connections
creativity
communities

ARTS NORTH WEST - VISUAL IDENTITY GUIDE (EXTERNAL USE)

Identifying Statements

Our vision is a rich cultural landscape in the New England North West of NSW.
Our mission is to generate creative opportunities in the New England North West of NSW

Brand Elements

We have a number of brand elements that combine to achieve a consistent way of communicating the Arts North West Brand. Please contact ANW for logos

These brand elements are:

Logo

Logo should be no less than 1.3 cms (0.5 inches)

A background used with logo should have a border no less than 0.5 cms (0.2 inches) from the logo edge

Brand Colours

- Deep Red (C20M100Y80BD & R201G36B63)
- Black (C0M0Y0K100)

Visual Imagery

The image below can be included in any Arts North West branding as it visual represents the intangible qualities of what we do that cannot be expressed through our logo or our identifying statement.

ANW Associated Project Branding

All project branding must include the Arts North West logo. Where possible the logo should be in full colour and include associated funding acknowledgements that may include CASP and RAF logos.