

Story

The broad concept behind the design centres around the idea of transition. The options signify the opportunity for exposure and exploring new creative avenues that the grant provides.

The logo form is inspired by directional signage, symbolising choice of creative expression and freedom of movement.



Logo Element

Each element of the logo has a fixed size and position. The logo type is modified Ilisarniq font by Coppers and Brasses type foundry. The size and proportion of any element should not be changed.

Logo may only be reproduced from master artwork files and must not be redrawn.

Tagline: Logo unit with 2 kinds of tagline have already been provided. Use them judiciously. In case the logo unit is small and the tagline is not legible — refer to the next slide.



Collaboration grants

Short Tagline



**Collaboration grants for artists and arts
managers in Asia and Europe**

Full Tagline

Taglines in Ilisarniq

Logo Element | Tagline

The tagline is an integral part of the brand communication.

If the logo unit with the tagline is not legible, then one of these options can be used. But only use this method for the full tagline and only when it needs to be boldly communicated in the messaging.



Collaboration grants



Collaboration grants for
artists and arts managers
in Asia and Europe

Typed out in Nunito Sans

Clear space

Leave ample space around the logo so that it stands out prominently.

Minimum negative space around should be 100% of the height of 'l' on top and bottom, and 100% of length of right and left.

Clear space down not define the margins of the layout but the minimum distance from the adjacent content.



X = height/length of 'l'

Colour Palette

Primary Colour

Use the three primary colours as the main colours across the collaterals, which brings greater branding recall.

Secondary Colour

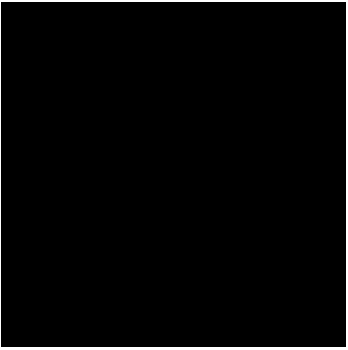
The secondary palette can be used for other design elements and generally where the primary palette is not sufficient.

Primary Colours



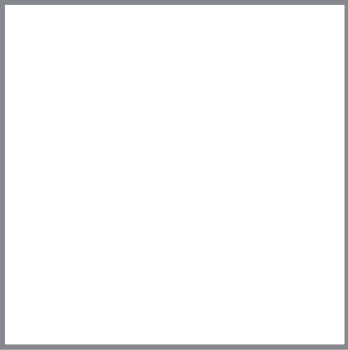
C=0 M= 20
Y=80 K = 0

#FFCC4F



C=100 M=100
Y=100 K = 100

#000000



C=0 M=0
Y=0 K = 0

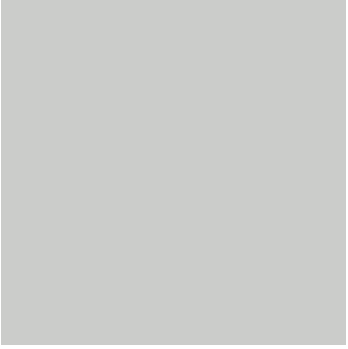
#FFFFFF

Secondary Colours



C=0 M=0
Y=0 K = 60

#808284



C=0 M=0
Y=0 K = 20

#D1D2D4

Brand Font | Nunito Sans | Google Font

ExtraLight	ExtraLight Italic
Travel is the movement of people between distant geographical locations. Travel can be done by foot,	
Light	Light Italic
bicycle, automobile, train, boat, bus, airplane, or other means, with or without luggage, and can be	
Regular	Italic
one way or round trip. Travel can also include relatively short stays between successive movements.	
SemiBold	SemiBold Italic
In the late 16th century it became fashionable for young European aristocrats and wealthy upper	
Bold	Bold Italic
class men to travel to significant European cities as part of their education in the arts and	
ExtraBold	ExtraBold Italic
literature. This was known as the Grand Tour, it included cities such as London, Paris, Venice,	
Black	Black Italic
Florence and Rome. However, The French revolution brought with it the end of the Grand Tour.	

Logo Variations

Logo variations are pre-defined units provided by the designer. They are to be used when the primary logo cannot suffice.

The ASEF + MF! unit has a lot more negative space requirement. The same has been included in the logo files. Please use the given artworks only.

With ASEF logo, without full tagline



Collaboration grants for artists and arts managers in Asia and Europe

With ASEF logo, without tagline



With ASEF logo, without short tagline



Collaboration grants

Logo Variations | Inverse

Logo variations are pre-defined units provided by the designer. They are to be used when the primary logo cannot suffice.

The ASEF + MF! unit has a lot more negative space requirement. The same has been included in the logo files. Please use the given artworks only.

With ASEF logo, without full tagline



Collaboration grants for artists and arts managers in Asia and Europe

With ASEF logo, without tagline



With ASEF logo, without short tagline



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Logo Background - Dos and Don'ts

- On white background use full black logo only
- Use the white logo on a dark background
- Only use the Brand Yellow as a background for the logo, in case a background is required. Though the MF! logo can be used on many backgrounds without losing legibility, as it is solid black
- **Do not use the Brand Yellow as the Logo colour**



Logo Background - Dos and Don'ts

- Do not modify the Brand Yellow, stick to the colour values provided
- Avoid using a busy or multi-coloured background behind the logo
- Do not change the colour of the logo
- Do not modify the clear space requirements of any of the logo units
- Do not use the black-white logo colours in the background. Use the inverse versions of the logo wherever necessary.
- Do not add effects to the logo

