

ARTPLACER 

# BRAND GUIDELINES

HOW TO USE THE ARTPLACER BRAND



# TABLE OF CONTENTS

01	<b><u>Using the ArtPlacer brand</u></b>
02	<b><u>Our logo</u></b>
03	<b><u>Colors</u></b>
04	<b><u>Contrast</u></b>
05	<b><u>Logo Clearspace</u></b>
06	<b><u>Things to avoid</u></b>
07	<b><u>Trademark usage guidelines</u></b>

SOMETHING TO REMEMBER:

**Design is intelligence  
made visible.**

– Alina Wheeler



# USING THE ARTPLACER BRAND



The ArtPlacer logo is an essential expression of our identity as a brand. The colors, symbols and wordmarks have been carefully designed by our team. These designs should not be altered and they should always be applied consistently.

We have gathered a set of rules and guidelines for the best use of the ArtPlacer Logo and Brand Kit.

# OUR LOGO

Our logo combines our wordmark with the square-shaped ArtPlacer symbol. It is the primary graphic device to identify our brand. Please note that the square symbol is always in ArtPlacer Red (see [color section](#) below), regardless of the background color.



*The ArtPlacer logo.  
Minimum digital size: 350px by 33px*

# COLORS

Our logo should always be a combination of a black or white wordmark with the ArtPlacer Red symbol. It never takes on any additional colors.

ArtPlacer's brand includes its signature color, ArtPlacer Red #E0233C.



**RGB** 224 35 60  
**HEX** E0233C



**RGB** 0 0 0  
**HEX** 000000

# CONTRAST

Our logo can be black or white (the symbol will remain in ArtPlacer Red Color). The decision to use the clear or dark logo will depend on the background in which it will be placed. When placing the ArtPlacer logo, always aim for the highest logo/background contrast.



DO

ARTPLACER 

ARTPLACER 



DON'T

ARTPLACER 

ARTPLACER 



# LOGO CLEARSPACE

When using the ArtPlacer logo you should ensure that it has plenty of room to breathe, specially if placed next to other visual elements. The logo clearspace is the distance between the logo and any other graphic element surrounding it.

Our logo should always have a clear space of 33px, 33px being the wordmark height.

For example: If you use a 800px by 75px logo, you should ensure that the logo has at least 75px of clearspace on all sides.



Logo clearspace - cap height = 33px

# THINGS TO AVOID

Here are some examples of what to avoid when using the ArtPlacer Logo:



Don't stretch



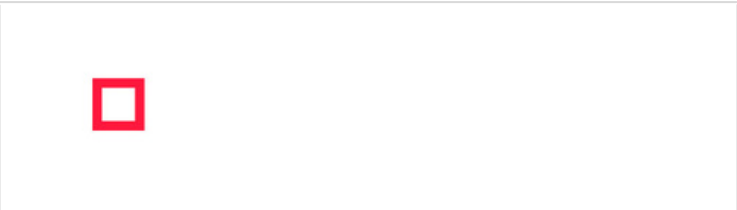
Don't add effects



Don't rotate



Don't use the wordmark alone



Don't use the square-shaped ArtPlacer symbol alone



Don't use the Wordmark and the Symbol in the same layout in the same layout



Don't change the color



Don't place over busy backgrounds



Don't place in a shape or container

# TRADEMARK USAGE GUIDELINES

These guidelines explain how you must visually present ArtPlacer's brand assets at all times. Your use of our brand assets indicates your acceptance of these guidelines, and you understand that your use of our brand assets in violation of these guidelines will result in automatic termination of your permission to use our brand assets.

- Your use must not mislead consumers as to our sponsorship of, affiliation with or endorsement of your company or your products or services.
- Where used on a web page, our brand assets, as well as the mention of our name, should include embedded hyperlinks to our homepage: <https://www.artplacer.com/>
- Our brand assets must be used in a respectful manner. Our brand assets may not be used in a way that harms us, our services, or in a manner which, in our opinion, lessens or damages our reputation or the goodwill in our brand assets. Please do not associate our brand assets with any illicit or illegal activities or use them in a way that is deceptive or harmful.

# TRADEMARK USAGE GUIDELINES

- Company and its third-party providers retain all right, title and interest, including, without limitation, all IPR (as defined below), in and to the Technology and any additions, improvements, updates and modifications thereto.
- You receive no ownership interest in or to the ArtPlacer technology and you are not granted any right or license to use the Technology itself.
- The Company name, logo, and all product and service names associated with the Platform are trademarks of Company and its third-party providers (“AP Marks”) and, except as otherwise provided under this Agreement, You are granted no right or license to use them.
- The IPR or Intellectual Property Rights means all patents, inventions, trade marks, service marks, logos, design rights (whether registrable or otherwise), applications for any of the foregoing, copyright, database rights, domain names, trade or business names, moral rights and other similar rights or obligations whether registrable or not in any country (including but not limited to the United States) and the right to ArtPlacer for passing off.

If you have any doubts about proper use of our logo, please feel free to contact us at [info@artplacer.com](mailto:info@artplacer.com)





**THANK YOU!**

ARTPLACER 