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INTRODUCTION

The Reva and David Logan Center for the Arts is a dynamic hub for teaching, practice, exhibition, and performance, featuring a range of programs and facilities that support the work of our faculty, students, arts groups, and community partners.

The Logan Center for the Arts is designed to foster collaboration and creative inquiry across the artistic spectrum.
The Reva and David Logan Center for the Arts identity is based on the idea of “Creative Connections”—connecting the community with contemporary art, connecting art with the individual, and connecting the conventional with the unfamiliar.

This spirit of connection is reflected in the visual identity, which allows for the work of exhibited artists, performers, and students to take center stage, while consistently projecting the Logan Center’s unique personality.
To capture the forward movement of the institution, we focused on developing a single logo and new brand platform. The new logo is derived from the architecture of the building, and its intersecting shapes represent the connections among faculty, students, visiting artists and scholars, arts organizations, and community partners. Intersecting tones overlap to create complementary colors.

**ELEMENTS OF THE IDENTITY**

This view, looking up, shows the bottom plane of the “L”’s base

This view, looking down, shows the side plane of the “L”’s stem or “tower”

**WORDMARK**

Gotham is the University’s main display font. It was a natural choice, given its straightforward tone that is neutral, friendly, and confident—qualities that aligned well with the Logan Center.

**SYMBOL**

The University color palette is a key point of recognition. We made a conscious decision to remain neutral in the selection of the tone within this palette (using a dark gray) so that the activity takes precedent over the identity.
LOGO BASICS

The primary logo lockup should only appear in the gray color palette, when necessary you may place the logo on a dark background to create higher contrast.

When needed the wordmark may be used alone, without the presence of the symbol.

An example of this may be the use of the wordmark in a layout with limited space, or limited color options.

Only the wordmark may be reversed.

The symbol should appear only within internally produced materials, social media applications or promotional items, but always with the presence of the full name in copy or in the form of the wordmark somewhere else on the piece.
When the symbol and wordmark are used together the recommended safety area must equal the height of a "Logan" triangle.

When using only the wordmark, you must keep the same recommended safety area.

Minimum space allowed when placed with other logos (horizontal)

Minimum space allowed when placed with other logos (vertical)
LOGO SIZES & PLACEMENT

When using the logotype on print materials, the logo must not be smaller than 1.25”.

For small scale applications the logo should not appear smaller than .875” in width.

When necessary you may use the wordmark only.

When using the logotype along with other UChicago logos, you must maintain a minimum safe area of .25” (triangle width/height).

When placing the Logan logotype along other University of Chicago logos, align the full wordmark with the height of the UChicago shield as shown here.

When using the horizontal version of the UChicago Arts logo, align the “LOGAN” word with the x height of the UChicago Arts wordmark.
The Logan logotype is best represented when placed on a white background, at its highest contrast. Here are a few samples of when it is preferred to use the full logo or the reverse wordmark option.
LOGO USE

Avoid using the logotype on high or low contrast color combinations. You may explore the use of the full logo on color backgrounds and photography but must retain the logo’s integrity. Here are some examples of how you may resolve some of those issues.

Avoid high and low contrast color combinations

Use the wordmark option when possible

When using the logo over any photograph find the best possible placement for the logotype or when possible make use of “Logan” shapes to place the logo. You may also use the reverse wordmark option.

LOW CONTRAST, THE LOGO GETS LOST IN THE IMAGE.
LOGO INCORRECT USE

When using the Logan Center for the Arts logotype on any materials avoid any of these. If you have any questions about the correct use of the logo contact the Logan Center for the Arts Marketing team.

Do not distort logo.

Do not place logo in any direction other than horizontal.

Do not add color to logo.

Do not create a new lockup.

Do nor reverse full logo. (see page 9 for alternate option.)

Do not change the grayscale values of the logo.
COLOR

We employ color as a tool for impact, and to inject our materials with the same vitality characteristic of our institution. Our color palette consists of ten Logan colors inspired by the diversity of activities happening inside our building, as well as the building’s architecture and the environment surrounding it.
**COLOR PRIMARY**

You may use any of the colors shown here as well as any tint, you may also use the colors as screens when necessary.
IDENTITY GUIDELINES

TYPOGRAPHY

Our typeface demonstrates our brand essence through its complementary differences. Typefaces do more than spell words. Used consistently, they can in themselves become images or symbols for our brand.

Gotham’s forms come from the urban environment. From the lettering that inspired it, Gotham inherited an honest and straightforward tone that is neutral without being clinical and authoritative without being impersonal.
Gotham Bold
ABCDEFIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?,:@$%&()

Gotham Light
ABCDEFIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?,:@$%&()

Gotham Book
ABCDEFIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?,:@$%&()

Gotham Medium
ABCDEFIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?,:@$%&()
Logan Center
Family Saturdays

Bring your family to enjoy University of Chicago Presents matinee concerts and interactive arts workshops presented in partnership with local artists, arts organizations, and student organizations.

JAN 12/8 PM

JANUARY
THU 5/7:30PM
FRI 6/7:30PM
SAT 7/2PM
WORKSHOPS

CONCERTS

LECTURE

Twinkle Stars with Hyde Park Suzuki Institute
Improv with Theater & Performance Studies
Lego Animation
Mobile DJ-ing with Master Mix Academy
Drawing with Zach Cahill
Storytelling

AT THE THEATER EAST 127
5720 S. WOODLAWN AVE. 773.702.8068

LOGAN CENTER FOR THE ARTS
915 E. 60TH ST. AT DREXEL AVE. 773.702.ARTS

TICKETS $10
$5 for ages 17 and under
All workshops are free; registration is recommended
ticketsweb.uchicago.edu.

logan.uchicago.edu

LoganUChi
PHOTOGRAPHY

The visual image of the Logan Center for the Arts should be dynamic, inspiring, emotional and provocative in nature. It is also important that the imagery reinforces and extends the tone and content of the project for which it is being created.

If you need assistance finding an appropriate image, please contact the Logan Center marketing staff or UChicago Creative.
THE GRID

We have developed a grid based on the structure of our logo. This grid is made for the most basic of layouts to the most complex and allows the designer flexibility and creativity.

We have created a one square base grid for all applications. The following pages show the way the different design elements can be applied to the template.
THE GRID FORMAT
The 1/1 ratio allows you to use any size format with the same grid.
THE GRID SHAPES

This grid and its elements allow for the simplest and most complex layout to have equal impact, visibility and visual harmony.

The “Logan” shapes come from the structure of our logotype. They can be employed to add color, or to call attention to special news, dates, or important information on the layout.

They can also be used in conjunction with our logotype, when placing the logo over photography, colors, etc. Please refer to the following pages for samples of this.

The sizes and colors of these shapes is left for the designer to choose. They are made to float freely within the grid and add another dynamic element to your design.
Logan Center
Family Saturdays
MONTHLY BEGINNING JAN 12, 2013

Bring your family to enjoy University of Chicago Presents matinee concerts and interactive arts workshops (for ages 2-14) presented in partnership with local artists, arts organizations, and student organizations.

JAN 12
Concert
Chicago Symphony Orchestra: David Robertson - 'Puccini’
Wright Concert Hall, 3650 S. States Street

WORKSHOPS
Twinkle Stars with Hyde Park Suzuki Institute
Improv with Theater & Performance Studies
Lego Animation
Mobile DJ-ing with Master Mix Academy
Drawing with Zach Cahill

FEB 16
CONCERT
Chicago Jazz Philharmonic

WORKSHOPS
Hyde Park School of Dance
Improv with Theater & Performance Studies

MAR 23
CONCERT
Fulcrum Point New Music Project: Afro Beats

WORKSHOPS
Twinkle Stars with Hyde Park Suzuki Institute
Circus Skills with Theater & Performance Studies

APR 27
WORKSHOPS
Hyde Park School of Dance
Lego Animation
Mobile DJ-ing with Master Mix Academy

MAY 4
WORKSHOPS
Hyde Park School of Dance
Lego Animation
Mobile DJ-ing with Master Mix Academy

JUN 22
Community Day of Dance with Hyde Park School of Dance

AT THE LOGAN CENTER 915 EAST 60TH STREET AT DREXEL AVENUE concerts: 2–3 pm / workshops: times vary

Tickets to concert performances are $10 for adults and $5 for ages 17 and under. All workshops are free; registration is recommended: ticketsweb.uchicago.edu.

Box Office: Tue–Sat: noon–6 pm (open later during performances)

Logan postcard ff.indd   1
1/7/13   4:57 PM

Logan Center Family Saturdays
MONTHLY BEGINNING JAN 12, 2013

Introducing the Reva and David Logan Center for the Arts, a hub for the vibrant arts scene at the University of Chicago and a destination for the South Side and greater Chicago. Visit us online to find upcoming exhibitions, screenings, performances, and more.

LoganUChicago 773.702.ARTS

logan.uchicago.edu

915 East 60th Street Chicago, IL 60637

Logan postcard ff.indd   1
1/7/13   4:57 PM

Logan Center for the Arts
915 EAST 60TH STREET AT DREXEL AVENUE
CONCERTS:
2–3 pm / WORKSHOPS:
times vary

Tickets to concert performances are $10 for adults and $5 for ages 17 and under. All workshops are free; registration is recommended: ticketsweb.uchicago.edu.

Box Office: Tue–Sat: noon–6 pm (open later during performances)

LoganUChicago 773.702.ARTS

logan.uchicago.edu

915 East 60th Street Chicago, IL 60637

Logan postcard ff.indd   1
1/7/13   4:57 PM
The Logan logotype must be placed on the top right corner of the layout. The square template allows for square text boxes to be randomly placed throughout the layout. The size of the text and text boxes may vary in size. Logo must be placed at a minimum size of 6x6. L symbol = 4x4

Additional shapes and color can be added to the layout at the discretion of the designer.
UT/TAPS: A Weekend of Workshops
FEB 7-9/7 PM

An adaptation of The Story of the Twelve Dancing Princesses by Jeanette Winterson directed by Margeaux Perkins

Lysistata
by Aristophanes
directed by Marisa Chilberg

AT THE THEATER EAST 127
THU 7:30PM
FRI 7:30PM
SAT 2PM
SAT 7:30PM

FREE
Registration is recommended. visit boxoffice.uchicago.edu

LOGAN CENTER FOR THE ARTS
915 E. 60TH ST. AT DREXEL AVE. 773.702.ARTS

LoganUChicago

logan.uchicago.edu
The Logan Center is excited to present a wide range of programs, many of which are created in collaboration with partners across the UChicago campus and the city. Programs like our student arts programs, exhibitions, community and family programs, and programs of our on-campus partners.

The following pages illustrate design schemes that showcase programs at Logan Center, bringing content to the forefront while acknowledging the partners that make those programs possible.
Logan Center
Cabaret Series

NOV 9/8PM

GUEST BAND
The Happy Maladies

STUDENT LINEUP
Connor Hanna 2nd year acoustic guitar and vocals
UC Dancers Company modern dance RSO
Jeff Gilleland MAPH piano and vocals
Dan Cronin 2nd year stand-up comedy
Tyler Morris 3rd year electric guitar
Eric Seigman of Fleur de Lune

FREE
Registration is recommended, visit art.uchicago.edu/cabaret.

THE LOGAN CENTER 773.702.ARTS
915 EAST 60TH STREET AT DREXEL AVENUE

facebook.com/LoganUChicago

theuniversityofchicago.org/arts
logan.uchicago.edu
A canção no Brasil: Literature, Music, and the Brazilian Popular Song

PERFORMANCE & LECTURE / APR 17
José Miguel Wisnik - Tinker Visiting Professor, Spring 2012
Professor of Literature, University of São Paulo

Arthur Nestrovski - Artistic Director, São Paulo Symphony Orchestra

AT THE LOGAN CENTER  773.702.ARTS
915 EAST 60TH STREET AT DREXEL AVENUE

logan.uchicago.edu  LoganUChicago
Renowned artist Susan Hiller will discuss her work with Open Practice Committee Coordinator Zachary Cahill and MFA Student Katherine Harvath and will screen her short film The Last Silent Movie.

Emerging in the early 1970s, after initially studying as an anthropologist, Hiller is now one of the most influential artists of her generation. Hiller’s output has taken many different forms, and frequently derives from a process of collecting, cataloguing, restaging, and transforming cultural artefacts and experiences as a means of exploring the subconscious and unconscious mind.

DOVA presents
An evening with Susan Hiller
APR 8/7 PM
FREE
Registration is recommended, visit boxoffice.uchicago.edu

SAMPLE OF AN EVENT PRESENTED/SPONSORED BY AN OUTSIDE ENTITY WITH LOGAN SERVING AS A SUPPORTER.
MATERIALS CREATED BY LOGAN.
DO IT YOURSELF

The following pages demonstrates how to put all of our brand elements together to create effective communications when producing an event at the Logan Center for the Arts.

You will be provided with a basic template and a set of guidelines when creating your marketing materials.
Puccini e Lucca a Chicago

EXHIBIT/ JAN 15–FEB 17
SYMPOSIUM & RECEPTION/JAN 19/2-5PM
Gabriella Biagi Ravenni: Puccini in Images
Philip Gossett: Puccini through La bohème
Suzanne Scherr: Tempo in La bohème

FREE/OPEN TO THE GENERAL PUBLIC

LOGAN CENTER FOR THE ARTS
915 E. 60TH ST. AT DREXEL AVE. 773.702.ARTS
logan.uchicago.edu  LoganUChicago

REVA AND DAVID LOGAN CENTER FOR THE ARTS
SAMPLE OF AN EVENT AT LOGAN PRODUCED BY AN OUTSIDE ENTITY IN COLLABORATION WITH LOGAN
USE OF SPONSOR/PARTNER FOOTER.
Puccini e Lucca a Chicago

EXHIBIT/ JAN 15—FEB 17
SYMPOSIUM & RECEPTION/JAN 19/2-5PM
Gabriela Biagi Ravenni: Puccini in Images
Philip Gossett: Puccini through La bohème
Suzanne Schein: Tempo in La bohème

FREE/OPEN TO THE GENERAL PUBLIC

Sponsor A
Sponsor B
Sponsor C
Sponsor D
Sponsor E

LOGAN CENTER FOR THE ARTS
915 E. 60TH ST. AT DREXEL AVE. 773.702. ARTS

The University of Chicago | Arts
logan.uchicago.edu
OTHER SAMPLES

We are aware that the most important piece of your marketing campaign is your design and your aesthetics. The Logan logotype does not wish to interfere with the design, however we believe we have built the necessary guidelines for both your design and the integrity of the Logan logotype to remain true.

Avoid using a new color/grayscale value for the Logan logotype. Refer to pages 9-10 for alternatives when using a low or high contrasting color.

When possible anker the logo to one of the 4 corners on the layout with the necessary minimum safe area around it. When possible and if applicable use a “Logan” shape for background.

If the Logan logo is acting as a supporter along other logotypes, try and group these together following the guide for safe space on pages 7-8.

We would also suggest defining a footer or header space for all supporters/sponsors logos.

If the Logan logo is not part of the main group of logos, it may serve both parties best to use copy instead of the full logotype, please contact the Logan Marketing team for specific language.
When using color type on the header, choose colors consistent with your layout.

Logo on solid color

Logon on photography

Wordmark on color screen

Wordmark on photography

Logan Center Family Saturdays
FEB 16/2-4 PM
FEATURING
Orbert Davis

Logan Center Cabaret Series
APR 8/7 PM
FEATURING
Keller Quartet

Third Coast Percussion
JUN 7/3 PM

Contempo
Music of Today I
AUG 3/7:30 PM
FEATURING
Patricia Barber
eighth blackbird
The Bad Plus
The same guidelines must be followed when creating email headers or email images.

Logan Center
Family Saturdays

FEB 16/2-4 PM
FEATURING
Orbert Davis

Logan Center Family Saturdays offer family-friendly matinee performances and interactive workshops (for ages 2-14) presented in partnership with local artists and arts organizations, academic departments, and student organizations.

TICKETS $10
Tickets to concerts performances are available now ($10 for adults, $5 for ages 3-17, and free for children under 3).

ticketsweb.uchicago.edu

Presented by:

LoganUChicago

LOGAN CENTER FOR THE ARTS
915 E. 60TH ST. AT DREXEL AVE. 773.702.ARTS