

Arts & Business Council Branding and Logo Guidelines

Changes to Logo Usage & Design

Updated July 2014

Arts & Business Councils are organizations with missions dedicated to promoting mutually beneficial relationships between arts and business. As the network has evolved since merging with Americans for the Arts in 2007, particular programs, mission statements, logos, and branding may vary. This document serves as a guide for those Arts & Business Councils that choose to create a new logo and branding, as well as for those that choose to retain the original logo & specifications.

Arts & Business Council Members Retaining Americans for the Arts Branding

- Arts & Business Councils (A&BC) that choose to retain the Americans for the Arts star logo that was implemented for A&BCs in 2007 may not manipulate the star or text in any way. The star, text, or tag line cannot be removed or changed.
- A&BCs that choose to retain this logo must also continue using Myriad Pro as the font.
- The star may be any color, but it must be one, solid color. The font may be either black or grey.
- Those that retain the Americans for the Arts logo should maintain a similar logo and text layout as the example below:



Arts & Business Council Members Not Retaining Americans for the Arts Branding

- An A&BC may also choose to forgo the Americans for the Arts star and branding entirely, in which case they are allowed to implement an entirely new logo and design so long as it does not retain any traces of the Americans for the Arts star, logo, or manipulates it in any way (see example below).
- A&BCs that choose to make this change will not have a different relationship with Americans for the Arts as a result, nor with any of their benefits differ so long as they maintain organizational memberships with Americans for the Arts.



Guidelines for All A&BC Members

- Each A&BC is asked to include the following language in a place of their choosing on their website(s): “Arts and Business Council of <insert> is a member of Americans for the Arts.” Members are asked to place these words near the Americans for the Arts logo and link to the [main website](#). Login and download the Americans for the Arts logo for web and print [here](#), as well as a web sticker to show your constituents that you are a part of everything we do at Americans for the Arts.



A&BCs that Run Business Volunteer for the Arts® Programs

- A&BCs that also run Business Volunteers for the Arts® (BVA) programs must either use the Americans for the Arts BVA logo on their website and on any subsequent materials, or use the following tagline: “Business Volunteers for the Arts® at Arts & Business Council of <insert> is a program of Americans for the Arts.” This tagline must be used for the first mention of the program name, and not subsequent mentions.

