

ARTSFUND 

# BRAND OVERVIEW

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*December 2024*

## Primary Logos

[Download logo and font package](#)

### Preferred Logos

Clearspace



Clearspace surrounds the logo and equals the height of the letter “s”. This applies to all solid color backgrounds. the logo can be reversed out over an image.

Reversed



Black and White



One Color



### Color chart

Color	CMYK	RGB	HEX
	c0 m77 y87 k0	r242 g97 b55	F26137
	c30 m22 y19 k53	r108 g111 b112	6C6F70
	c12 m8 y9 k21	r181 g182 b179	B5B6B3
	c0 m0 y0 k100	r30 g30 b30	1E1E1E
	c94 m71 y33 k16	r31 g77 b115	1F4D73
	c50 m15 y4 k0	r122 g182 b220	7AB6DC
	c25 m2 y18 k0	r191 g222 b212	BFDED4

### Fonts

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?

Gotham Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!?*

Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!?**

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!?**

Museo Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?

Universal Font (Verdana)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?