FONTS

The main The Arts Society fonts are Gotham (Gotham should always be in uppercase) and News Plantin but if these are not available-

- Times Roman replaces News Plantin.
- Verdana replaces Gotham.
- Text should be left aligned.
- Text should not be in bold or italics.

COLOURS

Please use The Arts Society brand colours for any text, please see the table below the colour codes-

RGB	PANTONE	CMYK	HEX
Purple- R66 G27 B77	Purple- 669C	Purple- C80 M100 Y35 K40	Purple-#421B48
Blue- R0 G121 B193	Blue- 2995C	Blue- C80 M0 Y5 K20	Blue- #0079C1
Pink- R230 G0 B100	Pink-213C	Pink-C0 M100 Y30 K0	Pink-#E60064
Grey R206 G201 B206	Grey- 665C	Grey- C15 M15 Y10 K1	Grey-#CEC9CE

USING THE LOGO

Always use the monogram as supplied with the correct colours. The Trail logo will help identity your poster and if you would like to include your Society's logo also you will have a range of logos available in the Google Drive located in The Arts Society Gmail account. (If no one on your committee currently has access please email enquiries@theartssociety.org and we will be happy to help).

You could also include on your poster a link to the public Trails of Discovery microsite-trails@theartssociety.org so anyone interested can find out further information.