Our mission is to engage young people in the creative process in order to shape a society of creative, confident and collaborative individuals.

In many ways, the Inner-City Arts brand is more than just a logo or font; our brand is the sum of who we are and what we do. Vibrant, dynamic, multi-faceted and representative of our transformational creative space, our brand identity is essential in communicating our values as an organization.

We created this document in order to share our branding standards and aid partners, supporters and third parties in promoting Inner-City Arts. These guidelines are provided to keep our brand focused and aligned with our vision. We appreciate your collaboration in maintaining the integrity of our visual identity.
“Build an Art Space for Kids”

- Bob Bates

THE CONCEPT

The most current version of the Inner-City Arts logo was designed by Ph.D (phdl.com) in 2008. While crafting the logo, the team was most inspired by the architectural forms that Michael Maltzan utilized in the design of our campus, “which ended up looking like it had been clipped with scissors, something [they] imagined was akin to what the students were doing inside.”
### Colors of Inner-City Arts

These 3 colors are our primary brand colors. The logo should not appear in any other hues except when converted to white or, in some cases, a solid pre-approved color to match specific marketing collateral.

<table>
<thead>
<tr>
<th>Spot Color</th>
<th>Process Color</th>
<th>Secondary Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE RED 032 U</td>
<td>C 0 / M 90 / Y 86 / K 0</td>
<td>C 0 / M 0 / Y 0 / K 60</td>
</tr>
<tr>
<td>PANTONE 172 U</td>
<td>C 0 / M 66 / Y 88 / K 0</td>
<td>C 0 / M 0 / Y 0 / K 30</td>
</tr>
<tr>
<td>PANTONE ORANGE 021 U</td>
<td>C 0 / M 53 / Y 100 / K 0</td>
<td></td>
</tr>
</tbody>
</table>
**LOGO SURROUNDINGS**

Logo should have a minimum of a quarter inch space padding.

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**GUIDELINES FOR LOGO USE**

Never assign a new unapproved color to the logo or alter its transparency without permission. Never add-to, remove, or create design elements around the icon, unless otherwise approved.

The printing or sale of any Inner-City Arts-branded merchandise without permission and approval from Inner-City Arts is strictly prohibited.

Any mention of our organization and/or our logo should be excluded from any marketing or promotional material that is vulgar, sexually explicit, or references drug-use or adult content.

To make any use of our marks in a way that is not covered by these guidelines, please contact us at communications@inner-cityarts.org and include a visual mockup.
**OUR VISION**

We believe that the arts and creativity are transformational. Inner-City Arts envisions a society that honors the human capacity for creativity, and values its cultivation in the education of young people.

Inner-City Arts primarily uses Gotham bold and Gotham black – bold, clear, and impactful – for headlines and in titles. Adelle Sans – clean, spirited, personable, light and flexible – is used as our main paragraph and body text in documents. When neither fonts are available, a standard sans serif font, such as Helvetica and Arial, are acceptable in document applications.

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Providing access to the arts and the endless possibilities they offer, Inner-City Arts is an investment in the youth of Los Angeles. Creating a bridge between the studio and the classroom, Inner-City Arts’ unique approach to arts education measurably improves academic and personal outcomes for children and youth, including those students with Limited English Proficiency who are at risk of academic failure.

“Our wish is that every child in our community graduates from high school. All of our programs are designed to propel us towards that goal.”

– BETH TISHLER
DIRECTOR OF EDUCATION AND COMMUNITY INITIATIVES, INNER-CITY ARTS
IMAGE USAGE

All photographs must be approved by Inner-City Arts and any individuals depicted must consent via photo release. Image resolutions must be appropriate to the image's application.

For photo permission and approval, contact communications@inner-cityarts.org.

IMAGE MASK

Photographs can be masked in simple shapes.
Inspired by the relationship between our campus and logo, our design team utilized the lines, shapes and design of our spaces to develop logos for each program within our organization.

The initial lines drawn from the space transform, find balance, and take shape as a sub logo to visually express the program it is representing.