

NEW LIGHT ART

SHINING A LIGHT ON NORTHERN ARTISTS

BRAND GUIDELINES

2022

New Light exists to promote Northern art and Northern artists throughout their careers. We run a touring Prize Exhibition every two years at various prestigious venues with entries welcome from all artists who were born, reside or studied in the North of England.

We also run an Art for All programme which is designed to make art accessible to everyone. This includes talks with art experts, guided viewings and school projects.

Our newest initiative is the New Light Collection, a permanent collection illustrating the talent and expertise of some of the best artists in the North. The Collection is offered free-of-charge to schools, hospitals and other community-based groups and is also available at a cost to corporate sponsors who would like to support the arts in the North of England.

NEW LIGHT BASIC RULES AND SPECIFICATIONS

These guidelines provide information about the correct use of the brand identity for New Light to help ensure the brand is protected and that consistency is maintained at all times.

Please read through this document fully to understand how to utilise the New Light brand to its full potential.

For further information or advice please contact us via the below details:

Email: info@newlight-art.org.uk

Web: newlight-art.org.uk

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LOGO FORMATS

Primary logotypes available from New Light are listed on the following pages with specific details regarding application.

All logos are available in the following formats:

AI (CMYK)
EPS (CMYK)
PDF (CMYK)
SVG (RGB)
JPEG (RGB)
PNG (RGB)

Logos are also available in a variety of colour combinations. If you require the logo in any other format or another colour palette not in our main brand guidelines, please get in touch to discuss your request.

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PRIMARY LOGO FOR LIGHT BACKGROUNDS

This is our primary logo which should be used whenever the New Light brand is being placed over a light-coloured background, mainly white.

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PRIMARY LOGO FOR DARK BACKGROUNDS

This is our primary logo which should be used whenever the New Light brand is being placed over a dark-coloured background, mainly our dark grey.

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SECONDARY LOGO FOR LIGHT BACKGROUNDS

This is our secondary logo which can be used whenever the New Light brand is being placed over a light-coloured background, mainly white. It is plain black, so is best utilised for when printing black-ink-only documents or items which are likely to be photocopied multiple times.

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SECONDARY LOGO FOR DARK BACKGROUNDS

This is our secondary logo which can be used whenever the New Light brand is being placed over a dark-coloured background. It is plain white, so is best utilised for when our primary logo for dark backgrounds is not clear over an image or colour for any reason.

NEW LIGHT ART

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PRIMARY LANDSCAPE LOGO FOR LIGHT BACKGROUNDS

This is our primary landscape logo which should be used whenever the New Light brand is being placed over a light-coloured background, mainly white.

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PRIMARY LANDSCAPE LOGO FOR LIGHT BACKGROUNDS

This is our primary landscape logo which should be used whenever the New Light brand is being placed over a dark-coloured background, mainly our dark grey.

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SECONDARY LANDSCAPE LOGO

FOR LIGHT BACKGROUNDS

This is our secondary landscape logo which should be used whenever the New Light brand is being placed over a light-coloured background. It is plain black, so is best utilised for when printing black-ink-only documents or items which are likely to be photocopied multiple times.

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SECONDARY LANDSCAPE LOGO

FOR LIGHT BACKGROUNDS

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SMALL SCALE LOGO FORMATS

FOR LIGHT BACKGROUNDS

These versions are intended for small scale and / or web use, omitting the “Shining a Light on Northern Artists” strap-line where it might become illegible.

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SMALL SCALE LOGO FORMATS

FOR DARK BACKGROUNDS

These versions are intended for small scale and / or web use, omitting the “Shining a Light on Northern Artists” strap-line where it might become illegible.

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ALTERNATIVE COLOUR LOGO FORMATS
FOR LIGHT AND / OR DARK BACKGROUNDS

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LOGO EXCLUSION ZONE

The integrity of the New Light brand relies not only on the correct logo being selected for its end purpose but also how it is handled, positioned and spaced, to allow for maximum brand impact.

The minimum horizontal spacing for each side of the logo should be at least the width of the uppercase W in the word NEW.

The minimum vertical spacing for the top and bottom of the logo should be at least the height of one uppercase W from the word NEW.

We would encourage you to give the logo ample space in addition to the minimum recommended guidelines to enable the branding to stand out within the design.

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Minimum
Logo Sizing
(40mm Width)



Minimum
Logo Sizing
(25mm Width)

LOGO USAGE ACCEPTABLE USAGE

This page demonstrates acceptable usage of our logo. Our logo should never appear smaller than 40mm wide. This allows all elements to remain clear and visible regardless of the end medium.

If, in exceptional circumstances our logo needs to be smaller than 25mm wide, it is recommended that the version without the “Shining a Light on Northern Artists” strap-line be used.

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Minimum
Logo Sizing
(80mm Width)

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Minimum
Logo Sizing
(50mm Width)

LANDSCAPE LOGO USAGE ACCEPTABLE USAGE

This page shows acceptable usage of our landscape logo. Our logo should never appear smaller than 80mm wide. This allows all elements to remain clear and visible regardless of the end medium.

If, in exceptional circumstances our logo needs to be smaller than 50mm wide, it is recommended that the version without the “Shining a Light on Northern Artists” strap-line be used.



LOGO USAGE

UNACCEPTABLE USAGE

Our logo should always be scaled proportionately within the guidelines stated in this document.

Our logo should never:

- be squashed
- have its colours altered
- be recreated
- have a stroke applied
- have a drop shadow applied
- have a blending mode applied
- be rotated, skewed or flipped



TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789()?!@£\$€%&*#-_=+~`<,.>.\|'";:[]{}\$±

Andika Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()?!@£\$€%&*#-_=+~`<,.>.\|'";:[]{}\$±

Andika Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()?!@£\$€%&*#-_=+~`<,.>.\|'";:[]{}\$±

Andika Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()?!@£\$€%&#-_=+~`<,.>.\|'";:[]{}\$±*

Andika Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789()?!@£\$€%&*#-_=+~`<,.>.\|'";:[]{}\$±

FONT USAGE

PRIMARY FONTS

The New Light brand utilises the Trajan Pro and Andika font families for their clarity and professional appearance.

Trajan Pro is an elegant typeface, based on classic Roman letterforms. It is well-suited for display work in books, magazines and posters. Trajan Pro is only available in upper case so is used for headings and sub headings.

Andika has an array of weight options which makes it a perfectly adaptable font for any project. It is modern and easy to read.

Andika Regular is used as our primary font for body copy.

Andika Bold is used to highlight key items within body copy.

Andika Italic and Bold Italic are also used to highlight key items within body copy.



C 19 M 48 Y 98 K 5
R 203 G 137 B 23
HEX #cb8917

C 64 M 47 Y 38 K 24
R 94 G 106 B 118
HEX #5e6a76

C 43 M 30 Y 28 K 7
R 153 G 160 B 166
HEX #99a0a6

C 9 M 5 Y 6 K 0
R 236 G 238 B 239
HEX #eceedf

PRIMARY COLOUR PALETTE

This is our primary colour palette which is used across brand assets.

The colour values are provided as:

- CMYK for print
- RGB for screen
- HEX for web

COLOUR/IMAGE USAGE EXAMPLES

The following pages show how the colour palettes can be used with imagery to create graphics for various assets for print, screen and web.

We have a range of photographs and images of artwork which can be used alongside content to promote the work of New Light.

All photographs and artwork images should be credited to the appropriate photographer or artist.

NEW LIGHT

SHINING A LIGHT ON NORTHERN ART



Image credit: Danni Kuba, Stencil, acrylic on canvas

SCARBOROUGH ART GALLERY

19 SEPTEMBER 2020 -
17 JANUARY 2021

- | | | |
|---|--|--|
| Ceri Allen
Ben Ark
Sue Ashby
Michael Ashcroft
Christian Alexander Bailey
Lynni Bates
Hedra Bates
Kate Bentley SWA
Neil Boufield
Louisa Boyd
Ian Brooks
Alexander Brown
Julia Brown
Garreth Bunting
Christopher Campbell
Tony Carlton
Tom Carroll
David Carmick
Berry Charlton
Kevin Chester
Paul Morgan Clarke
Arya Clarkson
Wayne Clough
Georgina Clough
Conor Collins
Robert Cook
John Creighton
Paul Crook
Gerry Davies
Peter Davis
James Dwyson
Clare Edworthy
Alan Flood
Richard Foster
Harriet Fraser | Mark Gibbs
Sarah Gilman
Sarah Godwin
Karen de la Gorca
Deborah Grace
Jonathan Hargreaves
Victor Harris
Laura Quinn Harris
Neil Hayward
Katherine Higham
Glenn Ibbotson
Janet Kenyon
Mara Laffey
Thomas Lawler
Peter Layzell
Jana Lewis
Norman Long
Martin Lucas
Catherine MacDiarmid
Eithany Marrett
Alistair Mann
Eamonn McCovern
Helen McHutton
Roger McNulty
George Melling
Jada Myers
Cat Moore
Lindsay Moran
Andrew Morris
Ruth Murray
Tony Noble
Lindy Norton
Jan Orpin
Mandy Payne | Isobel Peachey
Imogen Perkin
Joanne Pickering
Lionel Playford
Chris Polheim
Eddie Potts
Mara Price
Katherine Rhodes
Chris Rigby
Ian Robinson
Abby Rooney
Charlotte Royle
Linnat Rubays
Andrea Sadler
Louise Seward
Brian Shields
Simon W Smith
Ben Snowden
Alan Stokes
David Aft Thomas
Will Tiley
Judith Tucker
Andrew Tyzack
Joseph Venning
Matt Wade
Lois Wallace
Francis Waterick
Gavin Watson
John Whittall
Patsy Whiting
Joanna Whittle
Ruth Wilkinson
Steven Wood
Hannah Young |
|---|--|--|

FREE

www.newlight-art.org.uk
www.scarboroughmuseumstrust.com

Scarborough Art Gallery, The Crescent, Scarborough YO11 2PW

01723 374753

@SMTTrust @newlightart /ScarboroughMuseums /NewLightArt @newlightart @scarboroughmuseums



NEW LIGHT PRIZE

SHINING A LIGHT ON NORTHERN ART

SCARBOROUGH ART GALLERY

19 SEPTEMBER 2020 -
17 JANUARY 2021

FREE

Scarborough Art Gallery,
The Crescent,
Scarborough YO11 2PW



In line with government guidance, you will be required to wear a face mask to enter the art gallery.

01723 374753

www.newlight-art.org.uk
www.scarboroughmuseumstrust.com

@SMTTrust @newlightart /ScarboroughMuseums /NewLightArt

@newlightart @scarboroughmuseums



Image credit: Danni Kuba, Stencil, acrylic on canvas

NEW LIGHT PRIZE

SHINING A LIGHT ON NORTHERN ART

SCARBOROUGH ART GALLERY
19 SEPTEMBER 2020 - 17 JANUARY 2021



Image credit: Danni Kuba, Stencil, acrylic on canvas

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Image credit: Danni Kuba, Stencil, acrylic on canvas

NEW LIGHT PRIZE

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SCARBOROUGH ART GALLERY
19 SEPTEMBER 2020 - 17 JANUARY 2021



Image credit: Danni Kuba, Stencil, acrylic on canvas



COLOUR/IMAGE USAGE EXAMPLES

This is an example of a suite of promotional materials with imagery and content formatted to suit various media such as printed posters, flyers, web and social media assets.

Note: Any artwork used must be credited. Credits should be discrete but legible.

COLOUR/IMAGE USAGE

EXAMPLES

Examples of promotional posters with prominent artwork featured.

Note: Any artwork used must be credited. Credits should be discrete but legible.



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W newlight-art.org.uk
E info@newlight-art.org.uk



New Light (North of England) is a registered charity in England & Wales no. 1141002
