The 40 West Arts logo may appear with or without the accompanying text.

“40 West” should always appear on the same line as “Arts.” The type should never be separated.

“40 West Arts” should appear in all caps with any sub text in title caps.
The logo may be used with approved typography.

The logo may be used without typography.

The logo may appear in any of the four approved colors, black or white.

It is acceptable to remove the 40W from the circle to use in the portal concept. The artist should be attributed.

Featured 40W Artist: Justin Deister
Do not stretch or distort the logo. Always maintain the perfect circle ratio.

Do not take the logotype out of the circle. This is only acceptable when utilized for the portal concept. *Other exceptions may apply.

Do not add a gradient of any kind. Do not use our brand for a different organization.

Do not rotate the logo. Do not use colors outside of the approved color palette. Do not use two colors at once.
SIZE + SPACE

MINIMUM WHITE SPACE:
The bare minimum clear space for the 40 West logo is defined as the top height of the crossbar in the four. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

MINIMUM SIZE:
When reproducing our logo, be conscious of its size and legibility. Use common sense — a logo that is too small ceases to serve any useful communication function. Generally, our logo should never appear less than 3/8” tall in printed materials, and no less than 36px tall in the digital realm. With text, the logo should be at least 1/2” tall in print, and at least 45px tall digitally.

Print: 3/8”
Web: 36px
The 40 West Arts logo may appear in any of the below four colors, black, or white.

### PRIMARY LOGO COLOR

- **PANTONE 179 U**
  - RGB: 240 92 36
  - HEX/HTML: F0C24
  - CMYK: 0 79 99 0

- **PANTONE 228 C**
  - RGB: 140 28 87
  - HEX/HTML: 8C1C57
  - CMYK: 40 100 40 18

- **PANTONE 7689 C**
  - RGB: 19 145 196
  - HEX/HTML: 1391C4
  - CMYK: 79 30 7 0

- **PANTONE 368 C**
  - RGB: 124 192 73
  - HEX/HTML: 7CC049
  - CMYK: 56 0 95 0

### BACKGROUND COLOR

- **PANTONE 3035 C**
  - RGB: 0 59 81
  - HEX/HTML: 003E51
  - CMYK: 98 70 46 38

Deep blue is available as the official background color in marketing materials.
40 West Arts is an exclusively sans serif brand. Font families Din, Avenir Next, and Alte Haas Grotesk each have their place.

Din is to be used in headlines or when spelling out “40 West Arts” to accompany the logo mark.

**Din Bold**
abcdgfhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @!#*?&

**Din Light**
abcdgfhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @!#*?&

Avenir Next Regular is to be used as the main body copy. Avenir Next Demi Bold is acceptable when a heavier weight is necessary.

**Avenir Next Demi Bold**
abcdgfhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @!#*?&

**Avenir Next Regular**
abcdgfhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @!#*?&

Alte Haas Grotesk Regular is acceptable for use as sub-text.

**Alte Haas Grotesk Regular**
abcdgfhijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 @!#*?&

The 40W may be cut out from the circle and the reverse placed over approved imagery with 90% opacity for district marketing purposes.

The circle may be filled with vibrant imagery, covered with a 30% opaque color swatch from the approved palate with the brand layered over at 100% white.
The 40W dot pattern is mainly green with the other brand colors sprinkled throughout. The opacity may gradually decrease throughout the pattern.

The 40 West Arts brand embraces variations of dot patterns as a design element.

The pattern may break borders.

The pattern may appear faded.

Circles may be used in new ways with creative discretion.
THANK YOU.

QUESTIONS? Contact Miranda@40WestArts.org

40WestArts.org