

2024
Graphic Standards
Manual

Introduction
Full Logo
Full Logo Protected
Manx Extended Identification
Full Logo Variations
Full Logo Violations
a Iconography
Logotype
Core Colour Standards
Secondary Colour Standards

Monochromatic Colour Standards
Typography
Identifier Configurations
Values Identifier
Strategy Elements
Additional Supporting Elements
Accessibiity Standards
Images and Media Resource
Contact

Introduction

The goal of the Isle of Man Arts Council Graphics Standards Manual is to establish a clear and consistent visual identity in keeping with general brand standards. Issued by the Arts Development Team on behalf of the Isle of Man Arts Council, the following guidelines are intended to provide basic understanding for the full logo, 'a' icon, logotype and supporting graphics use.

Through consistent and repetitive use as a signature device and design element in all of the Isle of Man Arts Council's visual communications, these graphic identifiers become a visual shorthand which identifies the Council and symbolically embodies its activities, values and strategy.

If in any doubt with regards to the application of logos, icon, logotype, typography or other elements included in this document, all questions should be directed to the Arts Development Team:

iomartscouncil@gov.im

01624 694 598

Full Logo

The Isle of Man Arts Council primary logo is the preferred version of the logo and should be used on all material where possible. The logo is available in both colour, black reversal and white reversal.

Logos are available in all formats including: eps/ai/pdf/jpg/tif/png files.

The logo should never be altered or distorted in any way. It must not be re-drawn.



**ARTS
COUNCIL**

Full Logo Protected Space

Protected space refers to the clear space surrounding the logo in its entirety. This clear space ensures the unobstructed and visible placement of the Isle of Man Arts Council Logo.

The minimum width for the protected area is 25% of the boxed "a". Text and images may not violate the logos protected space.

Protected Space



Manx Extended Identification

In support of developing and promoting the Manx language, the Isle of Man Arts Council primary logo also comes with a Manx Gaelic tagline.

The typeface for this extended version of the logo, will always be presented in Montserrat, matching the predominant "Arts Council" mark. In the case of a full colour presentation of the logo, the lettering should be in core colour standard "slate grey."



ARTS COUNCIL

Coonceil Ellynyn Ellan Vannin

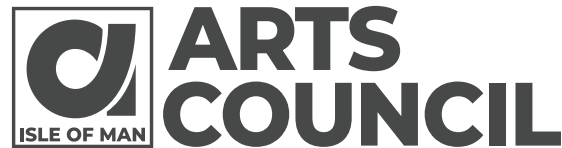
Full Logo Variations

Colour variations are available for the full logo only. These will only be presented in core colour standards and white. Under no circumstances should the full logo be illustrated in secondary colour standards or colours of the users choice.

These should only be used in instances where the full logo may become obscured by a background.

Logos are available in all formats including:
eps/ai/pdf/jpg/tif/png files.

The logo should never be altered or distorted in any way. It must not be re-drawn.



Full Logo Violations

When using any Isle of Man Arts Council logo, icon or identifier, avoid the following violations.



DO NOT delete any elements



DO NOT add any elements



DO NOT distort the iconography



DO NOT add shadow, blur, glow or other effects



DO NOT change any colours



DO NOT add colour to monotone versions



DO NOT reverse colours



DO NOT change typeface

My rt Group

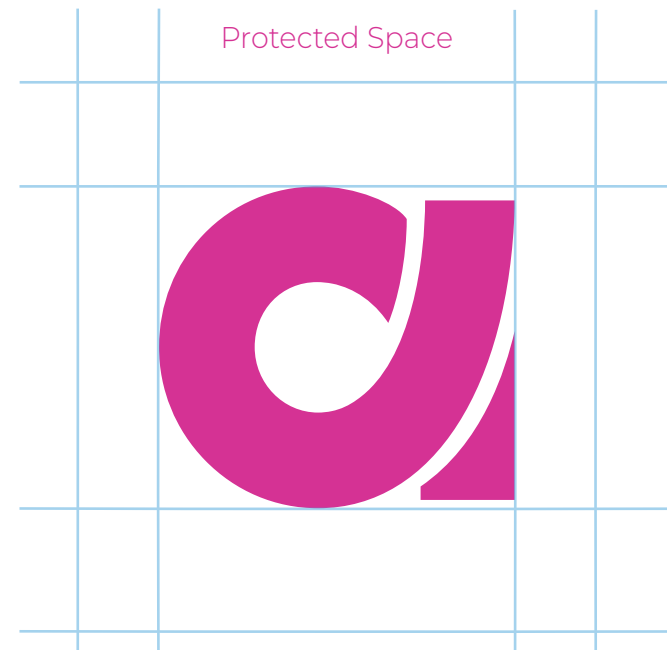
DO NOT use elements in other graphics

a Iconography

The Isle of Man Arts Council 'a' iconography was designed and adopted for use in 2016. Since then it has been developed and refined to represent the present day goals of the Arts Council. The iconography (commonly referred to as "the a") must be included on all publications, displays, visual communications, markings and applicant project and event literature.

The iconography contains the following element, which on occasion may be broken up to use "the a" independently from the box.

The iconography should only be used where there is a size restraint - for example profile pictures on social media accounts and should adhere to protected rules of the full logo.

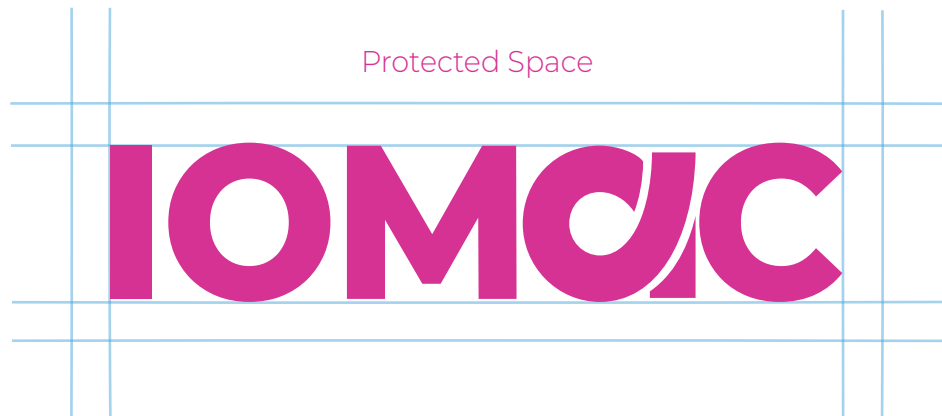


Logotype

The Logotype can be used as a supplemental graphic to the full logo or “a” when appropriate. The Logotype is the only iteration, which extends the typography to an extrabold weight.

The logotype should never be presented in a smaller size than the example below.

Any use of the Logotype shall be reviewed by the Arts Development Team for approval before being published.



IOMCUC

IOMCUC

IOMCUC

IOMCUC

IOMCUC

Core Colour Standards

The core colours of the Isle of Man Arts Council are 'inspire pink' and 'slate grey.' These call on the values of the Isle of Man Arts Council "inspire.participate.create" and as biosphere partners, recognise the natural

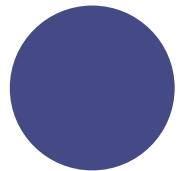
environment of the island, whilst delivering a core, accessible colour palette.

Inspire Pink	Slate Grey
C: 11 M: 90 Y: 0 K: 0 R: 215 G: 45 B: 136 Pantone: 225C #D73D96	C: 65 M: 48 Y: 49 K: 41 R: 79 G: 88 B: 88 Pantone: 425C #4D5456

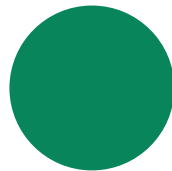
Secondary Colour Standards

In line with the 2022 - 2027 National Development Strategy for Arts and Culture, a series of secondary colours are permitted to be used on occasion with the Core Isle of Man Arts Council Brand.

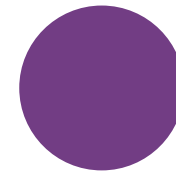
These colours reflect the dynamic nature of funding, the Isle of Man Arts Council's relationship with Culture Division and the ongoing partnerships and commitments with other organisations within the Isle of Man Government.



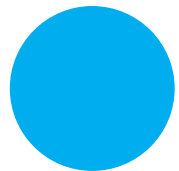
C:85 M:80 Y:19 K:05
R:69 G: 74 B:135
#454A85



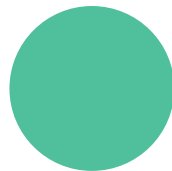
C:86 M:25 Y:80 K:10
R:10 G: 133 B:90
#0A855A



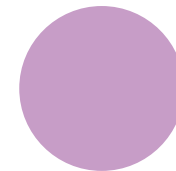
C:66 M:89 Y:16 K:4
R:114 G:62 B:131
#723E83



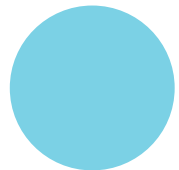
C:100 M:0 Y:0 K:0
R:0 G:174 B:239
#00AEEF



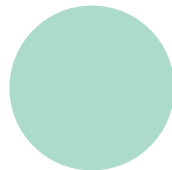
C:64 M:0 Y:51 K:0
R:85 G:191 B:156
#55BF9C



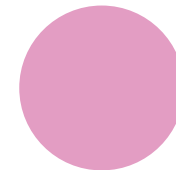
C:20 M:42 Y:0 K:0
R:200 G:157 B:200
#C89DC8



C:47 M:0 Y:9 K:0
R:125 G:209 B:228
#7DD1E4



C:32 M:0 Y:24 K:0
R:172 G:219 B:203
#7DD1E4

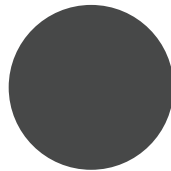


C:7 M:45 Y:2 K:0
R:226 G:157 B:194
#E29DC2

Monochromatic Colour Standards

A set of greyscale colours are also available to complement the core colour standards.

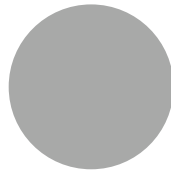
To assist with accessibility, these colours can be used in a digital or print setting to lift backgrounds, break up large passages of text and make documents more accessible to those with visual impairments.



C:60 M:51 Y:52 K:48
R:72 G:73 B:72
#484948



C:17 M:10 Y:11 K:0
R:209 G:215 B:216
#D1D7D8



C:33 M:25 Y:26 K:5
R:166 G:167 B:168
#A6A7A8



C:29 M:22 Y:22 K:3
R:177 G:179 B:180
#F4F4F5

Typography

The recommended typeface for use in all applications is Montserrat. Montserrat Light and Montserrat Semi Bold are required for use in titles, headlines and any identifier configuration.

The minimal size for Montserrat should be 10pt. Line spacing should be 1.5 times the size of the font.

Montserrat Light - 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 .,/##';[]!"£\$%^&*()

Montserrat Light - 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 .,/##';[]!"£\$%^&*()

Montserrat SemiBold - 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 .,/##';[]!"£\$%^&*()

Montserrat SemiBold - 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 .,/##';[]!"£\$%^&*()

Typography

In accordance with the Isle of Man Government, a secondary typeface should be used for content and large passages of text. This font should be Tahoma. Tahoma should not appear smaller than 10pt and all typography should appear with line spacing 1.5 times the size of the font.

Tahoma - 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789 .,/##';[]!"\$%&*()

Established in 1965, the Isle of Man Arts Council exists to encourage the people of the Isle of Man to enjoy the arts whether through attendance or participation; to provide a sound and sufficient infrastructure for arts on the island and to promote Manx cultural identity.

A sponsored body of the Department of Education, Sport and Culture, it offers grants, sponsorship and underwriting to a wide variety of individuals, schools, groups and venues across the community.

The Arts Council is made up of 8 volunteer members who are chosen for their expertise and experience within the arts, together with the Department's Minister, or a Member of the Department delegated by the Minister, who acts as the Chair of the Council. Members are appointed by an interview panel from a pool of applicants.

The Council is supported by an Office Team who are currently based in the Villa Marina Arcade. They offer advice about and process the application forms for funding as well as promote, develop and engage the community with the arts.

For advice and guidance about applications, promoting an event or an idea to develop the arts on the island please contact us on +44 1624 694598 or at iomartscouncil@gov.im

The Arts Council meets at least eight times a year to discuss and vote on any matters regarding Council business, ranging from individual applications for funding support to the National Strategy for the Arts and Culture.

More information about the National Strategy can be found on our website.

Identifier Configurations

When combining the full logo variant with values identifier always ensure keep logo and values on opposite sides of the workspace. Values should be no more than the width of the full logo.

In the preferred configuration, the logo within its protected space must be aligned to the upper or lower right corner of the design border, and the values must be aligned to the left.

inspire · participate · create



When combining the “a” icon variant with values identifier the space between the lines must be two points greater than the point size of the agency name. The vertical alignment should always be centred.

There is a vertical line between the values and the height of the lower line must align with the baseline of the “a” icon.

inspire · participate · create



Values Identifier

The Isle of Man Arts Council values are often included in multimedia content to reinforce the overall brand.

Values should always appear in lower case and as per the full logo, insignia and logo-type, entirely unobstructed. Protected space should aim to be at least 25% of the size of the wording.

inspire · participate · create

inspire · participate · create

inspire · participate · create

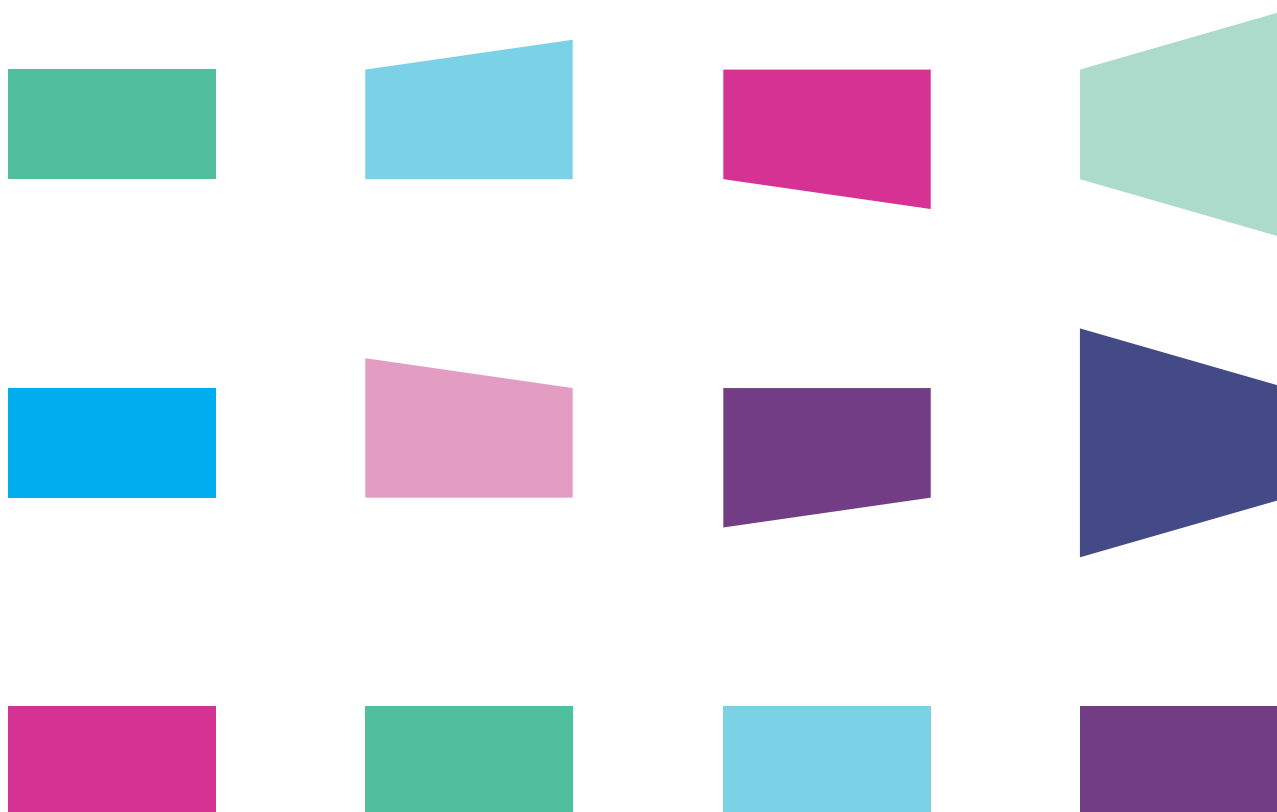
inspire · participate · create

inspire · participate · create

Strategy Elements

The Isle of Man Arts Council National Strategy for Arts and Culture released its 2nd revision in 2022, which included a series of shapes representing a dynamic and diverse arts scene on the Island. These shapes can be used in a variety of situations.

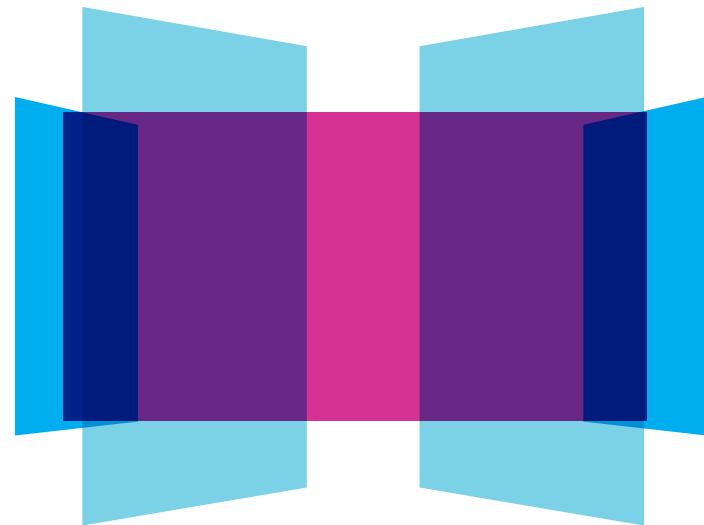
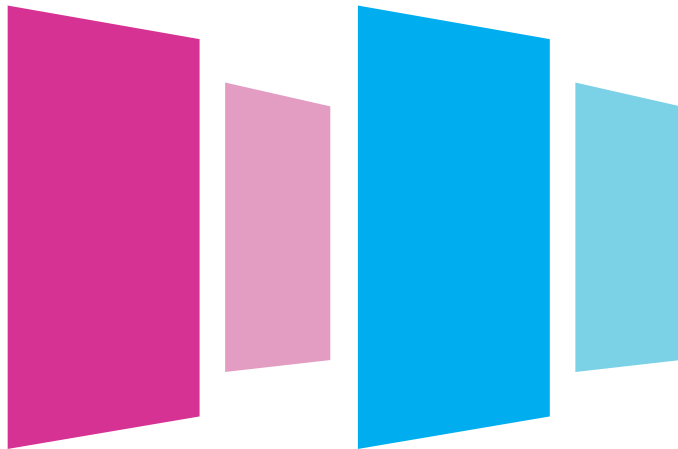
The following pages explain applications of the shapes to aid in communicating messages, values and brand of the Isle of Man Arts Council.



Strategy Elements

Shapes can be combined to create spacers between large passages of text or break up content for easier accessibility.

Shapes must adhere to colour standards, but contrasts and hues may vary within reason if layered.



Strategy Elements

Using shapes to present images can be applied but must be within the reasonable boundaries of the image. Cropping must be appropriate and still be able to communicate the image.



Additional Supporting Elements

The Isle of Man Arts Council have created a number of subsidiary brands to align with events and community projects that take place over the year.

All brands are subject to the same standards and violation rules as laid out in this document.

As a sponsored body of the Department of Education, Sport and Culture, the Isle of Man Arts Council will on occasion feature official Government logos, seal and identifiers. The Isle of Man Arts Council are a proud Biosphere Isle of Man partner.

If you require any logos or word types associated with these brands, please contact the arts development team.



sixty years of arts, culture and creativity for everyone.



**Isle of Man
Government**
Reiltys Ellan Vannin



Department of Education and Children
Rheynn Ynsee as Patchyn



Accessibility Standards

TEXT:

All guidelines and toolkits will be accompanied by large print versions, screen reader friendly text. Text should try to avoid use of emojis, but where these are needed, they should be used once, to visually break up paragraphs of text.

VIDEO:

All interviews, instruction and application toolkit videos will be accompanied by subtitles and video descriptions.

IMAGE:

All images online will contain alt text.

OTHER CONSIDERATIONS:

All areas of the Isle of Man Arts Council website include accessibility controls to allow for user control of font size and contrast levels.

Images and Media Resource

The Isle of Man Arts Council hold a vault of stock images, video and audio, including interviews and podcasts. All media will come with visual or audible identifiers to communicate Isle of Man Arts Council content. For applicants access to media including images and logos and document templates will be via the media bank on the application portal.

For Arts Development staff all media can be found via internal servers. Audio must have specific Isle of Man Arts Council identifiers be this through music or spoken word. Images used will be marked identified as copyright protected with the name of the copyright holder. Those wishing to use copyright protected material of third parties must contact the copyright holder directly.

Non-Commercial Use

For educational purposes:

Isle of Man Arts Council content – images, audio, video and related media can be used for non commercial purposes pertaining to education. This includes but is not limited to schools, youth projects, adult education and other educational institutions.

News outlets and other press sources:

For the purposes of PR and Communications, media may be used without needing explicit permission. Isle of Man Arts Council content used in a factual manner that does not imply endorsement may be used without needing explicit permission. The Isle of Man Arts Council should be acknowledged as the source of the material. The Isle of Man Arts Council occasionally uses copyright-protected material of third parties with permission on its website. Those images will be marked identified as copyright protected with the name of the copyright holder. Those wishing to use copyright protected material of third parties must contact the copyright holder directly.

Contact

For more information regarding graphic standards and their application, please contact the Arts Development Team.

iomartscouncil@gov.im

01624 694 598