

PRIMARY LOGO USE



ALTERNATIVE LOGO USE



WHEN USED ON COLOR BACKGROUNDS



WHEN REFERENCING IN PRINT

**ArtsGreensboro**

not Arts Greensboro  
not ArtsGSO

FONTS

HEADLINES: **RALEWAY SEMI-BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

BODY COPY: **CALIBRI REGULAR (BODY)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

BRAND COLORS



24/31/60  
96/86/46/54  
#181F3C



229/21/70  
4/100/69/1  
#E51546



0/125/163  
87/41/22/1  
#007DA3



31/18/90  
100/100/28/31  
#1F125A



191/194/201  
25/18/15/0  
#BFC2C9