



Arts Council Santa Cruz County

2018 Style Guide





LOGO

Never recreate the logo. Instead, pull from the brand library. Tags should only be used on a white background.

Full-color and grayscale versions are available. Only use grayscale when designs will be produced in strictly black and white.



**ARTS
COUNCIL
SANTA
CRUZ
COUNTY**



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COUNCIL
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Color variations on different background





LOGO SAFE-SPACE

It's important to give the logo room to breath.

Use the "C" as spacing guidelines to insure clear readability.

