Art Local Community Use Guidelines

The "Art Local" graphic was created by the Community Arts Center in 2017 and is available for public use by any arts organization, business, or other community organization whose work supports the local/regional arts community. Art Local is a grassroots movement whose purpose is to promote pride in, and support of, local and regional art and artists. Much like the "Shop Local" movement broadly supports small businesses, the Art Local movement highlights the importance of engagement with the arts on a local level.

"Art Local" is not a tagline specific to the Community Arts Center nor is it used exclusively within an art-buying context. Art Local can refer to taking art classes, visiting local art galleries, touring art studios, or even creating your own artwork in your home with your kids. It is a phrase that is meant to inspire community members to see themselves as part of their local arts community.

Any business or organization that wishes to use the Art Local graphic may request the design files by emailing brandonlong@communityartscenter.net. In order to maintain visual consistency of the graphic, the Community Arts Center has established several guidelines regarding use of the graphic.

ACCEPTABLE USE

- **DO** incorporate the Art Local graphic into a wide variety of print publications. It can be added to exhibit/performance posters, playbills, brochures, and other marketing materials.
- **DO** create merchandise using the Art Local graphic, such as coasters, decals, t-shirts, or shopping bags.
- **DO** display the Art Local graphic on windows, walls, or doors at your organization. Xtreme Style Signs in Danville (www.xtremestylesigns.com) has provided the following pricing guidelines for vinyl decal reproductions of the graphic: 2'x2' $20.00, 3'x3' $45.00, 4'x4' $75.00.
- **DO** feel free to change the colors of the Art Local graphic to coordinate with your own marketing colors or publications. The graphic can be printed as a two-color image or as a single-color image with the background of the material providing the second color. Brandon can provide design files multiple colors.

UNACCEPTABLE USE:

DON'T reproduce the graphic as a JPG with a white square around the image on a colored background. You must us a PNG version of the graphic with a transparent background.

DON'T alter the proportions of the graphic. Be careful not to 'squish' or 'stretch' the image. Always constrain the dimensions when re-sizing.

DON'T change any of the words in the original graphic

DON'T cover any portion of the graphic with additional graphics.