



LUMINARY ARTS CENTER BRAND GUIDELINES

July 2022



A PLAYSPACE TO AMPLIFY THE POWER OF DISCOVERY AND UNCOVER ORIGINALITY WITH LIBERATED IMAGINATION.

Creative. Equitable. Honest. Ingenuity.

The Luminary Arts Center invites artists across all disciplines and communities to have a home in which they feel safe to explore, take risks, and create. The unique and multi-use space features a flexible floor plan suited for a wide variety of art forms, events and audiences.

THE LOGO

The Luminary Arts Center logo is understated yet bold, set in a tall and condensed sans-serif font. The cut out detail of the letter “L” adds distinction.

The perimeter of the letterform is styled as a modern san-serif with a traditional serif cut out on the inside. This mix of styles represents the center’s desire of connecting different audiences and making room for both classic and contemporary art.

LUMINARY
ARTS CENTER

LETTER MOTIF

The letter “L” of the Luminary Arts Center logo serves as a brand motif. Use this motif as you would an icon. You can also use it as a frame to reveal animated or still imagery. The frame treatment is symbolic of illuminating, revealing, transparency and discovery.

The motif can also be stretched and used expansively for a larger image crop. Only extend the width of the motif from the left to maintain the shape of the serif curve. See pages 3, 11 and 13 for more examples of this application.



LOGO COLOR VARIATIONS

The logo is available in black and white. Whether applied over a solid color or photograph, use the version that best contrasts against the background.



LUMINARY
ARTS CENTER



LUMINARY
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CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

To ensure the prominence and clarity of the logo, refer to the following application guides:

Clear Space

A clear space equal to the height of the “L” should be kept around the logo in all applications. Keep this area clear of busy backgrounds, colors and graphics.

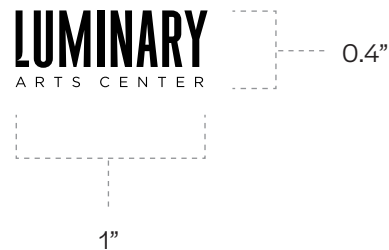
Minimum Size

To maintain legibility of the name, the logo should be applied no smaller than 1” (width) x 0.4” (height).

Clear space:



Minimum size:



INCORRECT LOGO USE EXAMPLES

It is important to maintain consistent application of the logo. Do not alter the logo or use it in anyway not specified in these guidelines. To inquire about a specific usage, contact the marketing and communications department for approval.

X Do not alter the color of the logo



X Do not stretch the logo in any way



X Do not place the logo on a background that affects the clarity and legibility



X Do not put the logo inside of a shape



X Do not rearrange any aspect of the logo



TYPOGRAPHY

Gotham has been chosen as the primary font to align the identity system with the MN Opera brand. This type family is versatile, scalable and highly legible.

ATF Alternate Gothic is the secondary font. Use for emphasis of specific words, titles, headlines and infographics. This font is available from [Adobe Fonts](#).

Other typefaces may be used for the branding of specific productions. However, Gotham should still remain the main informational typeface.

For web substitute Gotham with [Montserrat](#). Substitute Alt Gothic with [League Gothic](#). Both of these typefaces are available from Google Fonts under the Open Font License.

Primary Font - Gotham

GOTHAM LIGHT
GOTHAM BOOK
GOTHAM MEDIUM
GOTHAM BOLD
GOTHAM BLACK

ABCDEFGHIJ
KLMNOPQRST
VWXYZ
Abcdefghijklm
nopqrstuvwxyz
12345678910
!@#\$%^&*()

Secondary Font - ATF Alternate Gothic

ALT GOTHIC LIGHT
ALT GOTHIC REGULAR
ALT GOTHIC MEDIUM
ALT GOTHIC DEMI

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
Abcdefghijklmn
opqrstuvwxyz
12345678910
!@#\$%^&*()

TYPE USAGE

The typographic samples shown here should be used as a general guide for the design of text. Use these guides to achieve consistency on all brand materials. Large and small headers should use the specified typefaces, weights and tracking. Sizing is flexible based on the application, as long as the overall hierarchy is maintained.

Subhead, body copy, call to action, and captions should utilize the specified sizing and leading for consistency and readability.

Gotham

LARGER HEADERS ARE
SET IN GOTHAM LIGHT
WITH 100PT TRACKING

**SMALLER HEADERS ARE SET IN GOTHAM
BOLD WITH 100PT TRACKING**

**CALL TO ACTION GOTHAM BLACK
9/16PT, 100 PT TRACKING**

**Caption/footnote Gotham Book Italic 8/10pt*

Subhead Gotham Bold 9/16pt

Body copy. Gotham Book
9/16pt. Lorem ipsum dolor sit
amet, consectetur adipiscing
elit. Proin luctus facilisis leo.
In hac habitasse platea dic-
tumst. Sed in mauris sed justo
venenatis egestas. Interdum et
malesuada fames ac ante ipsum
primis in faucibus.

ATF Alternate Gothic

LARGER HEADERS USE
ALT GOTHIC MEDIUM.
NO TRACKING.

USE SPARINGLY AS
A HEADER FONT.

COLOR PALETTE

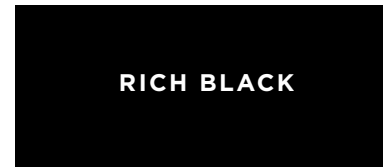
The Luminary Arts Center color palette is made up of nine colors including neutral, warm and cool hues. These colors were inspired by the natural environment, plants and pollinators that are native to Minnesota. They reflect the vibrancy and diversity of the arts community.

When selecting graphics, images and illustrations, consider color schemes that work harmoniously with this palette.

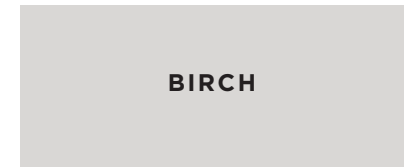
Primary Color Palette



PMS -
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #000000



PMS -
CMYK 100 / 100 / 100 / 100
RGB 255 / 255 / 255
HEX #000000

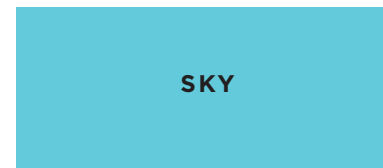


PMS Warm Gray 1 C
CMYK 14 / 11 / 12 / 0
RGB 217 / 216 / 214
HEX #d9d8d6

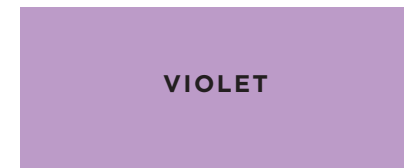
Secondary Color Palette



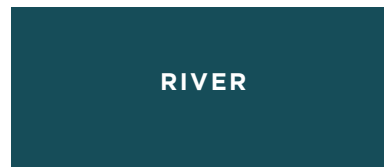
PMS 108 C
CMYK 2 / 11 / 100 / 0
RGB 255 / 218 / 0
HEX #ffda00



PMS 3105 C
CMYK 55 / 0 / 14 / 0
RGB 95 / 208 / 223
HEX #5fd0df



PMS 0631 C
CMYK 25 / 41 / 0 / 0
RGB 193 / 154 / 222
HEX #c19ade



PMS 3165 C
CMYK 100 / 53 / 52 / 33
RGB 0 / 78 / 89
HEX #004e59

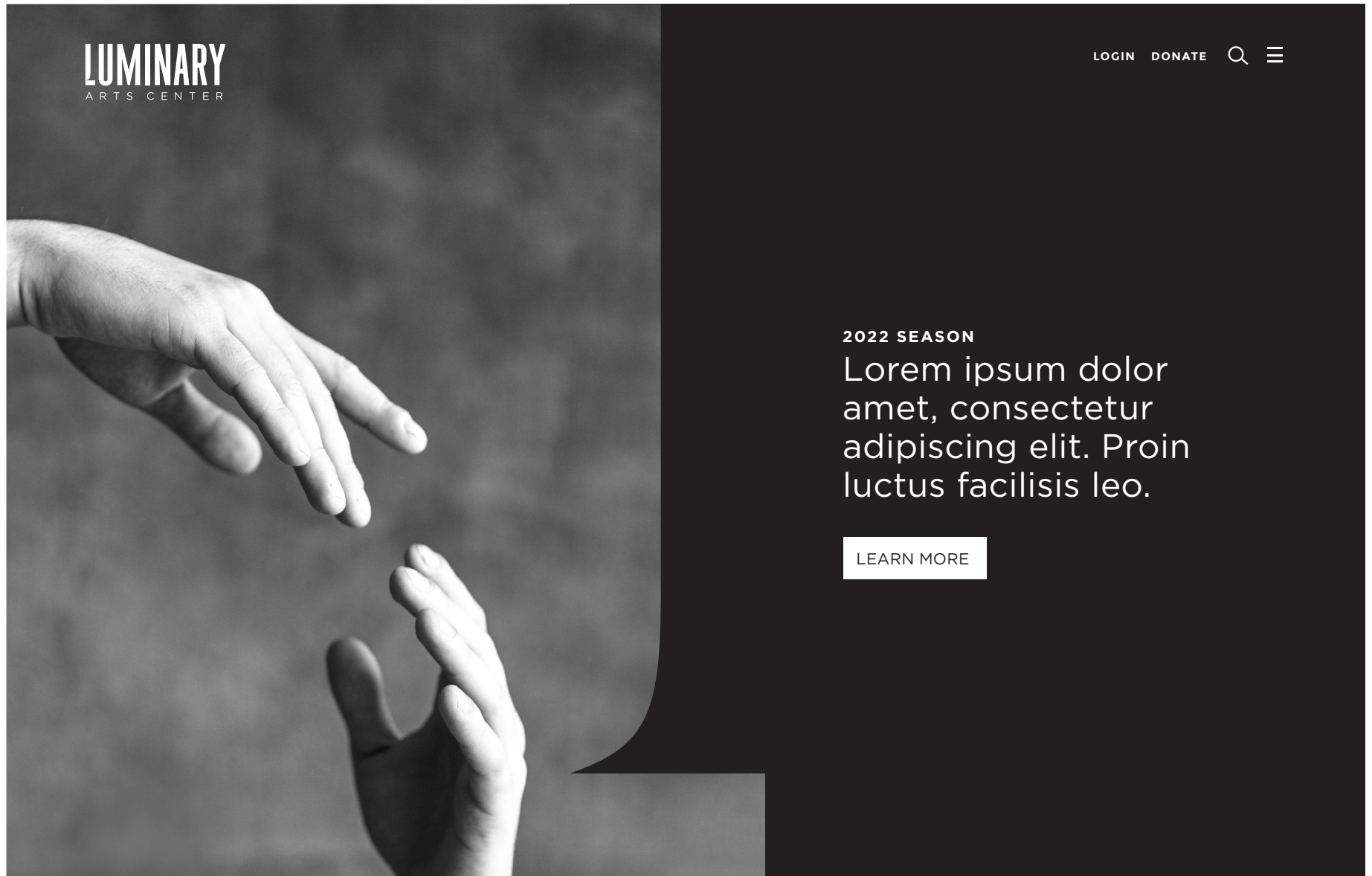


PMS 165 C
CMYK 0 / 74 / 95 / 0
RGB 255 / 103 / 29
HEX #ff671d



PMS 0631 C
CMYK 38 / 100 / 2 / 0
RGB 168 / 27 / 141
HEX #a81b8d

APPLICATION EXAMPLE - WEBSITE



The letter motif frame can be stretched and used expansively. Only extend the width of the letter motif from the left and use it for a larger image or video crop.

APPLICATION EXAMPLE - SOCIAL



Images that are framed in the letter motif frame can break out of the shape to create depth and visual interest.



APPLICATION EXAMPLE - BANNERS

THE MOVING COMPANY

SEPTEMBER 23-30

Prices start at \$25

[GET TICKETS](#)

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ARTS CENTER

OPENING SEPTEMBER 2022

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LICENSED STOCK PHOTO CREDITS



Photo by Tanya Kopt via Envato Elements

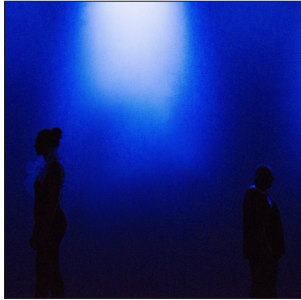


Photo by Jessica Rawleigh via Envato Elements



Photo by Jessica Rawleigh via Envato Elements



Photo by Natjaree Kanjanarajit via Shutterstock

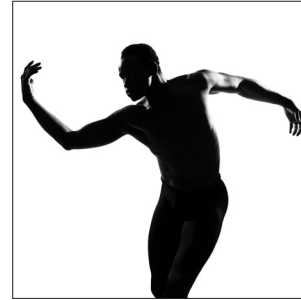


Photo by Franck Camhi via Shutterstock

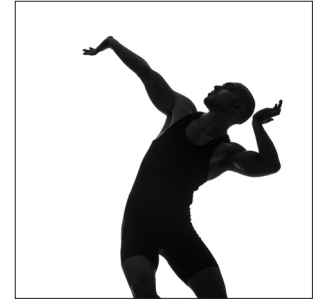


Photo by Franck Camhi via Shutterstock



Photo by Sergiy Tryapitsyn via Envato Elements



Photo by Abhishek Yadav via Envato Elements



Photo by Nakaridore via Envato Elements



Photo by Stokkete via Envato Elements

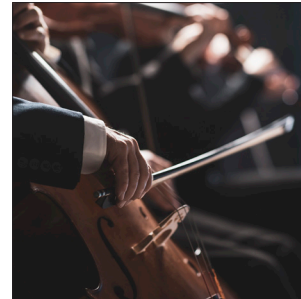


Photo by Stokkete via Envato Elements



Photo by Kon Arthnsu via Envato Elements