

Brand Guide: ArtLife WPB



Logo

To build brand awareness, it is critical that the ArtLife WPB logo appear on every form of communication that comes from our program. This includes all marketing, promotional, advertising, educational and event-related print and digital communications, including email and other correspondence.

Full Color



There are occasions when our full color logo is not applicable. Below are other ways to use our logo: as black and white, as one color (in one of the five colors in our palette) or reversed out of one of the colors. The logo should never be represented in any other way.



Black and White



One Color



Reversed Out of One Color



ADA Compliant

Color Palette

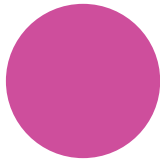
Consistent use of color is critical in maintaining our brand. Any material created in-house should use only the following colors.

Below each color are the various breakdowns to easily create these colors on our own, whether for web or print use.

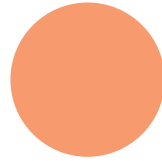
Main Palette



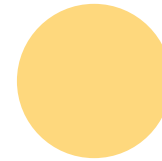
PMS 7711
C=81, M=23, Y=39, K=1
R=14, G=149, B=156
Hex=#0E959C



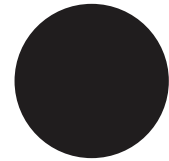
PMS 247
C=15, M=84, Y=0, K=0
R=207, G=79, B=156
Hex=#CF4F9C



PMS 163
C=0, M=47, Y=59, K=0
R=248, G=155, B=110
Hex=#F89B6E

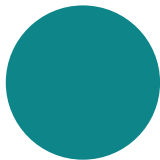


PMS 1215
C=0, M=14, Y=60, K=0
R=255, G=217, B=126
Hex=#FFD97E

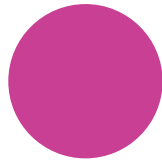


Black
C=0, M=0, Y=0, K=100
R=35, G=31, B=32
Hex=#231F20

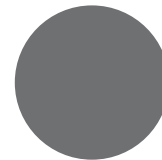
ADA Compliant Palette



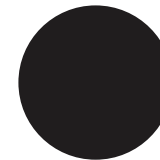
Teal
C=85, M=31, Y=43, K=5
R=9, G=132, B=138
Hex=#09848A



Pink
C=18, M=89, Y=3, K=0
R=202, G=64, B=147
Hex=#CA4093



Gray
C=58, M=48, Y=47, K=14
R=110, G=112, B=114
Hex=#6E7072



Black
C=0, M=0, Y=0, K=100
R=35, G=31, B=32
Hex=#231F20

Font Usage

We use specific brand fonts in all marketing materials, including email. They offer several weights and specific examples are shown here to guide use and choices.

Magallanes

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Magallanes ExtraLight

Magallanes Regular Italic

Magallanes Bold

Magallanes Black

Moderno FB

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Moderno FB Light

Moderno FB Regular Italic

Moderno FB Semibold

Moderno FB Bold

Example:

Welcome to ArtLife WPB

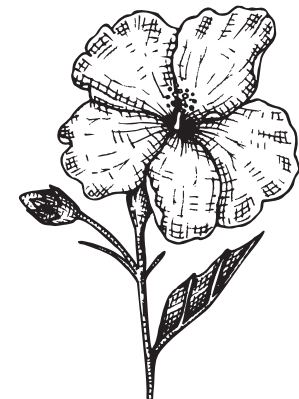
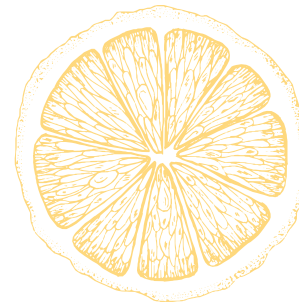
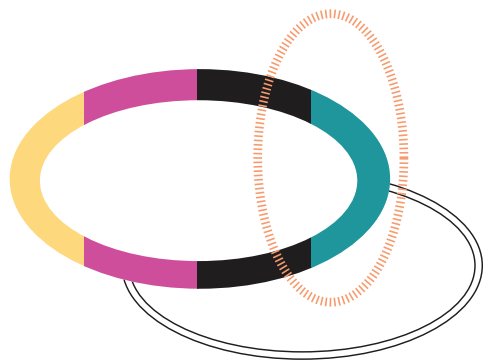
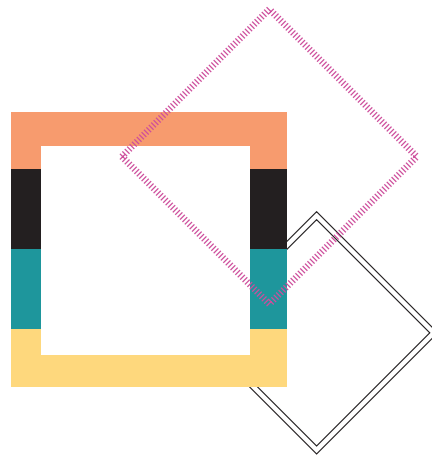
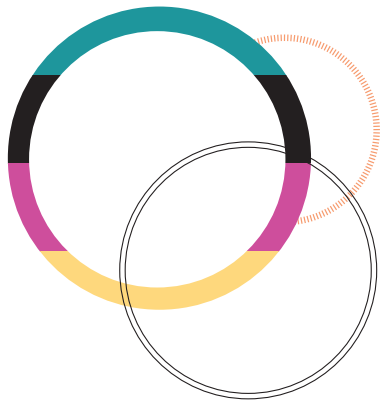
Moderno FB

The strength of the Art in Public Places program is its ability to introduce to the residents and visitors of West Palm Beach artists from diverse backgrounds, at various stages of their careers, working in a variety of media who offer works that are distinctive, create communal experiences, and enhance the visual and cultural environment of West Palm Beach.

Magallanes Regular

Graphic Elements

This page shows the types of imagery used in our collateral pieces. Patterns and graphics can be used in any palette color.



Core Messaging

Tagline

Public Art for an Inspired City

Mission

To shape the character of our city through the power of public art.

Our Vision

We are all part of the creative force shaping our vibrant city and way of life.

Program Description

ArtLife WPB is the public art program of the City of West Palm Beach, Florida. ArtLife projects capture the diverse, contemporary beat and rich history that make West Palm Beach a destination city.

WHAT WE VALUE

Communal Expression

Public art is our platform to explore ideas and identity, to celebrate diverse style and artistry, and experience creativity in West Palm Beach.

Unity in Diversity

Our art connects us as one vibrant and joined community that celebrates our neighborhoods as unique enclaves of character, culture, and heritage.

Inspired Engagement

We believe in the power of public art to spark social involvement, creative connectivity, foster a positive future, and contribute to an open and inclusive community discourse.

Freedom of Exploration

ArtLife WPB promotes art that is unlimited in ideas, evolves with the rhythm of our city, drives creative risk and innovation, is adventurous in spirit, and delights in discovery.

Advancing Artists

We champion artists who reflect the nature and pride of our city, exhibit growth and rigor in their craft, and with each opportunity uncover new abilities to advance their art.