



## 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*

*Connections – Creativity - Communities*

### 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 1.3cm

A background used with logo should have a border no less than 0.5cm from the logo edge

### Brand Colours

- Deep Red (C20M100Y80BD & R201G36B63)
- Black (COMOYOK100)

## 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.

