INTRODUCTION

ArtPrize belongs to everyone who takes part in it. But our trademarks belong to the ArtPrize organization alone. To protect our identity, we ask that everyone who wants to use our name and/or logo do two things:

1. Ask for our permission. (It’s legally required.)
2. Follow the guidelines in this document.

Should you have any questions about using our name, logo, or other marks, feel free to contact marketing@artprize.org, and we’ll be happy to walk you through it.

ArtPrize participants can use their assigned participant icon as shown on pages 11 and 12 of these Brand Guidelines without seeking additional permissions.

Media

Please contact marketing@artprize.org for marks and permissions. You can also download the ArtPrize media kit online.
Mission

ArtPrize is an international art competition and festival open to all and determined equally by public vote and expert jury. ArtPrize encourages critical discourse, celebrates artists, transforms urban space and promotes cultural understanding.

Guiding Principles

ArtPrize is Open.
Any artist can enter. Any space in the district can be a venue. Artists and venues connect at artprize.org to independently organize. ArtPrize is free to the public, who vote for the winners.

ArtPrize Celebrates Artists.
We celebrate the vision and courage of artists who take risks and embrace the spirit of ArtPrize.

ArtPrize is a Catalyst.
We build community through countless instances of independent participation. Everyone has a voice in the conversation and a stake in the outcome.

ArtPrize Transforms Urban Space.
By working with independent venues and curators who create unique experiences, we strive to fill every available space with art.

ArtPrize is an Educational Experience.
ArtPrize provides programs and resources that transform Grand Rapids into an open learning laboratory where students, teachers and visitors have meaningful learning experiences, inspiring generations of artists and art-lovers.

ArtPrize Challenges Everyone.
Unpredictable by design, ArtPrize vigorously promotes examination of opinions, values and beliefs, encouraging all participants to step outside of their comfort zones. We expect that this will surprise and delight but may also confound and infuriate.

ArtPrize Generates Conversation.
Because of its open, independently organized format, ArtPrize expects and embraces critical discourse and debate from all perspectives.

ArtPrize Promotes Social Good.
ArtPrize is not just for “anyone” it’s for “everyone.” We produce programs that are intentionally inclusive and that have positive social and economic impact. We believe that real involvement for all happens by embracing identity and experience.

ArtPrize Embraces Technology.
Technology is baked into the ArtPrize model and makes it possible. Pivotal to success are innovative features and functionality for our stakeholders that are constantly improving.

ArtPrize is an Evolving Experiment.
We are agile, constantly soliciting stakeholder feedback and implementing year-over-year improvements that are data-driven and thoughtfully executed. Change is embraced and encouraged.
ArtPrize® is the trademark of ArtPrize Grand Rapids, a 501(c)(3) nonprofit organization. The following are basic rules on the use of the term ArtPrize in print, and some in-depth ways to describe what ArtPrize is as an event and organization.

1. ArtPrize is always one word.
2. In headlines, ARTPRIZE is written in ALL CAPS.
3. In body copy ArtPrize, is one word with a capital A and a capital P.
4. ArtPrize: In short, within a sentence:
   ArtPrize, the radically open international art competition and festival.
5. ArtPrize: Single sentence:
   ArtPrize is a radically open, independently organized international art competition and festival, open to all and determined equally by public vote and expert jury.
6. ArtPrize: Short descriptive paragraph:
   ArtPrize is an open, independently organized international art competition which takes place for 19 days each fall in Grand Rapids, Michigan. More than five hundred thousand dollars in prizes are awarded each year, which include a $200,000 prize awarded entirely by public vote and another $200,000 prize awarded by a jury of art experts. Any artist working in any medium from anywhere in the world can participate.

7. ArtPrize: Short colorful paragraph:
   ArtPrize is an open, independently organized international art competition and festival. Occurring annually, the 19-day event turns three square miles of downtown Grand Rapids, Michigan, into an open playing field for art and creative expression. At ArtPrize, everyone is invited to find a voice in the conversation about what art is, and why art matters. It’s unorthodox, highly disruptive, and undeniably intriguing to the art world and the public alike.
Who is authorized to use this mark?

ArtPrize® organizations and individuals who have been granted specific written permission to use for promoting ArtPrize®

How to Use

Please only use:
AP_logo.eps
AP_logo_reversed.eps

The Logo (USPTO Registration #: 3,792,192)
**REGISTERED ARTPRIZE TRADEMARKS**

**STYLIZED WORDMARK**

**Who is authorized to use this mark?**

ArtPrize artists, venues, sponsors, merchants, and registration locations. 
Correct: ARTPRIZE, ArtPrize 
Incorrect: Art Prize, Artprize

**How to Use**

Please only use: 
AP_wordmark.eps 
AP_wordmark_reversed.eps

(USPTO Registration #: 3,759,223)
How to Use

Correct use of the mark is a single word spelled with a capital “A” and capital “P.”
Correct: ArtPrize
Incorrect: Art Prize, Artprize

The notice symbol ® must be used on the first use of “ArtPrize” in the text of each document or promotional material. Use of the term “ArtPrize” as a descriptor is strictly prohibited unless specific permissions are granted.

Correct: “I’m leading a tour of ArtPrize®.”
Incorrect: “I’m leading an ArtPrize tour.”

(USPTO Registration #: 3,759,223)
Open space must be placed around the ArtPrize logo to ensure optimum recognition.

The required space is 0.5" in print and 36px in web or electronic media on all sides of the logo.

Other than notice symbols, no other elements, text, graphics, abbreviations or designs may be used in this zone.
**REGISTERED ARTPRIZE TRADEMARKS**

**DOs & DON'Ts**

**DO:**
Please follow these guidelines to use ArtPrize correctly.

- Always use our marks consistently (i.e., don’t break them apart, add spacing, abbreviation, etc.).
- Always reproduce the marks from a high-resolution digital file or artwork provided by ArtPrize officials.

**DON'T:**
Please avoid the following misuses.

- Never modify or alter our marks, including logos and any design elements, in any way.
- Never add to our marks.
- Never change the color of our marks.
- Never rotate our marks.
- Never add text to our marks.
- Never use a background that detracts from our marks.
- Never violate the white space around our marks.
- Never use our marks in a way that will harm our reputation, the reputation of our participants, or the reputation of our marks.
- Never use our marks past the period of permitted use.
REGISTERED ARTPRIZE TRADEMARKS

USING THE ® SYMBOL

1
All artwork we provide for permitted use contains the ® symbol wherever it is needed, and this symbol should not be removed.

2
The ® symbol must be used on the first use of “ArtPrize” in the text of each document or promotional material.

3
When using our marks, please display the following in a discrete but readable manner in the credit section of any document, advertisement, or on the back page of a written or digital promotional material:

“[Trademark/Registered Trademark] is a trademark of ArtPrize Grand Rapids in the United States.”
UNREGISTERED ARTPRIZE TRADEMARKS

ARTPRIZE PARTICIPANT ICONS

(continued)

Who is authorized to use this mark?

Persons associated with the respective groups.

DO:
Please follow these guidelines to use the Participant Icons correctly.

- For print and digital display applications, these icons should not be used smaller than the size shown (1” x 1”). For use as social media icon/profiles smaller display is acceptable as long as the source file is a minimum of 1” or 72px.
- Use the full color icons on white or black backgrounds.
- Use the white or black icons on colorful or patterned backgrounds.

DON’T:
Please avoid the following misuses.

- Never modify or alter the participant icons in any way.
- Never add text or elements to the icons.
- Never remove text or elements from the icons.
- Never change the colors of the icons.
- Never use the full color icons on colorful or patterned backgrounds.
If you are an authorized user of our mark(s) and/or fall into one of these user types, you must comply with the specific usage and style requirements as shown in our Style Guide. If you are not an authorized user of our mark(s) and/or do not fall into one of these user types, you may not use our mark(s).

Moreover, for artists, venues, sponsors, registration locations and merchants, your right to use the specified mark(s) ends January 1, 2019, unless you clearly list the year of your participation (e.g., you may continue to use "ArtPrize® Sponsor," but not the stylized "ArtPrize®" after the year 2018, unless you have a multi-year sponsorship agreement).

Your right to use our marks is solely for promoting your participation in, your support of, and your involvement in the ArtPrize event. Therefore, you may not put any ArtPrize mark on products that you wish to sell or to charge an admission fee or to require a cover charge. You may place any permitted mark on your website or email signature only if the mark links to our website, artprize.org, and the logo is removed one month after your participation in the ArtPrize event ends.

ArtPrize may unconditionally revoke the above rights, including your right to use any of its marks at any time. Grounds for this revocation include failing to comply with the rules here or in our Style Guide.

If you are an authorized user of one of the ArtPrize mark(s) you must present them in accordance with the Style Guide. If you do not follow the usage rules, ArtPrize will instruct that you discontinue using its marks, even if you otherwise have permission to do so.
ARTPRIZE BRAND SIGNATURE POSTER

ARTPRIZE

SEPT 16
OCT 7 2018 ARTPRIZE.ORG

You must have specific written permission to use any of our registered or unregistered trademarks. To request permission, contact logos@artprize.org.
The ArtPrize typeface is Sharp Grotesk. Sharp Grotesk Bold, Semibold, and Light can be used in the widths and for the situations illustrated below. You may not use italics. Please use Sharp Grotesk or Helvetica if you are designing promotional materials and not using one of your authorized marks.

Sharp Grotesk is available for purchase at sharptype.co.
The ArtPrize color palette is comprised of a mix of pastel and bright colors along with black and white. Be sure to pick colors from both the pastel set and bright set to use together, avoiding combinations of two pastel colors or two bright colors. All text should be set in black or white only.

Magenta
- PMS 674 C
- CMYK 016 063 000 000
- RGB 198 087 154
- HEX C6579A

Navy
- PMS 280 C
- CMYK 100 085 000 022
- RGB 001 033 105
- HEX 012169

Red
- PMS Warm Red C
- CMYK 000 083 080 000
- RGB 249 66 58
- HEX F9423A

Bright Blue
- PMS 2915
- CMYK 060 009 000 000
- RGB 098 181 229
- HEX 62B5E5

Yellow
- PMS 1235 C
- CMYK 000 031 098 000
- RGB 255 184 28
- HEX FFB81C

Dark Green
- PMS 561 C
- CMYK 084 020 058 054
- RGB 000 089 076
- HEX 00594C

Yellow
- PMS 162 C
- CMYK 000 025 035 000
- RGB 255 255 159
- HEX FFBFE9

Mint Green
- PMS 5523 C
- CMYK 022 001 009 002
- RGB 182 207 208
- HEX B6C8D8

White
- CMYK 000 000 000 000
- RGB 255 255 255
- HEX FFFFFF

Black
- CMYK 000 000 000 100
- RGB 000 000 000
- HEX 000000
The ArtPrize Leadership Sponsor logos should be presented in alphabetical order and in such a way that their visual weight is balanced, rather than maintaining a uniform height or width.

When possible, present logos in one color, to avoid competition and clutter. Sponsor logos may be displayed in white on a dark color background or in black or full color on a white or light color background. Logo height should not exceed the height of headline typography.
ARTPRIZE BRAND
SPONSOR RECOGNITION (CONTINUED)

Presenting Sponsor logos should be left aligned below the headline text. They should not exceed the height of the headline. The logos should be proceeded by the text “PRESENTED BY” (illustrated at right in the Pitch Night banner).