



New Jersey State Council on the Arts Visual Identity Manual

VERSION 8.1.2018

Table of Contents

PAGE 3

About This Manual

PAGE 4

Acknowledgments & Publicity Agreements

PAGE 5

Color Palette and Typography

PAGE 6

Logo Misuses & Logo Clear Zone

PAGE 7

Requirements & Directions for Direct Council Grants

PAGE 8

Requirements & Directions for Local Arts Program Grantees and Re-Grantees

PAGE 9

Requirements & Directions for Grants and Awards to Individuals

PAGE 10

Requirements & Directions for Co-sponsorships / Partnership Grants

PAGE 11

Requirements & Directions for Co-sponsorships / Partnership Grants
Common Print Sizes - Part I

PAGE 12

Requirements & Directions for Co-sponsorships / Partnership Grants
Common Print Sizes - Part II

PAGE 13

Requirements & Directions for Co-sponsorships / Partnership Grants
Large Scale and Outdoor Media

PAGE 14

Requirements & Directions for Co-sponsorships / Partnership Grants
Website and Email Blast Headers

PAGE 15

Requirements & Directions for Co-sponsorships / Partnership Grants
Digital Advertising

We believe the arts are central to every element we value most in a modern society including: human understanding, cultural and civic pride, strong communities, excellent schools, lifelong learning, creative expression and economic opportunity.

About This Manual

The State Arts Council's investment in your work is an achievement of your organization. Publicizing your grant and acknowledging the State Arts Council's support in your promotional materials helps reinforce the importance of public support for the arts in New Jersey.

This Visual Identity Manual contains the conditions referenced in Attachment D of your grant contract and explains the proper uses of the State Arts Council logo, how to link to the State Arts Council website, and the appropriate crediting language by grantee type. Exceptions due to space or other limitations will be considered on a case by case basis.

If you have questions about how to properly comply with these conditions, please contact Michelle Baxter-Schaffer at (609) 984-7023 or Michelle.Baxter-Schaffer@sos.nj.gov.

Acknowledgments & Publicity Agreements

Grantees of the New Jersey State Council on the Arts agree to comply with the following:

1. Credit must be given to the State Arts Council in all print and web materials for activities that include Council funds in accordance with this manual. Proper acknowledgment includes use of the State Arts Council logo, link to the State Arts Council website, and appropriate credit statement as detailed later in this manual.
2. All programs and/or playbills produced by a grantee that are 8 pages or longer, must include a full page advertisement for the New Jersey State Council on the Arts, and a full page advertisement for Discover Jersey Arts (DJA).
3. Grantees must list the New Jersey State Council on the Arts by name in all written acknowledgments such as press releases and announcements. When it is not possible to list the full name of the New Jersey State Council on the Arts, please use NJ State Council on the Arts or State Arts Council.
4. When requested, the grantee will supply the New Jersey State Council on the Arts with images and video for use in internal and external communications and advertising in the State of New Jersey.
5. The Discover Jersey Arts (DJA) logo must be used in all promotional materials including brochures, advertisements, web materials, etc. Websites should link the DJA logo to the DJA website: www.jerseyarts.com

RESOURCES

State Arts Council Advertisements

www.artscouncil.nj.gov

Discover Jersey Arts Advertisements

www.jerseyarts.com/JAM/downloads

State Arts Council Logos

www.artscouncil.nj.gov

Color Palette and Typography

This information serves as a reference for users of the State Arts Council logo and illustrates the colors, fonts and color variations that are permitted in its use. This is intended for informational and background purposes to give designers a deeper understanding of the logo itself.

LOGO COLOR VALUES

BLACK

CMYK: 75, 68, 67, 70

RGB: 0, 0, 0

000000

PANTONE 186

CMYK: 12, 100, 93, 3

RGB: 208, 17, 43

d0112b

LOGO AND CREDIT STATEMENT FONTS

Helvetica (Used for the crediting statement)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Neutraface 2 Text (Used in the logo)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

LOGO COLOR VARIATIONS



Logo Misuses

Grantees must avoid modifying to logo or logo pairing in ways that their grantee type does not specifically call for, or in ways against the design requirements detailed later in this manual. The following examples use the Direct Council Grant logo (with its built-in crediting statement) to show correct and incorrect uses of the logo.

✓



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

✗

Editing/overwriting the crediting statement (unless required by your grantee type)



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the NEA.

✗

Editing the logo form to match your branding or styling



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

✗

Tilting or pushing the logo and message closer together



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

✗

Missing the crediting statement or presented by text



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

✗

Shrinking or enlarging the crediting statement



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

✗

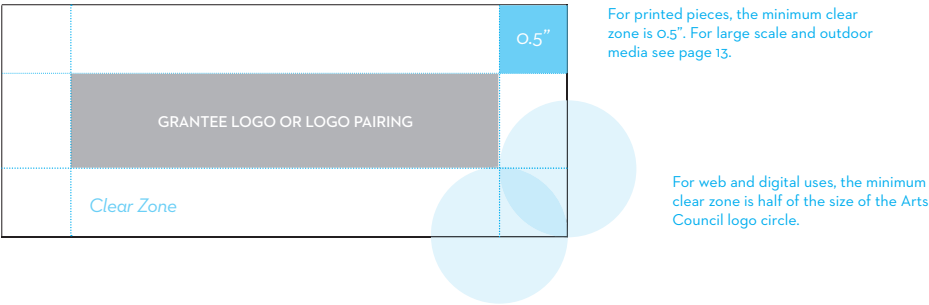
Not following the design requirements for the crediting statement (found later in this manual)



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

Logo Clear Zone

For all varieties of logo or logo pairings across the grantee types, there must be a 0.5" minimum standard clear zone away from other prominent design elements and other organizational logos, including sponsor logos. For web and digital uses, the logo clear zone is equal to half the size of the circle of the Arts Council logo. This is also the minimum distance the pairing can be from the left (or right) and top (or bottom) edge of a design.



If you have a question about your specific grant type, please contact your program officer for clarification. A list of programs officers as well as executive staff can be found by pasting the link below into your web browser:

nj.gov/state/njsca/dos_njsca_about.html

Requirements & Directions for Direct Council Grants

The Council's direct grants are awarded to New Jersey based, nonprofit organizations or units of local government with single or multi-year commitments, depending on the specific grant program. Each of these grants typically run on the fiscal year July 1 through June 30, and most require a schedule of reporting through the online SAGE system. Grantees meet with Council staff about the ongoing work on an as-needed basis.

PROPER CREDITING STATEMENT

"Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts."

PROPER COUNCIL LOGO FILE

Please use Council logos from the set with file names that begin with "NJCA_Statement" - they have the crediting statement embedded in the logo file itself with the required size, font, and proportion.



Made possible by funds from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.

The crediting statement is built into the logo file and will always be positioned as shown.

SIZE AND POSITION OF LOGO AND EMBEDDED STATEMENT

In all these cases, the logo may be placed in a location that best fits the aesthetic of the design. The logo must be clearly visible relative to the content behind and around its placement, and adhere to the graphic standards and clear zones defined in this guide.

For print material uses: the minimum size of the logo and embedded statement is set by the height of the circle portion of the logo, which can be no shorter than 0.5".

For website and e-mail blast uses: the minimum size is also set by the height of the circle portion of the logo which can be no shorter than 75 pixels.

For digital advertising uses: the minimum size is also set by the height of the circle portion of the logo which can be no shorter than 50 pixels. This use only requires the Arts Council circle logos which are the file names that begin with "NJCA_Circle". No crediting statement is necessary.

For small and mobile digital uses: for ads with a width smaller than 225 pixels, it is not necessary to include the Arts Council Logo.

Requirements & Directions for Local Arts Program Grantees & Re-Grantees

Artists and organizations in all of New Jersey's 21 counties receive State Arts Council funds through the Local Arts program, the Council's partnership program with the 21 designated county arts agencies. Re-grantees of county arts agencies are required to comply with the terms and conditions set forth by their county, and must acknowledge support accordingly.

PROPER CREDITING STATEMENT

**"Made possible by funds from the [County Arts Agency Name],
a partner of the New Jersey State Council on the Arts."**

This crediting statement is to be customized by your organization for the elements shown within the [hard brackets]. The statement must be visually displayed to the right of the Council logo.

PROPER COUNCIL LOGO FILE

Please use Council logos without the embedded crediting statement and create your own as shown below.



SIZE AND POSITION OF LOGO AND EMBEDDED STATEMENT

In all these cases, the logo may be placed in a location that best fits the aesthetic of the design. The logo must be clearly visible relative to the content behind and around its placement, and adhere to the graphic standards and clear zones defined in this guide.

For print material uses: the minimum size of the logo and embedded statement is set by the height of the circle portion of the logo, which can be no shorter than 0.5".

For website and e-mail blast uses: the minimum size is also set by the height of the circle portion of the logo which can be no shorter than 75 pixels.

For digital advertising uses: the minimum size is also set by the height of the circle portion of the logo which can be no shorter than 50 pixels. This use only requires the Arts Council circle logos which are the file names that begin with "NJCA_Circle". No crediting statement is necessary.

For small and mobile digital uses: for ads with a width smaller than 225 pixels, it is not necessary to include the Arts Council Logo.

NEW JERSEY STATE COUNCIL ON THE ARTS
VISUAL IDENTITY MANUAL

Requirements & Directions for Grants and Awards to Individuals

Individual Artist Fellowship Recipients:

Artists in receipt of a State Arts Council Fellowship award should refer to the guidelines and requirements set forth in the contract administered by the Mid Atlantic Arts Foundation. If you have questions about these requirements, please contact Michelle Baxter-Schaffer at (609) 984-7023 or Michelle.Baxter-Schaffer@sos.nj.gov.

Folk Art Apprenticeship Grant Recipients Crediting Statement:

All written and verbal information about the work completed during the time of the apprenticeship must include the below crediting statement.

Both of the above grantees will inform the State Arts Council of their involvement in events related to the Apprenticeship during the term of the contract. Please direct all inquiries and announcements to Kim Nguyen at (609) 292-4495, or Kim.Nguyen@sos.nj.gov, or PO Box 306, Trenton, NJ 08625-0306.

PROPER CREDITING STATEMENT

“This work was funded by a Folk Arts Apprenticeship grant from the New Jersey State Council on the Arts, a partner agency of the National Endowment for the Arts.”

Requirements & Directions for Co-sponsorships / Partnership Grants

Logo Pairing and
Crediting Statement

The Arts Council partners with New Jersey based, nonprofit organizations or units of local government to carry out priority projects that address shared goals. These partnership grants, or co-sponsored projects, are single or multi-year commitments, depending on the specific program goals, and each follows a schedule of reporting through the online SAGE system. Grantees meet with Arts Council staff regularly and mutually create, monitor and implement program goals.

These programs have specific publicity requirements dependent on the program at the time of negotiation that will dictate the exact language to be used. Additional questions, please contact Michelle Baxter-Schaffer at (609) 984-7023 or Michelle.Baxter-Schaffer@sos.nj.gov.

PROPER CREDITING STATEMENT

“[Project Name] is a project of the New Jersey State Council on the Arts and [Partner Organization].”

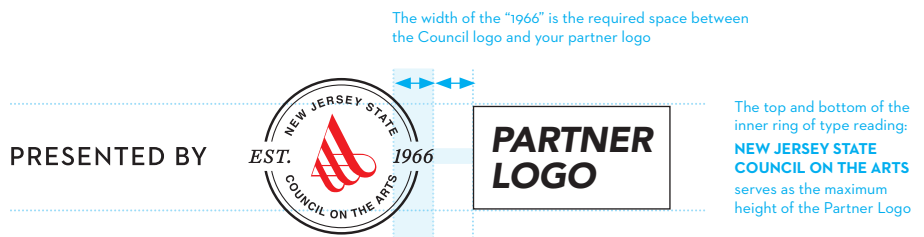
This crediting statement is to be customized by your organization for the elements shown within the [hard brackets]. The statement is not visually displayed near, nor embedded in, the logo pairing shown below. Instead, it must appear nearby on print and electronic designs as detailed later in this manual.

PROPER COUNCIL LOGO FILE

Please use Council logos from the set with file names that begin with “NJCA_Presented” – they have the “Presented By” introduction embedded in the logo file itself in the required size, font, and proportion.

SIZE AND POSITION OF LOGO AND PARTNER LOGO PAIRING

For this grantee type, it is required to add the Partner Logo (your logo) to the right of the Council logo. The requirements for the Partner Logo’s spacing and sizing are below.



The “Presented By” introduction is built into the logo file and will always be positioned as shown.

NEW JERSEY STATE COUNCIL ON THE ARTS
VISUAL IDENTITY MANUAL

Requirements & Directions for Co-sponsorships / Partnership Grants

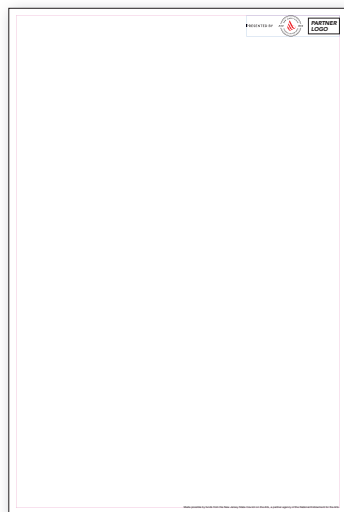
Common Print Sizes
Part I

LOGO PAIRING SIZE AND POSITION

For printed pieces of various sizes, the size of the logo pairing will vary to ensure visibility in the balance of the material's design. This size is determined by setting the height of the Arts Council logo. The logo pairing must be justified either left or right at the top of the printed piece depending on the needs of the design. Recommended sizes are noted on this and the following page.

CREDITING STATEMENT SIZE AND POSITION

The size of the crediting statement for will vary based on the size and type of the piece. Point sizes for the statement are shown below for some popular design sizes. Statements will typically be on the bottom, and can be divided across 2-3 lines for smaller widths, as long as the Arts Council's name is not split across lines. The justification of the statement would typically be the same as the logo pairing, but could also be centered if needed.

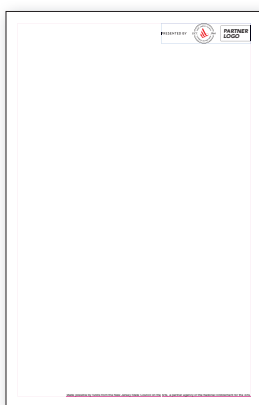


24" x 36" Poster

Logo Height: 1.5"

Crediting Message

Font Size: 13 points

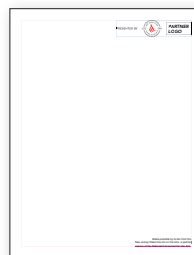


11" x 17" Poster

Logo Height: 0.75"

Crediting Message

Font Size: 10 points

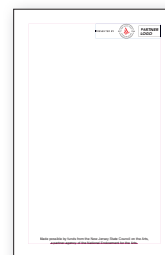


8.5" x 11" Flyer

Logo Height: 0.5"

Crediting Message

Font Size: 7 points



5.5" x 8.5" Flyer

Logo Height: 0.5"

Crediting Message

Font Size: 7 points

Requirements & Directions for Co-sponsorships / Partnership Grants

Common Print Sizes
Part II

LOGO PAIRING SIZE AND POSITION

Some common smaller print items such as postcards or rack cards can be double sided. Please reference the sample layouts below with special placements for these double sided items.



6" x 9" Mailer or Postcard

Logo Height: 0.5"

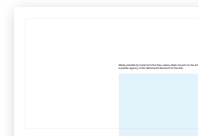
Crediting Message

Font Size: 7 points

Front



Back



Mailing Panel

6" x 9" Double Sided Mailer or Postcard

Logo Height: 0.5"

Crediting Message

Font Size: 7 points



Please leave a margin of 0.25" separating the logo pairing and crediting statement when stacked.

4" x 9" Rack Card

Logo Height: 0.5"

Crediting Message

Font Size: 7 points

Front



Back



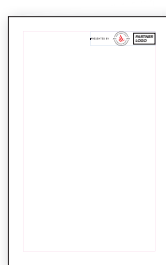
4" x 9" Double Sided Rack Card

Logo Height: 0.5"

Crediting Message

Font Size: 7 points

Front



Title Page or Table of Contents

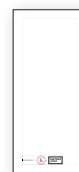


8.5" x 5.5" Program Book

Logo Height: 0.5"

Crediting Message: Display the crediting statement as needed inside the book, separated from other sponsors and content, somewhere on the title page or table of contents page.

Front



Back



Brochures

Logo Height: 0.5"

Crediting Message

Font Size: 7 points



Please leave a margin of 0.25" separating the logo pairing and crediting statement when stacked.

If the brochure does not have a back panel with crediting and/or acknowledgments, the crediting statement must go on the cover below the logos as shown above.

NEW JERSEY STATE COUNCIL ON THE ARTS
VISUAL IDENTITY MANUAL

Requirements & Directions for Co-sponsorships / Partnership Grants

Large Scale and
Outdoor Media

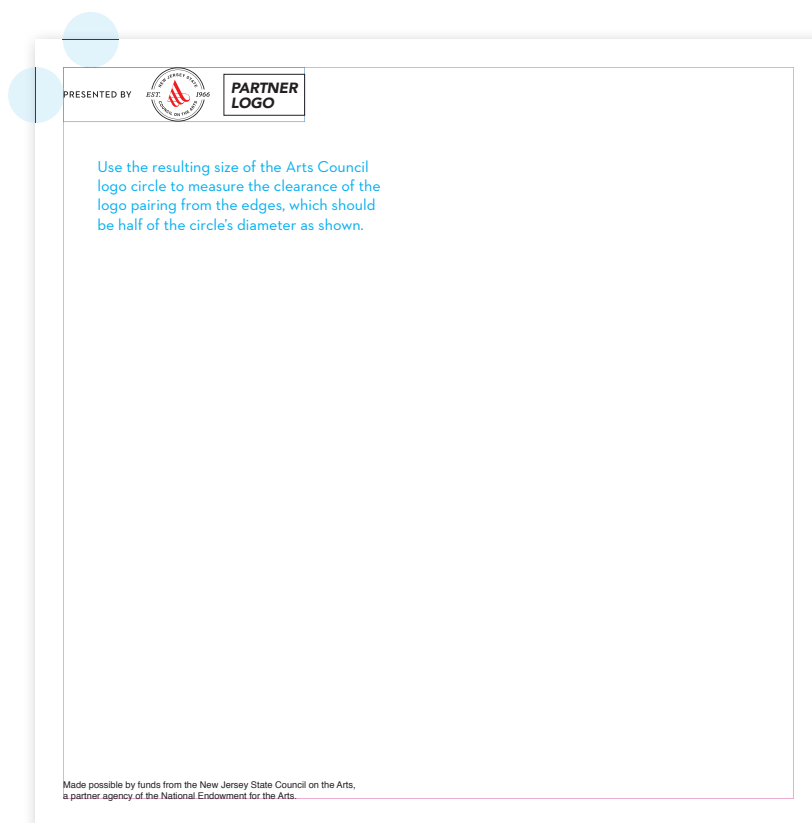
LOGO PAIRING SIZE AND POSITION

For oversized print media, the height of your logo pairing should be 7% of the height of the piece. The pairing can be justified either left or right depending on the needs of the design.

CREDITING STATEMENT SIZE AND POSITION

The size of the crediting statement will vary based on the size of the piece. For these oversized materials, the point size of the crediting statement should be equal the height of the “1966” of your final logo pairing. Crediting statements will typically be on the bottom of the piece and the justification of the statement should be the same side as the logo pairing at the top, but could also be centered if needed.

10' x 10' Trade Show Display



Requirements & Directions for Co-sponsorships / Partnership Grants

Website and
Email Blast Headers

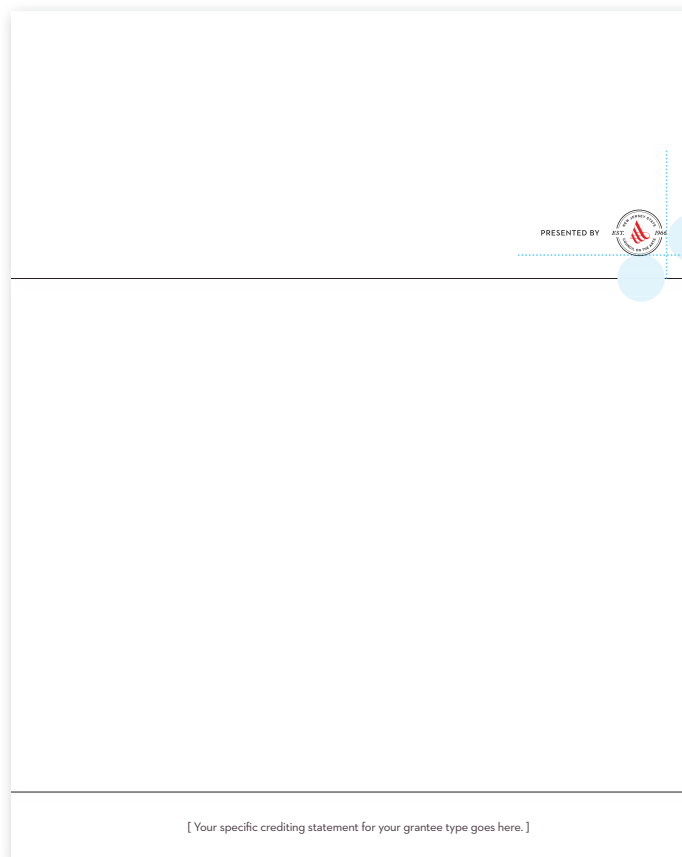
Because a website's design, responsiveness, mobile capability and limitations can impact the options in meeting this requirement, best-case examples can be reviewed by contacting Michelle Baxter-Schaffer at (609) 984-7023 or Michelle.Baxter-Schaffer@sos.nj.gov.

LOGO PAIRING SIZE AND POSITION

For website and e-mail blast media, the logo pairing must be displayed on the website in a header area within the first 600 pixels of the home page. The logo can be justified either left or right depending on the needs of the design and should have a margin on the sides and top of the any container using half of the resulting Council logo circle size as shown below. The logo must never appear shorter than 75 pixels high at 100% displayed size.

CREDITING STATEMENT SIZE AND POSITION

The crediting statement must appear in the footer of the home page or email blast in Helvetica or a similar san-serif font no smaller than 10 pixels high.



The logo pairing must be displayed on the website in a header area within the first 600 pixels of the home page.

Crediting statement must appear in website footer and e-mail blast footer.

Requirements & Directions for Co-sponsorships / Partnership Grants

Digital
Advertising

In all these cases, the logo may be placed in a location that best fits the aesthetic of the design. The logo must be clearly visible relative to the content behind and around its placement, and adhere to the graphic standards and clear zones defined in this guide.

COMMON WEB PROPORTIONS

The logo pairing must be present on all digital advertising and must not appear smaller than 50 pixels tall at 100% size. For ads with a width smaller than 225 pixels, usually small and mobile digital uses, it is not necessary to include the Arts Council Logo.

Below are recommended proportions for some medium to larger digital ad sizes.

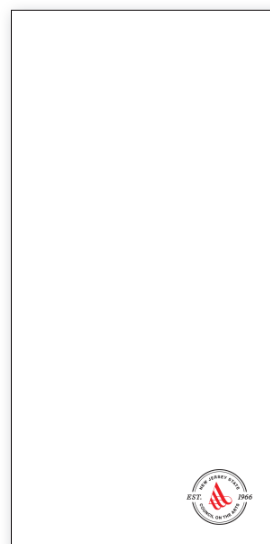
PROPER COUNCIL LOGO FILE

Please use the Arts Council circle logos which are the file names that begin with "NJCA_Circle". No crediting statement is necessary.

Wide Digital Ads



Tall Digital Ads



Square Digital Ads

