

VERSION 0.1

Zoi Arts Brand Guidelines

NOV. 8, 2019

We believe in excellence. ————— A belief rooted in humility, with the understanding that anyone can be creative.

Our Mission & Who We Are

At Zoi Arts our mission is simple.

We're here to connect the arts to all people and all ages.

We are a premier arts education organization and performing arts school committed to artistic development, excellence, and innovation; inspiring artists through diverse and skillful repertoire seeking to enhance their quality of life.

We provide arts education training through our Zoi School of Art & Community Arts Programs.

01.

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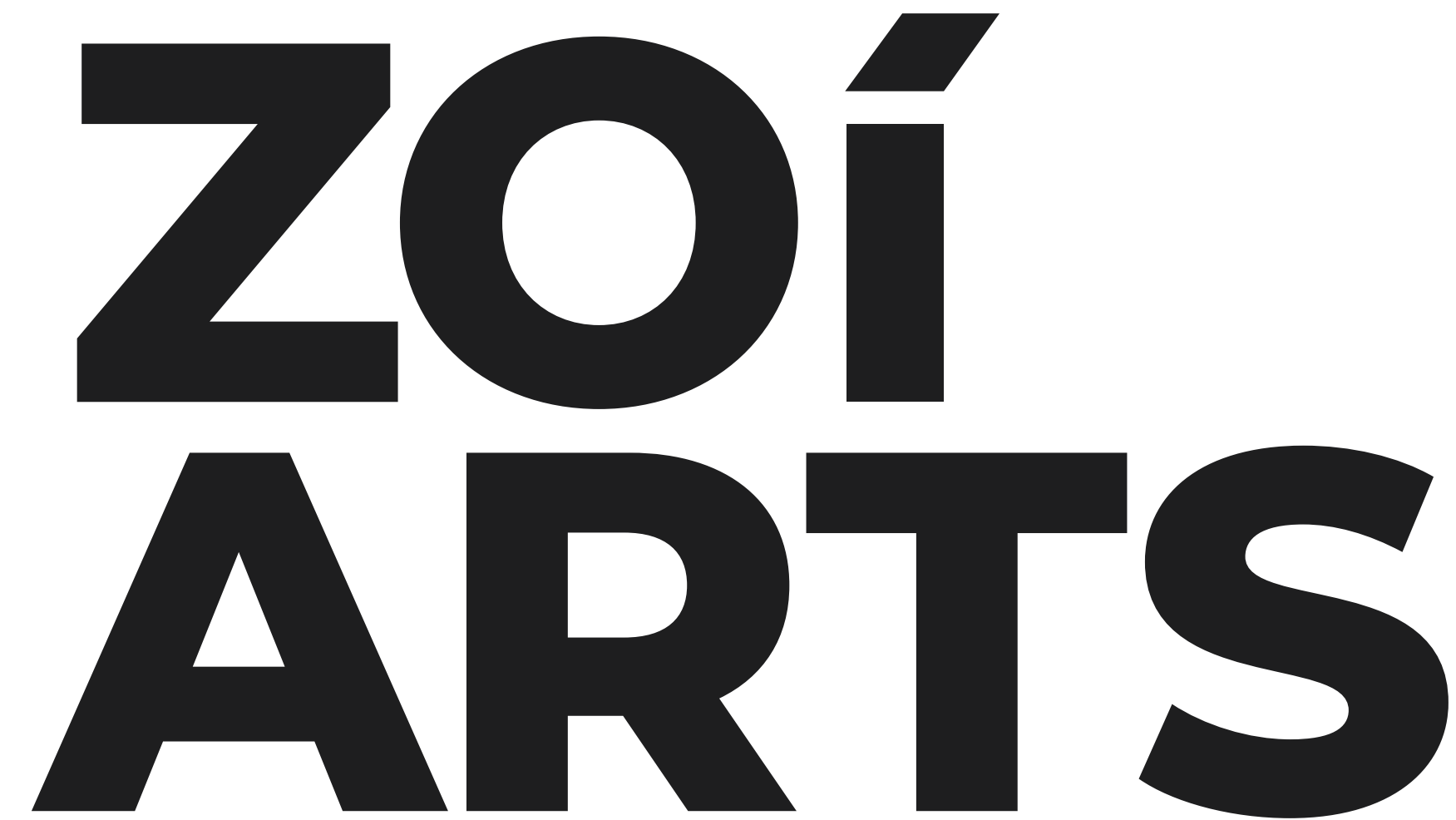
02.

The Logo

Primary Logo

The modern, type-focused logo has a strong presence. The tittle on the “i” angles to the right showcasing Zoi’s forward thinking mission statement. Stacking the two words atop one another only further emphasizes the building blocks of education Zoi values and ensures all students will learn in order to grow their creativity and craft.

The logo should only ever appear in charcoal gray or white, with the exception of Zoi Arts’ brand greens on special occasion.



ZOI
ARTS

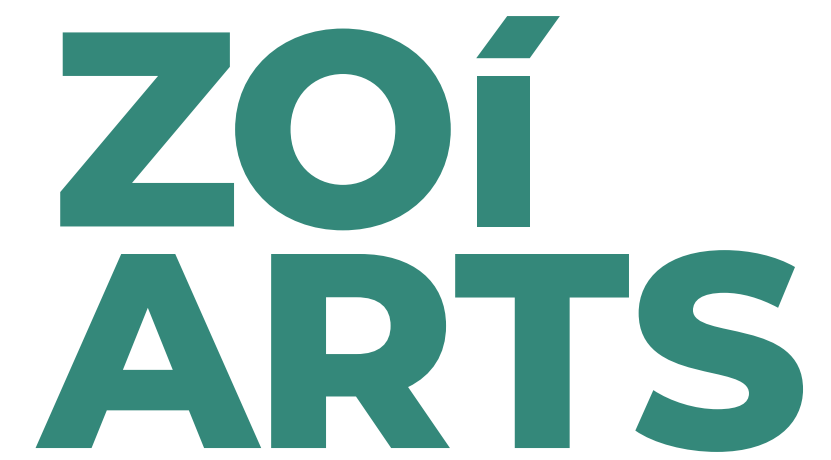
White Logo

When the logo is placed atop a solid dark color or black and white photo, the logo may be flipped to white for legibility.

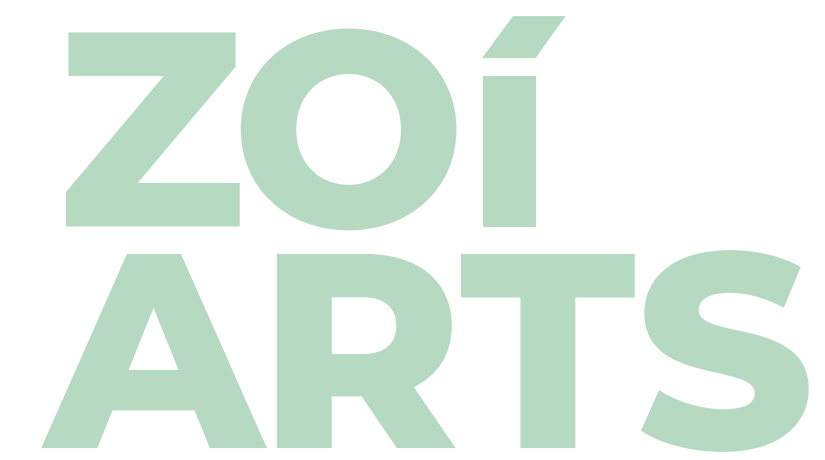
**ZOI
ARTS**

Secondary Logo Colors

In special instances, such as a social media graphic or seasonal camp branding, the logo may appear in only two other colors (besides charcoal gray and white). The two colors are exemplified to the right: Zoi Arts dark green and Zoi Arts light green.



**ZOI
ARTS**



**ZOI
ARTS**

The Logo mark

The Zoi Arts logo mark is comprised of three distinct elements: the circle, the “I” and the angled square. Each element represents a key part of the mission of Zoi Arts.

When placed together, the separate messages become a fully formed thought that visually expresses the heart of the Zoi Arts brand.

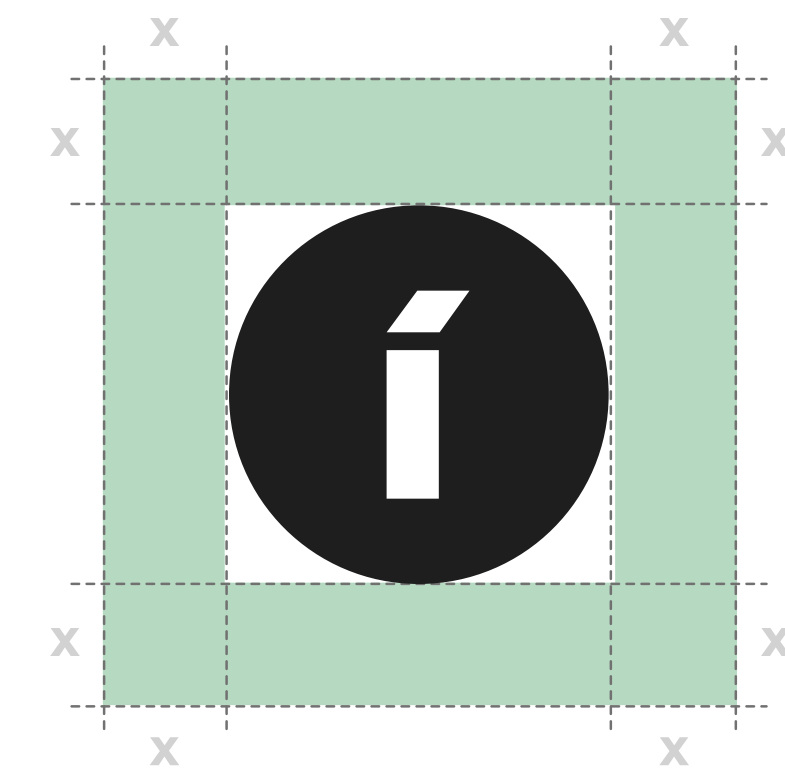


Clear Space

Clear space should always be used to separate the Zoi Arts' logo from other elements that may distract from or interact with the logo.



FULL LOGO



LOGO MARK

03.

Typography

Typography

Primary Typeface V1

Zoi Arts' primary typeface is Montserrat — a perfect blend of bold and modern, but still friendly. Since Zoi's audience is comprised of multiple ages, a typeface that engages both adults and children is beneficial to helping students feel connected to the brand.

Extrabold

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Typography

Secondary Typeface

Baskerville is a classic and beautiful serif typeface. The contrast between thin and bold elements in the letterforms is dynamic and sophisticated. Pairing this font as a header with montserrat body copy will create a harmonious blend.

Display PT – Regular

Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*

Typography

Primary Typeface V2

Please reference these three Montserrat weights for specific use when creating documents and apply fonts to the website.

ExtraBold

Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Character Tracking 10px

SemiBold

Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&***

Character Tracking 10px

Regular

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Character Tracking 10px

04.

Misuse

Misuse

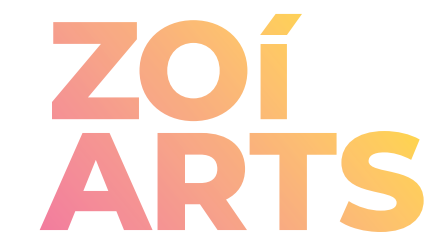
It's critical to maintain the virtue of the logo at all times. The following examples illustrate improper logo usage.



DO NOT —
APPLY OUTLINES



DO NOT —
APPLY DROPSHADOWS



DO NOT —
APPLY GRADIENTS



DO NOT —
SKEW OR STRETCH



DO NOT —
CHANGE ORIENTATION



DO NOT —
CHANGE THE LOGO



DO NOT —
MIX COLORS



DO NOT —
FILL WITH PATTERNS



DO NOT —
CONTAIN IN A SHAPE

05.

Social Media

Social Icons

Strong, consistent brand application requires the social media icon use to be the same across all platforms. Please reference this page for which logo to use on social media.



INSTAGRAM
180 X 180



LINKED IN
400 X 400



FAVICON
32 X 32



FACEBOOK
360 X 360



TWITTER
400 X 400

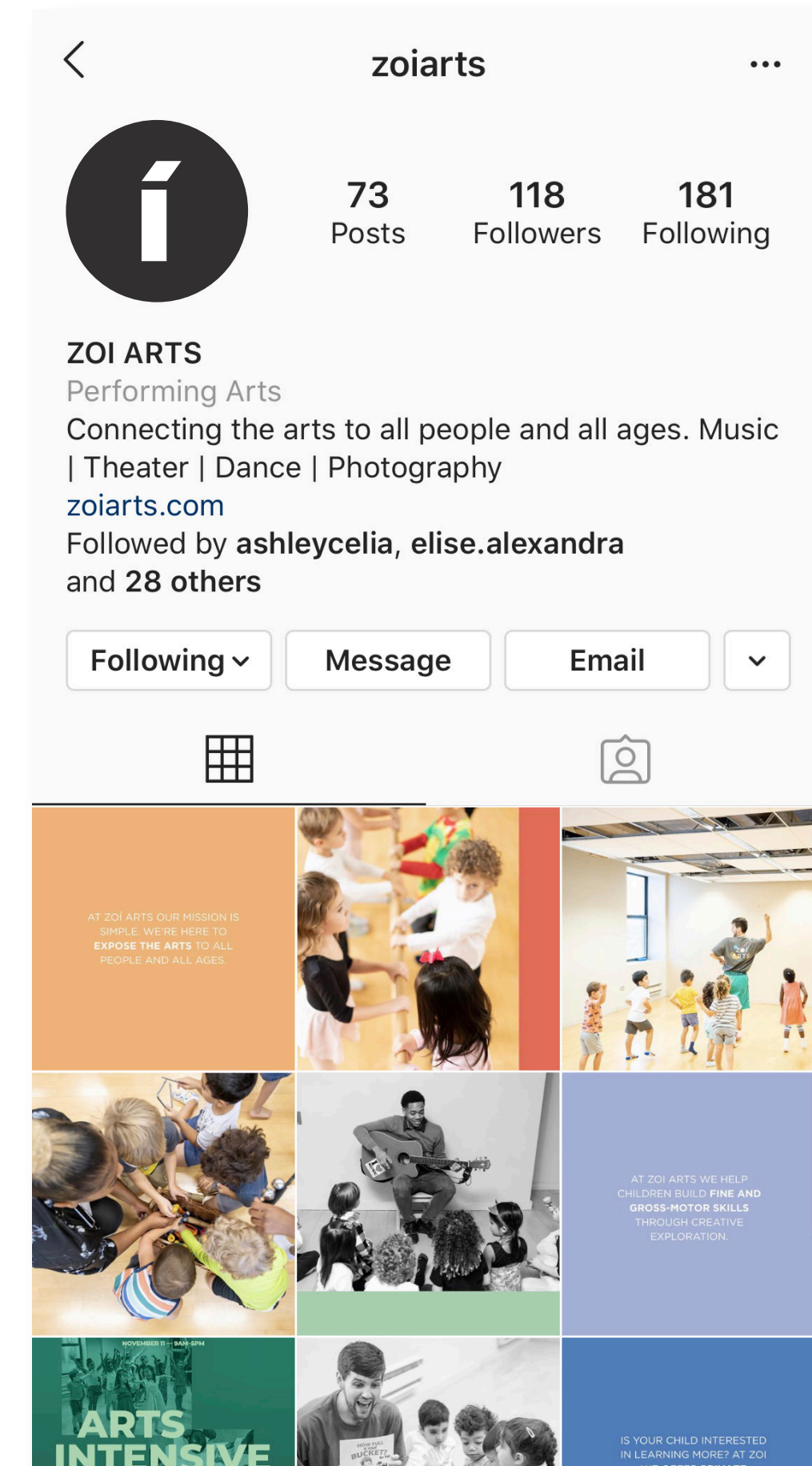
Social Media

Instagram

An example of the logo mark in use on the instagram platform.



INSTAGRAM
180 X 180



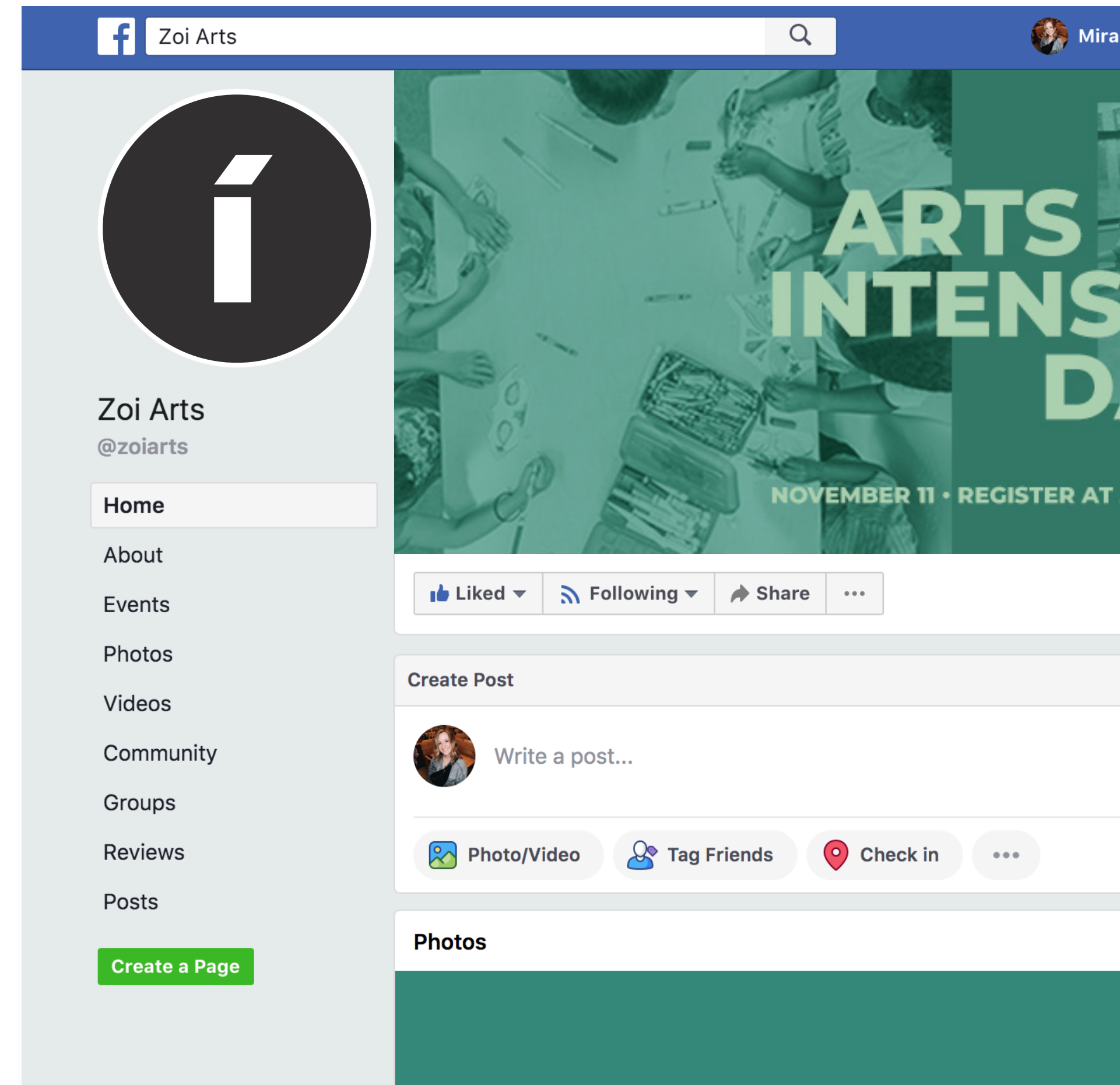
Social Media

Facebook

An example of the logo mark in use on the Facebook platform.



FACEBOOK
360 X 360



06.

Color Guide

Color Palette

Color is an integral part of the Zoi Arts overarching brand. Though various subsets and departments of Zoi Arts will have seasonal color palettes, the following is the Zoi Arts standard for all non-seasonal, visually branded items: Website, Social Media Icons, Stationery, and Business Cards.

Primary

Dark Green

R51 G118 B102 C78 M28 Y56 K7
HEX #337666

Primary

Charcoal

R30 G30 B31 C0 M0 Y0 K95
HEX #1E1E1F

Light Green

R170 G208 B177
HEX #AAD0B1
C29 M2 Y29 K0

Light Gray

R199 G201 B202
HEX #C7C9CA
C0 M0 Y0 K20

White

R255 G255 B255
HEX #FFFFFF
C0 M0 Y0 K0

07.

Stationary

Business Card

The Zoi Arts business card is simple, yet direct in communicating the brand and individual's information. Each card will feature the logo and the logo mark.

Final Card Size:

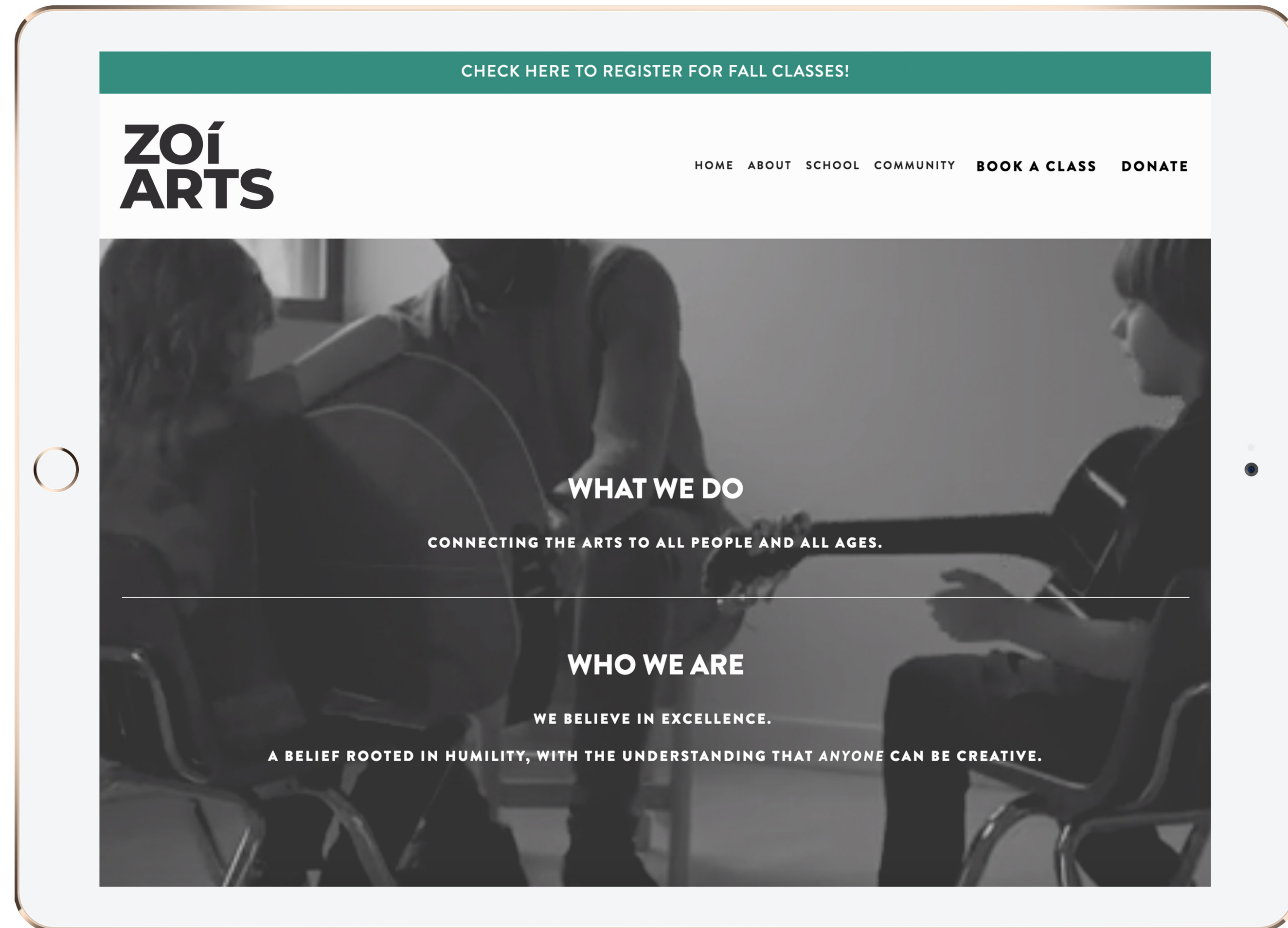
3.5 in. x 2 in.



08.

Digital

Website Example



09.

Photography

Photography

Zoi Arts values diversity and accessibility, and therefore the photos used on all branded materials should encapsulate the values. Both black and white and full color photography is used interchangeably. All photos used should reflect the mission and values of Zoi Arts. When possible, use images that showcase people engaging with the art displayed as often as possible. This speaks to our mission to “connect the arts to all people and all ages.”



VERSION 0.1

Thank you

IF YOU HAVE ANY QUESTIONS ABOUT THE ZOI ARTS BRAND,
PLEASE EMAIL TYLER@ZOIARTS.COM



LOGO FILES CAN BE DOWNLOADED BY CLICKING [HERE](#).