



Arts Council Santa Cruz County

# 2018 Style Guide



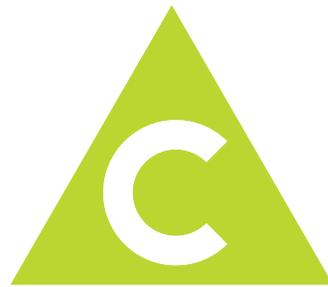


## LOGO

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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**



**ARTS  
COUNCIL  
SANTA  
CRUZ  
COUNTY**

### Color variations on different background





## LOGO SAFE-SPACE

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

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

