Arts and Public Life

Design Guidelines
In order to understand how to approach the Arts and Public Life Brand Guidelines, it is important to understand the mission of Arts and Public Life and how it lives and functions within the context of the University of Chicago, in relation to the Logan Center, the Arts Incubator, and the community at large.

The purpose of these guidelines is to provide Arts and Public Life and the APL team with the tools to maintain a cohesive and unified identity system across all applications.

The brand should be flexible within a set of constraints. It is important to always remember that a logo not only represents the institution, but reflects the personality of the institution. Personalities evolve and change, and as this institution evolves and changes, so should its’ identity.
Analysis of current logo
The current APL logo utilizes the Gotham typeface, which is the used on various UChicago Arts divisions.

The text bleeds the edge of the frame, representing its relationship to the community and its extension to the arts outwards past the University itself.

The mark represents transparency when overlayed upon an image, allowing the viewer to look through the letters of APL.

APL is set in all caps to convey strong and confident.

The type is staggered.
Because the logo is contained, it connotes a specific space or location.

Formally, when the type bleeds the edge, the letterform is compromised (letter C). To solve this, a custom letter would be drawn or refined.

The logo needs distinction between an event/program that APL is sponsoring and an event/program that APL is hosting. In instances where it is not explicitly stated, the distinction becomes unclear.
Revised logo
Mission:
Arts and Public Life builds creative connections on Chicago’s South Side through artist residencies, arts education, and artist-led projects and events.
Research and analysis:
Arts and Public Life is not a specific place, it is an entity that supports and BUILDS creative connections THROUGH artist residencies, exhibitions, etc... It is a PORTAL for artists to engage with each other, the University of Chicago, and the community at large.

When thinking about the arts, the ‘arts’ personality is one we can think of as being more expressive, dynamic and open. However, we must be careful that the personality of the mark does not overshone what it is supporting, which is art and artists.

Because the identity will be applied to a variety of digital and print applications, (emails, posters, invites, postcards, publications, etc...) simplicity and flexibility is key.
Concept:
Develop a simple, yet flexible identity that functions consistently across applications. The identity reflects the institution and supports the arts and artists.
The mark has been simplified, maintaining its bold, sophisticated look, typeface, and has been expanded in its application.

The use of title case, rather than all caps, makes the mark feel friendly and approachable.

The + in the mark is thinner, creating contrast and adding personality.

The filled in black circle logo is the preferred logo. The circle conveys community, a portal, a destination. It is all encompassing. The circle mark works as a ‘flag/endorsement’.

Additionally, a few alternative wordmarks have been created all functioning as part of the same family and can be used interchangeably, so long as two different marks are not used on a single collateral piece.
In certain instances, APL will want to create a distinction that this is an APL event versus an event in which APL is a sponsor, or it does not need to be explicitly stated.

Example 1:

Arts and Public life hosts an event at Arts Incubator or Logan Center, because Arts Incubator and Logan Center are spaces within the family of Arts and Public Life, it does not need to be explicitly stated, and the standard ‘APL circle logo’ can be used.

Example 2:

Arts and Public life hosts an event at a space outside of the University of Chicago or an APL affiliated space, such as the Museum of Contemporary Art or a local gallery. In this instance, the ‘APL Event’ logo would be used.
Applications & Templates
The Arts and Public Life logo can be used in a variety of ways to support different programming and events.

In general, the biggest distinguishing attribute is noted as ‘Arts + Public Life Event’ vs. ‘Arts + Public Life’ and should be used when necessary.

The ‘event’ mark is provided to clarify the difference between an APL sponsored event and an APL hosted event.

For the circle and square marks, the ‘transparency’ has been retained, and can be overlayed on an image so long as the logo remains legible when placed over an image.
At the Threshold

Join Hornswaggler Arts for drinks and conversation at the Smart Museum of Art. Fueled by a small menu of handcrafted Hornswaggler concoctions, creative interventions, and music from a special guest DJ, this social hour provides common ground for lively conversation surrounding art, culture, and ideas.

Smart Museum
5550 S. Greenwood Ave.
Chicago, IL

Admission
Free admission, cash bar. Must be 21+ to drink.

Contact
773-702-0200
smart-museum@uchicago.edu

More Information
arts.uchicago.edu/apl

05.02 2013 from 5—7pm
Posters with various Image Application:
Incubator Event:

When promoting an Arts Incubator event, collateral can follow the templates as seen on page 15, which emphasize APL.

If it is more important to promote the Arts Incubator event via Arts incubator branding, the APL logo can function as seen on the left, with the option to be explicit about it being an APL event or simply using one of the APL logos.

The APL logo still stands hierarchically above the gray sponsors seen at the bottom.
Facebook and other social media:
Arts and Public Life Brand Guidelines

Poster Template Specs:

The templates for the poster, postcard, and emails are structured upon a 12-column grid, providing a strong, yet flexible, underlying foundation for all applications and collateral.

The grid is provided on the templates and will provide structure for scaling sponsor logos and addressing additional elements.

The size of the sponsor logos should be visually equal to the detail text above. If more sponsors are present, the logos should be placed further left in alignment with the grid.

The logos should never begin further left than the image. In the instance that there are too many logos that extend beyond the image, 2 rows of logos should be created as seen below.
At the Threshold
Join Hornswaggler Arts for drinks and conversation at the Smart Museum of Art.

Smart Museum
5550 S. Greenwood Ave.
Chicago, IL

Admission
Free admission, cash bar. Must be 21+ to drink.

Contact
773-702-0200
smart-museum@uchicago.edu

More Information
arts.uchicago.edu/apl

Admission
Free admission, cash bar. Must be 21+ to drink.

Contact
773-702-0200
smart-museum@uchicago.edu

More Information
arts.uchicago.edu/apl
At the Threshold

Smart Museum

5550 S. Greenwood Ave. Chicago, IL

05.02, 2013 from 5—8pm

Admission
Free admission
Cash Bar
Must be 21+ to drink

Contact
773-702-0200
smart-museum@uchicago.edu

More Information
arts.uchicago.edu/apl

Join Hornswaggler Arts for drinks and conversation at the Smart Museum of Art. Fueled by a small menu of hand-crafted Hornswaggler concoctions, creative interventions, and music from a special guest DJ, this social hour provides common ground for lively conversation surrounding art, culture, and ideas.

Free admission, cash bar. Must be 21+ to drink.

Contact 773-702-0200
smart-museum@uchicago.edu

More Information arts.uchicago.edu/apl

One color can be added to layout in the event details, the color should be pulled from the image used on the postcard.

Sponsor logos in 40% gray
Email Template Specs:

**Headline 2**
Gotham-Bold
36pt/36pt

**Headline 3**
Gotham-Bold
16pt/18pt

**Email Body**
Helvetica-Bold
16pt/16pt

**Email Side Bar**
Helvetica-Bold
12pt/13pt

This section will be an image because HTML emails do not allow type to float over images.

The main image’s width is always 565px (photoshop template provided).

One color can be added to layout in the event details, the color should be pulled from the image used on the email.

Sponsor logos in 40% gray
Brand
Best Practices
**Arts and Public Life Brand Guidelines**

- Do not stretch the logo.
- Do not put a pattern behind it.
- Do not type it out yourself.
- Do not replace the +.

**Arts & Public Life**

- Arts + Public Life
- Do not put it in another logo.
- Do not tilt the logo.
- Do not place the logo on an image that is unreadable.
Typography
The Arts and Public Life typographic system utilizes Gotham Bold as its main typeface.

The size of the typesetting is set in proportion to each other, creating a hierarchy of information upon any application.
Color Palette
Arts and Public Life Brand Guidelines

**The Gerris Recital: Christopher Houlihan**

Christopher Houlihan returns to play a virtuoso recital of music by J.S. Bach, Debussy, Duruflé, Saint-Saëns, and Liszt.

**Rockefeller Chapel**

5850 S Woodlawn Ave

Chicago, IL 60637

**Admission**

Tickets $10 general, free to students with ID (and since it's Mother's Day, free to anyone who brings their mother!)

**Contact**

773-702-2100

**More Information**

rockefeller.uchicago.edu

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Because Arts and Public Life hosts and supports arts programming and events, rather than giving APL a specific color palette, the colors for collateral should come from the imagery and art that is being supported.

No more than 1-2 colors should be selected from an image.

**Color Palette:**

- At the Threshold
  - 05.02.2013 from 5–7 pm

- The Gerris Recital: Christopher Houlihan
  - 05.02.2013 from 3–7 pm

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**At the Threshold**

Admission

Free admission. Must be 21+ to drink.

Contact

773-702-3300

smart-museum@uchicago.edu

More Information

arts.uchicago.edu/apl

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**At the Threshold**

Admission

Free admission. Must be 21+ to drink.

Contact

773-702-3300

smart-museum@uchicago.edu

More Information

arts.uchicago.edu/apl