2023 Brand Guide

WE MAKE ART HAPPEN!

UNITED ARTS
WAKE COUNTY

Building a better Wake County through the support of and advocacy for the arts.

ABOUT

United Arts fosters a vibrant, inclusive, and creative community, making the arts accessible to all Wake County residents. As the designated arts agency for Wake County, we partner with businesses, individuals, and foundations to raise funds to invest in the arts and serve over one million people across the county annually through grants, programs, and events.

We envision a future where creativity and innovation are nurtured, where art and artists flourish, and where the arts are celebrated as an integral part of our cultural fabric.

Core Values

COMMUNITY

We engage and collaborate with diverse partners to be responsive to the needs of Wake County.

EQUITY

Every individual is treated with respect and has access to participate in all dimensions of our work.

INTEGRITY

We demonstrate honesty, transparency, and accountability in our work.

STEWARDSHIP

We manage resources responsibly while actively pursuing increased funds to adapt, innovate, and expand our positive impact.

We Serve

SCHOOLS

Arts education boosts critical thinking, self-expression, and collaboration within a cultural framework, fueling student success in class and beyond.
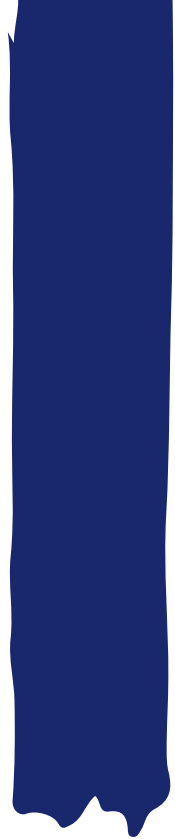

ARTISTS & ARTS ORGANIZATIONS

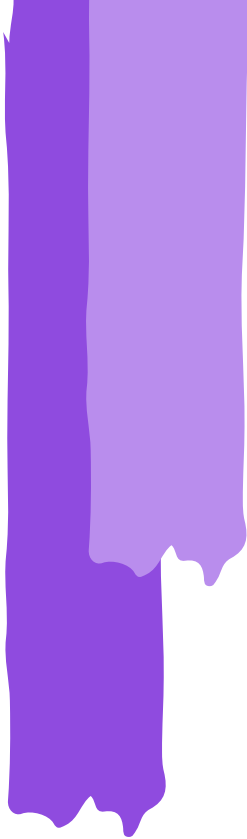Wake County artists and arts organizations enrich our cultural landscape and inspire creativity and innovation.

OUR COMMUNITY

The arts amplify diverse voices to create a sense of belonging and a vibrant community for all.
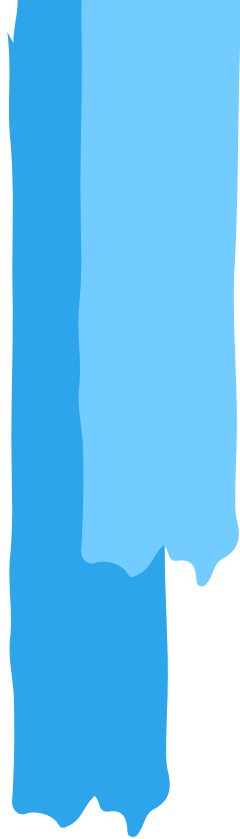
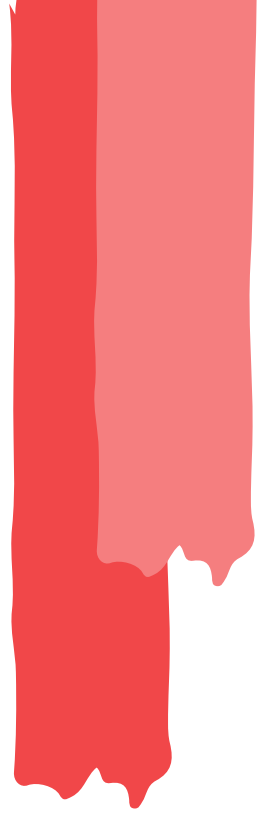#19286C

#8F4BDF

#B98DED

#2CA5EA

#73CCFF

#30BB90

#6ECFB1

#F8E42F

#FAEC6D

#F19626

#F5B567

#F14749

#F57E7F

Primary

Secondary

Colors

Brand colors are represented in the listed hex codes at full saturation and 70% of the color value. These colors symbolize inclusivity by embracing a diverse spectrum of hues, just as United Arts uplifts the different individuals and perspectives of the community.

United Arts | 2023

PRIMARY LOGO-HORIZONTAL

Poppins Bold

Poppins SemiBold

Logo

The United Arts logo is text based using Poppins font in bold (UNITED ARTS) and semi bold (WAKE COUNTY) weights in dark blue #19286C. The wordmark uses all uppercase letters with top letter spacing (tracking) of 30ems, 47pt size and bottom spacing of 231ems, 32pt size. Line spacing is 1.2pt. The fonts ratio must remain consistent when size is scaled up and down.

The artwork includes 12 brushstrokes that form an arc using colors in the order red (#F14749, #F57E7F) orange (#F19626, #F5B567) yellow (#F8E42F,#FAEC6D) green (#30BB90, #6ECFB1) blue (#2CA5EA, #73CCFF) and violet (#8F4BDF, #B98DED).

SECONDARY LOGO-VERTICAL

Poppins Bold

Poppins SemiBold

United Arts | 2023

LOGO ON COLORED BACKGROUND

If the logo is unable to be place on a white background, the full color logo maybe be presented on a blue square/rectangle and a white logo may be placed on a blue or violet square/rectangle.

GRAYSCALE LOGO

The black and white/grayscale logo should only be used when the print or digital asset requires this format. The high contrast should be maintained.

PLACEMENT GUIDES

1. **Clear Space:** A clear space of one-half to one times the logo's height is required. For example, if the logo is 2 inches tall, the clear space around it could should be 1 to 2 inches.
2. **Minimum Size:** The logo should maintain a font size of no less than 12pt in the wordmark so the text is legible.
3. **Logo-to-Text Spacing:** The spacing between a logo and text should be equal to the height of the text.
4. **Margin from Edges:** The margin between the logo and the edges of the design medium should be around 0.25 to 0.5 times the logo's width or height.
5. **Logo-to-Logo Spacing:** When placing multiple logos together, maintain a distance of about 0.25 to 0.5 times the width of the larger logo between them.

Font size of WAKE COUNTY is 12pt.

DECONSTRUCTED LOGO & GRAPHIC MARKS

Brush stoke elements in brand colors may be used as graphic pieces for design. Marks may overlap and vary in size and direction.
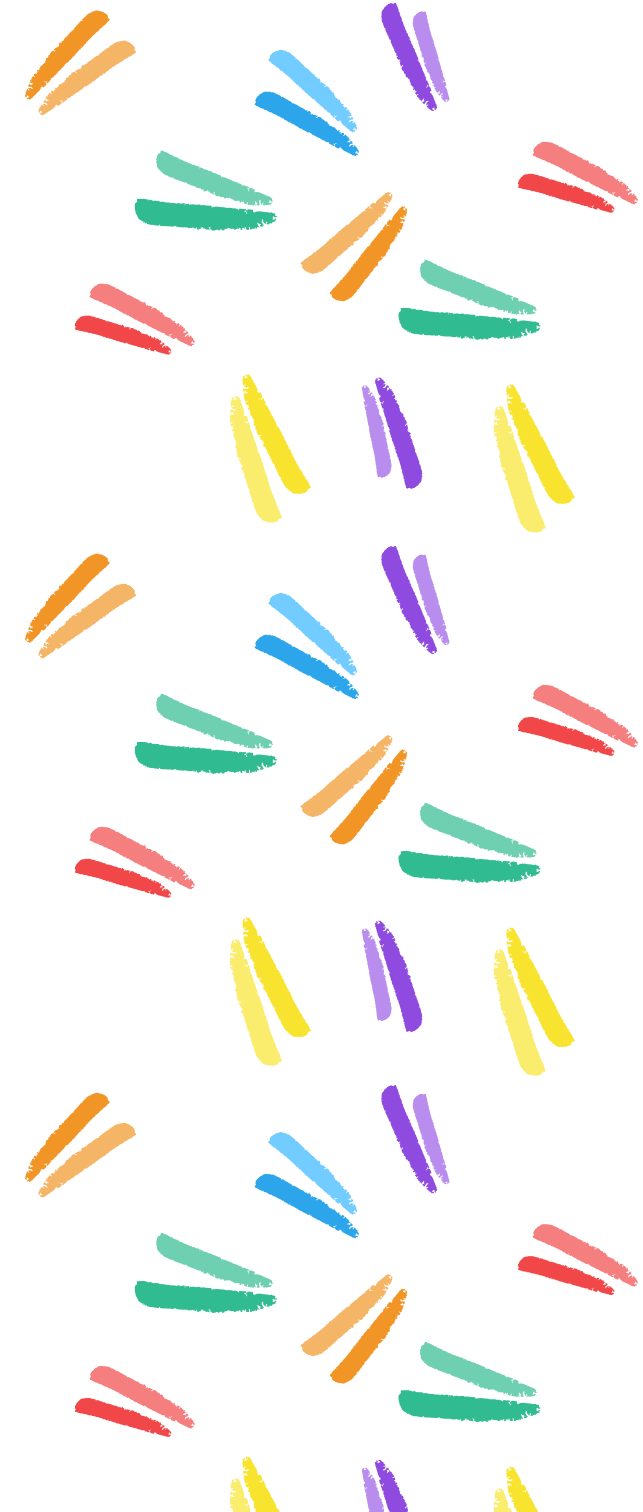
Digital Assets

Digital marketing assets include a wide array of materials, such as engaging website content, eye-catching graphics, persuasive ad copies, informative blog posts, engaging social media posts, and interactive videos, all strategically designed to enhance United Arts brand visibility and engagement.

@unitedartswake

Make a Gift today!

Support Arts Education in Wake County Schools.

unitedarts.org/support

@unitedartswake

UNITED ARTS
WAKE COUNTY

Artist Support Grants

Application Deadline September 1

unitedarts.org

United Arts uses this font.

UNITED ARTS USES THIS FONT.

UNITED ARTS USES THIS FONT.

United Arts uses this font, too!

Font

HEADINGS	POPPINS SEMIBOLD
Subheading	Poppins Medium
Body	Poppins Regular
Body	Roboto Regular
Quotes	*Poppins Regular Italics*

FONT USAGE

Placing fonts on a contrasting background is essential for both visual appeal and accessibility. For optimal accessibility, body text should be set to at least 12 points to ensure comfortable reading for a wide range of users. This approach ensures that content remains readable, perceivable, and inclusive, aligning with the principles of equal access and user-centered design.

EQUITY (poppins)

Every individual is treated with respect and has access to participate in all dimensions of our work. (roboto)

INTEGRITY (roboto)

We demonstrate honesty, transparency, and accountability in our work. (poppins)

These pass the contrast test.

We make art happen.

We make art happen.

We make art happen.

We make art happen.

We make art happen.

We make art happen.

We make art happen.

These do not pass.

We make art happen.

We make art happen.

We make art happen.

We make art happen.

We make art happen.

We make art happen.

Tone

The United Arts brand embodies an inspiring and supportive friendliness that naturally positions it as a strong leader within the community. Through its warm and approachable tone, it cultivates a sense of belonging and encouragement, empowering Wake County residents through the arts.

This brand not only supports artist and arts organizations, but also takes charge by setting a precedent for partnerships that yield positive change and progress.

Its leadership is characterized by its core values of community, equity, integrity, and stewardship with a commitment to growth making it a driving force that brings people together and paves the way for a brighter future.

Print

SAMPLE