

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



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.



PRIMARY LOGO FOR LIGHT BACKGROUNDS

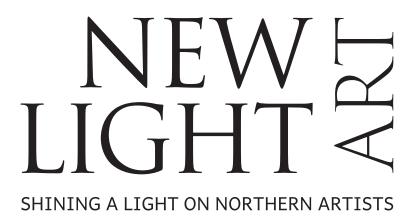
This is our primary logo which should be used whenever the New Light brand is being placed over a light-coloured background, mainly white.



SHINING A LIGHT ON NORTHERN ARTISTS

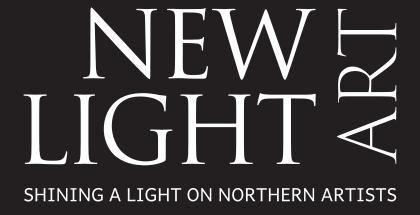
PRIMARY LOGO

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.



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.



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.



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.

NEWLIGHTART

PRIMARY
LANDSCAPE LOGO

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.



SECONDARY LANDSCAPE LOGO FOR LIGHT BACKGROUNDS

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NEWLIGHTART

SHINING A LIGHT ON NORTHERN ARTISTS

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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NEW LIGHTART

ALTERNATIVE COLOUR LOGO FORMATS

FOR LIGHT AND / OR DARK BACKGROUNDS









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SHINING A LIGHT ON NORTHERN ARTISTS

SHINING A LIGHT ON NORTHERN ARTISTS

ALTERNATIVE COLOUR LOGO FORMATS

FOR LIGHT AND / OR DARK BACKGROUNDS









SHINING A LIGHT ON NORTHERN ARTISTS

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Minimum Horizontal Spacing

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.

Minimum Vertical Spacing

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.



SHINING A LIGHT ON NORTHERN ARTISTS



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.

NEW LIGHTART

SHINING A LIGHT ON NORTHERN ARTISTS

NEW LIGHT ON NORTHERN ARTISTS

Minimum Logo Sizing (80mm Width)

NEW LIGHTART



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
- ullet 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 #eceeef

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





SCARBOROUGH ART GALLERY

19 SEPTEMBER 2020 -17 JANUARY 2021

FREE



























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.

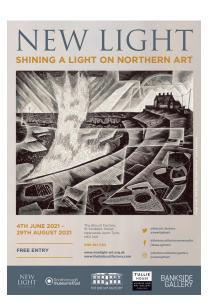
Note: Any artwork used must be credited. Credits should be discrete but legible.

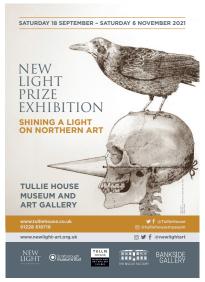
COLOUR/IMAGE USAGE EXAMPLES

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