



# **brand guidelines**

SEPT. 2024

## **contact info**

abbreviation

AGMF

email

artguildmf@gmail.com

website

artguildmf.org

social

facebook.com/artguildmf/ (Facebook)

artguildmenomoneefalls (Instagram)

street address

P.O. Box 622  
Menomonee Falls WI 53052

## **who we are**

We are art enthusiasts, amateur and professional artists, and patrons of the arts, working to make the arts an integral part of life in our community.

The Art Guild of Menomonee Falls (AGMF) is a nonprofit 501(c)(3) organization managed and supported by community members and volunteers. Our focus is to provide local artists with opportunities and resources for networking, exhibiting and artistic development workshops.

## **mission**

- to raise public awareness about the visual arts in Menomonee Falls
- to create networking opportunities for area artists and arts organizations
- to offer programs and events that encourage community involvement and interaction with the arts.

## **organization facts**

- founded in 2006
- nonprofit 501(c)(3) organization



**logos**

Utilize color versions whenever possible.



Simpler square version used when space is limited and for promo items.



Circular versions for special instances where more identification is needed.  
Use with caution as legibility becomes an issue with uses below 2" diameter.



## typography

brand font

Museo Sans (Adobe font)

100 300 **700 900**

web fonts

HEADINGS: **Raleway** (Google font)

light regular **semibold bold black**

BODY TEXT: **Open Sans** (Google font)

light regular **semibold bold extrabold**

Microsoft

**Calibri** (Microsoft font)

regular **bold**

## color palette



dark brown

51C 79M 74Y 76K

51R 19G 15B

#33130f



orange

5C 85M 85Y 3K

221R 78G 52B

#dd4e34



lime

35C 6M 100Y 0K

178R 199G 53B

#b2c735



muted orange

0C 63M 63Y 0K

243R 128G 104B

#f38068



tan

13C 11M 17Y 0K

220R 216G 206B

#dcd7cd

