This booklet is issued for the guidance of those employees and vendors of Idyllwild Arts who may be involved in reproducing the emblem and wordmark for publicity and information purposes. The intention of adopting the information within this booklet is to provide Idyllwild Arts with a recognized and established symbol which is associated with the organization’s commitment to excellence as a global leader in the field of arts education.

This document establishes standards for the shape, proportion, styles of usage and color which should be followed for all components and lettering.

If further help or assistance is needed for a specific problem, or to request a hard copy, please contact the Idyllwild Arts Marketing Department at marketing@idyllwildarts.org.
EMBLEM + WORDMARK

The combination of emblem and wordmark is the complete and true logo of Idyllwild Arts. This is what should be used whenever possible on all promotional and informational materials, both in print and digital formats. This complete emblem and wordmark is also to be used on all letterhead and business cards.

While the emblem can be used as a stand alone, the wordmark should never be displayed without the emblem.
EMBLEM LOGO

The emblem logo or tree should only be used at the discretion of the Lead Designer or authorized vendor for things such as merchandise or placeholder digital displays. The emblem logo should not be used on any informational materials.
The blue and green (sub-white) palette were chosen to help represent and promote the natural surroundings of sky and trees found on the Idyllwild Arts campus to the world. Adjustments to the palette such as green on black or blue on gray should be used at the discretion of the Lead Designer or authorized vendor for things such as merchandise or placeholder digital displays.

**Primary Color**

Pantone: 7737 C  
CMYK: 64 15 100 2  
RGB: R:109 G:171 B:67

**Secondary Color**

Pantone: 7694 C  
CMYK: 100 77 34 21  
RGB: R:19 G:66 B:107

**Web Use**

<table>
<thead>
<tr>
<th>Hover Color</th>
<th>#6dab43</th>
<th>#7cb456</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hover Color</td>
<td>#13426b</td>
<td>#2b557a</td>
</tr>
</tbody>
</table>

- 22pt - #6dab43
- 18pt - #13426b
- 13pt - #666666

Header 1

Header 2

Body Copy
The Kelson typeface is used in the Idyllwild Arts workmark portion of the logo font and should not be used for other Marketing purposes other than internal and external event display signage.

Other typefaces which can be used for marketing materials (informational and advertising) and business correspondence are listed below. The use of new typefaces for one-off promotional pieces or targeted advertising will be determined by the Marketing Department.

**Kelson Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

**MARKETING MATERIAL TYPEFACES**

1st Choice ➤ DIN OT Condensed
2nd Choice ➤ Helvetica
3rd Choice ➤ Arial
SYMBOLS

To help denote the different disciplines and programs Idyllwild Arts offers, symbols have been designed and adopted. These symbols are to be used only for the specific discipline or program to which each was assigned. The use of these symbols is to be limited for informational display or materials only and should not be used for general advertising.

DISCIPLINE / DEPARTMENT SYMBOLS

- Creative Writing
- Dance
- Film & Digital Media
- InterArts / Fashion Design
- Music
- Summer Program
- Theatre
- Visual Arts

ACCEPTABLE VARIATIONS
Examples shown here display the basic categories of signage used both for internal and external events for Idyllwild Arts. All text for informational, directional and identification materials will appear in Kelson Medium typeface in Pantone 7694 C (secondary blue). When applicable for directional signage, arrows will be in Pantone 7737 C (primary green). All signage will be displayed on white background. The Idyllwild Arts emblem and wordmark will be displayed beneath signage text.

**HOW TO MAKE A DIRECTIONAL ARROW**

1. 
2. 
3. 
4. 

**EMERGENCY VEHICLES ONLY**

**SPECIAL EVENT PARKING**

**DORM ROOMS**
LOGO IN CONJUNCTION WITH OTHER LOGOS

The Idyllwild Arts logo (emblem and wordmark) is often needed to be displayed with partner organizations for specific programs or special events. These partner logos are never to be displayed to the left or above the Idyllwild Arts logo.

When the partner logo is displayed to the right of the Idyllwild Arts logo, depending on orientation, the partner logo should never be sized larger than 1.5 the height of the Idyllwild Arts logo. When displayed below the the Idyllwild Arts logo, depending on orientation, the partner logo should never be sized longer than the Idyllwild Arts logo reading left to right.
The illustrations here give a general look and feel of merchandise and vehicles with the Idyllwild Arts logo. Exact location, size and configuration of the graphic will vary depending on the specific requirements. These illustrations are to serve as a guide only. Consistency and simplicity of approach will strengthen identification and help reinforce the visual image of the organization.