Center for the Arts at Kayenta

Brand Identity Guidelines Version 1.0

Center for the Arts at Kayenta Brand Identity Guidelines V. 1

CENTER FOR THE ARTS AT KAYENTA

WELCOME

Center for the Arts at Kayenta plays an important role in our community, making extraordinary theatrical and creative event experiences a natural part of our daily lives. The Center for the Arts at Kayenta brand reflects the spirit and can-do attitude of all those involved in making The Center for the Arts at Kayenta a quality, intimate environment for multi-dimensional programming, in beautiful Kayenta, Utah.

Our brand attributes accurately convey our personality.
We are:
    Inclusive (something for everyone)
    Intimate
    Unique
    Creative
    Enriching

To our citizens and attendees, our brand embodies our commitment to anticipate and meet their changing theatrical, artistic and event needs. To our organization, it represents the imagination we use to address those needs in a manner that reflects our values. We have created these guidelines to ensure that we always remain true to our brand, and the people, events, programs and services it represents.

CENTER FOR THE ARTS
AT KAYENTA

1.1 The Purpose of this Manual

The key to success of the new Center for the Arts at Kayenta brand identity is the proper and consistent use of all of its graphic elements by everyone involved with development of the department's communications, marketing and merchandising materials. Center for the Arts at Kayenta's brand identity guidelines will provide creators of these materials the help they need to properly and consistently implement the identity. Adherence to these guidelines will serve to ensure strong communications, which will further build the Center for the Arts at Kayenta brand identity.

A well-conceived and well-executed identity program extended across all applications will "build in" a pre-set level of quality while continuously reinforcing our corporate values.

Brand Identity is Important

A branded business is more likely to be seen as experienced, and generally be seen as more reliable and trustworthy than an unbranded business. A good brand makes the business stand out from the competition and will keep the Center for the Arts at Kayenta in the mind of our customers.

Each of the many ways Center for the Arts at Kayenta will express itself visually, from a brochure and show program to email campaigns to print ads and promotions, will help define the brand image.

All expressions of the Center for the Arts at Kayenta's brand, through the employees, volunteers, facilities and services, all share a common message. A well-conceived and well-executed identity program extended across all applications will "build in" a pre-set level of quality while continuously reinforcing our corporate personality. **Our people and community are inclusive, our theater is intimate and unique, and our events are creative and enriching.**

Guidelines Commitment

If you are reading this manual you are part of an elite team entrusted with the responsibility of maintaining the Center for the Arts at Kayenta's Brand Identity.

It is critical that every person involved in the application of the Center for the Arts at Kayents's graphic designs makes it a personal responsibility that the guidelines of this manual are carefully followed. Only this kind of commitment will assure the continued consistency needed for a successful visual brand.

CENTER FOR THE ARTS AT KAYENTA

1.2 Definition of Terms

Understanding the terms used in this manual will help with the implementation of the Center for the Arts at Kayenta's brand identity.

Symbol–The ARTS Triangle
The specially designed and proportioned symbol that is the primary visual identification element for Center for the Arts at Kayenta.

Logotype
The proprietary, custom-designed graphic for the Center for the Arts at Kayenta name which clarifies and reinforces the the ARTS Triangles.

CENTER FOR THE **ARTS** AT KAYENTA

Signature
The combination of the ARTS Triangles and the logotype in vertical and horizontal configurations.

Colors
The unique colors that help define our personality.

Fonts
Center for the Arts at Kayenta's distinctive typefaces that are used in all communications.

Frutiger

Leading
The space between one line of type and the next, measured from baseline to baseline.

The space between one line of type and the next, measured from baseline to baseline.

Letterspacing
The space between letters in a word. The letters in Center for the Arts at Kayenta logotypes are more openly spaced than normal.

AT KAYENTA

X Proportion
In these guidelines, X is equal to the height of a Frutiger Capital "A."

Frutiger Font-A   X

Personal Space (minimum)
The area around the symbol and the signatures that must remain clear of graphics and type.

X = A

X | **CENTER** FOR THE **ARTS** AT KAYENTA A   X=height

X

CENTER FOR THE **ARTS** AT KAYENTA

2.0 Signature

CENTER FOR THE ARTS
AT KAYENTA

2.1 The Symbol

The symbol for the Center for the Arts at Kayenta's nick-name is "the ARTS Triangle." A rainbow of performances, events and shows are hosted at the Center for the Arts at Kayenta all under the umbrella of ART. The triangle's colors represent this rainbow.

Using the triangle shape of a capital A-Three intersecting triangle were created. This cross over or overlap is the foundation of the symbol. The smaller triangles within the larger shapes represent the artistic inspiration in each individual, each event and the Center for the Arts at Kayenta as an entity in and of itself.

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2.2 The Logotype

A logotype refers to words or the name of a business that is designed in a special way. The new Center for the Arts at Kayenta logotype is the result of typographic exploration that examined the attributes of each letter-form as well as the relationships between letter forms.

Center for the Arts at Kayenta logotype is comprised of the typeface Frutiger that has been considerably modified to best express the personality and positioning of the Center. A psychology study led by researchers from the University of Valencia suggests that people are more prone to remember and identify a brand name if the logo is uppercase.

The diagram to the right illustrated the high degree of modification that was necessary to achieve the approved logotype. It should be considered an illustration in the same way the "ARTS Triangle" is. Therefore, it is a specific and nonnegotiable piece of art that should not be recreated or imitated using standard computer fonts.

CENTER FOR THE **ARTS** AT KAYENTA

Frutiger 65 Bold and Frutiger 45 Light composed normally	**CENTER FOR THE ARTS** AT KAYENTA
Customized with smaller, stacked "FOR THE" Allowing emphasis on the top line to be on the words CENTER and ARTS	**CENTER** FOR THE **ARTS** AT KAYENTA
Customized letterspaceing opened up the words AT KAYENTA compared to overlay showing unaltered letters	**CENTER** FOR THE **ARTS** AT KAYENTA

CENTER FOR THE ARTS AT KAYENTA

2.3 Signature Configuration

Center for the Arts at Kayenta's signature has been designed in two configurations–a horizontal and a vertical arrangement. Certain applications and printed materials dictate the space alloted for logo use. To maintain a consistency of scale these two variations will provide the best usage options.

Horizontal configuration

Vertical configuration

3.0 Graphic Elements

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3.1 Signature Color Palette

Center for the Arts at Kayenta's symbol is made up of 60 small triangles. Each of these triangles is a unique color and when combine as a group make up the ARTS Triangle.

Different materials and applications will dictate which use of these approved color palette options will be the right one to use.

Color Logo–White background
The 60 Colors of the triangle reproduce best when printed in CMYK. When using the full color symbol the logotype always prints 80K (80% Black).

Color Logo–Black background
The 60 colors in the symbol were chosen with values that will read easily on a black background. For applications that require a black background the logotype always prints white.

3.1 Signature Color Palette 2

Unique application signature usage.

Spot–Limited Color

Certain applications may have a limited color choices. For this reason we designed a version of the Center for the Arts at Kayenta's symbol that uses the five approved spot colors plus either an all black or 80% black logo. This option would also be approved for embroidery or screen printing.

PMS 143

PMS 326

PMS 179

PMS 7648   PMS 2665
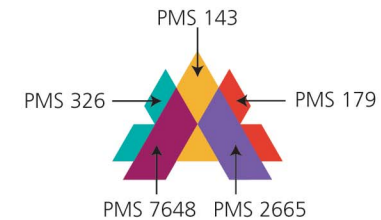
Black & White and 1 Color

The Black and White version of the logo uses only 1 color and its 40% tint. Uses for a Black & White only version would be:

      Foil and embossing

      Engraving

      Metal badges

      Embroidery

      Icons

Use one (not a mix) of the five approved spot colors or black when using this version. The values need to be used in the configurations shown. The lighter value of the color is a 40% tint of black or one of the five approved spot colors.

It is also acceptable to use just the logotype (no symbol) in a one-color application as some printing process do not allow tints.

40% Tint

One color example using pms 7648

3.2 Core Colors

The Logo Triangle is comprised of 60 colors. These 60 colors have been narrowed down to 5 core colors that represent the creativity and energy of the Center for the Arts at Kayenta's signature.

The regular uses of our core colors in both primary and secondary applications will reinforce our message at all levels.

Core color uses can include:

    Headlines
    Subheadlines
    Page Background Colors
    One color logotype

Orange
Pantone 143
CMYK   0 32 87 0
RGB   241 180 52
HTML   F1B434

Red
Pantone 179
CMYK   0 87 85 0
RGB   224 60 49
HTML   E03C31

Burgundy
Pantone 7648
CMYK   22 100 0 16
RGB   153 30 102
HTML   991E66

Lavendar
Pantone 2665
CMYK   70 76 0 0
RGB   125 85 199
HTML   7D55C7

Turquoise
Pantone 326
CMYK   81 0 39 0
RGB   0 178 169
HTML   00B2A9

Dark Grey
CMYK   0 0 0 80
RGB   88 89 91
HTML   58595B

The dark grey is the acccepted color usage for the logotype in the signature

Pantone is a registered trademark of PANTONE, INC.
The colors represented in this manual have not been evaluated by Pantone and may not match the Pantone color standards as reproduced

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3.3 Core Typography

Sans Serif: Frutiger

Frutiger is a series of typefaces named after its Swiss designer, Adrian Frutiger. Frutiger is a humanist sans-serif typeface, intended to be clear and highly legible at a distance or at small text sizes. A very popular design worldwide, type designer Steve Matteson described its structure as "the best choice for legibility in pretty much any situation" at small text sizes, while Erik Spiekermann named it as "the best general typeface ever."

Although it was originally intended for the large scale of an airport, the full family has a warmth and subtlety that have, in recent years, made it popular for the smaller scale of body text in magazines, booklets, and ads.

The Center for the Arts at Kayenta's primary function is to showcase theatrical productions and art. Creative graphic solutions designed for individual shows and events take priority in all visual communications. Therefore, only one font family has been chosen – Frutiger. It is strong and warm, easy to read and will not compete with the graphics, show logos and visuals uses in marketing materials.

Frutiger has a very high x-height*, comes in a variety of weights (not all shown here) and is suited for a myriad of diverse applications. Frutiger is available on-line at Linotype.com in both true-type (cross platform) and postscript.

*X-height is the proportional relation of the height of a lower case letter to the height of is capital counterpart.

45 Frutiger Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

46 Frutiger Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

55 Frutiger Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

56 Frutiger Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

65 Frutiger Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

65 Frutiger Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

75 Frutiger Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

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3.4 Elements of Good Typesetting

Bolds and italics

Bolds and Italics should be used sparingly and only to provide emphasis. Lengthy text in either style reduces legibility.

The use of bold text in lengthly text settings should be avoided. It takes up more room and creates legibility problems. Limited use of bold text provides emphasis.

The use of italic type in lengthy text settings should be avoided. Italic text takes up more room and often creates legibility problems. Limited use of italics is an effective means of providing emphasis.

Letterspacing

Attention should be paid to the letter and word spacing in text blocks. Typography that is set too tight impairs legibility and typography that is set too loosely appears light and lacks strength.

This body copy is set to tightly. The color of the words appear too "black" and affect the ability to read words by their shape thus impending legibility.

This body copy is set too loosely. The color of the words appear too light and affect the ability to read words by their shape this impending legibility.

Paragraphs

For certain texts, paragraphs may be distinguished by skipping one line. For lengthier texts such as newsletter articles, indentations are appropriate.

For most typographic composition, a complete line return can be used to separate paragraphs.

This uses more space, but results in more clear alignment and organization.

Paragraph indention should be used in long text blocks to clearly indicated the beginning of a new paragraph.

The amount of indentation usually equals the height of the type size. 8 point type is indented 8 points for example.

Contrast

Anything that reduces contract reduces legibility. Text over a color background decreases legibility, lengthly amounts of reversed text can cause eye strain.

Use care when printing lengthy amounts of text over tinted or colored backgrounds. Anything that reduces contrast reduces legibility.

Use care when printing lengthy amounts of text over tinted or colored backgrounds. Anything that reduces contrast reduces legibility.

20%   40%   60%   80%

CENTER FOR THE ARTS AT KAYENTA

4.0 Signature Use

4.1 Unacceptable Signature Use and Symbol Use

It is unacceptable to use the Center for the Arts at Kayenta's signature in a modified or altered state. Undisciplined use will result is lack of respect and loss of integrity for our brand. Examples of typical misuses are represented here.

These examples apply to all signatures; horizontal and vertical and the symbol and logotype as a stand alone graphic.

1. **Do not** recreate the logotype or alter letter forms

2. **Do not** separate or rearrange signature components

3. **Do not** substitute other typefaces for the approved logotype

4. **Do not** place the signature on an angle or italicize it

5. **Do not** visually alter or distort the signature

6. **Do not** substitute colors to create 1 to 4 color signatures unless using an approved version

7. **Do not** substitute logotype colors within signature

8. **Do not** substitute any color within ARTS Triangle

9. **Do not** place the signature or symbol in a Containing shape

10. **Do not** add drop shadows, dimensionality or apply any visual affects to the signature or symbol

11. **Do not** create names, expressions or statements in the logotype configuration

12. **Do not** add typographic or graphic embellishments

13. **Do not** alter or change symbol in any way or turn it into a pattern.

14. **Do not** alter or change the logotype in any way or turn into a pattern

4.2 Acceptable Background Use

For impact and readability consideration should be given to the background for the Center for the Arts at Kayenta's signature.

It is important to apply the signature or symbol to a background that is simple and uncluttered.

These examples apply to all signatures; horizontal and vertical and the symbol as a stand alone graphic.

1. Positive signature on white background
2. Positive signature on grey background with a value at or less than 20% Black
3. Reverse signature on a black background
4. Reverse signature on a grey background with a value at or greater than 80% Black
5. Reverse signature on a dark screened or photographic texture
6. Positive signature on a light screened photo-graphic element
7. Positive signature on a light screened pattern
8. Positive signature on a light screened (20% or less) typographic element
9. Reverse signature on a dark screened (80% or greater) typographic element

4.3 Unacceptable Background Use

Here are a few examples of unacceptable background use.

These examples apply to all signatures; horizontal and vertical and the symbol as a stand alone graphic

1. **Do not** place the signature on any solid color were the smaller triangles become unreadable

2. **Do not** outline or place a keyline around the signature for readability

3. **Do not** place the signature with white logotype on a complex photographic background

4. **Do not** place the signature with the 80% Black logotype on a complex photographic background

5. **Do not** uses a background shape or photographic element under the logotype only

5.0 Dual Signature Use

- Used with the Kayenta Art Foundation logo
- Used with a Producing Partners logo

CENTER FOR THE ARTS AT KAYENTA

5.1 Dual Signature Usage

The Center for the Arts at Kayenta (CFAK) is a brick and mortar building which serves as an events center and events coordination office governed by the Kayenta Arts Foundation (KAF). It is the public presence of KAF and serves as a venue for CFAK events.

In promoting any singular event or event series at CFAK, only the Center for the Arts at Kayenta signature is to be used. The KAF logo may be used if KAF is an independent sponsor to any event may have its logo used in a size proportioned similar to other sponsor logos used for such event.

The Center for the Arts at Kayenta teams up with independent producing partners on specific events. In this case, the CFAK logo and the producing partners logo may be reproduced side by side with both logos being equal in size. If it is to be determined that one logo needs to have priority in placement or size due to space limitations, then the CFAK signature takes priority 100% of the time over producing partners logos if the event is held at CFAK.

5.2 Use of the KAF logo

Only use the KAF logo independently if:
1. There is a KAF fundraising event or board sponsored event promoting / listing / honoring its donors
2. We are advertising a Festival. The Kayenta Arts Foundation currently sponsors two annual festivals:
   A. Street Painting Festival (Spring Event)
   B. Art in Kayenta (Fall Event)

5.3 KAF logo brand guidelines

The Kayenta Arts Foundation logo is an independent brand and may not be altered in any form. This includes not altering Colors, Logotype and Symbol relationships and never using the Symbol without the logotype.
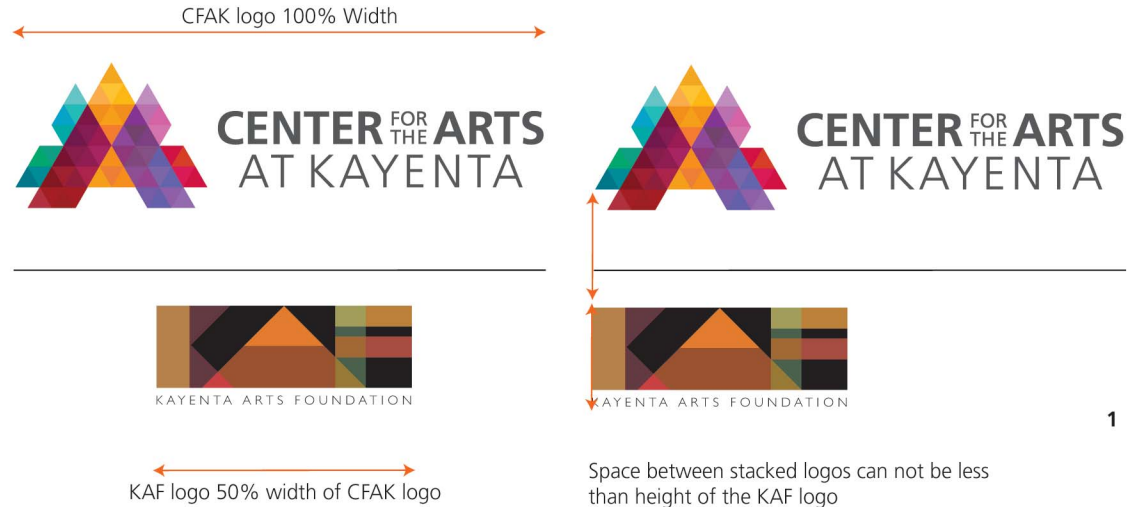
5.4 Dual Signature - Size Relationship

When the Center for the Arts at Kayenta is the producing venue for an event but the Kayenta Arts Foundation needs a presence then the two logos may be used together within these parameters. Use theses same guidelines when a producing partner logo is used such as "Man of Two Worlds Productions."

These examples apply to Horizontal Signature Only.

1. **The KAF logo is 50% or less in width size than the CFAK logo**.
   - A. Logos may centered or left justified
   - B. A dividing rule must be placed between the two logos
   - C. Space between two logos can not be less than the height of the KAF logo
   - D. Consideration may need to be made for web based applications when responsive platforms size these two logos the same width if uploaded a two independent pieces of art. It is recommended that a "Signature Group" be uploaded as one piece of art which will maintain the size ratio.

2. KAF and CFAK logos may be placed side by side but the height of the KAF signature can not have a height greater than the Center for the Arts at Kayenta's logotype.

CFAK logo 100% Width

KAF logo 50% width of CFAK logo

Space between stacked logos can not be less than height of the KAF logo

1

Height of vertical rule

Height of KAF Logo

2

The horizontal signature as a group may be centered on a page or left justified.
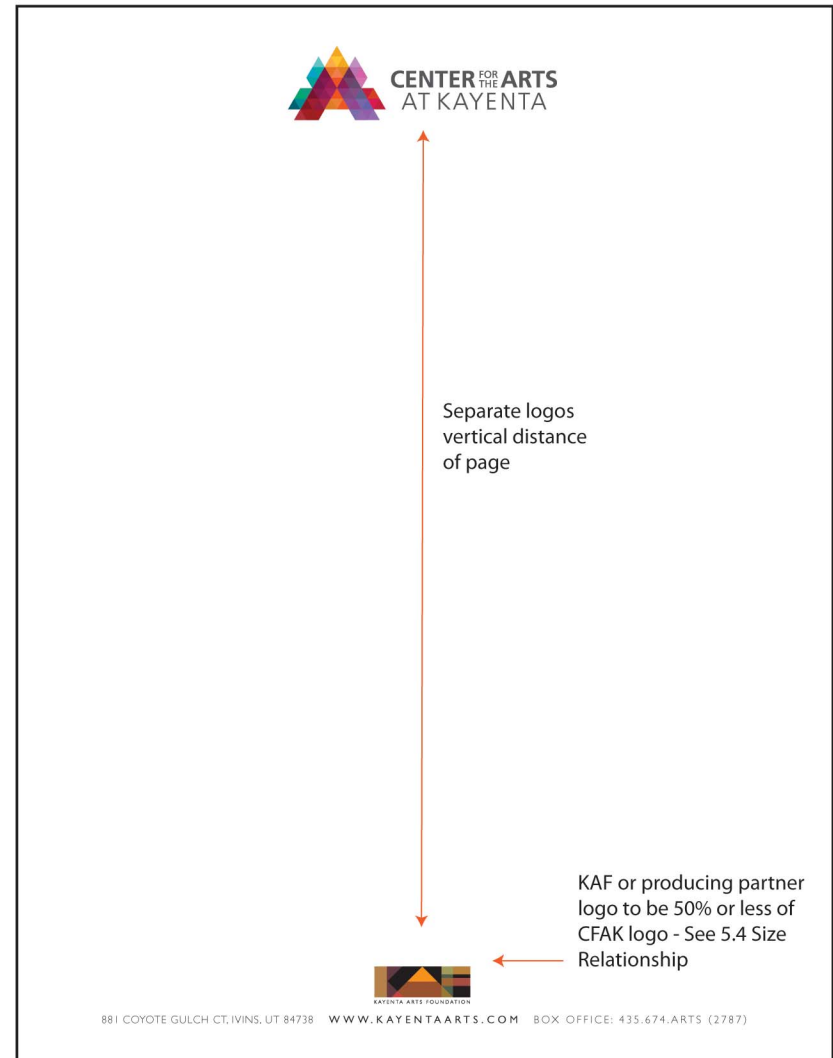
5.5 Dual Signature - Page Relationship

It is preferred that the two logos be separated by the vertical distance of the page with the Center for the Arts at Kayenta on the Top and Kayenta Arts Foundation on the bottom of the page.

Retain the 50% proportions outlined in 5.4 Dual Signature Usage. Kayenta Arts Foundation logo/producing partners logos may print smaller.

When a dual signature is required then use the example on the right as preferred placement for:

Letterhead style formats
Email blasts
Press releases
Invitations
Flyers

Separate logos
vertical distance
of page

KAF or producing partner
logo to be 50% or less of
CFAK logo - See 5.4 Size
Relationship

881 COYOTE GULCH CT, IVINS, UT 84738   W W W . K A Y E N T A A R T S . C O M   BOX OFFICE: 435.674.ARTS (2787)

6.0 On-brand Supporting Graphics

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6.1 Branded Package

A strong signature is just one piece of the Center for the Arts at Kayenta's brand. It is also a consistent use of the signature within a set group of design parameters.

The signature, when used within a set group of design parameters will become your "branded package."

This package may include:
> **Business cards**
> **Letterhead**
> **Flyers**
> **Brochures**
> **Email Templates**
> **Social Media Posts**
> **Ad Designs**
> **Posters**
> **SWAG**

Since we live in a multimedia world, the final step in creating a brand identity is an extended and consistent visual language–your branded package, with supporting graphics, design assets, icons and photographs.

Whether re-designing Center for the Arts at Kayenta's website, posting to social media, sending out an email campaign, or designing print ads or posters, having a branded package makes sure that CFAK has a unified message across all platforms.
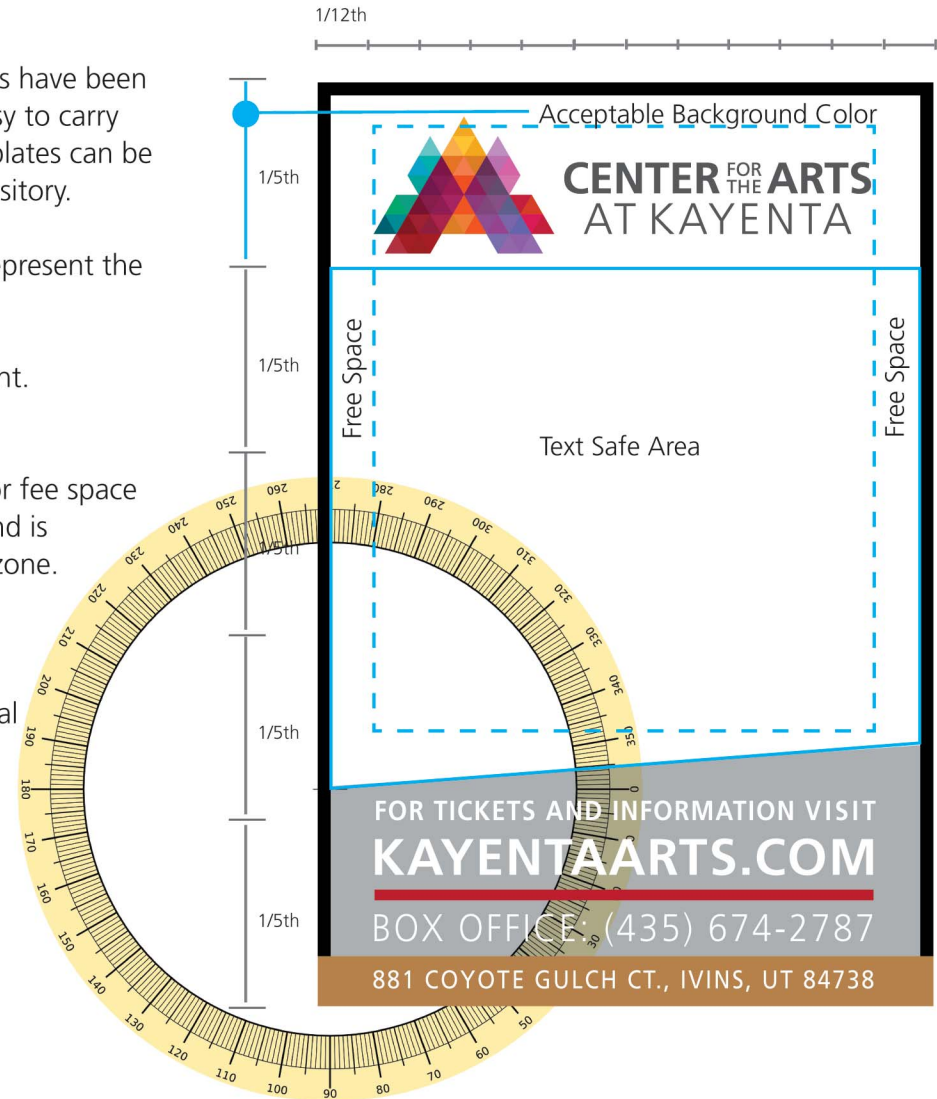
CENTER FOR THE ARTS
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6.2 Design Structure - Ads

As part of the Brand Identity Guidelines, ad design templates have been created for the Center for the Arts at Kayenta, making it easy to carry forward an approved, branded look for years to come. Templates can be found in the Center for the Arts at Kayenta's drop-box depository.

The templates have been used in various publications and represent the existing branded package.

Use the grid to the right as a guideline for element placement.

1. Logo always goes in top 1/5 of ad dimensions.
2. A minimum of 1/12 ad width must be maintained for fee space margin on left, right and top of ad. Bottom gold band is exempt from free space zone. No text in free space zone.
3. Background images may bleed.
4. A 2° to 5° angle band at the bottom of the ad will ALWAYS contain contact information. On larger ads this band may be divided vertically and the additional space used as a design element or text area.
5. Only approved colors as described in section 4.2-Acceptable Background Use may be used behind logo in top 1/5th of design. This approved color may be part of a photo that meets these guidelines.

1/12th

Acceptable Background Color

1/5th

1/5th

Free Space

Free Space

Text Safe Area

1/5th

1/5th

FOR TICKETS AND INFORMATION VISIT
KAYENTAARTS.COM
BOX OFFICE: (435) 674-2787
881 COYOTE GULCH CT., IVINS, UT 84738

6.3 Ad Templates

1/5th

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1/5th

Flowers for **Algernon**

SEPTEMBER 13-15 & 19-22

1/5th

Algernon, a mouse, and his mentally challenged caregiver, Charlie, poignantly depict man's indomitable spirit.

1/5th

FOR TICKETS AND INFORMATION VISIT
KAYENTAARTS.COM
BOX OFFICE: (435) 674-2787

1/5th

881 COYOTE GULCH CT., IVINS, UT 84738

Logo placed at top 1/5th of ads

Black border

Use of Frutiger font
for all text except show logo

Show name and show date in top
2/5th of ad.

Impactful, simple photo or art.
Ads should use images that stand
alone and ad images should NOT
be embedded with text

Text blub of no more than
15 words

Branded angled black holding
box at bottom of ad
with phone a website

Gold address band. No border
around gold address band

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MARCH 2, 7 PM
3hattrio
American Desert Folk Music

"Their music somehow evokes the desert's beauty, it's heat, cold and dangers."

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BOX OFFICE: (435) 674-2787

881 COYOTE GULCH CT., IVINS, UT 84738
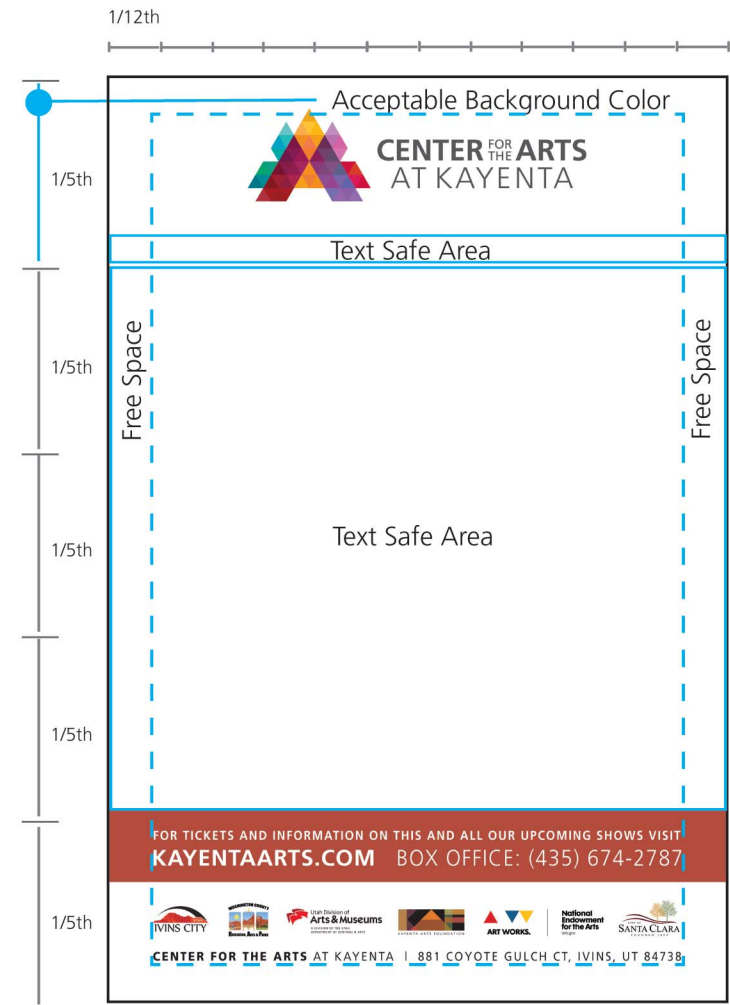

CENTER FOR THE **ARTS**
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6.4 Design Structure - Posters & Flyers

As part of the Brand Identity Guidelines, Poster design templates have been created for the Center for the Arts at Kayenta, making it easy to carry forward an approved, branded look for years to come. Templates can be found in the Center for the Arts at Kayenta's drop-box depository.

Poster need to have a powerful, easy to read graphics and text that can be read from at least 30 feet away.

Use the grid to the right as a guideline for element placement.

1. Logo always goes in top 1/5 of ad dimensions.
2. A minimum of 1/12 ad width must be maintained for fee space margin on all 4 sides. No text in free space zone.
3. Background images may bleed.
5. Only approved colors as described in section 4.2-Acceptable Back ground Use may be used behind logo in top 1/5th of design. This approved color may be part of a photo or graphic that meets these guidelines.
4. A horizontal band placed in the bottom 1/5th of the poster must contain contact information. This band may be a color of designers choice and should compliment poster graphics. Band may also be a tint of no less than 80% of color to allow "show through" of photo or art.
6. Below the contact information band is the area for sponsors and address. Background should remain white to retain consistency as many supplied logos (jpegs) only have a white background.

1/12th

Acceptable Background Color

1/5th

Text Safe Area

Free Space

1/5th

Free Space

Text Safe Area

1/5th

1/5th

1/5th

FOR TICKETS AND INFORMATION ON THIS AND ALL OUR UPCOMING SHOWS VISIT
KAYENTAARTS.COM   BOX OFFICE: (435) 674-2787

CENTER FOR THE ARTS AT KAYENTA | 881 COYOTE GULCH CT, IVINS, UT 84738

CENTER FOR THE ARTS AT KAYENTA

6.5 Poster Templates

1/5th

1/5th

1/5th

1/5th

1/5th

Logo placed at top 1/5th of ads

No border needed for posters

Use of Frutiger font
for all text except show logo

Show name top 2/5th of ad.

Posters can be stand alone pieces
of art. Have fun. Create custom
show graphics with show title and
date that fit within template.

If a text blub is used, no more
than 15 words in Frutiger font.

Horizontal band with contact
information. Band color can
compliment poster graphics.

Sponsor band and address at
bottom of poster. To retain clean
look, background should remain
white as many supplied logos
only have a white background.

1/5th

1/5th

6.1 Grid-based Design

Center for the arts at Kayenta's design grid is based on a 1/12th HZ x 1/5th V grid system. Examples shown here are on an 8.5 x 11" page size.

The flexibility is limitless, but all grid layouts need to work within the template guidelines established in sections 6.3 and 6.5.
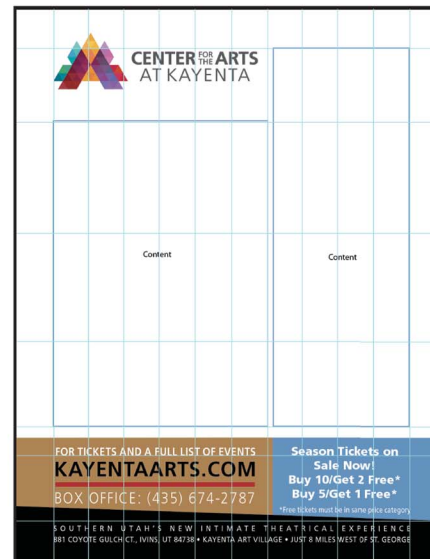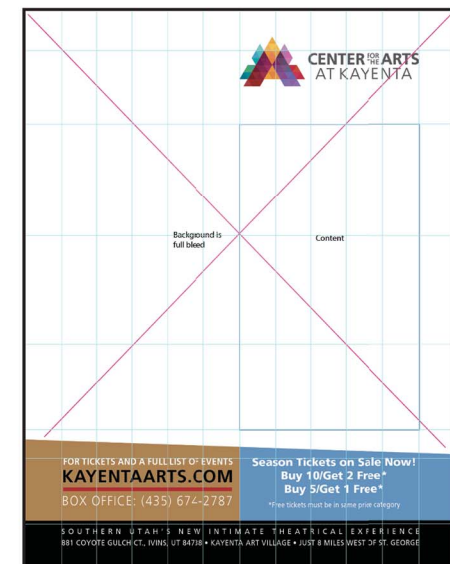
Do create multiple column layouts within grid

Do center or R/L align logo based on grid

Do divide bottom angled band into columns that work with your grid layout

Do flip horizontally angle band if design dictates

Do bleed background images

7.0 Visual Perception

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7.1 On Brand Message

A strong design is not a product of great imagination or a result of an idea. It is a product of carefully placed design elements chosen to work harmoniously with each other toward an end Goal. For the Center for Arts at Kayenta, that goal is to bring awareness to its product - tickets. Tickets to performances, productions, and events.

Center for the Arts at Kayenta's visual brand message should always direct its message to selling the product. If the focus becomes selling an individual show and not selling Center for the Arts at Kayenta's brand then the message has become off-target. Ultimately its not the actual productions that we market but the Center for the Arts brand.

To stay on band:

1. **Be consistent.** Always use design templates and guidelines.

2. **Stay on message**. Make it easy for customers to find information about the Center for the Arts at Kayenta and its performances.

3. **Be readable**. Remember the media size. Small ads need less text. Large posters need to be seen 30 feet away.

4. **Be creative**. Create unique show and performance graphics that can work across all media platforms and sizes and then place within the design templates.

5. **Let the design templates do the work.** The design templates are "designed" to direct viewers to the Center for the Arts at Kayenta's website. The website will have the details– the print will have the highlights.

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AT KAYENTA

6.1 On-brand Supporting Graphics

Print and digital marketing materials should have a "safe zone" of space around text and images and should be their own unique graphic expression, not held to the limitations of an existing graphic or poster. Create or have production companies supply images that do not have text and graphics embedded which will make it easier for a designer to work with.

It is important to not overcrowd ads with too much information. The Center for the Arts at Kayenta represents quality and it defeats this perception by trying to place too much information into a small space.

What makes our ads visually strong?

Logo in top 1/5th ad
Name of show or show logo should ALWAYS
     read first under CFAK logo
Dates and subheadlines ALWAYS read second
     and are in the Frutiger font
Simple, strong photo or art
Show text "blurb" limited to 15 words
Branded black border
Branded angled band
Large contact info block

YES

Wrong color behind signature

Never use a poster with embedded text and graphics as an "image" within an ad.

Not following 1/12th "Safe zone" rule

Contact info block too small

NO

6.1 On-brand Supporting Graphics 2

Art work for a show should consist of 2 elements. 1. Main visual. 2. Unique show logo.
All other text including show dates, times and ticket costs needs to be Frutiger for easy readability. The logo and visual can be placed within the templates to create maximum impact for space and readability. See examples here for "Flowers for Algernon."
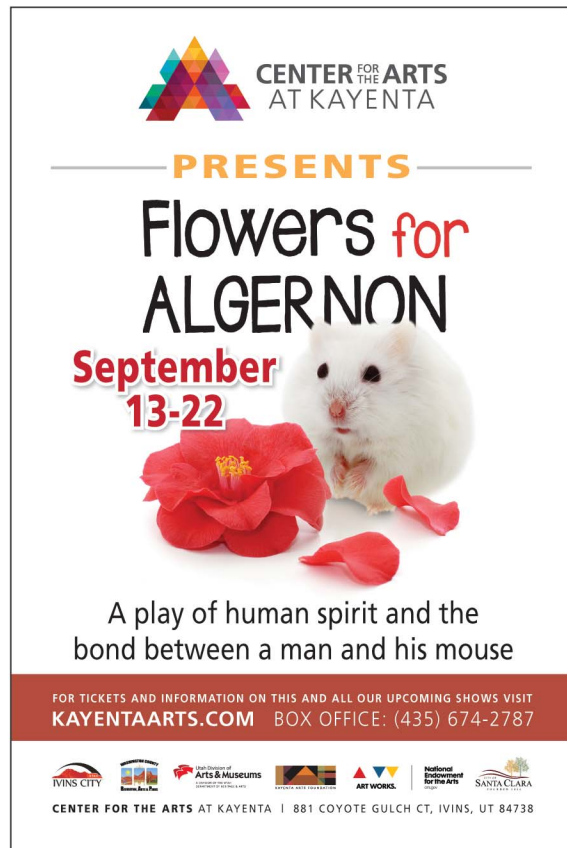
Unique combination of visual and logo for poster, 24 x 36".
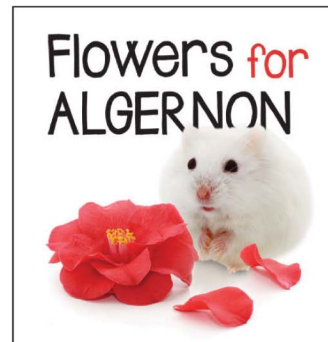
Unique combination of visual and logo for small website, 500px sq.

Unique combination of visual and logo for small Sun River ad, 3.25 x 1.85".

Show logo, not embedded into visual

Main Visual

Center for the Arts at Kayenta Brand Identity Guidelines V. 1

6.1 On-brand Supporting Graphics
Accent Design Elements

Accent design elements other than show posters and show logos are limited to only to solid color.

Do not use patterns
Do not use gradients

It is allowable to use any of the 5 core colors for horizontal or vertical bands or background colors.

Color bands can be used to help distinguish sections in a design.

Color bands can be used on:
Letterhead style formats
Email Blasts
Press Releases
Invitation
Playbill Insides
Flyers

Our supporting graphics support the performance. They are secondary to the productions. Show logos, show visuals and performance photos can be used on any piece to enhance the design.

The Frutiger font can be used as a design element as shown in this example.

The Frutiger font can be used as a design element

Show logos can be used in the style and color they were desgined
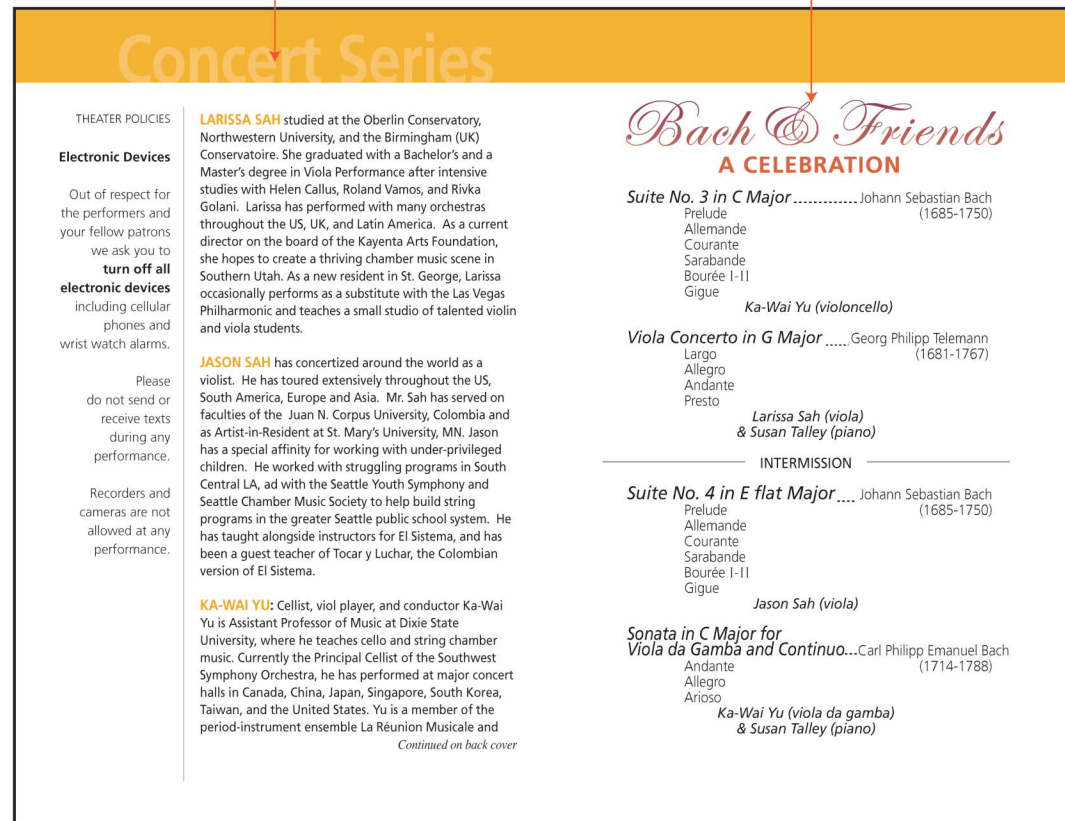
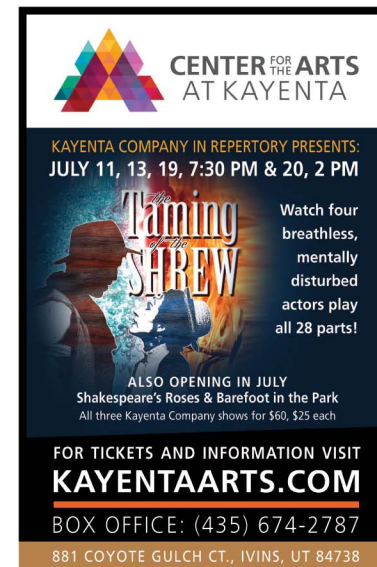Sample Playbill interior

CENTER FOR THE ARTS AT KAYENTA

7.3 Less is More

The human brain will skip over information that is aesthetically uncomfortable. This includes readability. If a visual has too much information and its too hard to find a message then a potential customer has been lost.

Do not lose your customer by over complicating your message.

Invite your customer in with simple easy-to-read marketing materials that direct to the website.

Invite them to the Center of the Arts at Kayenta's front door, roll out the red carpet for them and let the quality of the productions do the rest.

YES

NO