GC
AC

FOUNDATIONAL THOUGHT

Purpose: We support artists and arts organizations because we believe artistic expression is essential to human life.

Position: GCAC is Columbus' champion of artistic expression. The Council funds artists and arts organizations and facilitates the advancement of the city's arts ecosystem.

Promise: We promise to fight for artists and arts organizations, safeguarding and facilitating artistic expression in Columbus and its surrounding communities.

NARRATIVE

Championing Art / Advancing Culture / Celebrating Expression / Fostering Talent / Promoting Community / Advocating Collaboration

The Greater Columbus Arts Council
is the city's champion of the arts.

GCAC is the city's champion of the arts, fighting for artistic expression since 1973. For GCAC, life expands in the freedom to make, appreciate, share, question, or love a work of art. And so, the Council does what's right: carefully stewarding support for art in Columbus, galvanizing funds and granting them directly to artists and arts organizations in the city's creative ecosystem. In all of its programs, in the work of each of its team members, GCAC makes art accessible, available, and central to life in Columbus.

The Greater Columbus Arts Council is the city's champion of the arts, fighting for artistic expression since 1973. In its fervent advocacy of the arts, the Council enacts the belief that to support art is an act of principle and ethical importance— that to defend and foster creative work is to defend and foster what's right.

Life expands in the process of making, appreciating, sharing, questioning, or loving a work of art. And so, the Council carefully stewards support for art in Columbus, galvanizing funds and granting them directly to artists and arts organizations who are actively contributing to the city's creative ecosystem.

For GCAC, arts advocacy doesn't stop at support. It extends to access, equality, and opportunity, touching many aspects of life. In all of its programs, in the work of each of its team members, GCAC works to make art central to life in Columbus. Accessible. Available. Personal and communal. Its annual festival, its responsive grant program, its broad network, its agile mentorship: these are places GCAC shows up where it makes a stand.

Columbus is a fertile home for the work of artists and arts organizations in large part because of the city's arts council. GCAC's wholehearted investment in Columbus' creative community helps to nurture a radically inclusive and dynamic arts culture that continues to grow, and did so even through a devastating pandemic. Nothing gets in the way of GCAC doing what it believes in. Celebrating art. Supporting artists. Relentlessly fighting for artistic expression.
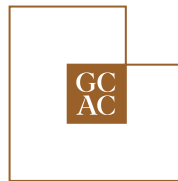
LOGO

Championing Art / Advancing Culture / Celebrating Expression /
Fostering Talent /Promoting Community / Advocating Collaboration

The GCAC logo consists of two components, a mark and a signature, which should appear together in most cases, but can be used independently.

Solid

Outline

Primary Signature

Secondary Signatures (for text-only use)

The Mark

The mark consists of the acronym "GCAC" interrupted by a frame with notched space, which can be seen to represent the completing of a picture. The frame should always appear in one of the two brand colors, or reversed out in white, and can be used as a solid shape or an outline.

The Signature

The signature is the name of the organization and should always be set in the typeface as shown here. It should be set in the four-line stacked configuration shown. In special cases, where necessary, it can be adjusted to either a two-line or single-line configuration. The signature should always appear in one of the two brand colors or reversed out in white.

For maximum flexibility in a variety of contexts, the mark and signature may be combined in the following ways:

Primary Stacked Lockup

This is the primary lockup that will be used in most applications. The signature should always be aligned and locked into the notched frame corner with the spacing shown on the left.
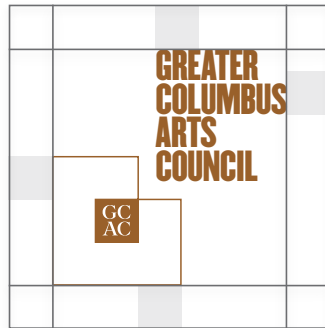
Secondary Horizontal Lockup

This lockup can be used when vertical space is limited and it's not possible to use the stacked lockup.

Proper scale is a mark of certainty, of self-assuredness, history, and decorum. Established, confident brands are understated.

Clearance

Using the scale of the logo to determine clearance will ensure that the logo is honored and legible. Always maintain a minimum clear space around the logo that is equal to the height and width of the center square.

Minimum Scale

Logo smaller than 1.5" must use the solid frame mark. The logo shouldn't be used at sizes less than 1" tall. If a smaller size is required, use the alternate logo on the following page.

GREATER COLUMBUS ARTS COUNCIL

GC AC

GC AC

GC AC

1.5" SIZE LIMIT
.75 PT LINE WEIGHT

The primary logo's thin strokes and serifs can be difficult to reproduce at small sizes. In these cases, an alternate logo is available.

Reduced Contrast

To increase legibility at small sizes, the letterforms have been redrawn with reduced contrast. This version should only be used when the thin strokes of the primary logo aren't feasible (for example, at sizes less than 1" tall).

PRIMARY MARK WITH REDUCED CONTRAST

Minimum Scale

The version of the logo to the right should be used at 3/8" or smaller for offset or digital printing. The digital maximum is 40 x 40 pixels.

3/8" (9.6mm)

In some contexts, the logo can also be used as a frame for viewing art—expressing the organization's role as a champion of experiences with art.
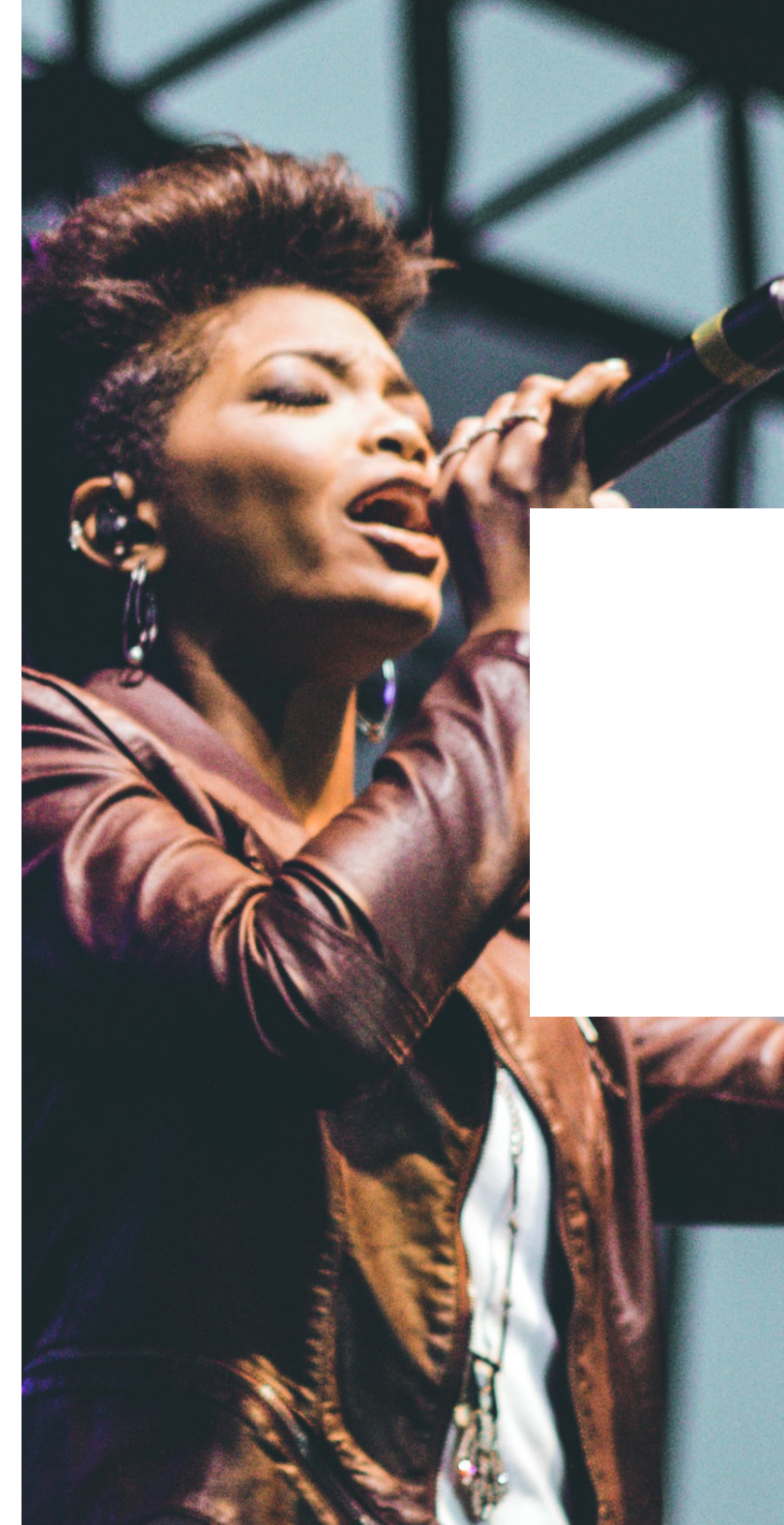
GC
AC

The Frame

When used as a featured visual graphic, the GCAC frame can be filled with one of the following images: art texture, art making, or art detail.

To be considered a featured visual graphic, the GCAC frame must be larger than 1.5" in size.

Color

The center square containing the GCAC acronym must always be a solid color of either bronze, black, or white.

Like the primary logo, the frame image mark requires careful observance of proper scale.

1.5"

(19mm)

Minimum Scale

The frame image mark shouldn't be used at sizes smaller than 1.5".

In some contexts, it won't be possible (or ideal) to use the frame logo or the logo with a color. In these cases, one of these monochromatic logos should be used:

This page demonstrates a few common mistakes of logo usage. **Misusing the logo in these ways weakens the brand.**

Monochromatic Black

This is the logo that should be used when technical or budgetary requirements don't allow the use of color. It should only be used on a white background and not on top of art or photography.

Monochromatic White

This version of the logo can be used when the logo needs to be "knocked out" of an image or a field of color.

Entire logo in non-primary color

Logo using two different colors

Signature in wrong position

Signature in wrong typeface

Solid frame without center square

Logo stretched

Solid frame without signature
(Used larger than 3/8")

Logo outlined (or shadowed)

Disproportional scaling of frame

This simple, hierarchical brand architecture provides a system and nomenclature for GCAC entities that require identification. No other system should be employed.

GCAC as Parent

The main GCAC identifiers will always take the primary place in any context and do the job of carrying the brand.

Brand Extensions

All entities operating under the auspices of the organization will be identified using the GCAC mark and a signature articulating the department, group, program, etc.

All the same logo rules apply to brand extension signatures.

GREATER COLUMBUS ARTS COUNCIL

GC AC

ART MAKES COLUMBUS

GC AC

THE LOANN CRANE GALLERY

GC AC

COMMUNITY ARTS PARTNERSHIP AWARDS

GC AC

GC
AC

TYPOGRAPHY

Championing Art / Advancing Culture / Celebrating Expression / Fostering Talent / Promoting Community / Advocating Collaboration

The GCAC brand employs three typefaces:
Champion Gothic Lightweight, Univers, and
Big Caslon CC. These typefaces were chosen
for their utility and timeless qualities.

CHAMPION GOTHIC LIGHTWEIGHT typeface

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 . , ? !

UNIVERS typeface

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 . , ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 . , ? !

BIG CASLON CC REGULAR typeface

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0 . , ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 . , ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 . , ? !

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 . , ? !

BIG CASLON CC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz . , ? !

Font selection should be based on the message and target audience. Headlines used for marketing and advertising should use Champion Gothic Lightweight. Headlines used for formal communication should use Big Caslon CC Regular. Text should appear primarily in Univers 55 Regular and 45 Light, using the principles of size, space, and color to create a system of hierarchy.

Heading is set in 14pt Univers 45 Light with 16pt leading. Tracking is set to -25.

THE GREATER COLUMBUS ARTS COUNCIL IS THE CITY'S CHAMPION OF THE ARTS.

Sub-heading is set in 9pt Big Caslon CC Regular with 11pt leading. Tracking is set to 5.

THE GREATER COLUMBUS ARTS COUNCIL IS THE CITY'S CHAMPION OF THE ARTS.

The body text is set in 6pt Univers 45 Light with 8pt leading.

The Greater Columbus Arts Council is the city's champion of the arts, fighting for artistic expression since 1973. In its fervent advocacy of the arts, the Council enacts its belief that to support art is an act of principle and ethical importance—that to defend and foster creative work is to defend and foster what's right.

For GCAC, arts advocacy doesn't stop at support. It extends to access, equality, and opportunity, touching many aspects of life. In all of its programs, in the work of each of its team members, GCAC works to make art central to life in Columbus. Accessible. Available. Personal and communal. Its annual festival, its responsive grant program, its broad network, its agile mentorship: these are places GCAC shows up where it makes a stand.

Champion Gothic Lightweight should be used for informal promotional messaging, always appear in uppercase, and should always be the largest text on the page.

Title is set in 40pt Champion Gothic Lightweight. Leading is set to 38.

BIG TITLE
CHAMPIONING ART AND ADVANCING CULTURE.

THIS IS A SUBHEADING THAT CAN BE PAIRED WITH CHAMPION GOTHIC LIGHTWEIGHT.

THIS IS ALSO A SUBHEADING THAT CAN BE PAIRED WITH CHAMPION GOTHIC LIGHTWEIGHT.

THIS IS ALSO A SUBHEADING THAT CAN BE PAIRED WITH CHAMPION GOTHIC LIGHTWEIGHT.

Subheadings can be set in Univers 45 Light, Big Caslon CC Regular, or Univers 55 Regular. Subheadings shown are set to 11pt and have 13pt leading and tracking set to -25.

GREATER COLUMBUS ARTS COUNCIL

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CHAMPIONING ART AND ADVANCING CULTURE.

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THE GREATER COLUMBUS ARTS COUNCIL IS THE CITY'S CHAMPION OF THE ARTS.

Jami Goldstein
Vice President Marketing,
Communications & Events

CHAMPION GOTHIC LIGHTWEIGHT

UNIVERS 55 REGULAR

UNIVERS 45 LIGHT

BIG CASLON CC REGULAR

GREATER COLUMBUS ARTS COUNCIL

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Jami Goldstein
Vice President Marketing,
Communications & Events

CHAMPION GOTHIC LIGHTWEIGHT

UNIVERS 55 REGULAR

UNIVERS 45 LIGHT

BIG CASLON CC REGULAR

COLOR

Championing Art / Advancing Culture / Celebrating Expression / Fostering Talent / Promoting Community / Advocating Collaboration

Bronze is the primary color of the GCAC
brand. When possible it should be used as
a metallic ink for all printed collateral.

GCAC Bronze
Pantone 10134

As an indication of GCAC's core values, bronze
will now be the primary brand color. It is to be
used in most instances where the logo stands
on its own. Entities that involve the GCAC brand
will use this color predominantly, along with an
accent color using the flexible palette found in
this guide.

Only one primary brand color should be used in a single design and should only be applied to the logo, headings, and pull quotes.
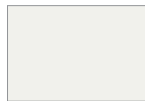
GREATER COLUMBUS ARTS COUNCIL

GC AC

GREATER COLUMBUS ARTS COUNCIL

GC AC

PRIMARY

GCAC Bronze

PMS 10140

C:0 M:33 Y:62 K:35
#99602A

SECONDARY

PMS BLACK

C:0 M:0 Y:0 K:100
#000000

WHITE

C:0 M:0 Y:0 K:0
#FFFFFF

PMS 9100 (50% tint)

C:0 M:0 Y:2 K:5
#F1F1EC

PMS 9100

C:0 M:0 Y:3 K:9
#E7E7E0
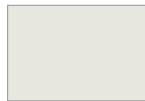
ACCENT

PMS 7626
C:0 M:73 Y:80 K:22
#C63527

Black should be used in tandem with the GCAC
bronze to give a strong grounded element for the
brand. The logo and brand elements can be used in
black when bronze or metallic inks are not available.

The GCAC accent red is reserved for special accents
only, and should be used sparingly to provide special
attention for messaging and text highlights only.
The logo should not be used with this color.

GCAC BRONZE
PMS 10140

PMS BLACK

PANTONE 7626
PANTONE 9100 (50% tint)

PMS BLACK

C:0 M:0 Y:0 K:100
#000000

PMS 165

C:0 M:60 Y:88 K:0
#FF671F

PMS 214

C:0 M:93 Y:49 K:19
#BB226A

GRADIENT
(PMS 165/214)

Black should be used in tandem with the GCAC
Arts Festival orange and magenta to give a
distinct look and feel for the Arts Festival brand.
The logo and brand elements can be used in
black, orange, or a gradient mix of both the
orange and magenta as shown on the right.

PMS BLACK

PANTONE 165

PANTONE 214

COLUMBUS ARTS FESTIVAL

GC AC

COLUMBUS ARTS FESTIVAL

GC AC

COLUMBUS ARTS FESTIVAL

GC AC

COLUMBUS ARTS FESTIVAL

GC AC

GRADIENT

When images of art are used, the basic palette should be replaced by colors that are present in the art. Try to select high-saturation colors whenever possible.

All of these colors are present in the painting shown here. Any of these colors may be used in place of the basic palette when paired with this painting.

The following example demonstrates how the flexible palette can be applied in a simple layout. Note that only one color is used in addition to the GCAC bronze.

**GREATER
COLUMBUS
ARTS
COUNCIL**

GC
AC

Kelli Martin

March 25 – June 6

I draw much of my
inspiration from the streets
and overall themes and
much less from trends
or what is in fashion.

Text should usually be placed on a clean white page or background. In rare cases that a more colorful approach is needed, the page may be flooded with color and white text may be used.

These pages should never contain images of art. The color field must consist of a single color which fills the entire page, full bleed. As always, the color should be chosen according to the brand palette and flexible palette systems.

When addressing families, educators, and younger audiences, it may be appropriate to use a more playful, colorful tone.

For these audiences, use the flexible palette (selected image color) in conjunction with the primary color palette. This is the only place where more than one brand color may be used in one context.

These colors can be used to frame the edges of the page to create an engaging, dynamic composition. If photography is needed, the selected color may also be combined with black and white photography to create duotones.

Remember to always use as few colors as possible, no more than three in a single layout.

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