ALABAMA
SCHOOL OF
FINE ARTS

BRANDING AND IDENTITY GUIDELINES

BRANDING GUIDELINES

PRIMARY LOGO:

ALABAMA SCHOOL OF FINE ARTS

ALABAMA SCHOOL OF FINE ARTS

ALTERNATE/SECONDARY LOGO:

ALABAMA SCHOOL OF FINE ARTS

ALABAMA SCHOOL OF FINE ARTS

TYPOGRAPHY

LOGO FONT: ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ONLINE / PRINT COPY FONT: KARLA
CLICK HERE TO DOWNLOAD TTF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ALABAMA SCHOOL OF FINE ARTS

ALABAMA SCHOOL OF FINE ARTS

A	S	F	A
00/28/86/00	70/00/11/00	00/00/00/100	42/78/00/00
255/191/60	000/193/222	35/31/32	177/79/197
#FFBF3C	#00C1DE	#231F20	#B14FC5
PMS: 136C	PMS: 311C	PMS: 419C	PMS: 2582C

BRANDING GUIDELINES

- Do not stretch or distort the logo in any way
- Do not change any colors of the logo
- Do not screen any of the logo colors
- Do not print the logo in black over dark background
- Do not print the logo in white over light or white background
- When placing over a background or image with 2+ colors, utilize the black logo option
- Only utilize the ASFA logo alone as a design element when **ALABAMA SCHOOL OF FINE ARTS** is included within the same print or online resource

LOGO SPACING

To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. Specifically, where "x" is equal to the height of the ASFA icon, there must be a minimum of 1/2 the distance "x" between the outside edge of the logo and any other page element, including the edge of the page. The vertical line dividing "ALABAMA SCHOOL OF FINE ARTS" and the logo may fall inside the clear space.