.jpeg	.jpeg

* Whenever possible use .eps files. Microsoft Office applications such as Word and PowerPoint do not support .eps files: use the .jpeg or .png files instead.

Black & White

Use the black & white version of the logo on light or white backgrounds.



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Knocked Out

Use the knocked out version of the logo over dark colors or imagery.



Full Color

Use the full color logo only when you can place it on a white background.



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