



THE OFFICIAL BRAND STANDARDS

**METRO ARTS**

NASHVILLE OFFICE OF ARTS + CULTURE

/ approved primary logos /

COLOR USAGE

The Metro Arts logo may be used in both color and black and white.

The Metro Arts logo is the most immediate representation of our organization, our people and our brand to the world. As our most valuable visual asset, our logo must be used consistently in the correct, approved forms.

There are 3 parts to the primary logo:

- ▲ the icon
- ▲ the logotype
- ▲ the tagline

THE ICON



THE LOGOTYPE

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THE TAGLINE

**2 color / 4 color usage:**  
PMS 7417; PMS 533



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**Black + White Usage:**



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**Reversed Usage:**



/ approved logos, continued /

## ALTERNATIVE PRIMARY LOGOS

In addition to the primary logo, two alternative logos have been created to maximize the size of the logo depending on application.

horizontal layout:



stacked layout:



### MINIMUM SIZE

Logo size consistency is important when producing a wide range of materials. To ensure Metro Arts logotype and icon are clearly visible, the below minimum sizes for use are recommended.

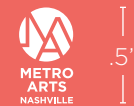
primary logo usage with tagline  
(minimum size):



horizontal logo usage with tagline  
(minimum size):



stacked logo usage with tagline  
(minimum size):



### MARGINS

In order to maximize the visual presence, a clear surrounding margin is recommended. This area protects the logo from other intruding elements and guarantees its legibility.

The minimum clear space for the Metro Arts logo is defined as the height of the block X. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. The clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



= block X height



# / unacceptable usage /

Do not rearrange the order of the elements.

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Do not align left or right.



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Do not alter or use a different font.



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Do not stretch or condense the logo.



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Do not use any other color for the logo other than the than the core colors specified.



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Do not use the logo over a color that does not have enough contrast.



Do not use the logo over a photo or artwork that makes it difficult to read.



*If you have any questions, please contact your Program Manager or the Executive Director.*

## CORE COLOR PALETTE

The Metro Arts brand contains 2 colors in its core palette: orange and gray.



orange

SPOT COLOR  
Pantone 7417

CMYK  
C 0%  
M 74%  
Y 58%  
K 0%

RGB  
R 242  
G 105  
B 96

HTML  
f26960



gray

SPOT COLOR  
Pantone 533

CMYK  
C 66%  
M 57%  
Y 38%  
K 14%

RGB  
R 96  
G 101  
B 120

HTML  
606578

## SECONDARY COLOR PALETTE

The Metro Arts brand contains 5 colors in its secondary palette: yellow, green, and blue.



yellow

SPOT COLOR  
Pantone 7405

CMYK  
C 9%  
M 31%  
Y 100%  
K 0%

RGB  
R 232  
G 177  
B 33

HTML  
e8b121



green

SPOT COLOR  
Pantone 577

CMYK  
C 45%  
M 15%  
Y 66%  
K 0%

RGB  
R 150  
G 180  
B 121

HTML  
96b479



blue

SPOT COLOR  
Pantone 7458

CMYK  
C 61%  
M 23%  
Y 17%  
K 0%

RGB  
R 101  
G 164  
B 191

HTML  
65a4bf

## ADDITIONAL NEUTRALS

The Metro Arts brand contains 2 neutral colors to enable balance and contrast.



warm  
gray

SPOT COLOR  
Pantone Warm  
Gray 1

CMYK  
C 12%  
M 14%  
Y 17%  
K 0%

RGB  
R 222  
G 211  
B 203

HTML  
ded3ca



cool  
gray

SPOT COLOR  
Pantone Cool  
Gray 8

CMYK  
C 16%  
M 12%  
Y 12x%  
K 0%

RGB  
R 212  
G 212  
B 213

HTML  
d3d4d4

### ABOVE EACH COLOR IS SPECIFIED IN FOUR WAYS

1. **Spot colors** are specified with industry-standard Pantone ink and are used in professional offset printing.
2. **CMYK (Cyan, Magenta, Yellow and Black)** percentages are specified and used in professional 4-color process offset printing.
3. **RGB (Red, Green and Blue)** numbers are specified and used for on-screen viewing and desktop printing.
4. **HTML (Hypertext Markup Language)** numbers are specified and used in online applications to ensure consistency on a variety of computer screens.