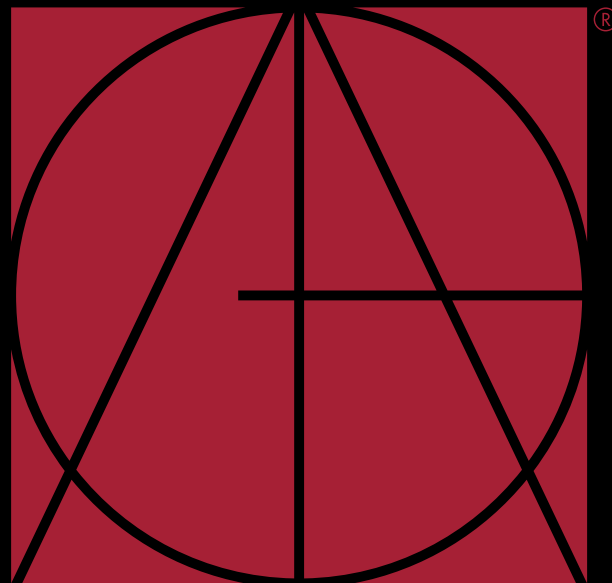


VISUAL STYLE GUIDE



ART DIRECTORS GUILD

Volume 2 Art Directors Guild Logo
December 01, 2014

ABOUT

This volume addresses use of the logo as a stand alone element without text.

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 for the logo over 2 inches in size is approximately 1/24 of the logo and must appear in print. When the logo is less than 2 inches in size, the ® mark is .0833" in diameter. At less than 1/2" in size, the ® mark is omitted.

The mark may also be omitted 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. When the logo is 1" or less, the channel increases in size. Examples are provided.

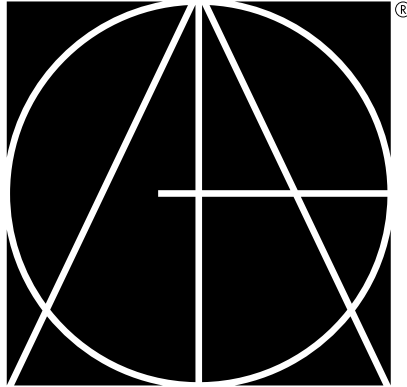
The logo never appears as an outlined form.

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.

Please contact the Publications & Media Committee of the Art Directors Guild for additional guidance.

LOGO



COLORS



Black
#000000



White
#ffffff



Dark Red
PANTONE: 201c
#993333

LOGO - greater than 2"



LOGO - 2" and 1.5" and 1"



LOGO - 1" and .75" and .5" and .375"



CREDITS



VISUAL STYLE GUIDE

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<http://styleguide.adg.org>