



**REGIONAL ARTS
COMMISSION**
OF ST. LOUIS

**REGIONAL ARTS COMMISSION OF ST. LOUIS
STYLE GUIDE: QUICK REFERENCE**

LOGO VARIATIONS

PRIMARY

ICON WITH WORDMARK: VERTICAL



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STAND-ALONE ICON



SECONDARY

ICON WITH WORDMARK: HORIZONTAL



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WORDMARK

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LOGO COLORS

FULL COLOR



FULL COLOR ON DARK



ACCEPTABLE ONE COLOR
(BRANDED)



ONE COLOR



ONE COLOR ON DARK



LOGO USAGE

DO NOT
TILT THE LOGO



DO NOT
ALTER THE
BRAND COLORS



DO NOT
SCALE THE LOGO/ICON
BELOW 0.8 VERTICAL INCHES
OR MAKE THE COLOR TOO FAINT



DO NOT
ADD A FULL COLOR LOGO
TO A BRANDED-COLOR BACKGROUND
(UNLESS THE LOGO IS ONE COLOR)



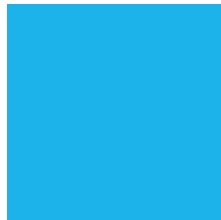
BRAND COLORS



#63B246
CMYK (%): 66 | 6 | 100 | 0
RGB: 99 | 178 | 70
PANTONE - 368 U



#FFDA39
CMYK (%): 0 | 12 | 87 | 0
RGB: 255 | 218 | 57
PANTONE - 108 U



#2AACE3
CMYK (%): 69 | 14 | 0 | 0
RGB: 42 | 172 | 227
PANTONE - 298 U



#F58120
CMYK (%): 0 | 61 | 100 | 0
RGB: 245 | 129 | 32
PANTONE - 144 U

HEADLINE: Nolan - Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxy
z
0123456789 | !?@#\$%^&*()_+ -= { } [] \ < > / ~ . , ; : ' " `**

SUB-HEAD: Nolan - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxy
z
0123456789 | !?@#\$%^&*()_+ -= { } [] \ < > / ~ . , ; : ' " `**

BODY/PARAGRAPH: Nolan - Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ | abcdefghijklmnopqrstuvwxy
z
0123456789 | !?@#\$%^&*()_+ -= { } [] \ < > / ~ . , ; : ' " `**

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