




artpool

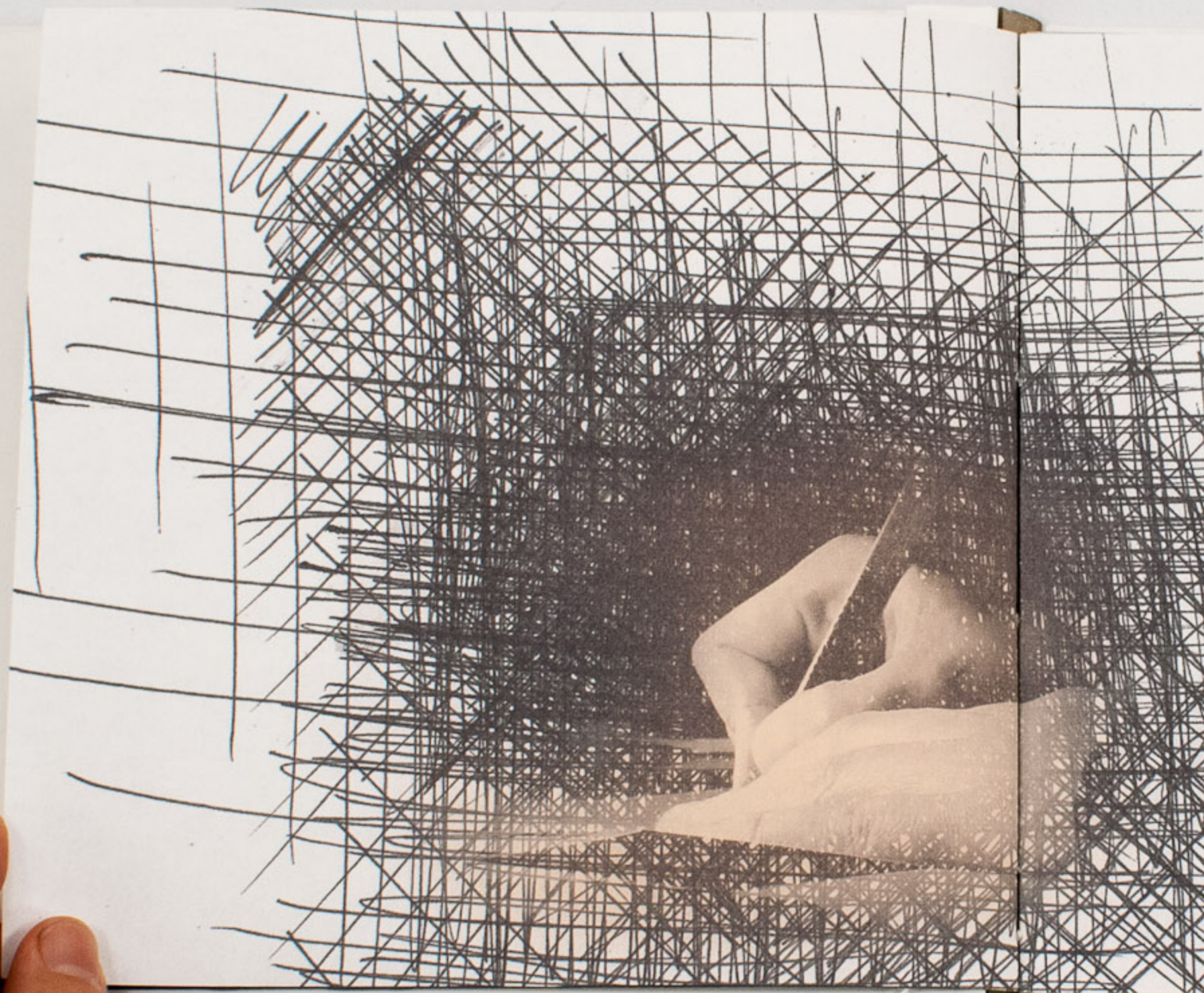
*This style guide should answer
all of your questions, but if not,
please contact me.*
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THE DOS AND THE DON'TS

Brand guide instructions for the use
and care of the Artpool identity.

File name: artpoolguide_dosanddonts.at



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INTRO DUCT ION

Artpool is a studio and working gallery inhabited by young adult artists from the community. Similar to an artist commune, everyone shares equally and works together for a common purpose. Artpool is a beacon for creativeness and humanism. In their work and their actions, this collective of talent displays the beautiful and interesting elements of life.

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SECTION 1
Story Of Artpool

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GI

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For the poor and starving young artists who are on the quest to become a professional, but who still need the nutrients that are necessary to grow further. A need for working space, tools, knowledge, inspiration and the gravitation to other human energies. A way to communicate a voice and ideas to the rest of the world. The opportunity to become a part of something purley amazing.

The call for help has been answered.



knowledge
imagination
grouping
space
direction
energy


SHARED
equally

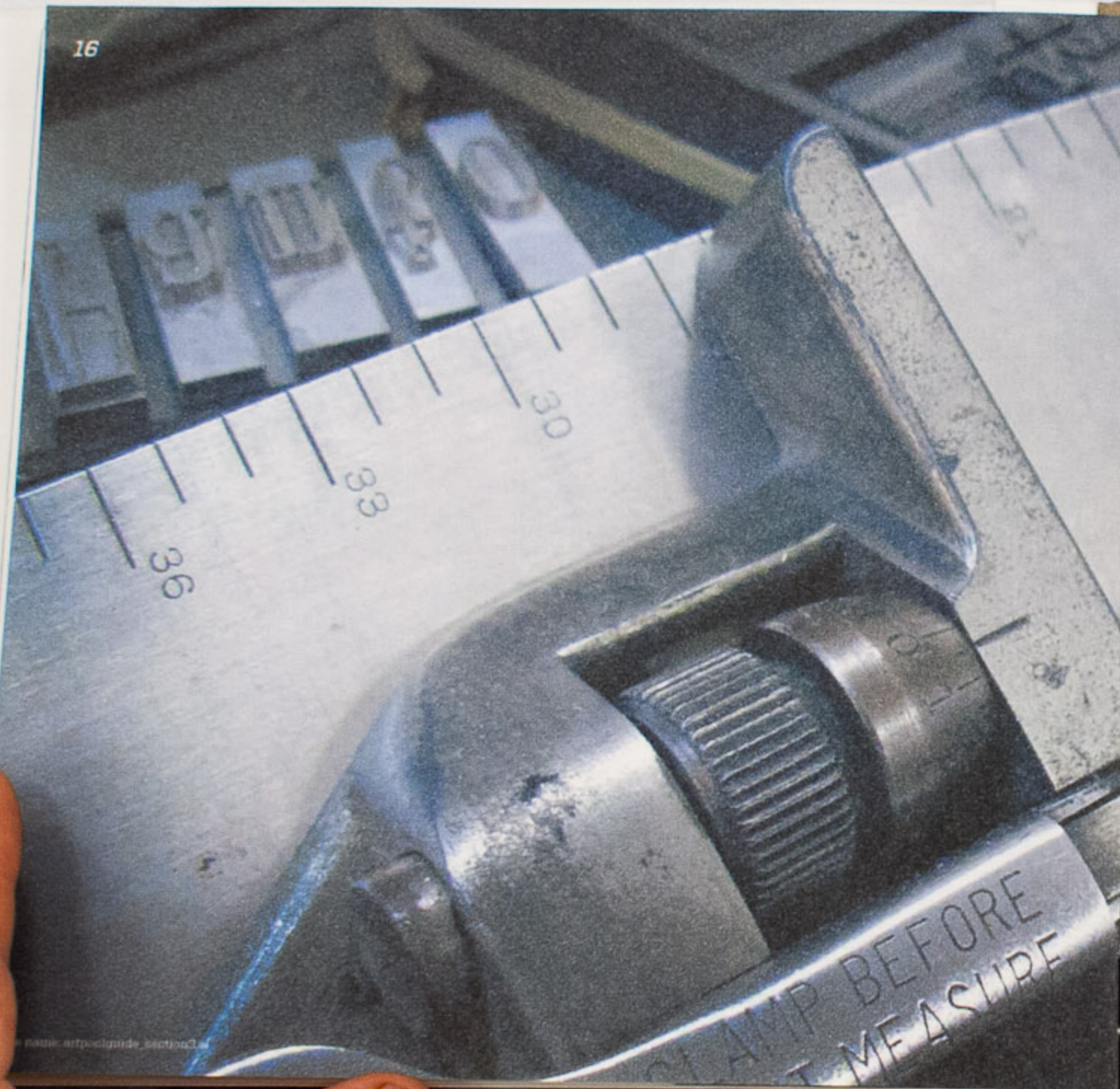
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MISSION

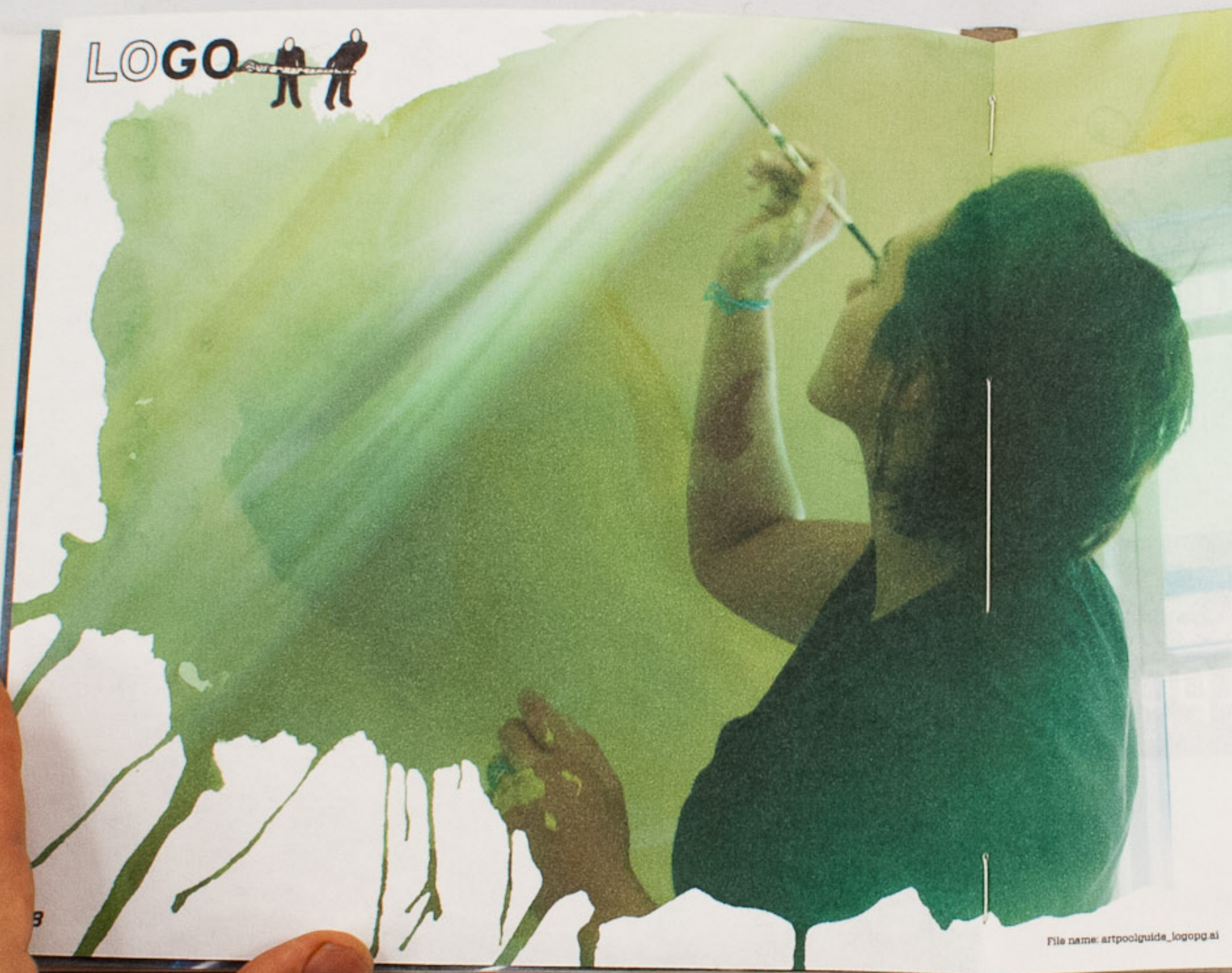
We are here to provide an open studio space and working gallery for young adult artists who are pursuing a professional career. Creative individuals within the community will come together to share ideas, inspirations, techniques and life. To display and promote every persons creative talents to the rest of the world, in addition, to collectively further artistic endeavors and open doors for successful futures.



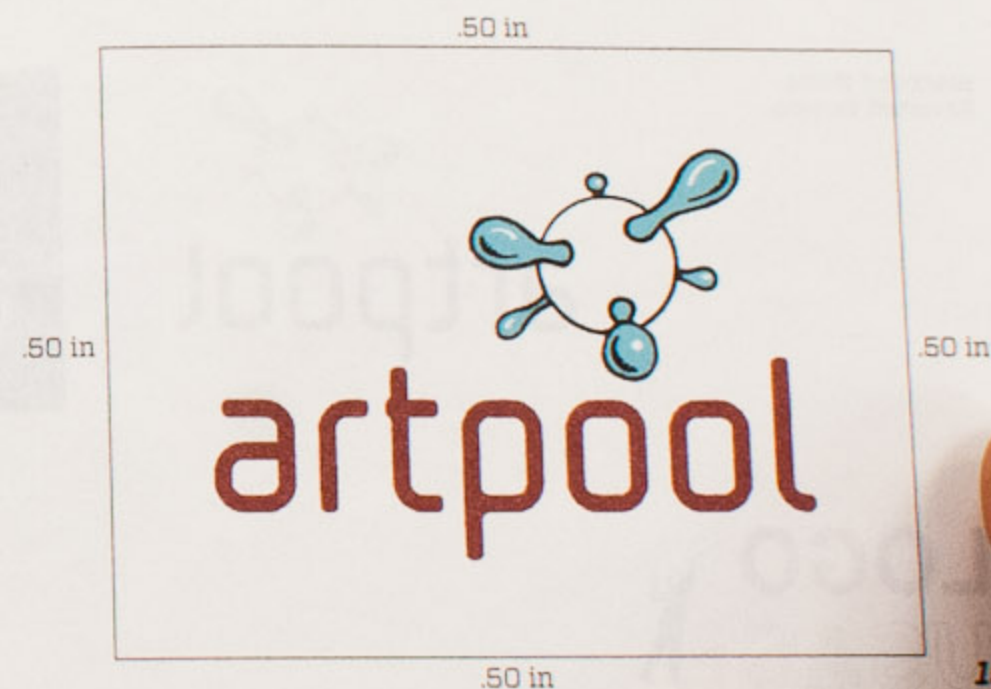
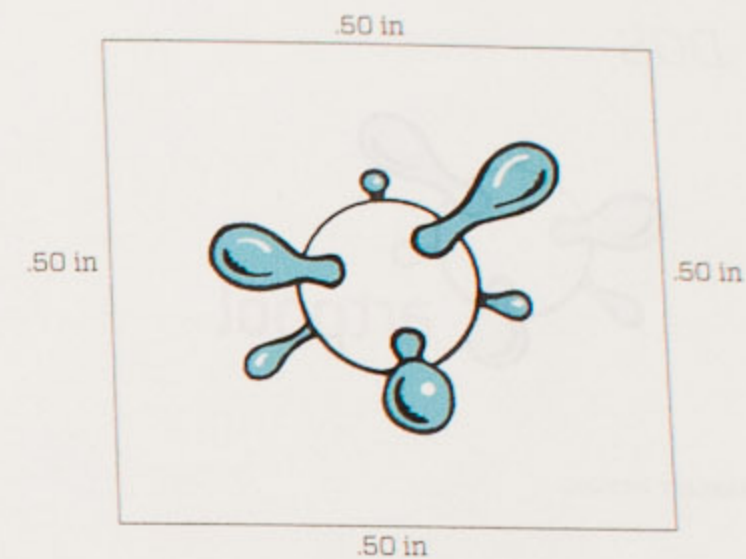
SECTION 2

Brand Signature

LOGO



The logo is the visual formation of the attributes and characteristic of Artpool. A centralized shared community where creative energy erupts in all directions and is a beacon to lost wanderers. The logo type is a mutation of the typeface Propane, which now has a modern, industrial aspect that gives the brand a strong structure. Make sure to give a .50 inch clearance on every side.



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DOS



Auxiliary lockups



Black and White,
Reversed Version



LOGO
USAGE

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DON'TS



Incorrect logo usage will change
the identity and weaken the brand.
Do not use logotype without pri-
mary mark, stretch or deform the
logo, use a different typeface with
the logo and use random colors.





TYP
GRAPHY

The Artpool identity uses two typefaces. Interstate is primarily used for headlines, due to its legibility, neutrality and its history of service as a direction marker. The complimentary smaller body typeface is Vitasse, very stylish and flexible, with a variety of weights. The sans serif boldness of Interstate paired with the confident slab serif of Vitasse should be the only typefaces used for the brand identity of Artpool.

INTERSTATE

Interstate Light
Interstate Regular
Interstate Bold
Interstate Black

A a

VITASSE

Vitasse Thin
Vitasse Italic
Vitasse Light
Vitasse Light Italic
Vitasse Book
Vitasse Book Italic
Vitasse Medium
Vitasse Medium Italic
Vitasse Bold
Vitasse Bold Italic
Vitasse Black
Vitasse Black Italic

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Inspired by the artists that breathe life into Artpool, who vary in character and personality, the brand colors were chosen from the whole wide spectrum. These colors are the only ones that should be used at all times for the Artpool brand identity.



Artpool Blue
PANTONE DS 246 - 5 U
65, 0, 20, 0 / 62, 184, 207 / #3EC2CF



Artpool Green
PANTONE DS 282 - 2 U
70, 0, 80, 0 / 74, 185, 105 / #4AB989



Artpool Orange
PANTONE DS 49 - 2 U
0, 60, 80, 0 / 245, 131, 69 / #F58345



Artpool Tan
PANTONE DS 16 - 5 U
30, 35, 70, 10 / 169, 145, 93 / #A9915D



Artpool Red
PANTONE DS 69 - 1 U
20, 90, 100, 30 / 151, 47, 27 / #972F1B



Artpool Violet
PANTONE DS 180 - 2 U
75, 80, 0, 0 / 94, 80, 161 / #5E50A1

PMS Equivilant
CMYK / RGB / HEX

Shade

Artpool Brand Colors

Tint



File name: artpoolguida_color.ai

**BRAND
COLORS**



Secondary imagery plays a role of supporting the main identity of the brand and are key characters in the telling of the whole story.

Sketches and doodles of little artist people using various art tools to collectively create and build the structure that makes Artpool.

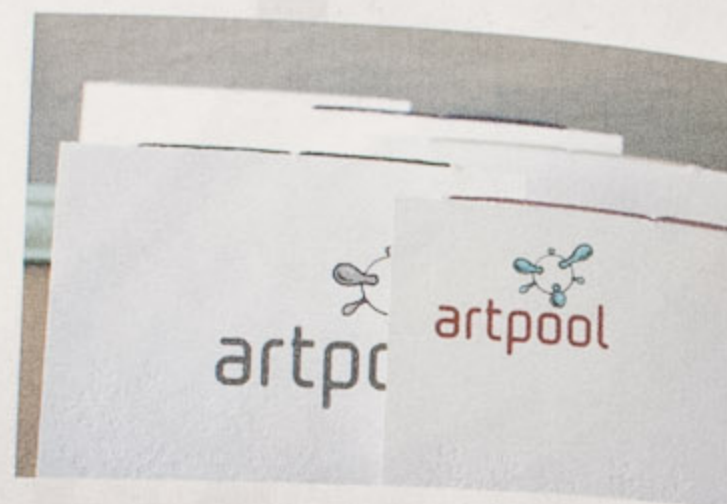


SECTION 3

Applications

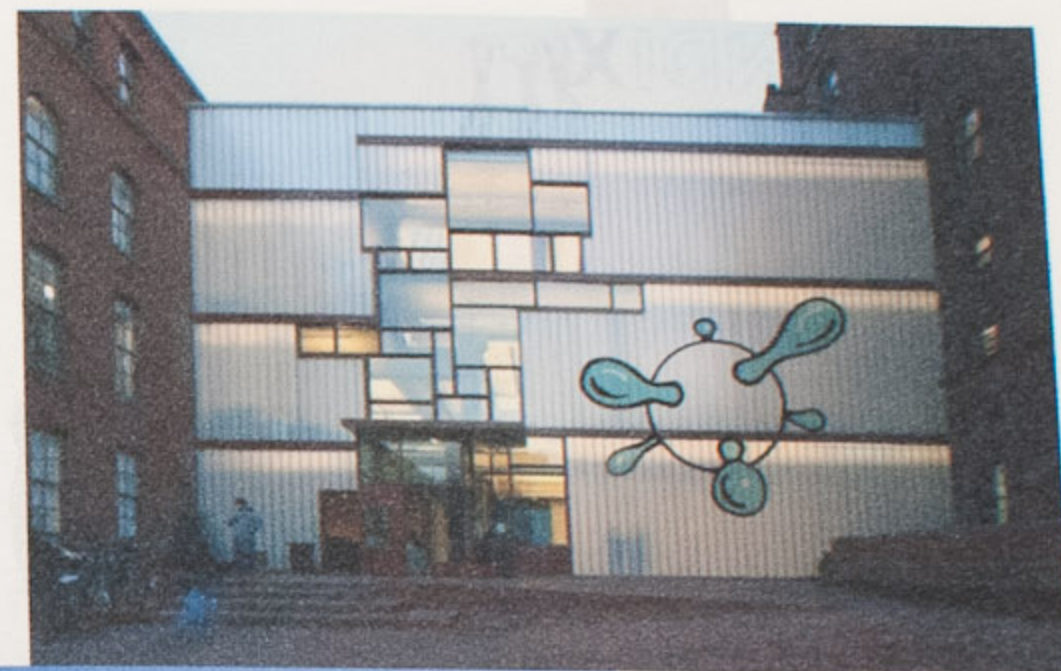


STATIONARY



30

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SIGNAGE

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