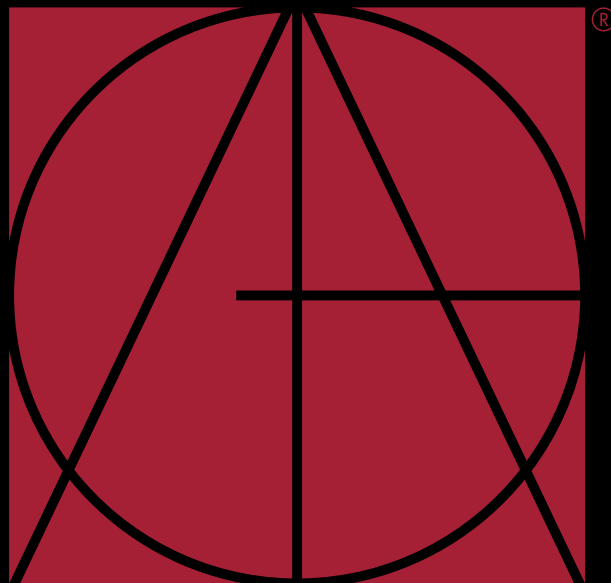


VISUAL STYLE GUIDE



ART DIRECTORS GUILD

Volume 1 Art Directors Guild Logo
September 1, 2014

ABOUT

Logo

The logo was designed by noted typographer and designer, Doyald Young (1926-2011)

The Art Directors Guild logo is a registered trademark. The ® mark is approximately 1/24 of the logo and must appear in print. The mark may be omitted in other instances with prior approval (ie, when used as a scenic element on stage, etc).

The channel or line of the logo is always the background color of the surface it appears on.

The logo never appears as an outlined form.

The logo may be used in shades of black, grey, white; etched, frosted or clear if used with transparent surfaces such as glass or plexi; metallics and other natural materials such as gold, silver, or bronze; while foil finish is generally preferred for metallic materials, it is not required.

Dark red Pantone 201c is preferred when used in color.

Avoid using the logo at less than 1/2" in size. If a smaller logo is required, please contact the Publications & Media Committee of the Art Directors Guild for additional guidance.

Fonts

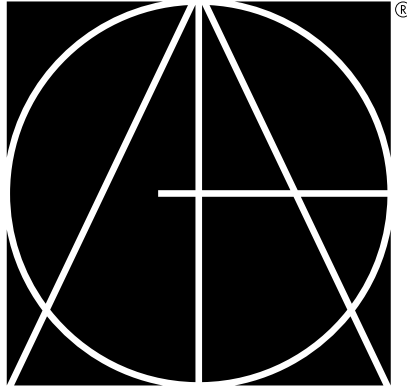
When the words "**ART DIRECTORS GUILD**" appear as a graphic element, the font is Futura, Medium weight preferred, all letters capitalized. Suggested foundry is Linotype.

At this time, decisions regarding complimentary fonts are left up to the supervising directors, councils and/or committees responsible for the finished product that utilizes the logo (ie. as used on advertising literature, premiums, etc).

LOGO



LOGO



COLORS



Black
#000000



White
#ffffff



Dark Red
PANTONE: 201c
#993333

TEXT ONLY

ART DIRECTORS GUILD

Futura Medium

TEXT ONLY

ART DIRECTORS GUILD

Futura Light

ART DIRECTORS GUILD

Futura Book

ART DIRECTORS GUILD

Futura Medium

FONT STYLES

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%

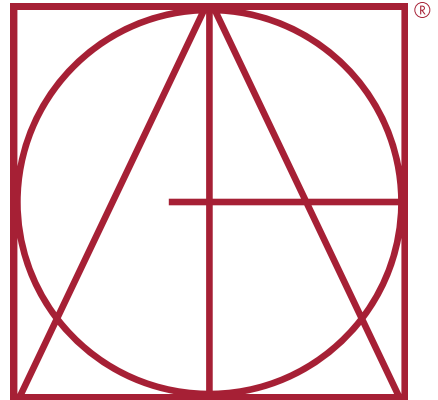
Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

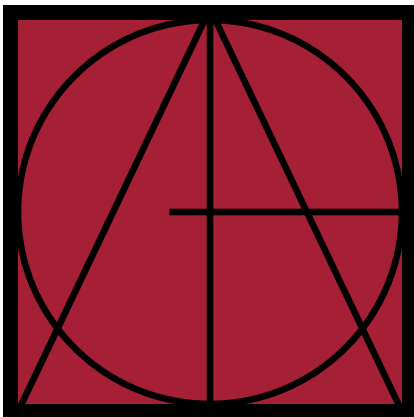
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%

NOT THE LOGO



Incorrect use of the logo!



This use of the logo is allowed under limited circumstances where the background is the physical substrate of an object. Example: a dimensional plaque where the red surface appears in relief on a black surface. This version of the logo never appears in printed media.

CREDITS



VISUAL STYLE GUIDE

Art Directors Guild - IATSE Local 800
11969 Ventura Boulevard
Studio City, CA 91604
(818) 762-9995

Publications & Media Committee

Acknowledgements Francois Audouy, Doreen Austria, Michael Baugh, Susan Bolles, Chris Brandt, Judy Cosgrove, dooner, Mimi Gramatky, Alan Kobayashi, Ellen King, Kenneth Larson, Rick Markowitz, Lydia Zimmer Prescott, Michael Rizzo, Dennis Welsh, Erica Wernick, Libby Woolems, Sharon Zysman

<http://styleguide.adg.org>