ARLIS/NA 2019 SALT LAKE CITY STYLE GUIDE

Please contact Greg Hatch (greg.hatch@utah.edu) if you have questions about this style guide or need help accessing logo, icon, and font files.

CONFERENCE TITLE
The office title of the 47th annual ARLIS/NA conference is:
   Arts: In/Site

When referring to the meaning of the title's words, it can be written without the punctuation but retains the title-case capitalization:
   Arts In Site

Three subtitles can be used alone or together, preferably in this order:
   Arts Insight
   Arts Incite
   Arts In Sight

When appearing in a single line--with or without the title--the subtitles should be separated with a bullet or dash:
   Arts In Site • Insight • Incite • In Sight
   Arts In Site - Insight - Incite - In Sight

Due to the similarity with a san-serif capital letter "i", bar separators should NOT be used:
   🚫 Arts In Site | Insight | Incite | In Sight 🚫

HASHTAGS
- #ARLISNA2019
- #ArtsInSite
- #ArtsInsight
- #ArtsIncite
- #ArtsInSight
FONTS
- **Breamcatcher** - evokes Utah’s 13,534-foot Kings Peak, in the Uinta Mountains.
  - This font is used for main titles.
  - It is available in one weight. Letters are rendered only in uppercase.
  - *Voltaire (Regular)*, in uppercase only, may be used as a substitute font for Breamcatcher in web-based applications.
- **Raleway** - evokes Utah’s 150-year Transcontinental Railroad history.
  - This font is used for subtitles and body text.
  - It is available in seven weights. The preferred weight is “Medium”.
  - ❌ Its sister font--Raleway Dots--is NOT an approved font for ARLIS/NA 2019.

Download the freeware, truetype files of both fonts [here](#).

LOGOS
The ARLIS/NA 2019 logo is inspired by the landscape and land art that surrounds our Salt Lake City location. It is available in three variations: horizontal, vertical, and banner.

❌ The logo image may NOT be cropped to isolate elements.

High resolution digital files (.jpg, .png, or .psd) of the logo can be downloaded [here](#).

<table>
<thead>
<tr>
<th>Horizontal Logo</th>
<th>Vertical Logo</th>
<th>Banner Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Horizontal Logo" /></td>
<td><img src="image2" alt="Vertical Logo" /></td>
<td><img src="image3" alt="Banner Logo" /></td>
</tr>
</tbody>
</table>

ICONS
A swirl, modeled on Robert Smithson’s famous Spiral Jetty, overlays a silhouette of Utah. Icons come in 6 hues plus black; white is also available with a transparent background. The stand-alone spiral icons can be rotated and incorporated into other imagery or text.

High resolution digital files (.jpg or .png) of the icons can be downloaded [here](#).

<table>
<thead>
<tr>
<th>Solid Icon</th>
<th>Outline Icon</th>
<th>Spiral Icons: Short &amp; Long</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4" alt="Solid Icon" /></td>
<td><img src="image5" alt="Outline Icon" /></td>
<td><img src="image6" alt="Spiral Icons" /></td>
</tr>
</tbody>
</table>
COLORS
Our color palette reflects the natural beauty found throughout the state:

- **Gold** - for the grasslands that cover the buttes and run alongside mountain streams.
  - Hex: #d39741
  - RGB: (211, 151, 65)
  - CMYK: (17, 43, 88, 1)

- **Rust** - for the majestic sandstone structures that dominate Utah’s five national parks.
  - Hex: #b25e2c
  - RGB: (178, 94, 44)
  - CMYK: (23, 70, 96, 11)

- **Blue** - for the cool mountain lakes a short drive from downtown Salt Lake City.
  - Hex: #33597d
  - RGB: (51, 89, 125)
  - CMYK: (87, 64, 31, 12)

- **Gray** - for the volcanic ash dotting the western Utah landscape.
  - Hex: #6c5f55
  - RGB: (108, 95, 85)
  - CMYK: (53, 54, 60, 26)

- **Green** - for the hearty, life-giving sage covering Utah’s high desert ranges.
  - Hex: #768246
  - RGB: (118, 130, 70)
  - CMYK: (55, 34, 86, 14)

- **Pink** - for the brilliant cactus flower, blooming even in Utah’s harsh conditions.
  - Hex: #c41f76
  - RGB: (196, 31, 118)
  - CMYK: (22, 99, 23, 1)

- **Black** - for the night sky covering Utah’s vast open spaces, devoid of light pollution and filled with stars.
  - Hex: #000000
  - RGB: (0, 0, 0)
  - CMYK: (60, 40, 40, 100)

- **White** - for the snow-capped Wasatch and Oquirrh Mountains, and the expansive Bonneville Salt Flats that surround our capital city.
  - Hex: #ffffff
  - RGB: (255, 255, 255)
  - CMYK: (0, 0, 0, 0)