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Identity Manual

Created for the Kingston Arts Council
by A. Michael Shumate
September, 2007

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Preferred Identity

This is the Preferred Identity of the Kingston Arts Council, which consists of a logo and a signature in two lines.

In order to maintain the benefits of this identity, it is important that all use of this identity conform to the principles and policies documented in the manual.

Staging is both the relative sizes and positions of the elements that make up the identity as well as the surrounding Staging Area (see figure A), which is a space that belongs to the identity alone. No other elements should come into this space, no other text or imagery, not even our return address on stationery. This space is a distance of X around the logo and signature. Note that the lines of type in the signature are separated by a distance of $\frac{1}{2}X$. The logo is 1X above the base of the signature letters and the logo is 3X in diameter.

Logo Construction is made by overlapping concentric circles in increments of $\frac{1}{13}$ of the circle's diameter (see figure B).

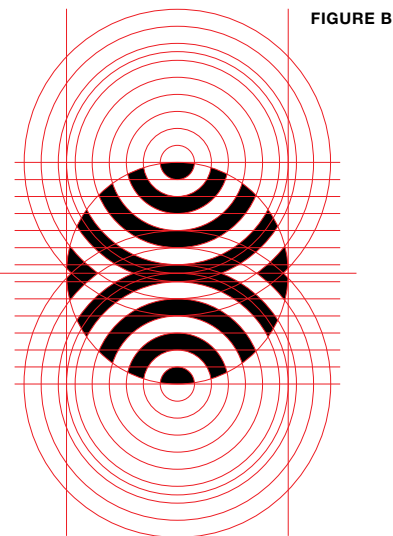


FIGURE A

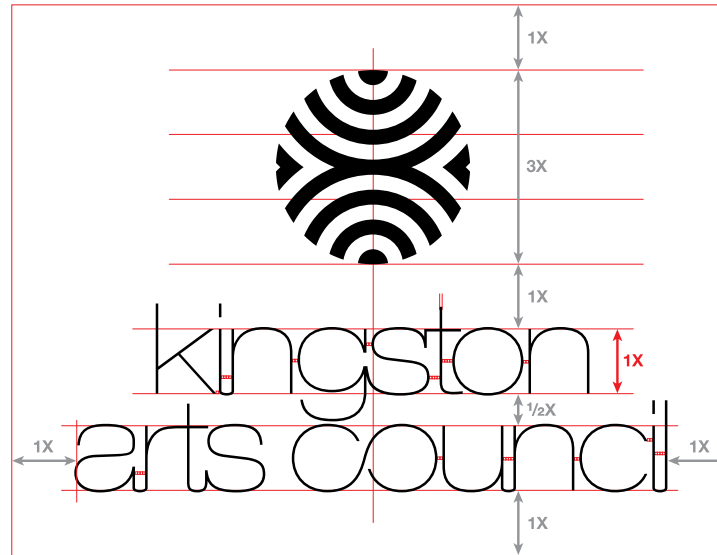
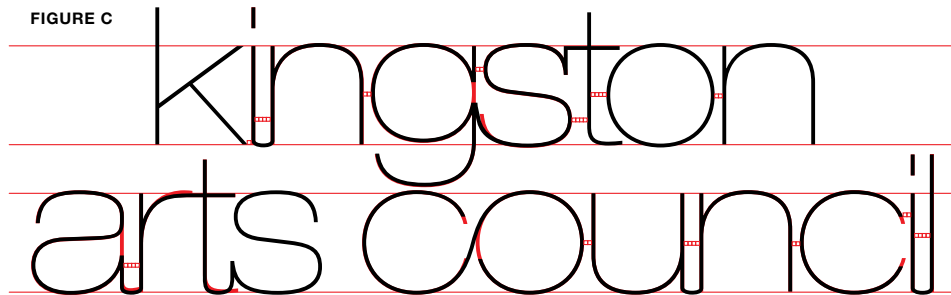


FIGURE C



Signature Construction is based on the type font Adobe Helvetica Neue Ultra Light Extended (see figure C). In this example, the original type is shown in red where it varies from the redesigned signature ligatures. Several custom ligatures have been created to join certain letters in the signature. The signature's individual letter spacing is shown above as squares equal to Y, the thickness of the stroke of each letterform.

Identity Staging and Construction

This page shows the staging and construction of the Kingston Arts Council identity.

All measurements used in the staging and construction are derived from the typography of the signature. The first unit of measure is "X," equal to the height of the lower case "n" in the signature. The second unit of measure is "Y," equal to the thickness of the strokes.



Preferred Identity

(Horizontal identity with signature in two lines and color logo)

**Acceptable
Identity Format Variations**

Color Variations 1



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Centered 2 line color

Centered identity with two lines and color logo

The identity variations presented in this section are provided to facilitate the needs of different graphic situations and formats. Descriptive names have been provided for each identity variation to promote accurate communication.



Horizontal 3 line color

Horizontal identity with three lines and color logo



Centered 3 line color

Centered identity with signature in three lines and color logo



Centered 3 line big color

Centered identity with signature in three lines and large color logo



Flush left 3 line color

Flush left identity with three lines and color logo

**Acceptable
Identity Format Variations**

Color Variations 2

The identity variations presented in this section are provided to facilitate the needs of different graphic situations and formats. Descriptive names have been provided for each identity variation to promote accurate communication.



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Preferred Identity

(Horizontal identity with signature in two lines and black logo)

**Acceptable
Identity Format Variations**

Black Variations 1



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Centered 2 line black

Centered identity with two lines and black logo

The identity variations presented in this section are provided to facilitate the needs of different graphic situations and formats. Descriptive names have been provided for each identity variation to promote accurate communication.



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Horizontal 3 line black

Horizontal identity with three lines and black logo



kingston
arts
council

Centered 3 line black

Centered identity with signature in three lines and black logo



kingston
arts
council

Centered 3 line big black

Centered identity with signature in three lines and large black logo



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council

Flush left 3 line black

Flush left identity with three lines and black logo

**Acceptable
Identity Variations**

Black Variations 2

The identity variations presented in this section are provided to facilitate the needs of different graphic situations and formats. Descriptive names have been provided for each identity variation to promote accurate communication.



Preferred Identity

(Horizontal identity with signature in two lines and color logo)

Centered 2 line color

(Centered identity with two lines and color logo)

Horizontal 3 line color

(Horizontal identity with three lines and color logo)

**Acceptable
Identity Variations**

Color Background Variations 1

The identity variations presented in this section are provided to facilitate the needs of different graphic situations and formats. Descriptive names have been provided for each identity variation to promote accurate communication.

Acceptable Identity Variations

Color Background Variations 2



Centered 3 line color

(Centered identity with signature in three lines and color logo)

Centered 3 line big color

(Centered identity with signature in three lines and large color logo)

Flush left 3 line color

(Flush left identity with three lines and color logo)

The identity variations presented in this section are provided to facilitate the needs of different graphic situations and formats. Descriptive names have been provided for each identity variation to promote accurate communication.

Unacceptable Identity Deviations

Identity Deviations 1



DO NOT
change or add anything to the logo.



DO NOT
change the signature font.



DO NOT
use capital letters in the signature, either
caps and lower case or all capitals
(even if the same font is used)

These are things that should NEVER
be done with the identity under any
circumstances.



DO NOT
remove the special ligatures and
design elements from the signature



DO NOT
stretch or distort any part of the identity



DO NOT
rotate the identity

Unacceptable Identity Deviations

Identity Deviations 2

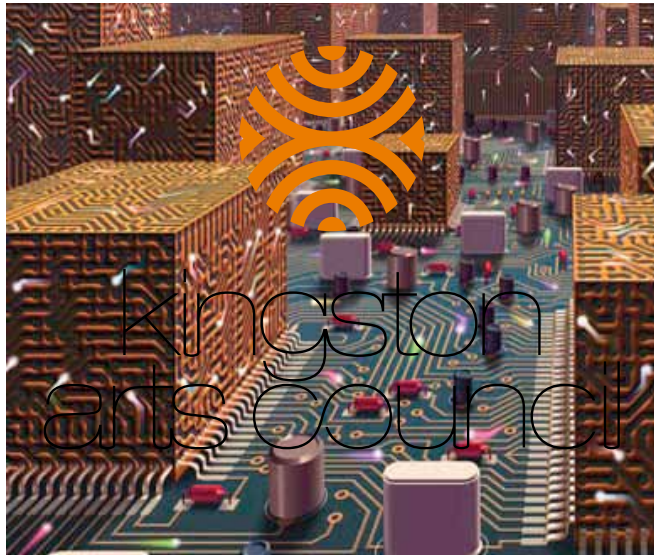


These are things that should NEVER be done with the identity under any circumstances.



Unacceptable Identity Deviations

Identity Deviations 3



DO NOT
use the identity over a busy background.

Our newly designed identity shows several visual associations that fit logically with the kingston arts council's mandate. These include music, dance, inspiration, light, sunrise, vision and rainbow.

DO NOT
use the identity or signature in a text situation.



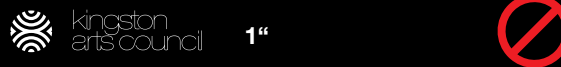
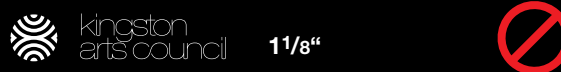
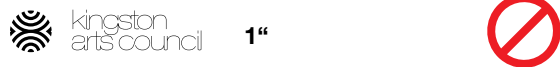
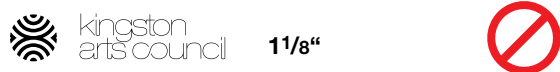
Our newly designed identity shows several visual associations that fit logically with the Kingston Art Council's mandate. These include music, dance, inspiration, light, sunrise, vision and rainbow.

DO NOT
use the identity with insufficient staging space between the identity and other elements.



DO NOT
use inappropriate scale variations between the logo and signature.

These are things that should NEVER be done with the identity under any circumstances.



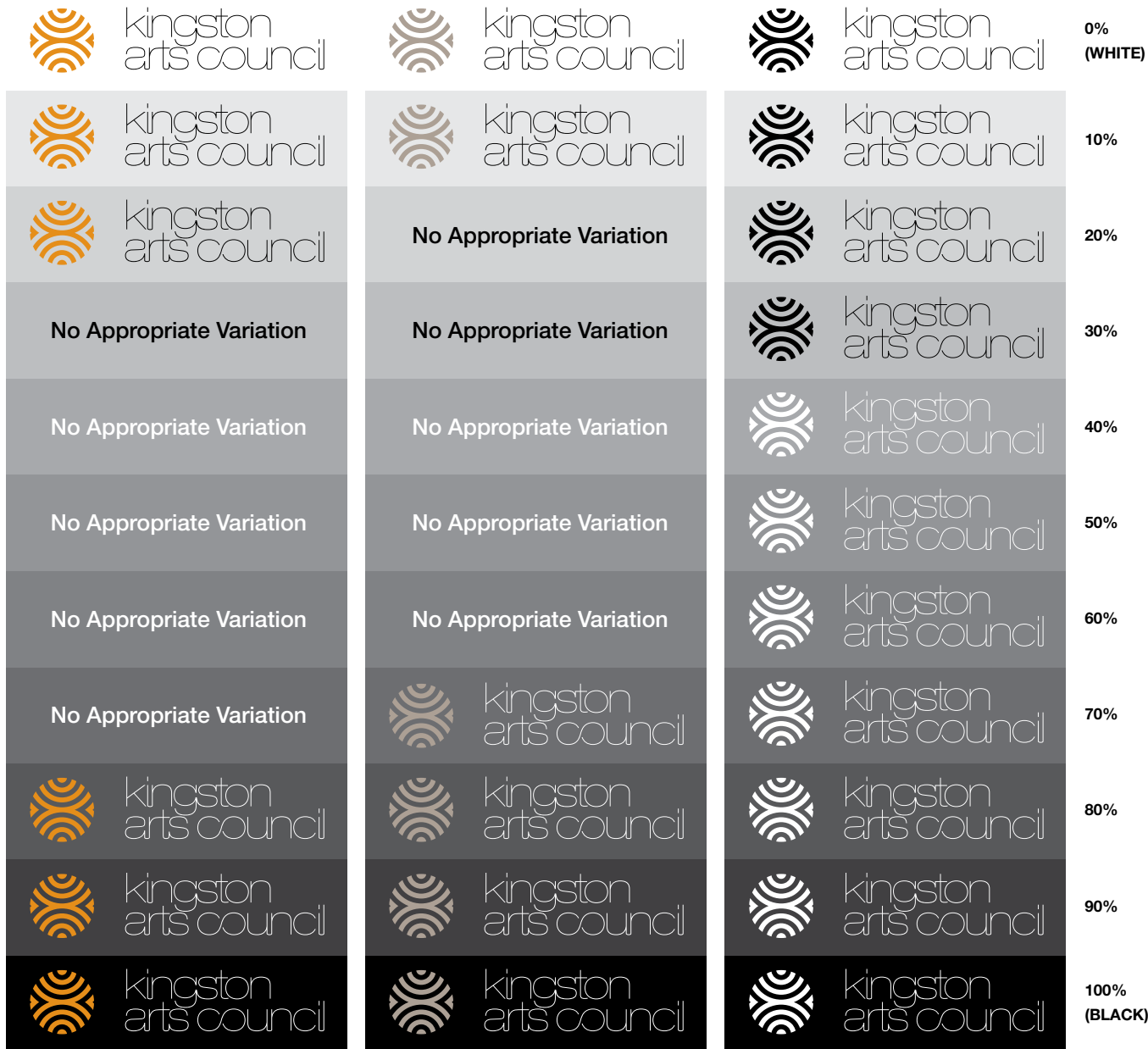
Size Limitations When Using The Identity

Because the signature is deliberately designed as fine lines, there are some practical limitations that must be observed when using it.

Reversed type always has a tendency to fill in. Therefore, using the preferred identity reversed in sizes under 25/16" wide will result in poor reproduction. Specifically, this means that if the "a" in the signature is smaller than 3/16", good reproduction is in jeopardy, and so those sizes must not be used for reversed versions.

Even though the identity in positive (black on white backgrounds) is much less susceptible to printing variations, there are still dangers in using the identity too small. When used on forms or other items that may be either photocopied or faxed, small reproductions of the identity will not work well and should be avoided. Specifically, the positive identity may not be used if the "a" in the signature is shorter than 1/8".

These size limitations apply to all of the other acceptable identity format variations as well.



Identity Colors with Different Backgrounds

The following color variations are permitted with the corporate identity, depending on the equivalent values of backgrounds to be used. Please note that on darker backgrounds the white signatures are used. Middle value backgrounds should be avoided. When they must be used, color identity variations do not provide sufficient contrast. Therefore, only solid black or solid white identities are to be used.



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Black Identity



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Gold and Black Identity



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Gray and Black Identity

Identity Color Variations

Positive Variations
(on white backgrounds)

These color combinations may be applied to any of the approved identity format variations. The formulas for these colors are shown below.



KAC Ochre

R 204
G 102
B 0

Hex CC6600

C 0
M 50
Y 100
K 20

Pantone 153



KAC Gray

R 144
G 132
B 116

Hex 8B8683

C 0
M 9
Y 16
K 43

Pantone Warm Gray 8 U



White on Black



Gold & White on Black



Gold & White on Maroon



White on Gold



White on Gray



White on any non-KAC color

Identity Color Variations

Reversed Variations

These color combinations may be applied to any of the approved identity format variations. The formulas for these colors are shown below. The maroon shown here is only to be used as a background, not for the identity. If a non-KAC color must be used (such as the blue shown below, the identity must be reversed out of that color as white.



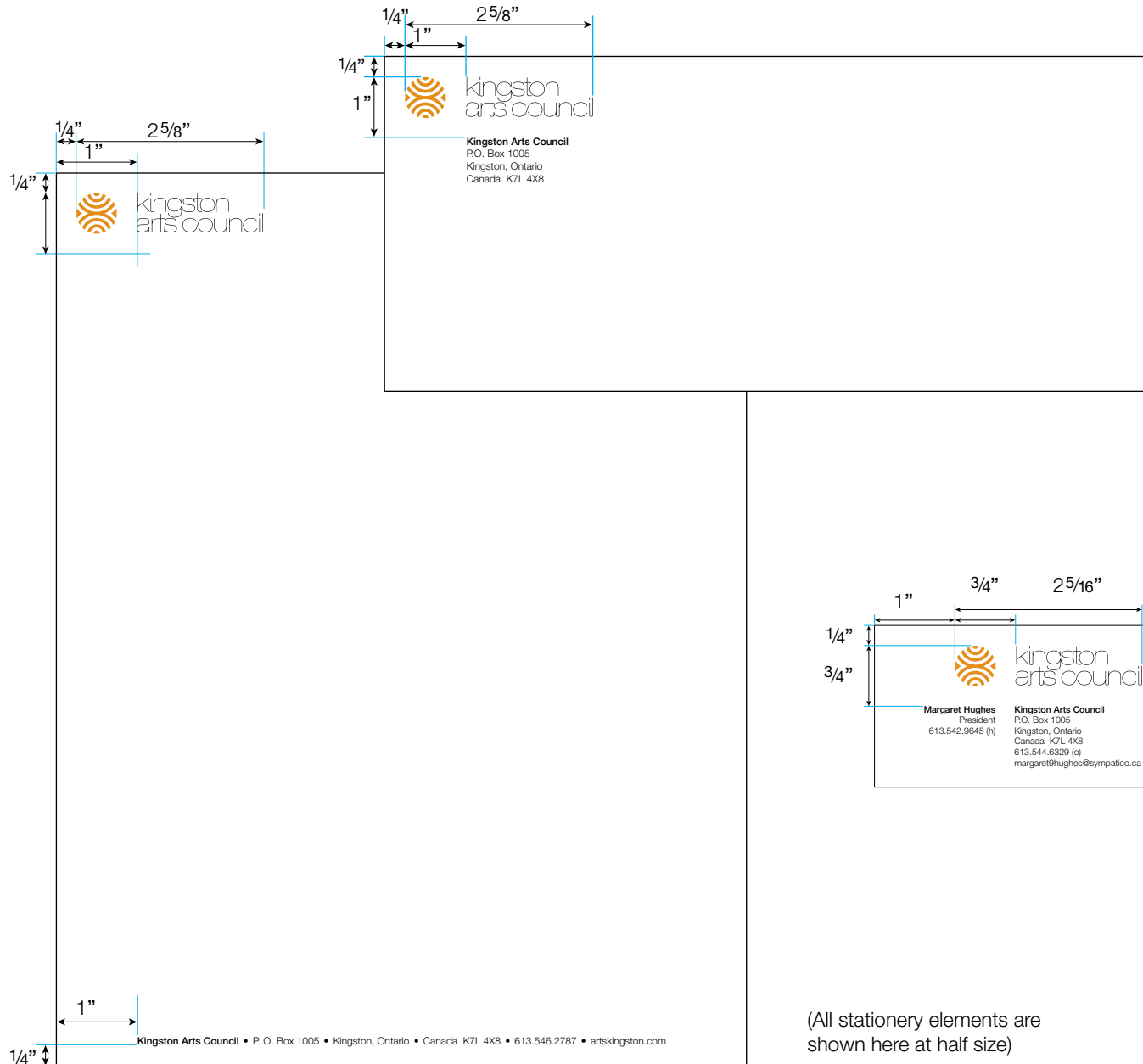
KAC Ochre
 R 204
 G 102
 B 0
 Hex CC6600
 C 0
 M 50
 Y 100
 K 20
 Pantone 153



KAC Gray
 R 144
 G 132
 B 116
 Hex 8B8683
 C 0
 M 9
 Y 16
 K 43
 Pantone Warm Gray 8 U



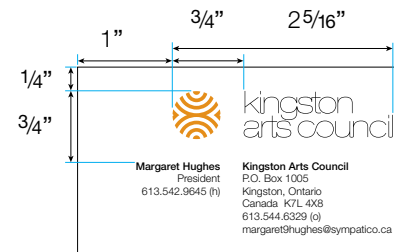
KAC Maroon
 R 111
 G 0
 B 0
 Hex 6F0000
 C 40
 M 100
 Y 100
 K 0
 Pantone 195



Stationery

All stationery should use the Preferred Identity (horizontal identity with two lines). The letterhead and envelope use an identity that is $2\frac{5}{8}$ inches wide. the business card uses an identity that is $2\frac{5}{16}$ inches wide.

The letterhead and envelope diagrams are shown at half size. The business card is shown at actual size. All dimensions noted here are actual sizes. The return name and address are flush left aligned with the left edge of the identity's signature on all stationery items. All text is set in Helvetica Neue Light with "Kingston Arts Council" in Helvetica Neue Bold.



The text for the bottom of the letterhead is set in 9 point type. The text for the envelope is 9/11 points. The text for the business cards is set 8/9.5 points. On the cards, the name of the individual, that person's title (and the home telephone, if desired) are set flush right aligned with the right edge of the logo. The person's name should also be set in Helvetica Neue Bold.

The letter text should begin at 1" down from the top edge and 1" from the left edge, which will align it with both the left edge of the signature and the return address text. Addressee text for the envelope goes in the center in standard fashion.

(All stationery elements are shown here at half size)

Project Grants

Project Grant Public Info Session: Thurs, July 19, 2007, 7pm. Wilson Room
Kingston Public Library
Central Branch
130 Johnson Street
Paper copies of the Project Forms & Guidelines will be available at this meeting
Project Grant Application Deadline

Completed applications are due at the Kingston Arts Council Office on or before Wednesday, August 15 at 5pm.



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Design Principles For Using The Identity

The new identity for the Kingston Arts Council tries to strike a balanced feeling between corporate reserve and artistic exploration. It aspires to be a sensitive combination of conservative tradition and the avant-guard. In order for the materials that use the identity to support this feeling, it is important for the following design principles to be used.

Identity Use

Use the identity whenever possible to give the Kingston Arts Council the best profile with the public. While one of the identity format variations has been officially designated the "Preferred Identity," all versions of the identity are acceptable. Use with whatever acceptable format variation is the best fit for the design in question. Note that the Preferred Identity is not the one used on the covers of this manual.

Use Original Identity Reproductions

Previously printed or photocopied reproductions of the identity are not good enough to use for KAC materials. All new items should be created using original digital files. This will not only assure that the identity is straight and level but also the best quality image.

Alignment

Aligning text with the identity where possible reinforces the identity. A good sample of this is in the stationery.

Artistic Reserve

There will always be the temptation to use the identity as large as it can be. Instead, it is recommended that the use of the identity employ modesty in size selection. This will often have the effect of looking more impressive than a large use of the identity.

Another application of this principle is the use of open space. In the ad shown on this page, the ad text uses alignment with the left edge of the signature and gives a good amount of open space. In the newspaper, with its packed pages, open space is a very effective tool to attract attention. This principle may be hard to adhere to on some items like application forms but can be very effective on brochures, flyers and other materials. Web pages can also benefit from a bit of open space.

Consistent Font

The identity's signature font is from the Helvetica font family. This manual uses Helvetica Neue Light with Bold for headings. All materials from the council should use this font. It is clear, easy to read and has a contemporary feel. While there may be a temptation to use a different font for variety's sake, consistency and harmony with the identity will give a long lasting positive impression for all council materials.



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