Brand Identity
Style Guide

If you have any questions, please send email to info@artsmemphis.org.
ARTSmemphis has been working behind the scenes for over 60 years to grow the foundation of Memphis’ arts. With our evolved logo and brand we seek to elevate our presence and reputation, while shining a light on our entire arts culture and our grantees.

**The primary mark is the recommended logo to use for most applications.**

The secondary marks are used as a supportive asset to the brand. Merchandise is the most common use for these.
The primary mark can be used with or without the tagline depending on need and/or space.
Show your support.

This grantee badge is intended to be used on entry doors or windows as well as an overlay on social images as a show of solidarity and scale across our sector.
These colors were chosen to represent ARTSmemphis’ position as a proven good steward and fiduciary for funding of the arts as well as evoke feelings of approachability, strength, and character.
TYPOGRAPHY

HEADLINES
Mandrel Norm Regular

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SUB HEADINGS
GILROY BOLD

BODY COPY
Gilroy Regular

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