

LOGO USAGE, EDITORIAL GUIDE, AND STYLE GUIDE

EXPO CHGO

27-30 SEPTEMBER 2018

OPENING PREVIEW THURSDAY SEPT 27

NAVY PIER | CHICAGO

EXPO CHICAGO logo formatting & guidelines

OVERVIEW

The EXPO CHICAGO logo is our official visual identifier. When present on any print, electronic communication or signage it must conform to the variations shown in this style guide. Please use the format best suited to the unique needs of the logo application.

The logo was created by distilling the words “EXPO” and “CHICAGO” into an 8-letter unique composition that can be used either stacked vertically, or in a single horizontal line. Originating from letterforms taken from the “AG Old Face Bold Outline” typeface in all caps, the combined design creates a completely custom and stylized mark that is at once instantly identifiable and recognizable. All elements of the logo have been custom kerned and leaded and should not be redrawn or altered in any way, shape or form.

FORMATTING

The logo must always be used in its entirety and unadulterated. It is permissible to use the logo at varying sizes, but please take care that the logo’s proportions are maintained as outlined within this style guide.

INCORRECT FORMATTING

The logo should not be stretched or reproduced in colors outside the approved color palette. All reproductions of the logo should be made from approved electronic files available from EXPO CHICAGO.

SCALE

The logo must appear at equal magnitude as other companies’ logos when used together in the same layout. A smaller logotype is suitable in understated scenarios, such as company stationery or sponsorship materials. For promotional materials, a larger logo is preferred.

Exceptions to this occur when the logo is the only artwork used, such as on table drapes, banners, premiums, projections, etc.

1. ONLY TWO ARRANGEMENTS, NO EXCEPTIONS

The logo must be displayed either stacked top to bottom vertically above one another, or horizontally. Do not rearrange, unstack, disproportionately scale, or overlap the elements of the logo.

2. COLOR STANDARDS ARE CRITICAL

Never deviate from the standard identity colors noted in this style guide. Do not use gradients, patterns, and textures to color the logo; use approved brand colors only.

3. SIMPLE BACKGROUNDS

Always position the logo over a background that is not visually busy; an image which provides strong contrast for optimal readability. Do not place the logotype over any color or image or pattern that would reduce or obscure legibility.

4. PHOTOGRAPHIC BACKGROUNDS

Sometimes a design calls for the use of a photo or texture that will run behind the logo; this is acceptable providing the logo is clearly reproduced, and it’s legibility is uncompromised by the background image.

5. SPACING

It is always important to follow the negative spacing guidelines within this style guide to maintain proper distance from other design elements, objects in the background image, and layout margins.

LOGO
STACKED and HORIZONTAL

Black



EXPO
CHGO



EXPOCHGO

White



EXPO
CHGO



EXPOCHGO

LOGO
WITH DATES AND TAG LINE

EXPO
CHGO
27-30 SEPTEMBER 2018

EXPO
CHGO
27-30
SEPTEMBER
2018
NAVY PIER
THE
INTERNATIONAL
EXPOSITION OF
CONTEMPORARY
& MODERN ART

EXPO
CHGO
THE
INTERNATIONAL
EXPOSITION OF
CONTEMPORARY
& MODERN ART
27-30
SEPTEMBER
2018
NAVY PIER

PROGRAM LOGOS

IN/SITU

/Dialogues

EXPOVIDEO

EXPOARTWEEK

SEPTEMBER 24—30, 2018

Art
After
Hours.

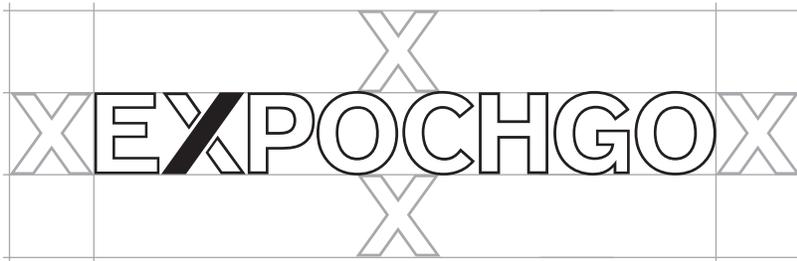
SPACING



Smallest Acceptable Size:
0.375" high

MINIMUM ALLOWED NEGATIVE SPACE: 1X

Apply sufficient negative space around all sides of logo in a layout.
The cap-height of the font equals the minimum allowed height of negative space above and below the typography and the width of negative space to the left and right sides. This rule applies as a minimum margin width from the edges of a page.



Smallest Acceptable Size:
1" wide



Primary Type

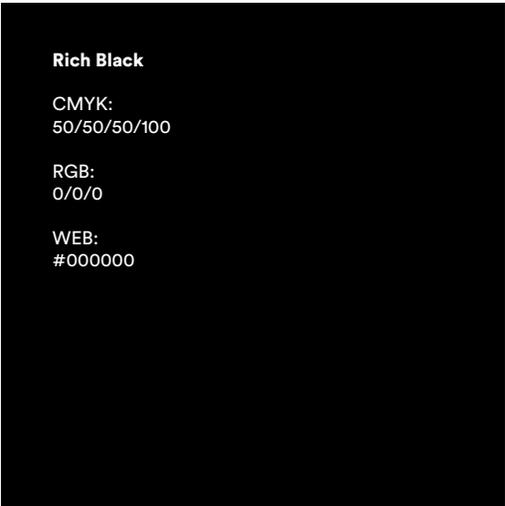
CIRCULAR PRO BOOK
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
1234567890

CIRCULAR PRO MEDIUM
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
1234567890

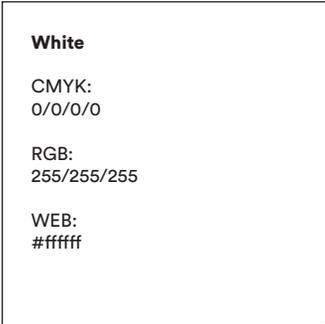
CIRCULAR PRO BOLD
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
1234567890

CIRCULAR PRO BLACK
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
1234567890

COLOR PALETTE



Primary Colors



Secondary Colors

One of the most important recognition factors is our color palette. To incorporate colors outside this palette can confuse our audiences and weaken our objectives for visual recognition of the brand.

Our color palette is based on a primary and secondary system incorporating two distinct primary colors that complement one another to build EXPO CHICA-

GO's brand identity. Our primary colors are blue and rich black (non-rich black acceptable when applicable). It is supported by two secondary colors—white, and grey (60% shade of black).

Use of a color outside of the primary or secondary color palette is strongly discouraged.

IDENTITY IN ACTION

2018 SPONSORSHIP OPPORTUNITIES

THE INTERNATIONAL EXPOSITION OF
CONTEMPORARY AND MODERN ART

**EXPO
CHGO**

27-30 SEPTEMBER 2018
OPENING PREVIEW THURSDAY SEPT 27
NAVY PIER | CHICAGO
expo-chicago.com


NORTHERN
TRUST
Presenting Sponsor

THE INTERNATIONAL EXPOSITION OF
CONTEMPORARY AND MODERN ART

**EXPO
CHGO**

27-30 SEPTEMBER 2018
OPENING PREVIEW THURSDAY 27 SEPT
CHICAGO | NAVY PIER

 NORTHERN TRUST | Presenting Sponsor

September
in Chicago.
Be here.

THE INTERNATIONAL EXPOSITION OF CONTEMPORARY & MODERN ART

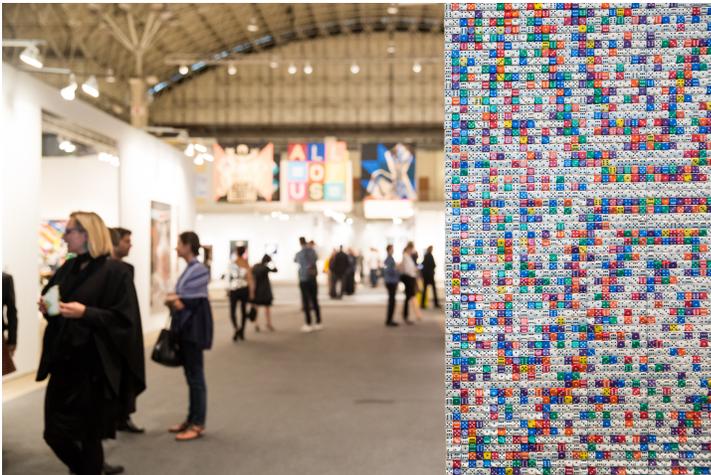
EXPOCHGO

27-30 SEPTEMBER 2018 | CHICAGO | NAVY PIER | expo-chicago.com


NORTHERN
TRUST
Presenting Sponsor

Incorporating the identity across both print and digital mediums conveys consistent messaging about the dynamic cultural environment surrounding EXPO CHICAGO. The examples above demonstrate the variety that can be achieved while working within a limited set of elements.

IMAGERY



Choice and use of imagery is a key component to the EXPO CHICAGO brand. Every effort should be taken to use approved brand imagery in all marketing pieces. A library of approved images is available upon request from EXPO CHICAGO.

EDITORIAL GUIDELINES

Section 1 | EXPO CHICAGO

Name of Company

Used alone or in headings, captions, or copyright: EXPO CHICAGO

All caps. Do NOT address as: Expo Chicago, EXPO Chicago, Art Expo, Art Chicago, etc.

Used in text—first reference with tagline: EXPO CHICAGO, The International Exposition of Contemporary & Modern Art (Capitalize “The” in headers, lower case in running text, use ampersand).

The first “the” is capitalized only when it appears in a header or at the beginning of a sentence.

Subsequent references: EXPO CHICAGO, never use just “EXPO”

Referring to specific edition: EXPO CHICAGO 2018.

Core Programming

/Dialogues (title casing with slash)

IN/SITU (all caps, no space between slash)

IN/SITU Outside (all caps, title casing)

EXPO VIDEO (all caps)

EXPO Projects

EXPO Sound

EXPO Editions + Books (all caps, plus symbol)

EXPO ART WEEK (September 24 - 30, 2018) (with dates in brackets in first instance in running text, EXPO ART WEEK in subsequent references)

EXPOSURE (all caps)

OVERRIDE | A Billboard Project

Art After Hours, a core program of EXPO ART WEEK (in first instance in running text, *Art After Hours* in running text and subsequent references)

THE SEEN | Chicago’s International Journal of Contemporary & Modern Art (in first instances, THE SEEN in all subsequent references)

Vernissage

Always recognize Vernissage in running text using the following language:

Vernissage, the opening night preview benefiting the Museum of Contemporary Art Chicago

For headers: Vernissage

Section 2 | Recognition

Addressing Sponsors and Partners

Alphabetize by last name in running text and listings.

Some of our key partners listed below, please refer to these partners using exact text.

Art Design Chicago: An Initiative of the Terra Foundation for American Art
The Art Institute of Chicago
Sullivan Galleries at the School of the Art Institute of Chicago
The Arts Club of Chicago
The Mary and Leigh Block Museum of Art, Northwestern University
DePaul Art Museum
Department of Cultural Affairs and Special Events (DCASE)
DuSable Museum of African American History
Elmhurst Art Museum
Graham Foundation
Museum of Contemporary Art Chicago (MCA)
Smart Museum of Art, The University of Chicago
Rebuild Foundation
The Renaissance Society at the University of Chicago

Addressing Dealers and Galleries

Alphabetize by last name in running text and listings.

Addressing Individuals

When addressing individuals in running text, use First Name Last Name (Full Title in brackets).

Ex. **Tony Karman** (President | Director, EXPO CHICAGO)

Use first and last name in the first appearance in in-line text, and only by last name in all subsequent appearances.

Section 3 | Style

Abbreviations

Never refer to EXPO CHICAGO as EXPO CHGO, EC, EC/18, EAW, etc. in running text.

Addresses

372 W Ontario St., Suite 502 | Chicago, IL 60654

600 E Grand Ave. | Chicago, IL 60611

List number, capital letter referring to direction (N,E,S,W), abbreviated road with period, comma when referring to suite or apt, bar dash followed by city and zip.

Artwork

Always italicize titles of artworks.

Catalogue

Refer to the publication as the “Official EXPO CHICAGO 2018 Catalogue,” and the “Catalogue” in all subsequent uses in running text.

Commas and Semicolons

In all series of three or more entries in a sentence, use serial commas and semicolons as follows: EXPO CHICAGO engages a local, national, and international audience.

Ex. Alumni from Chicago, Illinois; Detroit, Michigan; and Cleveland, Ohio gathered at EXPO CHICAGO.

Credits for EXPO CHICAGO Images

EXPO CHICAGO Year, Navy Pier. (Individuals left to right, if not a crowd). Photo: Name of Photographer.

Credits for Artwork

Ed Paschke, *Tracer*, 1989, oil on linen. Collection of Fred and Susan Novy. Courtesy of Phyllis Kind Gallery, New York and Chicago. Photo: William H. Bengtson.

Dates

Ex. September 17

Use full month spelled out in listing, headings, and in-line text. Never use superscript, or letters after numbers. Ex. Do not use 17th or 17th or September the 17th.

Email Signatures

First Name Last Name Bold

Full Title Not Bold

O --. --. --

C --. --. --

EXPO CHICAGO

September 27 – 30 2018 NAVY PIER

[website](#) | [facebook](#) | [twitter](#)

372 West Ontario, Suite 502

Chicago, IL 60654 USA

*Helvetica Neue, size 10

Exhibitions

Always italicize exhibition titles, not artist names or institutions unless they are part of the title.

Ex. *Wangechi Mutu: A Fantastic Journey*, at the Block Museum of Art.

Exhibition Listings

When listing exhibitions both in print and online, use the following format:

Venue Name (bold)

Date Run (with years if spans over following year, no year if within the same calendar year)

Exhibition Title (italics)

Hyphens & Dashes

Connected words

Non-English speaking (hyphen for connected words)

Dates and Times

From September 14–29, 2018 from 6:00–8:00pm (en dash | option + hyphen)

Sentence breaks—in sentences—use closed em dashes (em dash | option + shift + hyphen)

*Note: always close en dash and em dash

Institutions

Always bold institution names in running text the first time they appear with abbreviation in brackets, and by abbreviation unbolded in subsequent appearances.

Ex. **The School of the Art Institute** (SAIC) presents EXPO /Dialogues. SAIC, a leading institution for art and design, etc.

Justify Text

Body text for letters, eblasts, single sheets, etc. should always be justified.

Phone Numbers

Numbers should be separated by periods, never hyphens or brackets. Ex. 312.513.9666.

Position Titles

When referring to multiple positions within the same organization, separate by a bar dash.

Ex. Tony Karman (President | Director, EXPO CHICAGO)

Possessives

Never use EXPO CHICAGO's. Always refer to EXPO CHICAGO as non-possessive.

Ex. A program of EXPO CHICAGO, not EXPO CHICAGO's program.

Proper Names

Always bold proper names in running text the first time they appear, and by last name unbolded in subsequent appearances.

Publications

Always italicize titles of print publications for press.

Ex. –Stephanie Cristello, *Artforum*. Do not italicize for online.

Ex. –Stephanie Cristello, artforum.com.

Quotations

Double quotations are always used for quotes, not single. Always place commas and periods inside quotation marks; only include exclamations if they are part of the quote.

Seasons

Fall art season, not fall art season.

Social Media

Facebook, Instagram, Twitter: @epochchicago

Times

8:00am–9:30pm

7:00–11:15am

Use colon for minutes, with en dash and am/pm closed with no caps.

Websites

Always use the www format when listing websites.

Ex. www.epochchicago.com

www.epochchicago.com/vip