

BRAND GUIDELINES

Ensuring the Arts for

ANY **JAX**
GIVEN
CHILD

The Kennedy Center



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INTRODUCTION

BRAND RATIONALE

The Any Given Child Jacksonville identity pays homage to the logo used by Any Given Child, the parent program facilitated through The John F. Kennedy Center for the Performing Arts. The stacked type is reminiscent of the parent brand, while bright, energetic colors give the logo a First Coast-friendly look and feel. The ombre effect represents the merging of different arts disciplines (music, dance, theatre, visual art, media art) into one cohesive plan to ensure equitable access to arts education for all children in Duval County Public Schools.

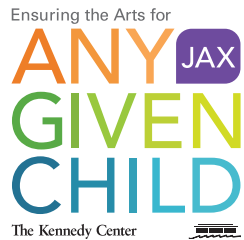
The geometric pattern used throughout the collateral materials conveys the diverse spectrum of children served by Any Given Child Jacksonville. This pattern can be used either as a set of individual pieces that integrate into a larger shape or pattern, or as solid pattern that conveys the strength of a whole community made of unique pieces.

Brand photography should showcase children actively engaged in the arts. Photos should be bright, happy, and energetic.

LOGO FILE FORMATS

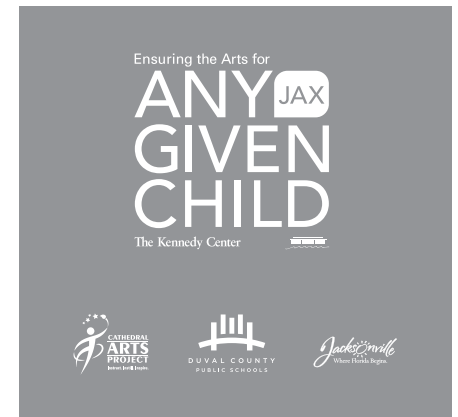
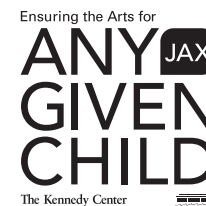
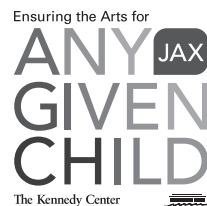
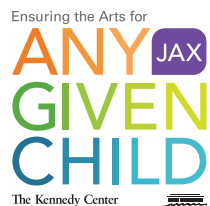
ANY GIVEN CHILD JACKSONVILLE'S LOGO SUITE PROVIDES MANY FILE FORMATS THAT SUIT A VARIETY OF USES:

- **AI: Adobe Illustrator.** This is the native file type that we use to create your logo, and is saved in the most current version of Adobe Illustrator. Because Illustrator saves the artwork as vector, it can be reproduced at any size without getting pixelated.
- **EPS: Encapsulated Postscript.** This is another widely-used vector file format for reproducing your logo at any size without the quality deteriorating. It is saved down to be compatible with Adobe Illustrator as far back as version CS4 (2008).
- **PDF: Portable Document Format.** This file format features the benefits of vector artwork, but unlike AI and EPS files requires no expensive design software to open and view. This file format may be viewed with the free Adobe Reader app available at: get.adobe.com/reader/.
- **JPG: Joint Photographic Experts Group.** This is the most common file format used on the web, and is perfect for use on social media or in Microsoft Office documents. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements. If this file is sized larger than 3.6" wide, it will pixelate. For printing larger than 3.6" wide, one of the vector formats (AI, EPS, or PDF) should be used.
- **PNG: Portable Network Graphics.** This is another file format that is widely used on the web. The benefit of the PNG file format over JPG is that it supports transparency, so if the logo is placed over another image it will not have a white box around the logo. Because this file format is raster and not vector, it should never be used for high-quality print production or enlargements. If this file is sized larger than 3.6" wide, it will pixelate. For printing larger than 3.6" wide, one of the vector formats (AI, EPS, or PDF) should be used.



PARTNER LOCKUP LOGO

The partner lockup version of the logo should be used whenever space allows.



Full color: labeled in the file as CMYK

This is the primary logo and should be used whenever four-color process printing is available. Original artwork should always be used, and the colors should not be modified.

One color: labeled in the file as GRAY

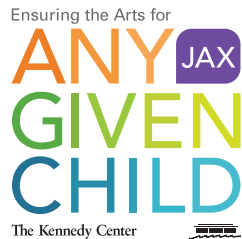
When four-color printing is not available, such as in black-and-white newspaper ads, the gray logo should be used.

One color: labeled in the file as BLACK

When only solid color printing is available, such as on promotional materials, the solid black logo should be used.

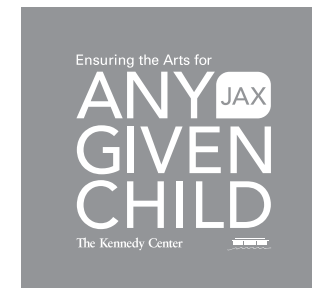
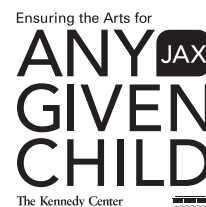
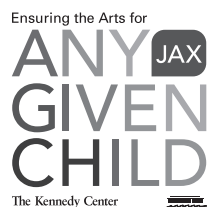
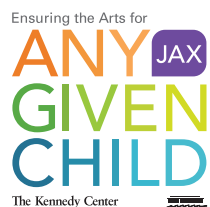
No color: labeled in the file as REVWHITE

A white version of the logo is intended for reversing the logo out of a color.



ANY GIVEN CHILD JACKSONVILLE LOGO

The partner lockup version of the logo should be used whenever space allows; however, the AGC Jax logo may be used without the partners when space constraints require.



Full color: labeled in the file as CMYK

This is the primary logo and should be used whenever four-color process printing is available. Original artwork should always be used, and the colors should not be modified.

One color: labeled in the file as GRAY

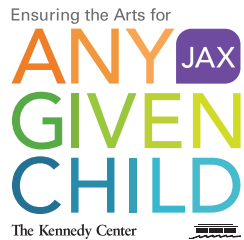
When four-color printing is not available, such as in black-and-white newspaper ads, the gray logo should be used.

One color: labeled in the file as BLACK

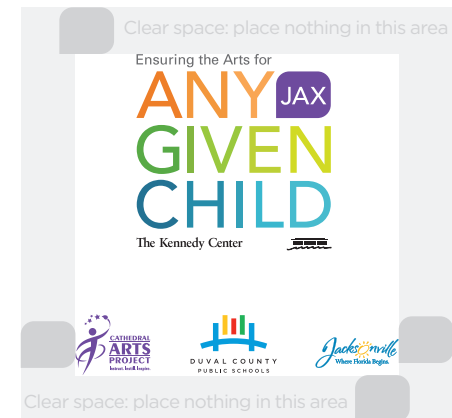
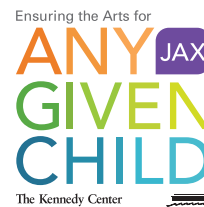
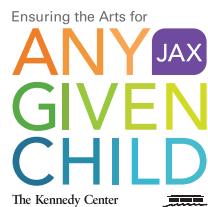
When only solid color printing is available, such as on promotional materials, the solid black logo should be used.

No color: labeled in the file as REVWHITE

A white version of the logo is intended for reversing the logo out of a color.



LOGO USAGE



Primary logo

The partner logo should be used as the primary logo.

Secondary Logo

This variation of the logo should only be used when space constraints cause the partner logos to become too small to read.

Logo clear space

To maintain the integrity of the logo, a clear space equivalent to the Jax bubble should surround the logo all sides.

INCORRECT LOGO USAGE

To maintain consistency and the integrity of the brand, the logo should not be altered or distorted in any way. Below are a few examples of how the logo should NOT be used.



Logo color violation:

Logo colors may not be altered



Background color violation:

Color logo on dark background



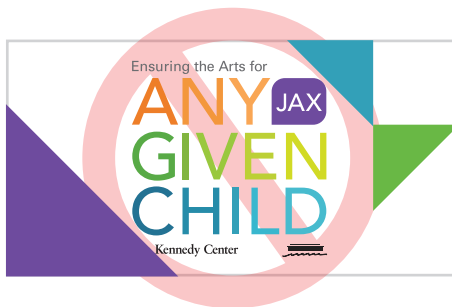
Background color violation:

Color logo on photo



Scaling violation:

Logo distorted/stretched



Logo clear space violation:

Graphic too close



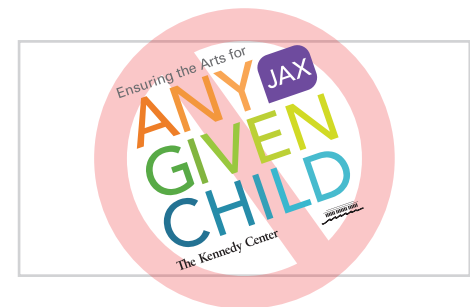
Logo clear space violation:

Text too close



Logo font violation:

Logo text may not be altered



Rotation violation:

Logo may only be used flat
or at a 90° angle

BRAND ELEMENTS

The geometric pattern can be used either as a set of individual pieces that integrate into a larger shape or pattern, or as solid pattern that conveys the strength of a whole community made of unique pieces.



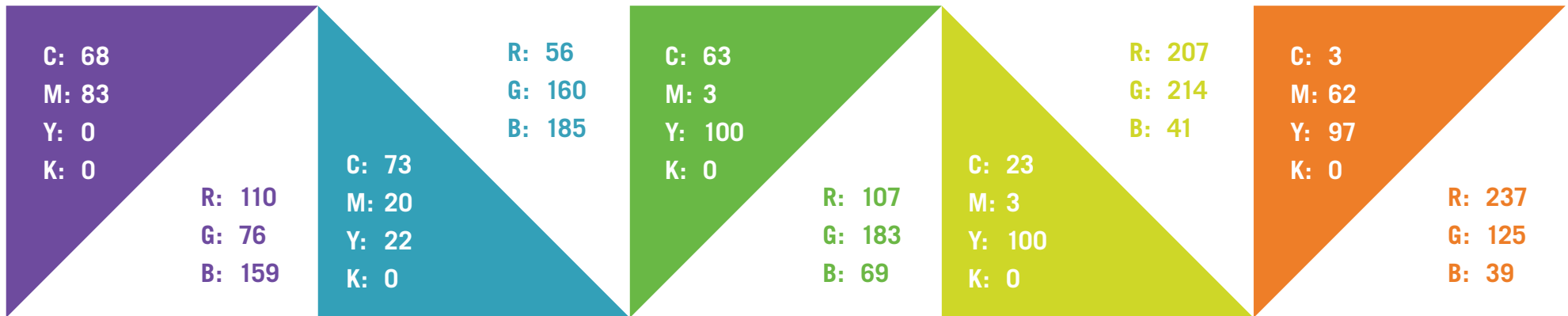
Example of geometric pattern used as a solid element



Example of geometric pattern used as individual pieces joining to create greater shapes

BRAND COLORS

The Any Given Child Jacksonville color palette utilizes a wide spectrum of colors, but these are our core color swatches.



Please note: most materials will be printed utilizing the four-color process printing method, which inherently produces slight variations in color based on the printer and paper used. Reasonable efforts should be made to replicate the colors according to the numbers provided.

BRAND TYPEFACES

In order to maintain a consistent look when developing materials promoting Any Given Child Jacksonville, only brand fonts should be used.

One unique font is used exclusively on pieces that are professionally designed: Trade Gothic.

All other materials, such as Microsoft Office documents and presentations, should use Franklin Gothic.

TRADE GOTHIC FONT FAMILY

Trade Gothic Bold Condensed No. 20
Trade Gothic Bold Condensed No. 20 Oblique

Trade Gothic Bold Condensed No. 18
Trade Gothic Bold Condensed No. 18 Oblique

Trade Gothic Light
Trade Gothic Light Oblique

Trade Gothic Medium
Trade Gothic Oblique

Trade Gothic Bold
Trade Gothic Bold Oblique

Trade Gothic Bold No. 2
Trade Gothic Bold No. 2 Oblique

FRANKLIN GOTHIC FONT FAMILY

Franklin Gothic Book
Franklin Gothic Book Italic

Franklin Gothic Medium
Franklin Gothic Medium Italic

BRAND PHOTOGRAPHY

Photography should showcase children actively engaged in the arts. Photos should be bright, happy, and energetic. When used with the geometric pattern, photography may be cropped into either a triangle or rectangular shape adhering to the grid of the geometric pattern.



COMMUNITY ARTS AND EDUCATION EVENT

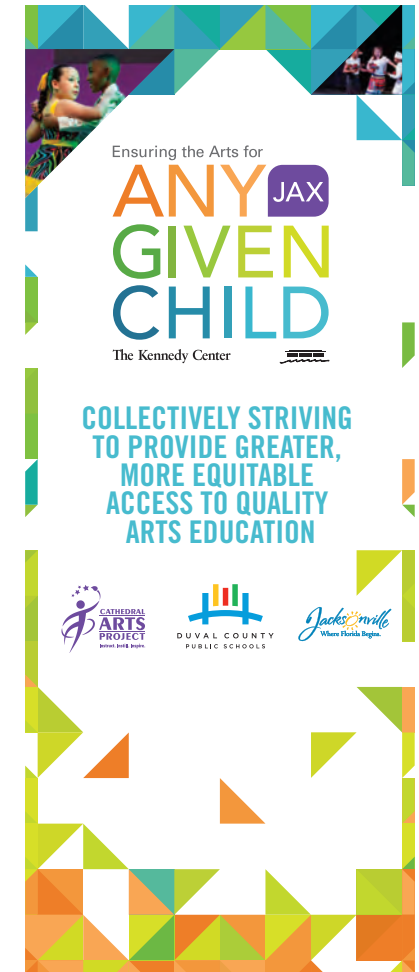
**NOV. 5TH, 5-9 PM • DURING FIRST WEDNESDAY ART WALK
 HEMMING PARK FREE AND OPEN TO THE PUBLIC**

Experience Downtown Jacksonville
 Enjoy the Jacksonville Symphony Orchestra
 Encourage DCPS student performances & exhibitions
 Engage in the community-wide effort to support the arts in education

Brought you by Downtown Vision, Inc. & Any Given Child Jax
 Featuring the Jacksonville Symphony Orchestra

Learn more at JACKSONVILLEARTWALK.COM

Logos at the bottom: Cathedral Arts Project, Duval County Public Schools, Jacksonville, Downtown Vision, Inc., Jacksonville, Any Given Child Jax, The Kennedy Center.



Ensuring the Arts for
**ANY JAX
 GIVEN
 CHILD**
 The Kennedy Center

**COLLECTIVELY STRIVING
 TO PROVIDE GREATER,
 MORE EQUITABLE
 ACCESS TO QUALITY
 ARTS EDUCATION**

Logos at the bottom: Cathedral Arts Project, Duval County Public Schools, Jacksonville.

SAMPLE APPLICATIONS: STATIONERY



SAMPLE APPLICATIONS: EVENT INVITATION



SAMPLE APPLICATIONS: POP-UP BANNER



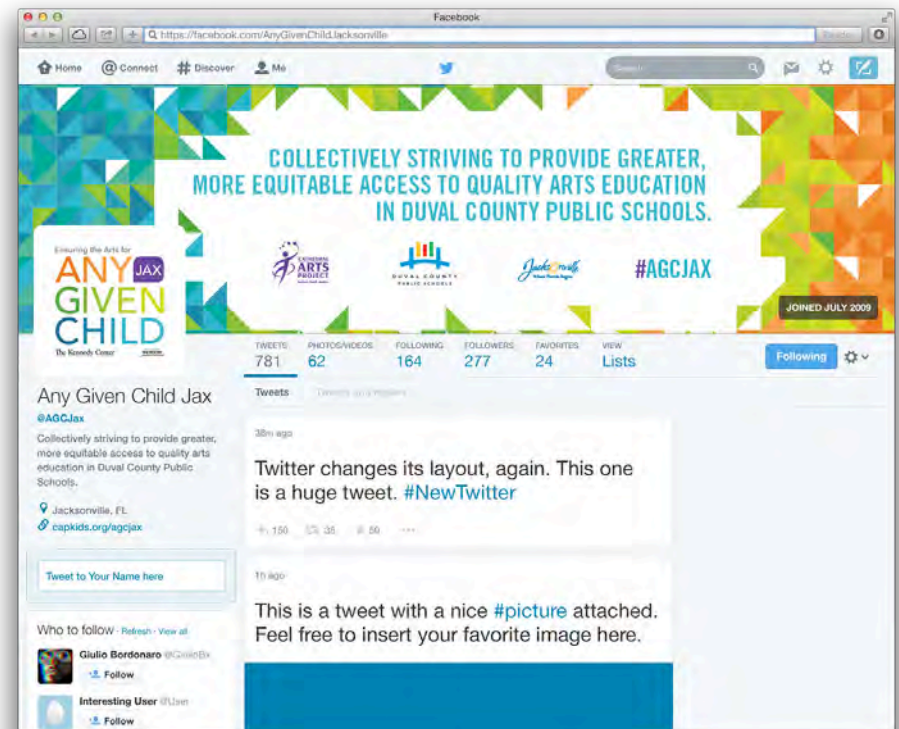
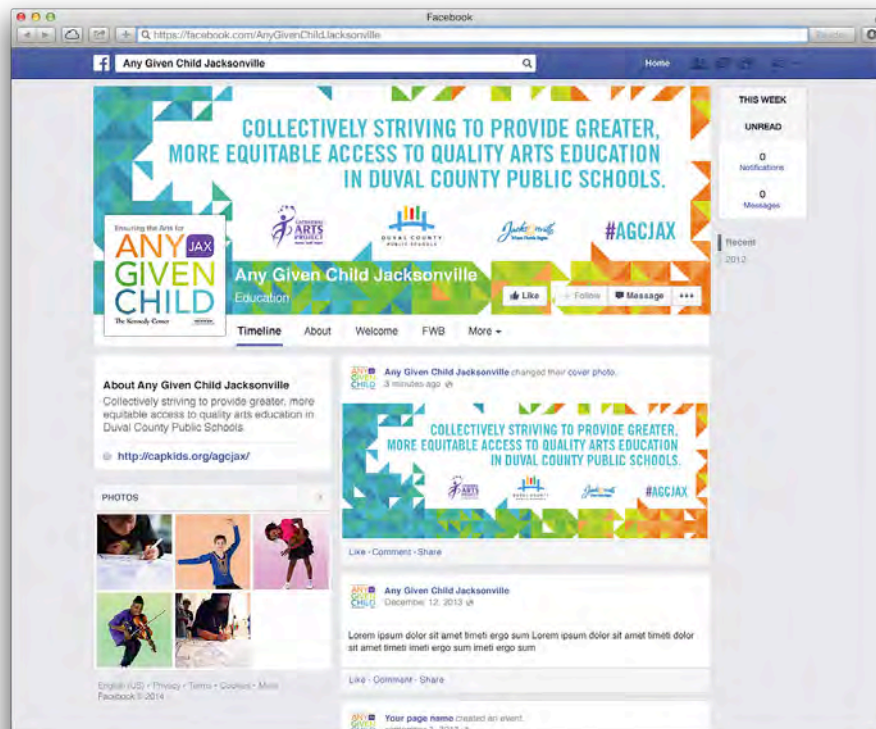
SAMPLE APPLICATIONS: MAGAZINE INFOGRAPHIC



SAMPLE APPLICATIONS: VOLUNTEER T-SHIRT



SAMPLE APPLICATIONS: SOCIAL MEDIA



SAMPLE APPLICATIONS: POWERPOINT TEMPLATE

