ARTORY

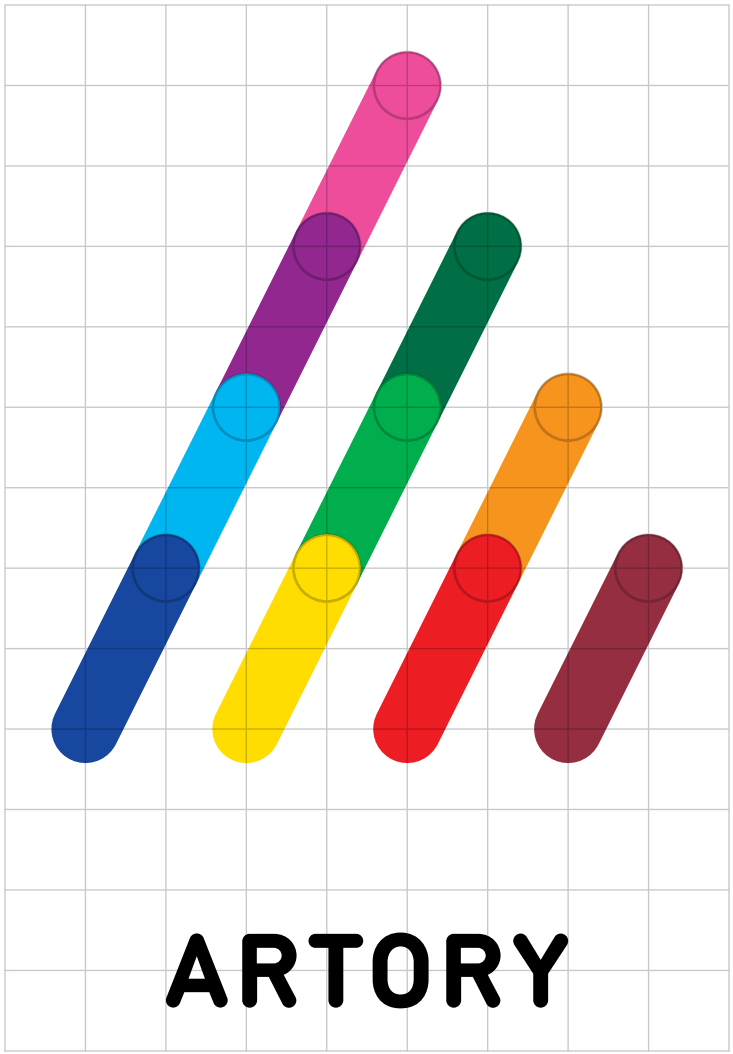
Brand Design
Guidelines

LOGO

Logo

Lock-Up

The Artory logomark is a graphic representation of the letter 'A', rendered using a series of different coloured lines. The basis for the logo is a triangular grid of ten circles, which have been extended to create a connection between points. This acts as both a reference to the nature of Artory, and serves as a graphic device which can change and evolve as required (see 1.6)



Logo

Colour

The Artory 'A'-logomark is made up from ten different coloured elements, with each colour representing a guide category

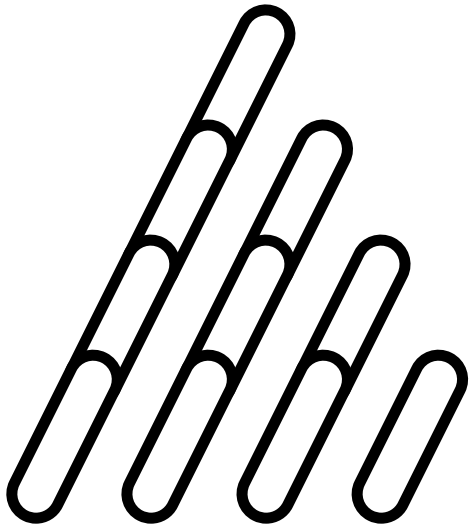
ARTORY

ARTORY

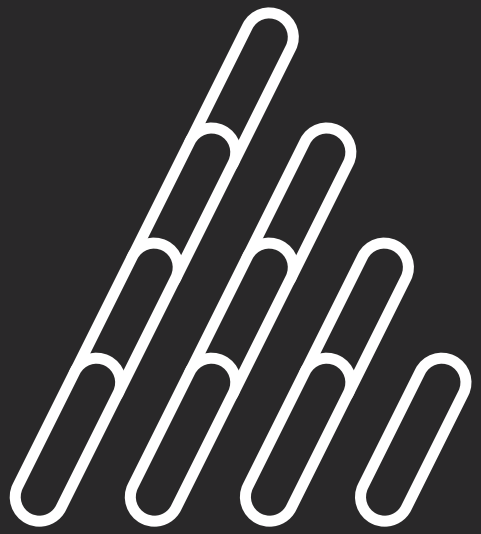
Logo

Mono

The Artory logo may also be reproduced in black or white using this alternate outline version of the logomark



ARTORY



ARTORY

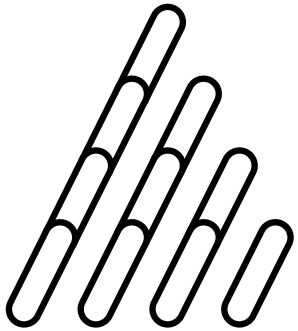
Logo

Tagline Lock-Up (Primary)

The Artory logo has also been designed to work with the associated tagline 'Plymouth Culture Guide'. Although created as a logo lock-up, where possible the tagline should be separated from the main logo to allow breathing space between the two elements (see 4.1)

ARTORY

PLYMOUTH CULTURE GUIDE



ARTORY

PLYMOUTH CULTURE GUIDE

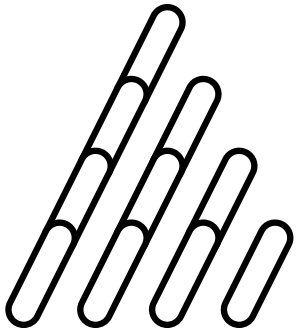
Logo

Tagline Lock-Up (Secondary)

In some instances, the secondary (horizontal) version of the tagline lock-up may also be used - although in general the primary (vertical) option should always take priority

ARTORY

PLYMOUTH CULTURE GUIDE



ARTORY

PLYMOUTH CULTURE GUIDE

Logo

Using the Logomark

The Artory logomark was designed to be playful and ever-evolving. The mark may be used by itself (without the logotype), and can also be manipulated/abstracted to create patterns, diagrams or animations

Logo

Using the Logomark

Various examples showing
how the logomark can evolve/
abstract when required

Logo

Using the Logomark

Various examples showing
how the logomark can evolve/
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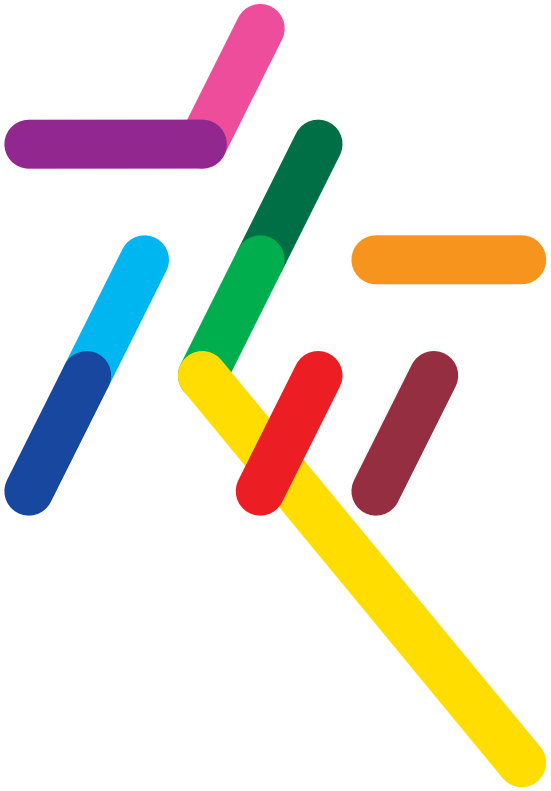


TYPEFACES

Typefaces

Primary

Artory's primary typeface should mainly be used (caps only) for titling and/ or smaller text information such as labels and credits. When using Gravostyle Basic, tracking should be set to 75 (thousandth of an em)

GRAVOSTYLE BASIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!?#%&£@() 0123456789

GRAVOSTYLE BASIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
!?#%&£@() 0123456789

Typefaces

Secondary

Montserrat should be used when legibility is important (i.e. body text), plus for all other instances where Gravostyle may not be appropriate (i.e. App or website design)

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!?#%&£@() 0123456789

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!?#%&£@() 0123456789

COLOUR

Colour

Primary

The Artory primary colour palette features ten different colours, each linked to a particular guide category

ARTORY PINK
LIVE MUSIC
0C 85M 0Y 0K
237R 77G 153B

ARTORY PURPLE
VIP
50C 100M 0Y 0K
143R 38G 143B

ARTORY LIGHT BLUE
DANCE
85C 0M 0Y 0K
0R 181G 240B

ARTORY DARK BLUE
FILM
100C 85M 0Y 0K
23R 71G 158B

ARTORY DARK GREEN
OUTDOOR EVENTS
100C 50M 100Y 0K
0R 112G 69B

ARTORY LIGHT GREEN
EVENTS
85C 0M 100Y 0K
0R 173G 77B

ARTORY YELLOW
EXHIBITIONS
0C 10M 100Y 0K
255R 222G 0B

ARTORY ORANGE
CHILDREN
0C 50M 100Y 0K
245R 145G 31B

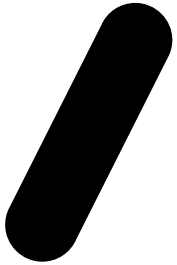
ARTORY BRIGHT RED
COMEDY
0C 100M 100Y 0K
237R 28G 36B

ARTORY DARK RED
THEATRE
50C 100M 85Y 0K
148R 46G 64B

Colour

Secondary

The Artory secondary colour palette is monochromatic, utilising black and various greys. This palette should be used to contrast the multicolour primary palette and white should also be viewed as an important design element and spacial component



BLACK
0C 0M 0Y 100K
0R 0G 0B

DARK GREY
0C 0M 0Y 75K
100R 100G 100B

GREY
0C 0M 0Y 50K
150R 150G 150B

LIGHT GREY
0C 0M 0Y 25K
200R 200G 200B

WHITE
0C 0M 0Y 0K
255R 255G 255B

DESIGN EXAMPLES

Design Examples

Mobile App

Splash page using various
background colours

Design Examples

Stickers

Sticker options using various background colours

ART MILES

Art Miles

Mark

The Art Miles logomark duplicates the Artory ‘A’ to create a graphic representation of the letter ‘M’. In contrast to the multi-coloured Artory palette, the Art Miles logo should be reproduced in black, grey or white only

Art Miles

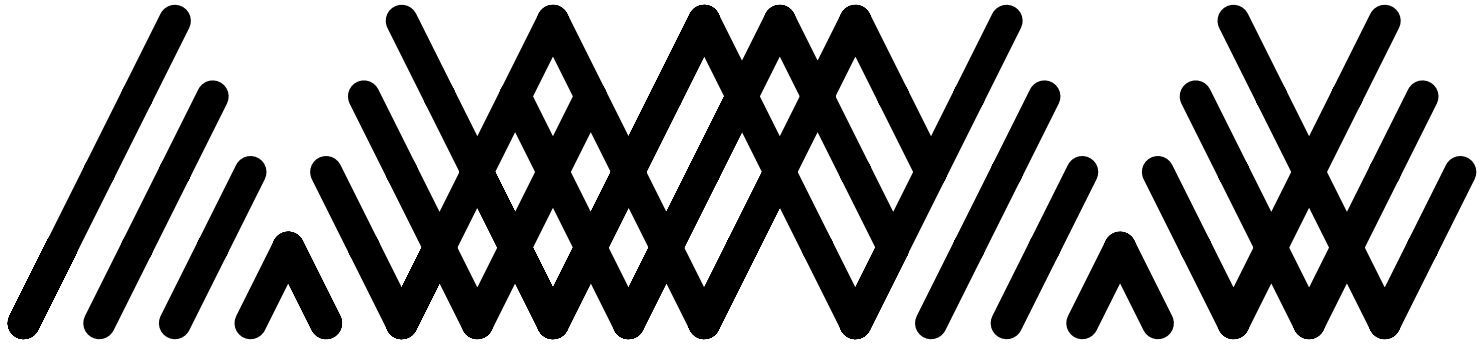
Lock-Up

The Art Miles logo can be used by itself (as an icon for example), or as a complete logo lock-up including the logotype

Art Miles

Using the Logomark

As with Artory, the Art Miles logomark is designed to evolve/abstract when required. This includes the creation of icons, patterns and animations



Design by Intercity
www.intercitystudio.com