

ARTSHELP

Brand Book

July 2022

For internal use only

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If approved, these assets will be integrated into the Visual Elements section alongside the existing brand.

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who we Are

Our Story

At Arts Help, we believe that art and creativity can help people fulfill their potential—for themselves and for the world.

As a next-generation art and creativity social-impact service, we empower artists and organizations with the tools they need to nurture their passions and create endless positive outcomes.



Positioning Statement

A statement that brings together our brand's stance, mission and values, and audience to form a holistic message and rallying cry.

An impact-driven community
providing a global platform,
network, and resources to help
artists forge their own path
toward creating positive social
and environmental change.



Core Values

Authenticity

Real impact arises when people are given the space and support to express themselves fully and genuinely.

Inclusivity

Providing a platform and resources for all creative voices, regardless of background, perspective, or identity.

Passion

Our love for art and creating social and environmental change is palpable and inspires others to take action worldwide.

Community

Guiding our communities and the world forward by giving back in creative ways.

Brand Voice

Voice Traits

Voice traits encapsulate the personality of a brand. As the tone quality of Arts Help evolves, these three elements will remain static to provide a consistent methodology for our messaging.

Inclusive

As an international brand built on kindness and inclusivity, we hold space for and champion artists of all backgrounds, perspectives, and identities.

Captivating

We are committed to inspiring sustainable social and environmental change through realistic and optimistic messaging.

Bold

We are fearless and deliberate in our pursuits of encouraging artists to support a new cultural economy and sustainable global development.

Inclusive

As an international brand built on kindness and inclusivity, we hold space for and champion artists of all backgrounds, perspectives, and identities.

Why it's important

These diverse artists from around the world are unique and powerful—and not because of Arts Help. We humbly exist to amplify that power, advocate for social justice, and educate artists on how they can function within their craft in a way that's environmentally sustainable.

How it feels

Human-focused. Like a safe space where everyone can be supported and seen. Be listened to without judgment. Where we can all learn from each other.

How to do it

Less about Arts Help and more about the social impact, positive outcomes, artists, and overall mission. Always consumer value language. Instead of saying, "We have been known to help people do x," we say, "People do x." No bragging language. No savior rhetoric.

When in doubt

Does this copy put the artist or global goals first in a socially conscious and appropriate way? Is it tapped in and relevant?

Captivating

We are committed to inspiring sustainable social and environmental change through realistic and optimistic messaging.

Why it's important

We believe diversity and creativity bring people together, which means our world needs art more than ever. To aid in this charge, we showcase and promote artists from around the world while engaging our audience to influence change for the sake of our future.

How it feels

Like having lunch with your favorite hip college professor. A grounded urgency. Purposeful and positive.

How to do it

Focus on solutions. State facts, science, and credentials. Elicit emotion but lead with encouragement and constructive goals. Never “guilt” or “scare” anyone into taking action.

When in doubt

On social media—is this message interesting enough to not only stop the scroll but also inspire action?

Bold

We are fearless and deliberate in our pursuits of encouraging artists to support a new cultural economy and sustainable global development.

Why it's important

We live in a time where certain matters beg our attention: generational wealth for marginalized populations, the UN's 17 global goals, the health of our environment—the list is long and heavy, and requires confident expressions of tenacity.

How it feels

Like rebellious leadership. An intrepid orator wielding wisdom and passion.

How to do it

Don't just seek truth; speak it. Have the courage to tell the audience something they haven't heard, in a way they haven't heard it.

When in doubt

Does this portray art, social impact, and global action in a brave or striking way?

What words might be used in the story of Arts Help?

A 4x4 grid of words representing the brand voice of Arts Help. The words are arranged in four columns and four rows. The columns are labeled with the following words:

- Discovery**
- Amplify**
- Conversation**
- Fresh**

The rows are labeled with the following words:

- Cutting-edge**
- Explore**
- Disruptive**
- Human**

The grid contains the following words:

Cutting-edge	Discovery	Amplify	Conversation
Storytelling	Explore	Disruptive	Fresh
Expand	Thought-provoking	Inclusive	Human
Vessel	Intentional	Vision	Planet
Play	Mission		

Voice Narrative

Our narrative is first-person, with a few exceptions. We use “we” and “here” and “us” but will often refer to ourselves as Arts Help.

Tone Quality

As with any authentic conversation, our tone of voice is constantly evolving to welcome an ever-growing community of artists and partners. We are never “one thing”—be it reflective, dynamic, lighthearted, etc. We are all of these things, and more, when appropriate and depending on the context.

However, the overall voice, no matter the tone of any messaging, will always remain inclusive, captivating, and bold.

Voice narrative, traits, and tone in action:

As the world's largest art publisher, Arts Help connects artists, visionaries, storytellers, and advocates from around the world to inspire sustainable social and environmental change—both globally and locally.

Visual Elements

Current Assets

The existing brand

Logo

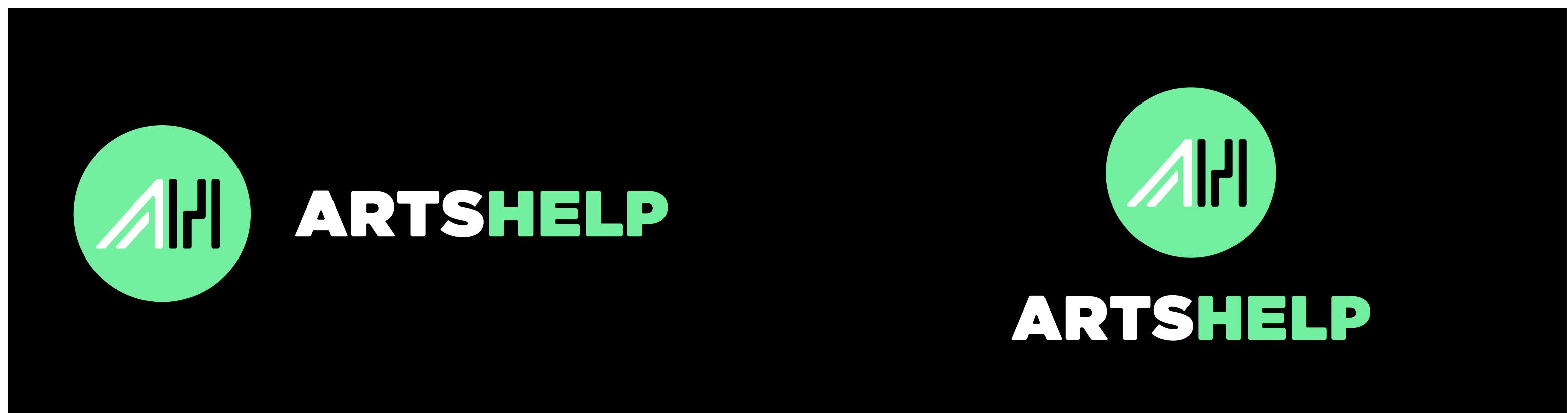
Primary

The primary Arts Help logo is a central part of the visual identity. It consists of two parts: an AH monogram and the wordmark. This is the most commonly applied version on Arts Help communications.

Horizontal



Stacked



Icons

These icon-style logos feature only the AH monogram and will be used primarily for social media or applications with limited space.

Circle

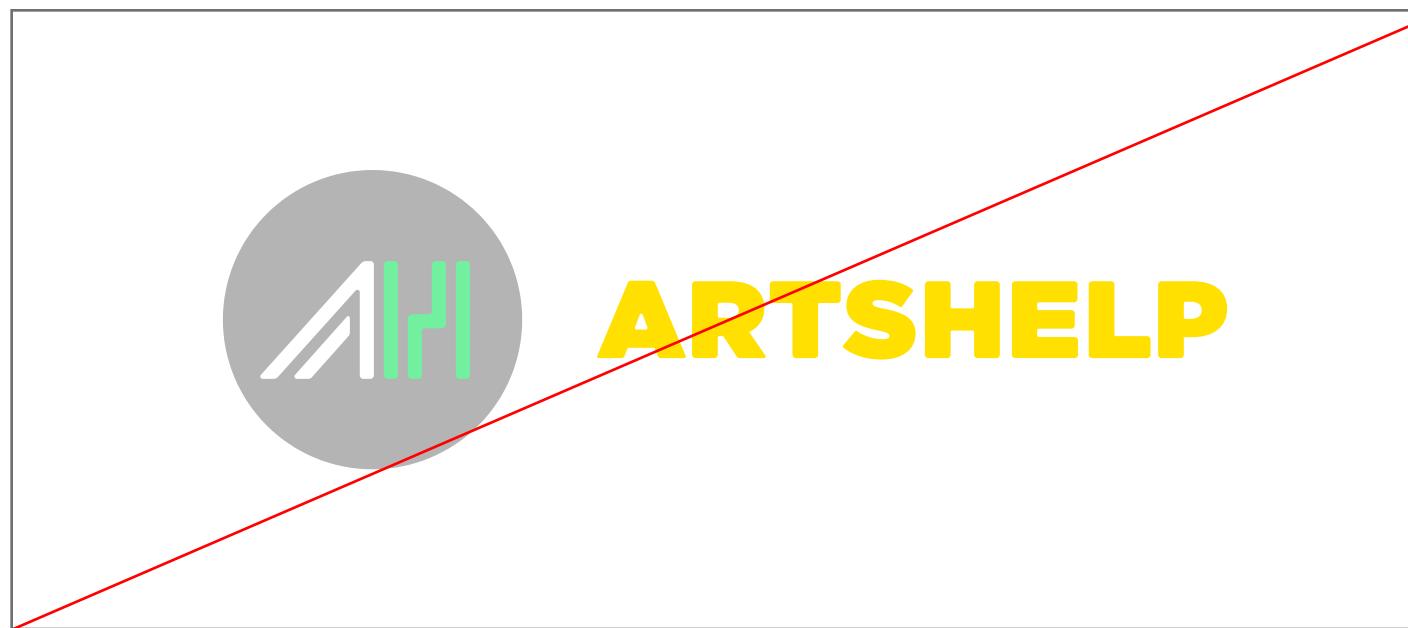


Monogram



Logo Misuse

These are examples of how not to use the Arts Help logo. These same guidelines will apply to the design system of our Conscious Crypto Creator program.



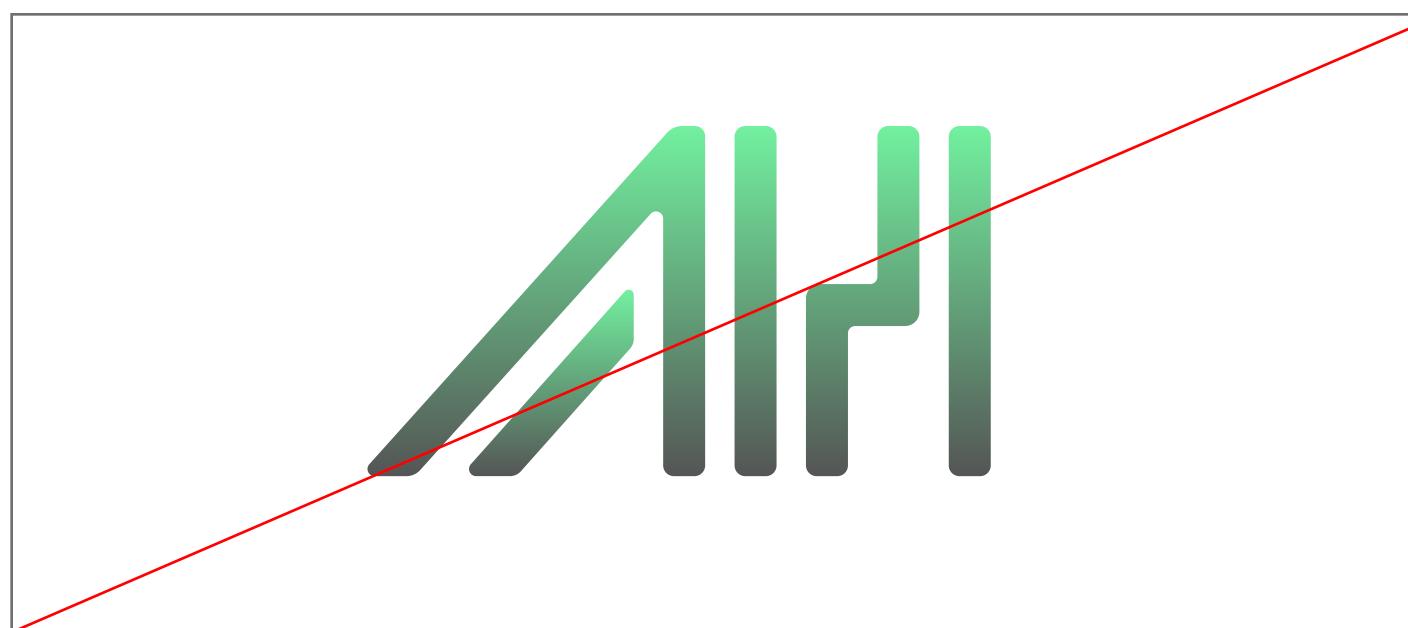
Don't use any additional colors in the Arts Help logo. Stick to the provided Black, White, and Green combination.



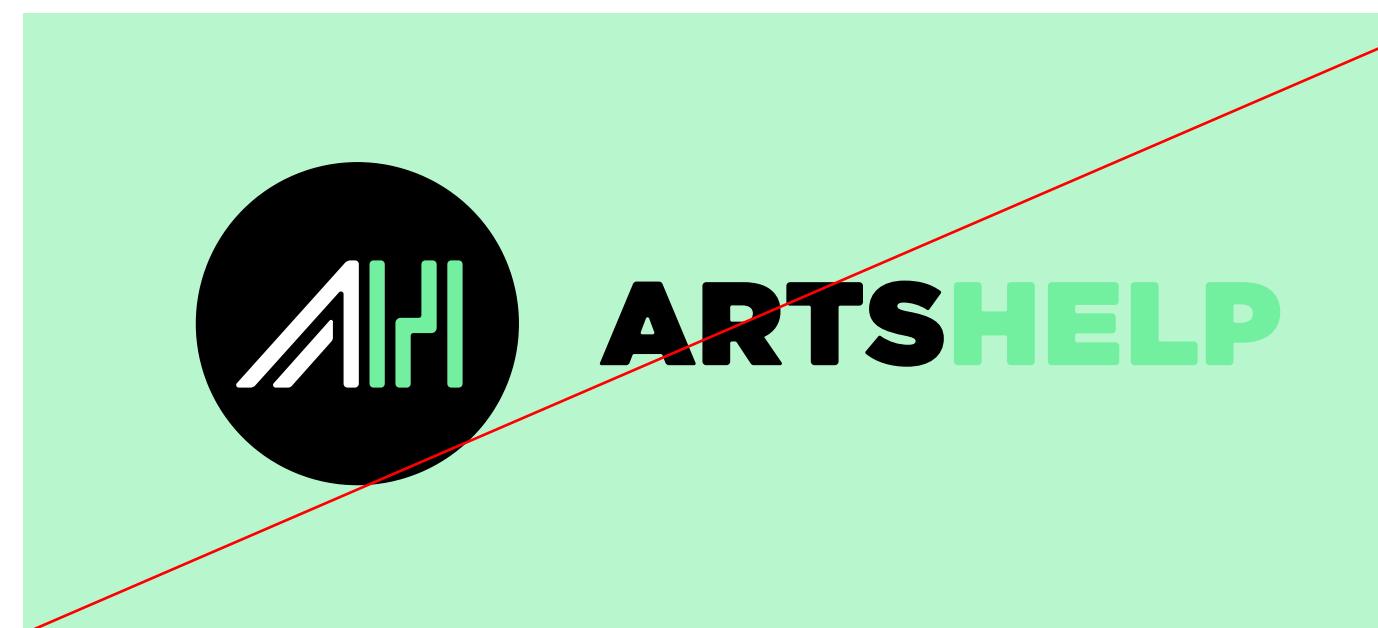
Don't distort the logo in any way by compressing or stretching.



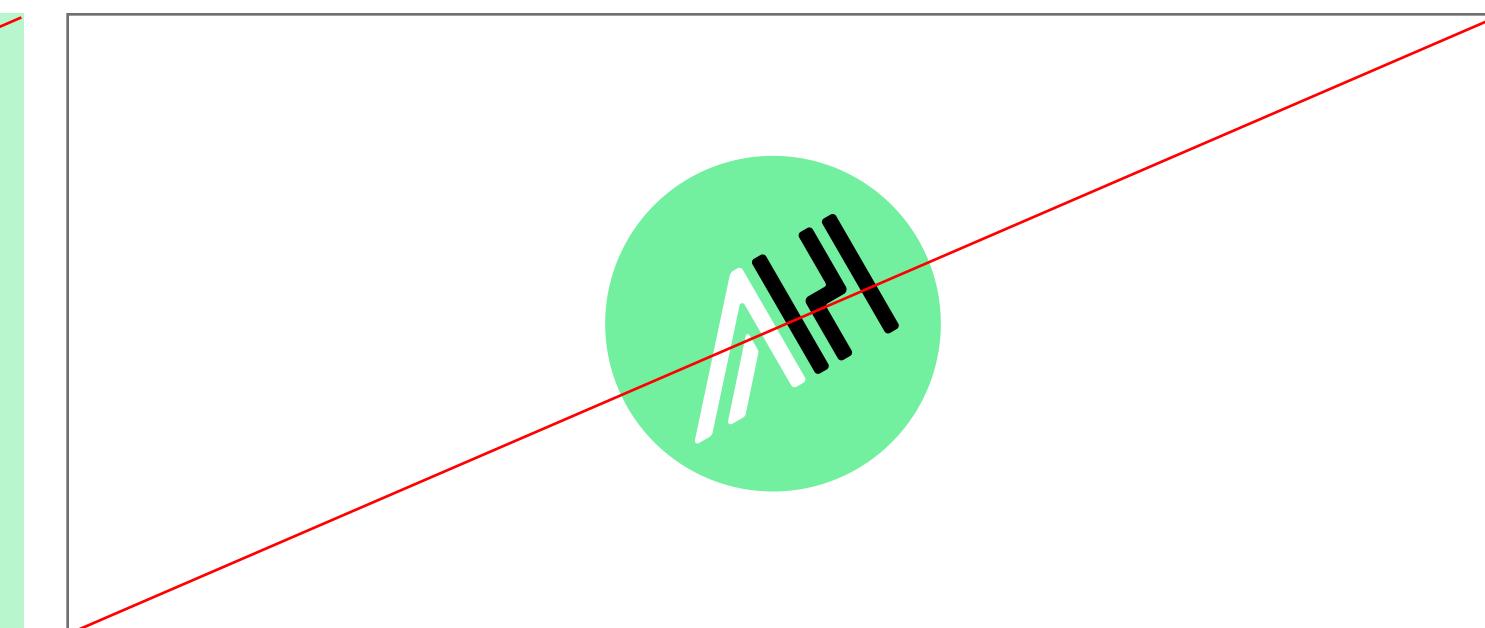
Don't create a new logo lockup with existing elements.



Don't add a gradient within any Arts Help logos.



Don't place the logo on inaccessible background colors.



Don't rotate any of the logos.

Clear Space

When using any Arts Help logo with other elements, maintain a minimum clear space of the height and width of the “A” in the Arts Help wordmark. Clear space will be determined after the logo has been scaled.

This clear space should be implemented when used with partnerships. Use a 2px black line to separate the two logos.



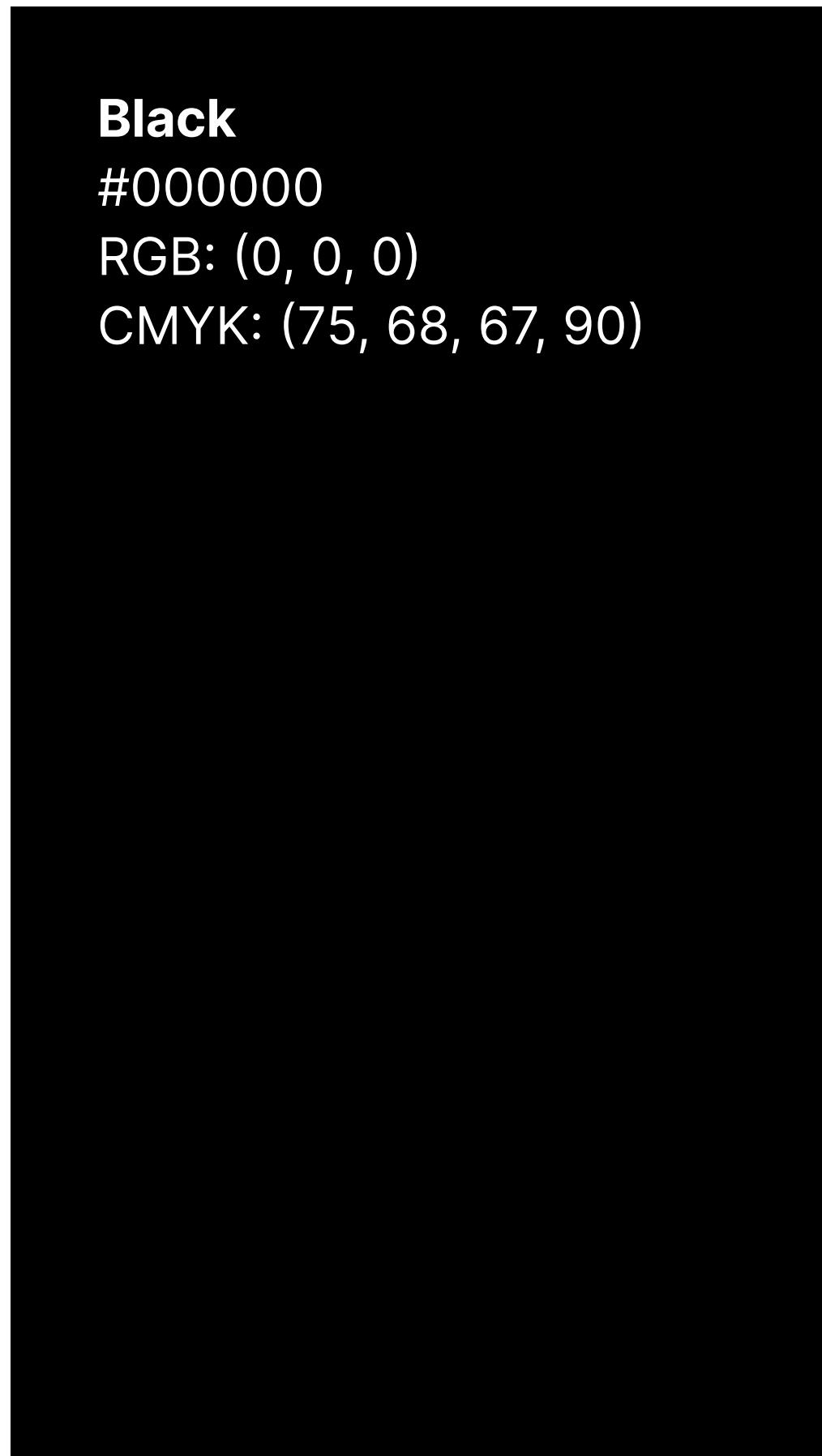
Clear space with partnerships



Color

Primary

Our primary color palette consists of colors that are present in our logos; a grounded Black and White energized with a bright Green.



Black

#000000

RGB: (0, 0, 0)

CMYK: (75, 68, 67, 90)

White

#FFFFFF

RGB: (255, 255, 255)

CMYK: (0, 0, 0, 0)

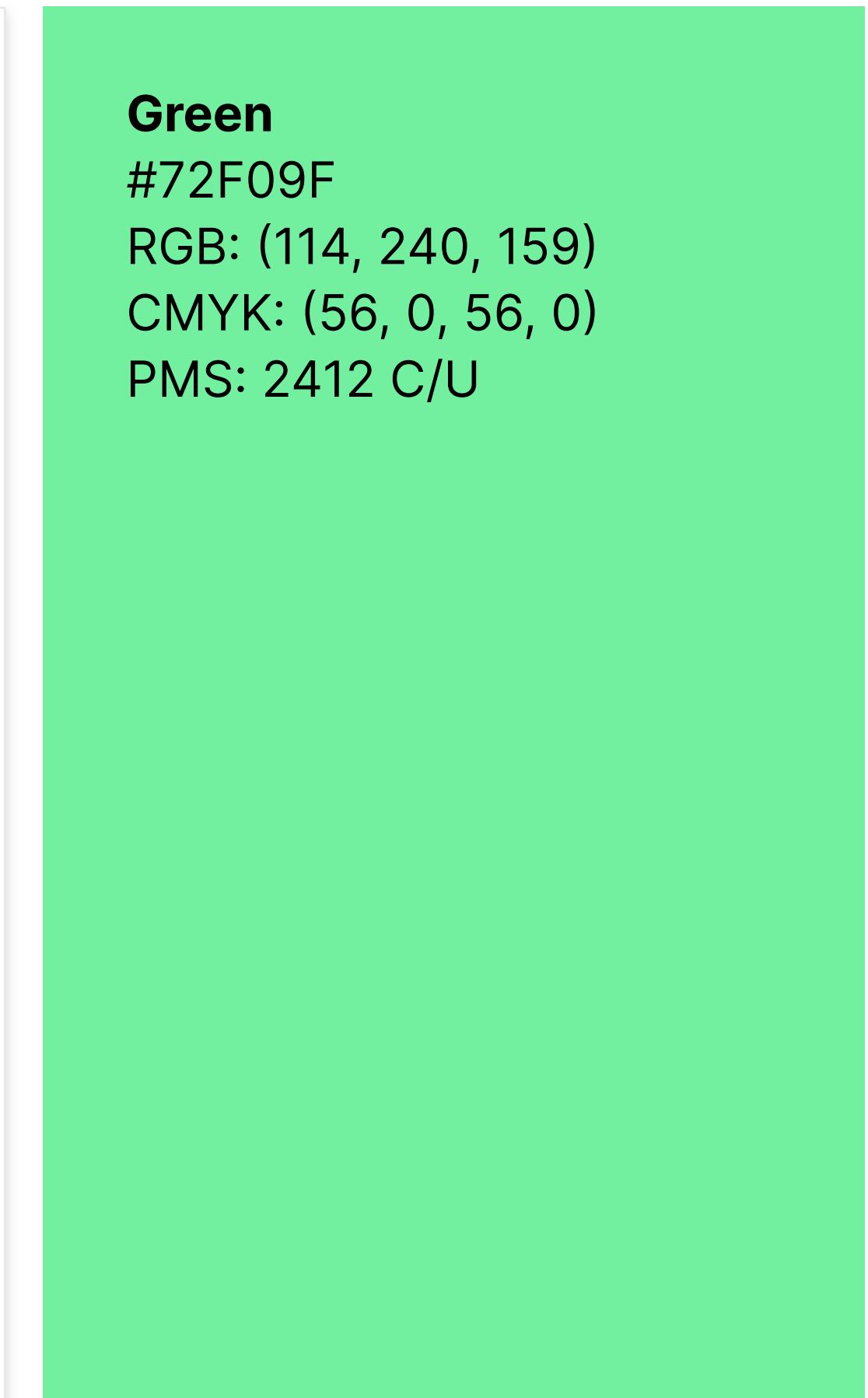
Green

#72F09F

RGB: (114, 240, 159)

CMYK: (56, 0, 56, 0)

PMS: 2412 C/U



Typography

As an influential art publisher, our use of typography is credible and legible. As an amplifier for the voice of artists, we can also be loud when necessary.

Gotham HTF:

- Primarily used in large headlines or to highlight key messages
- Set in the weights Black or Ultra

Gotham HTF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Inter:

- Used for body copy and general brand use
- Variable in weight

Inter was pulled from the most recent working file for the paid media landing page. There was also a "Helvetica Now Display" typeface used. Please confirm which one of these is official, as they look quite similar; we wouldn't need them both.

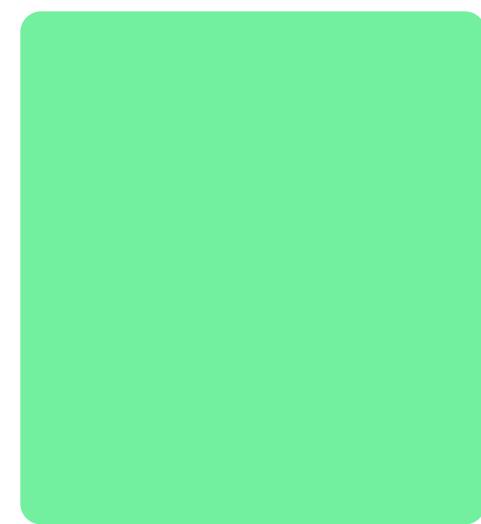
Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

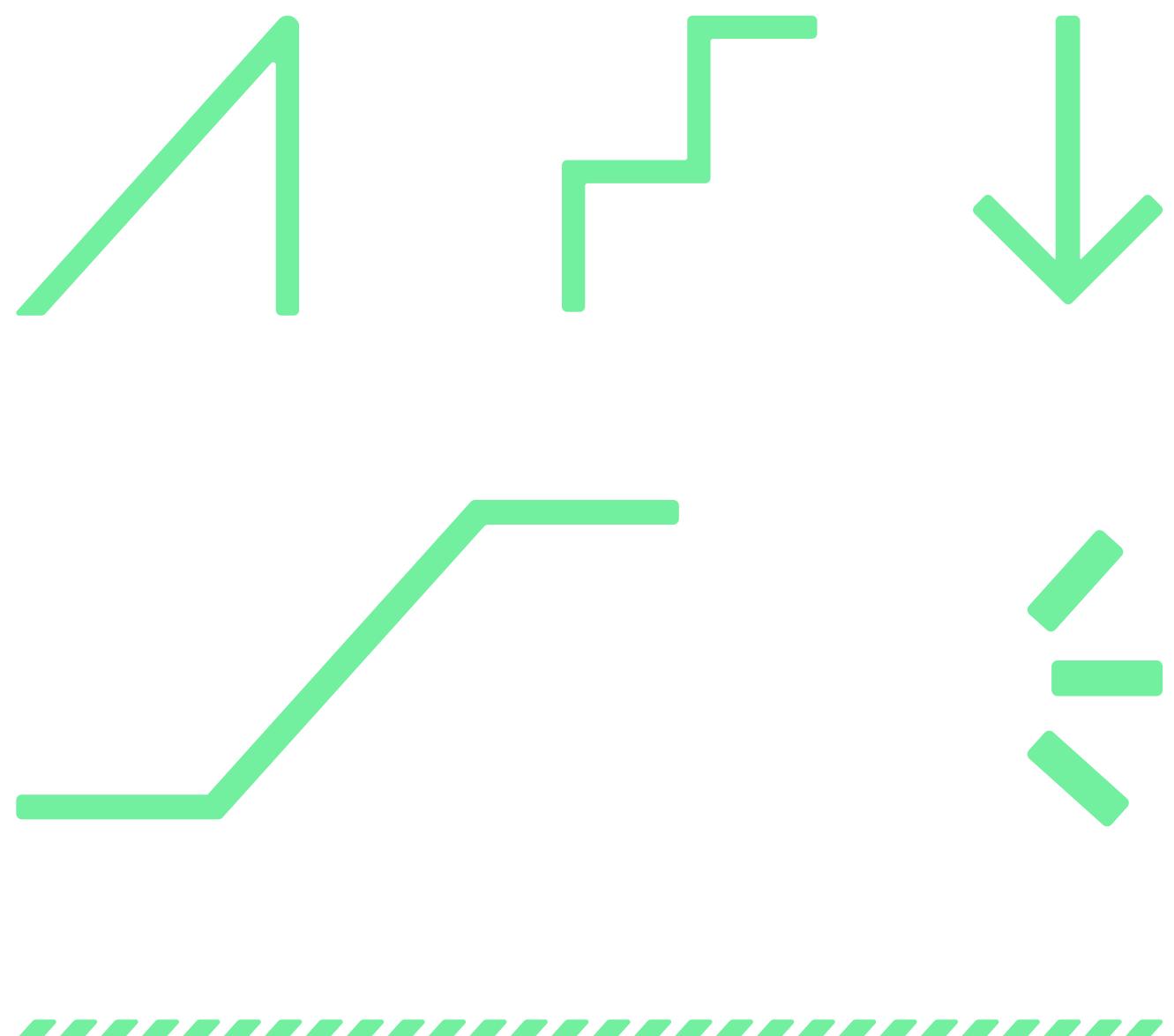
Graphic Elements

The following are elements we employ throughout the Arts Help brand.

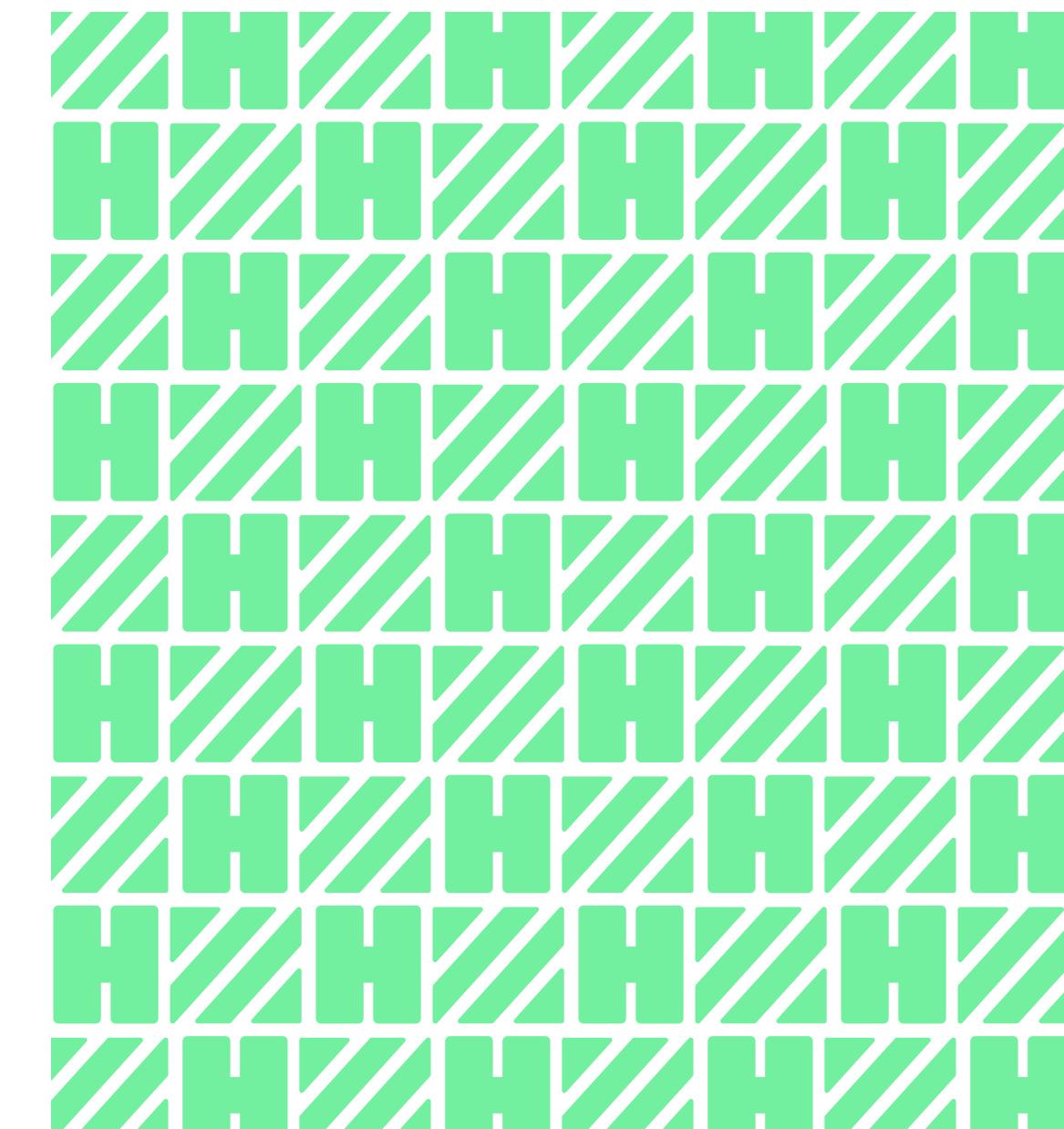
Shapes



Lines and Strokes

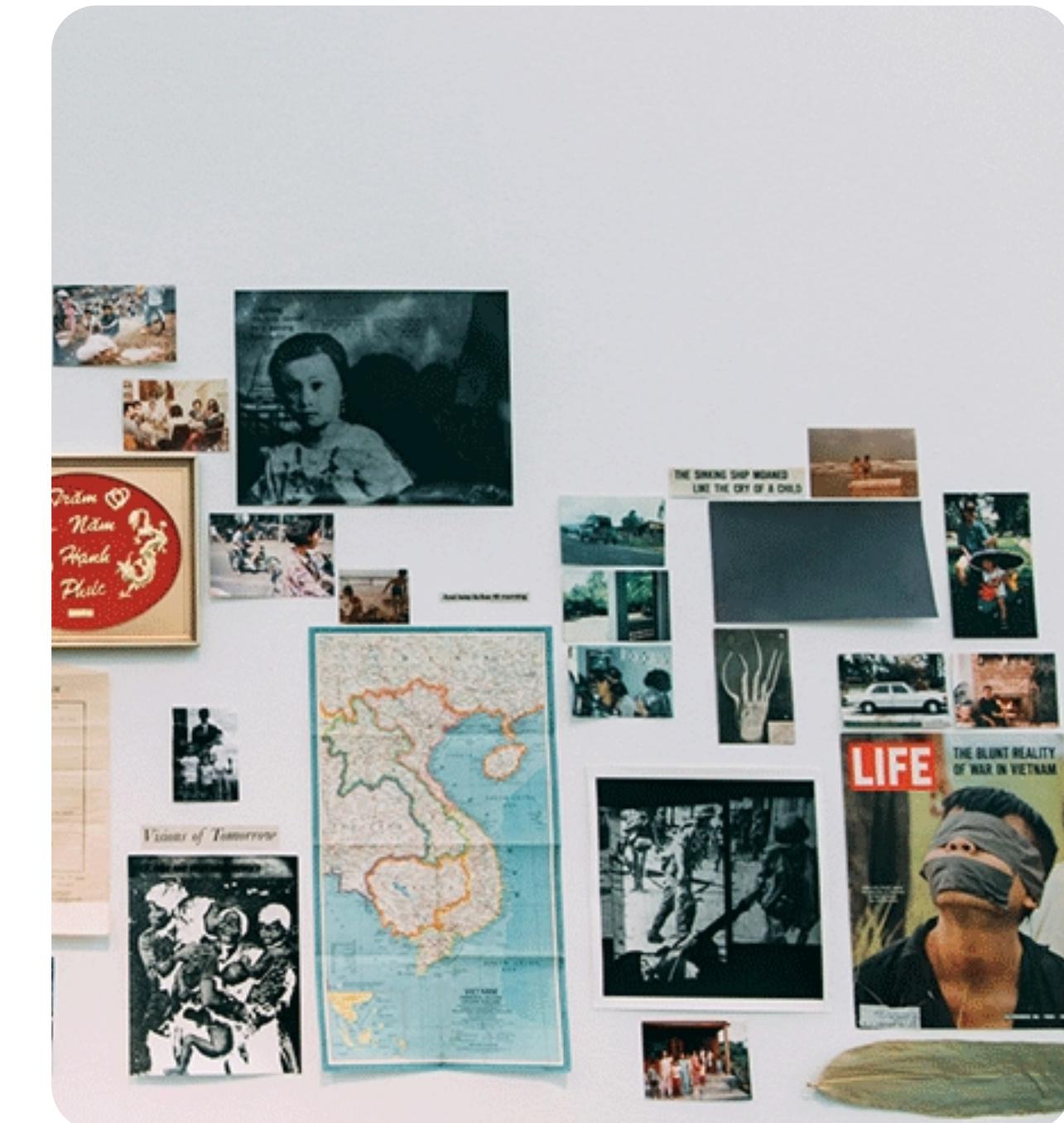


Pattern



Shapes

These triangular and rectangular shapes are derived from the silhouette of the logo monogram. They will act as a frame to spotlight and create space for the work of the artists that we feature.



Lines and Strokes

These simple lines and strokes are a reference to the artist's hand, as many art pieces start off as simple sketches that evolve into completed works. There are two use cases:

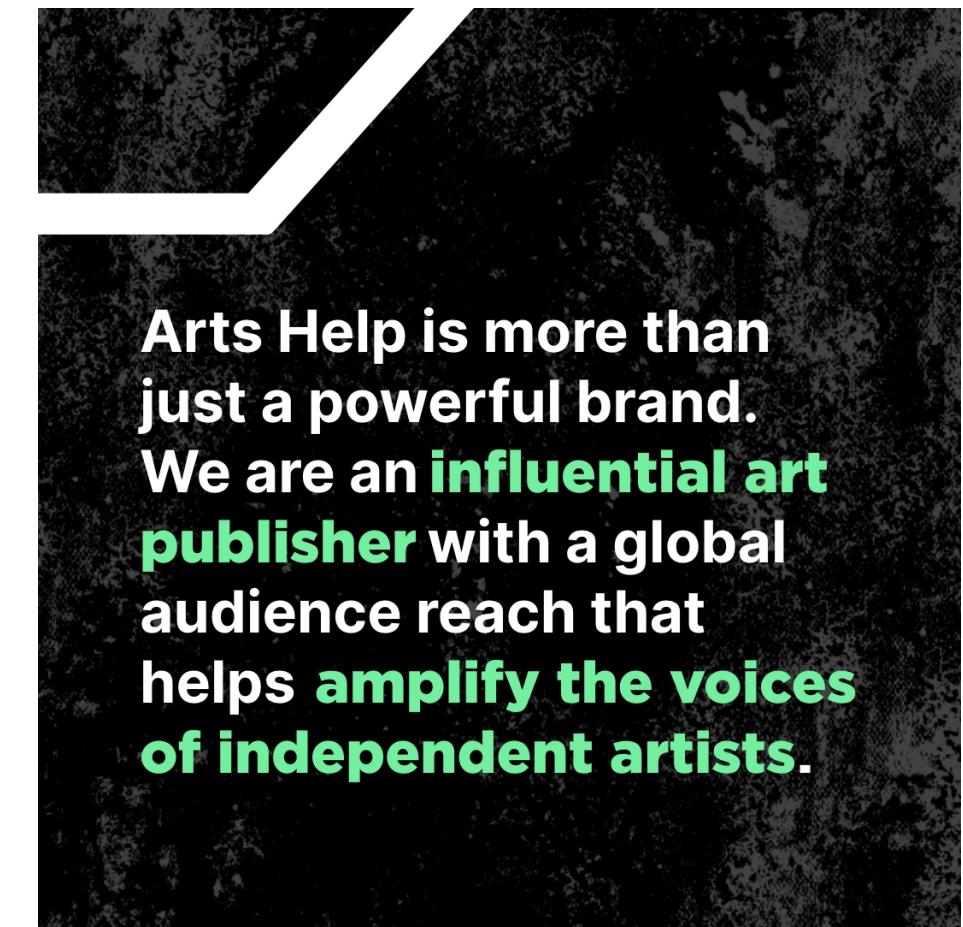
Pathway

It is used to create a continuous pathway that unites bodies of work and creates a fuller, connected narrative.

Emphasis on words

Lines will be used to emphasize key words.

Pathway



Emphasis on words

An **impact-driven community** providing a global platform, network, and resources to help artists forge their own path toward creating positive social and environmental change.

Pattern

Our custom pattern can be used as a textural background element. It can be scaled as large or small as needed for different marketing applications.

Key considerations:

- Use it at a maximum of 20% opacity so it does not overpower any text
- It can be rotated as needed
- It can be set in any primary brand color, although White is recommended

Large



*White pattern at 20% opacity
against Green background*

Small



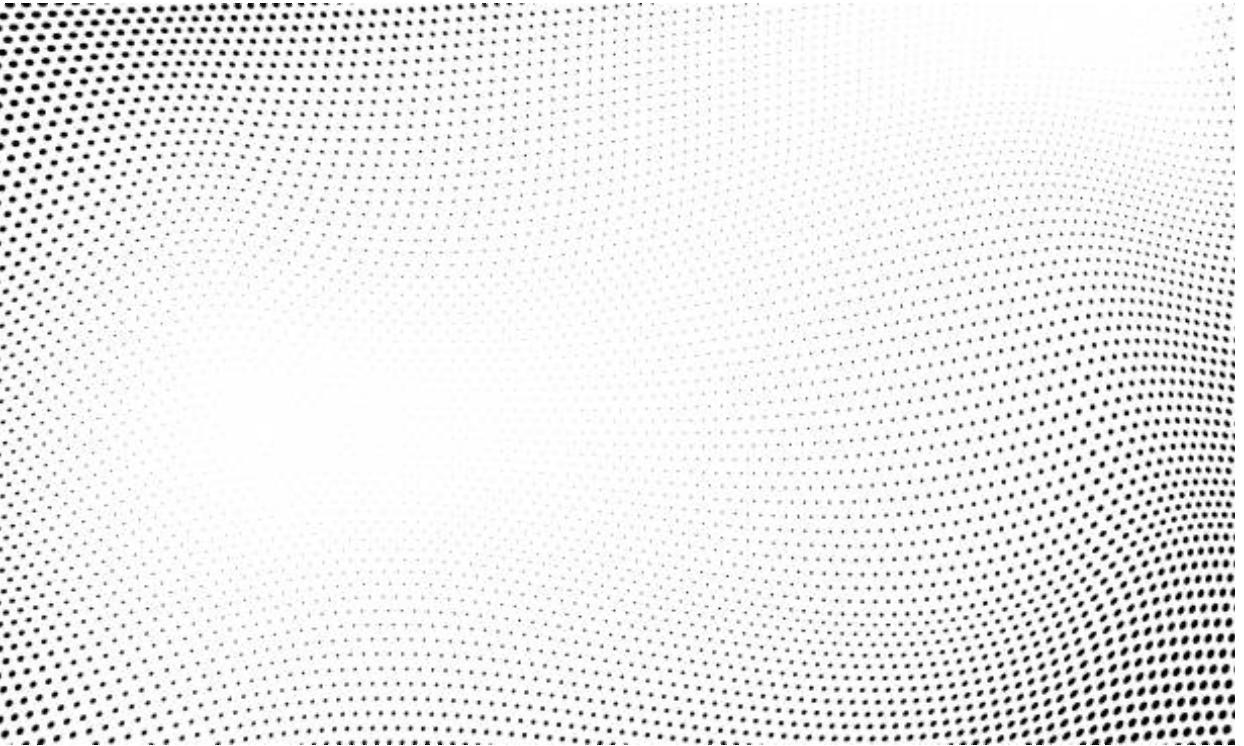
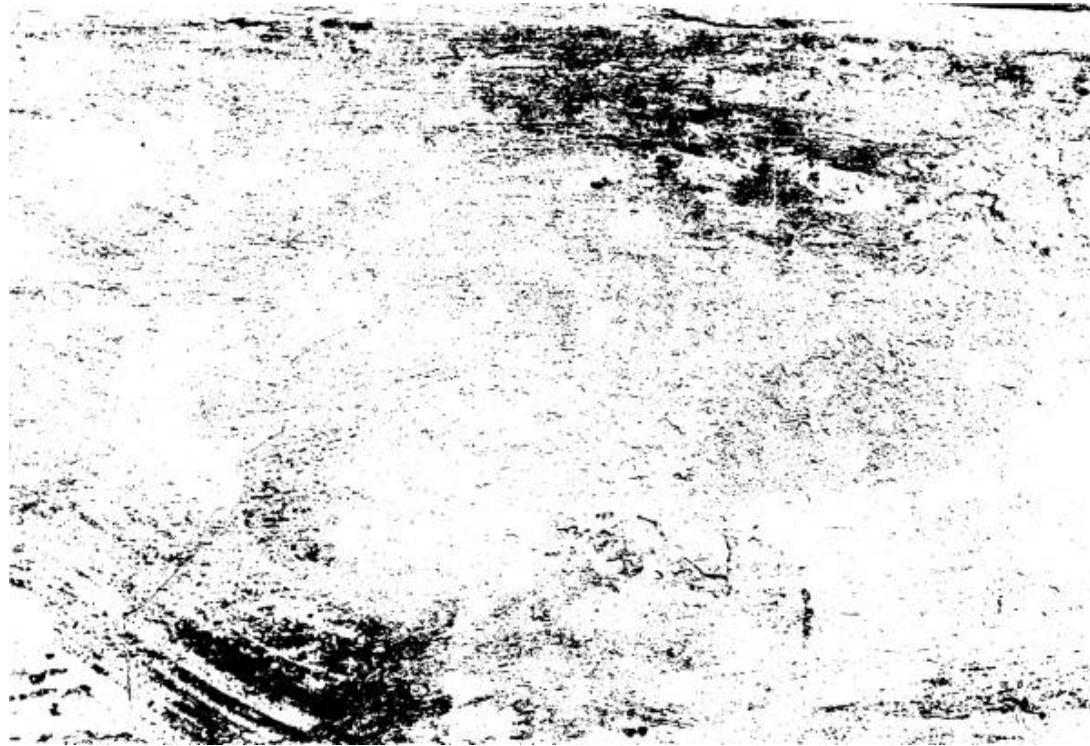
*Green pattern at 15% opacity
against Black background*

Textures

Textures convey the idea of art in any medium necessary—paint strokes, spray paint, digital pixels, and even nature.

When used, these should be applied subtly in the background and should not overpower the main message.

Our library of textures should evolve with the content and can branch out of these examples.



Proposed Assets

Taking the brand further

Expanded Color Palette

Secondary Colors

To add a layer of depth to new Arts Help applications, we can introduce secondary colors to distinguish them from the CCC brand.

The secondary palette is used to support and complement the three primary colors. Examples of use include graphic elements and smaller backgrounds or text areas where Black and White might feel too heavy or light, respectively.

Dark Teal

#02424C

RGB: (2, 66, 76)

CMYK: (94, 60, 54, 41)

PMS: 316 C



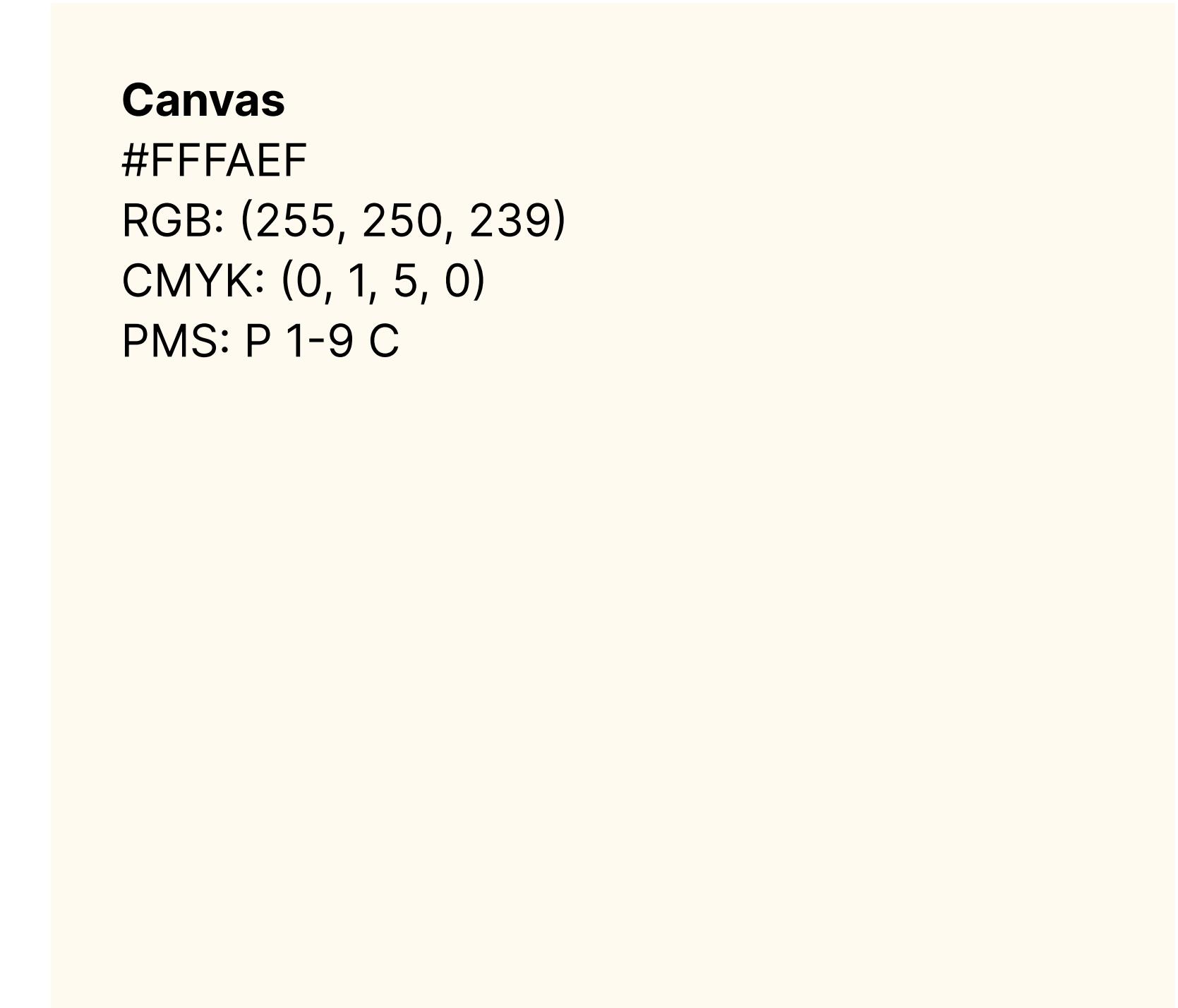
Canvas

#FFF8AE

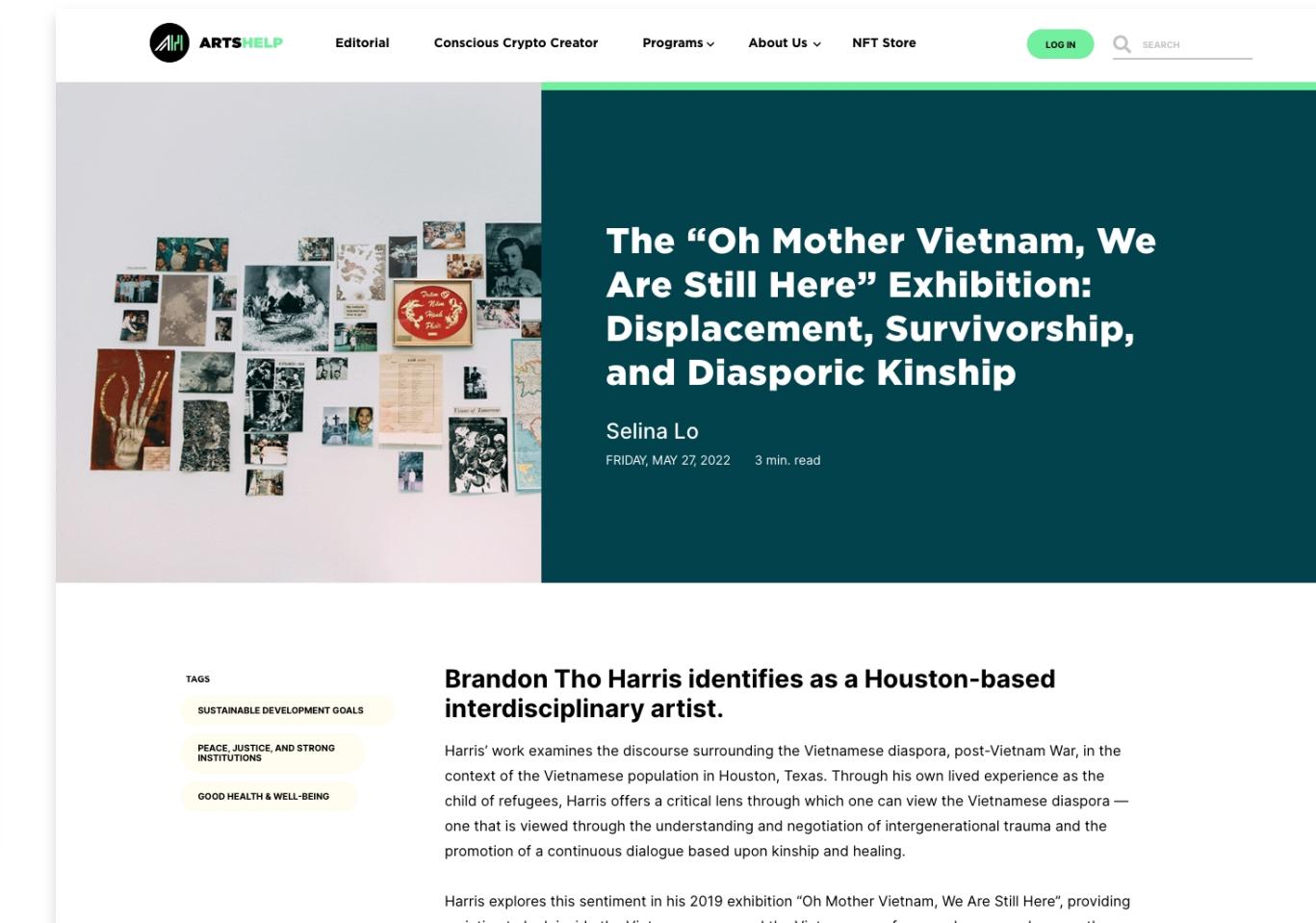
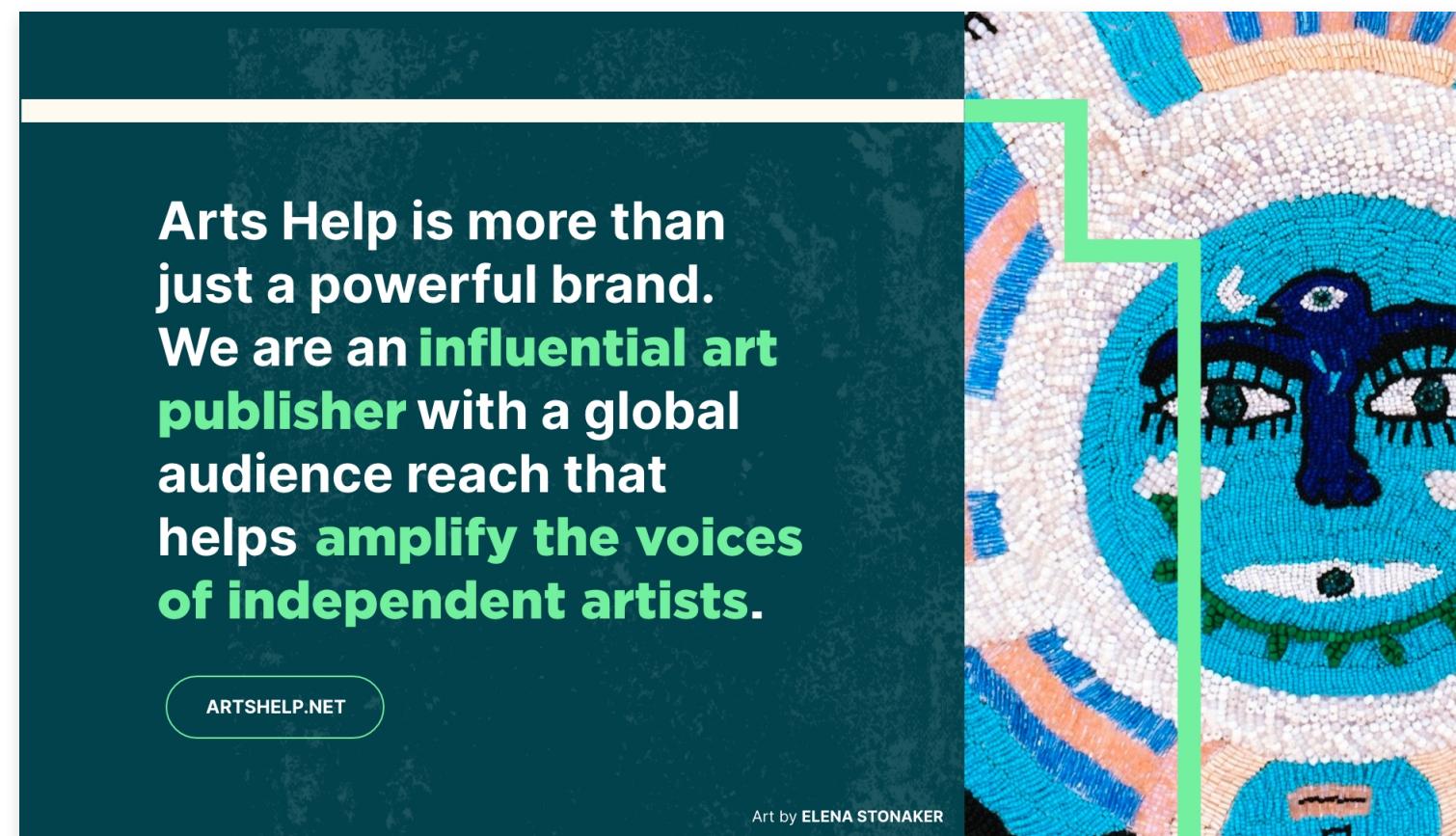
RGB: (255, 250, 239)

CMYK: (0, 1, 5, 0)

PMS: P 1-9 C



Secondary Colors Usage (Concepts only)



similar toned use cases in a powerpoint deck

WHAT'S TO COME

- 1 Website Re-launch
- 2 NFT Marketplace
- 3 Tech Development
- 4 Mainstream Press & Media
- 5 Artist Residency + Sustainable NFT Gallery
- 6 Television Docu-Series

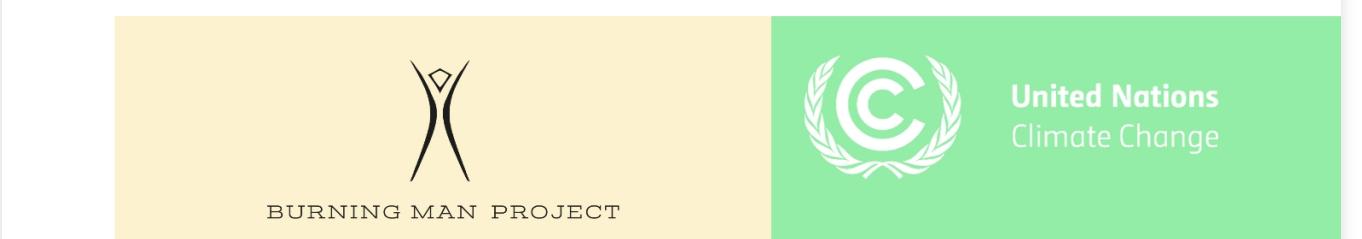
30 | Board of Advisors Meeting | Q1 • 2022



MARCH 2022 | ARTHELP.NET

PROGRAMMING

→ What's Coming!



Tertiary Colors

Tertiary colors provide pops of color in smaller ratios. We suggest using these on informational graphics, site tags, and illustration/icon details.

Ocean

#3F8BA2

RGB: (63, 139, 162)

CMYK: (76, 33, 29, 1)

Sky

#4FA1F3

RGB: (79, 161, 243)

CMYK: (62, 28, 0, 0)

Grass Green

#397E61

RGB: (57, 126, 97)

CMYK: (78, 30, 70, 13)

Violet

#843293

RGB: (132, 50, 147)

CMYK: (58, 96, 0, 0)

Fuchsia

#E869CD

RGB: (232, 105, 205)

CMYK: (16, 68, 0, 0)

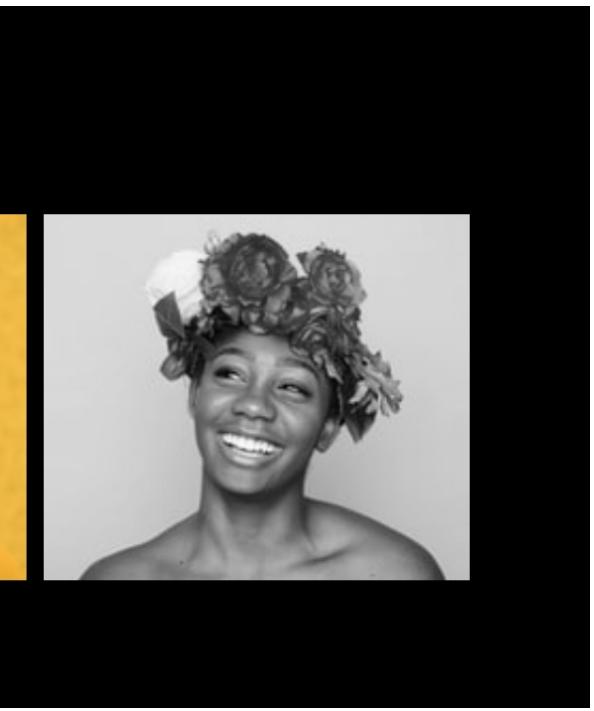
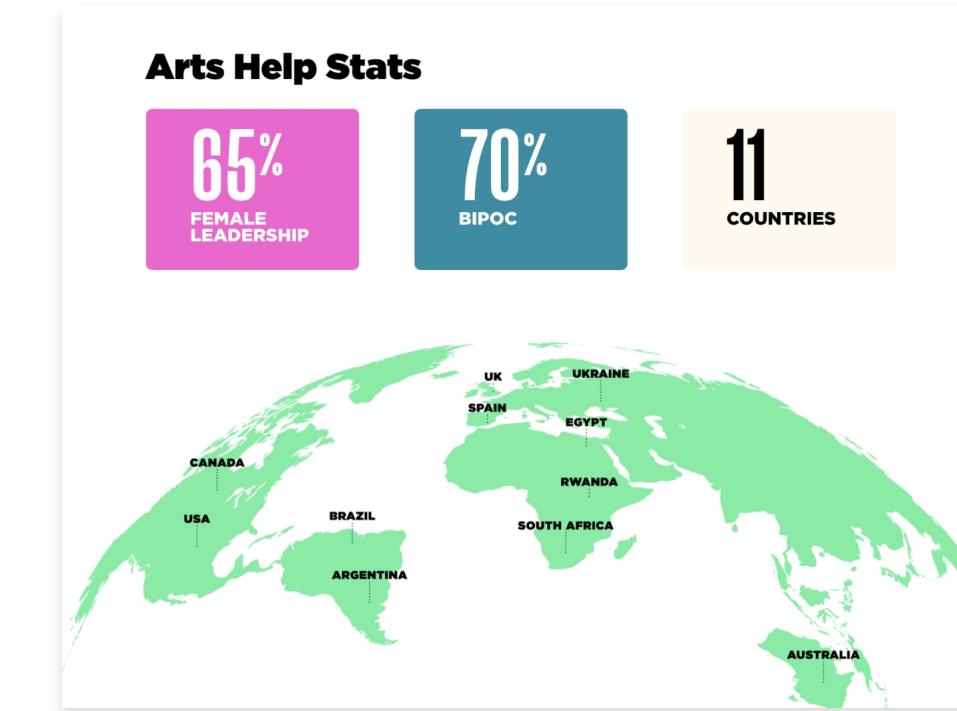
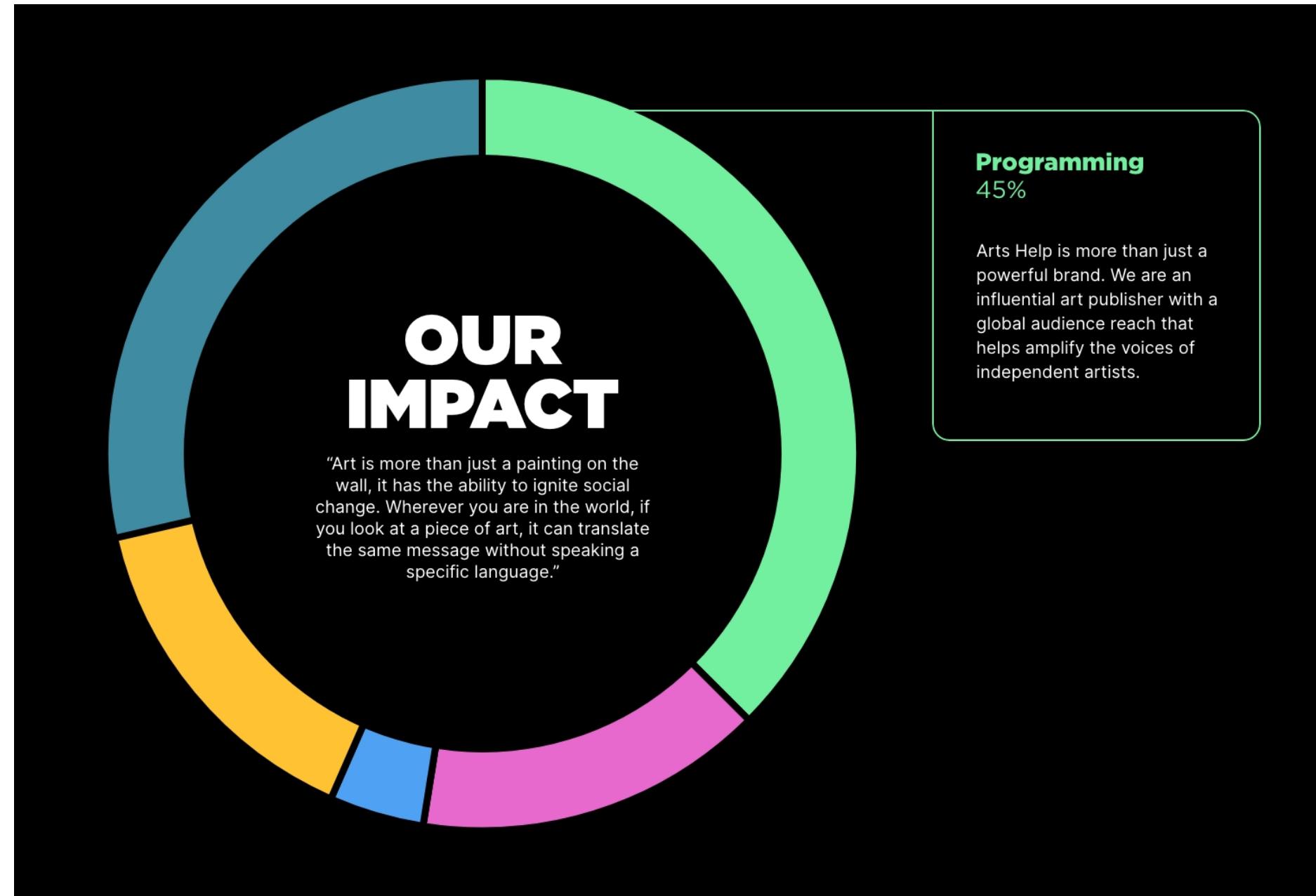
Gold

#FFC233

RGB: (255, 194, 51)

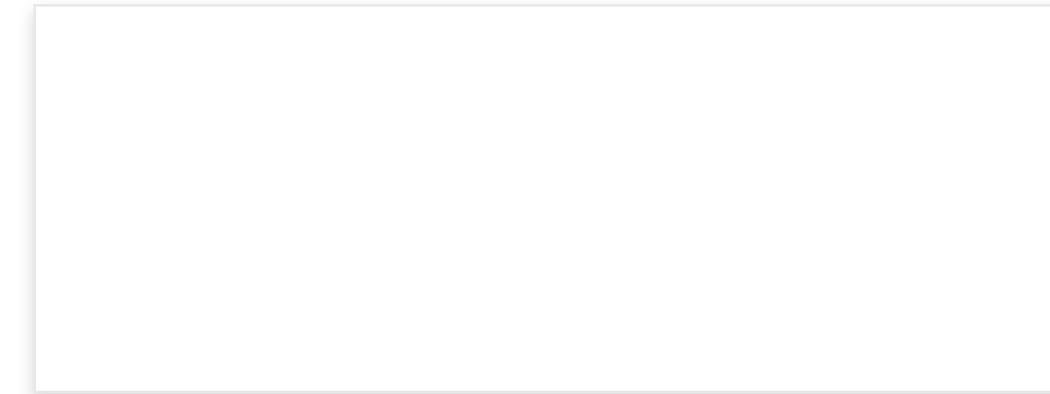
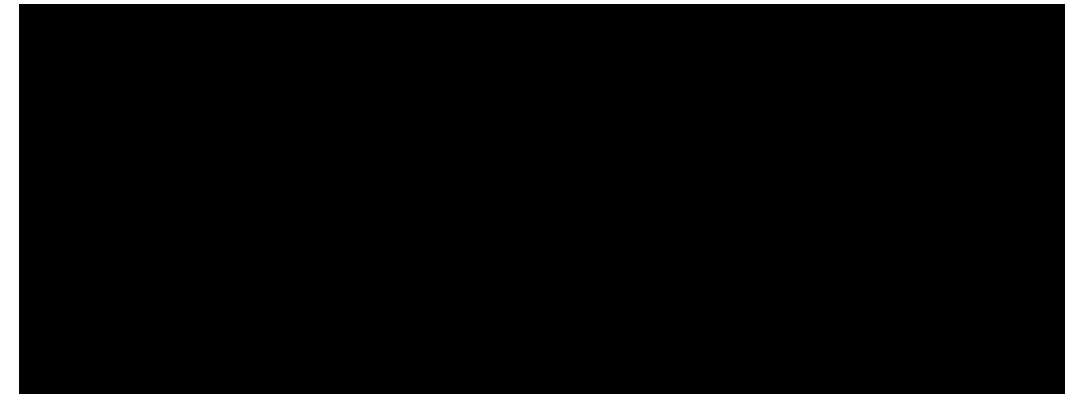
CMYK: (0, 25, 90, 0)

Tertiary Colors Usage (Concepts only)



Expanded Color Palette Overview

Primary



Secondary



Tertiary



Additional Shapes

3D Shapes

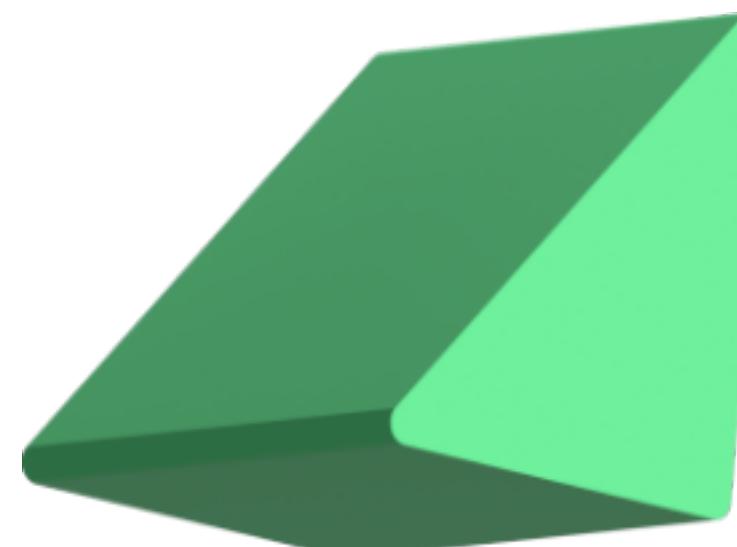
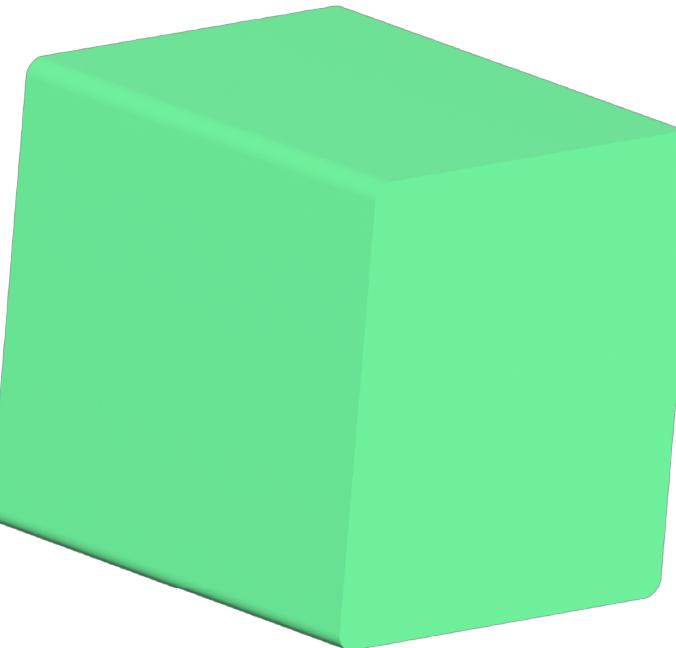
We have established that Arts Help has many services to offer the community and is constantly evolving. With the addition of 3D, we can really highlight that dimensionality by showing multiple images at once or incorporating motion.

Organic Shapes

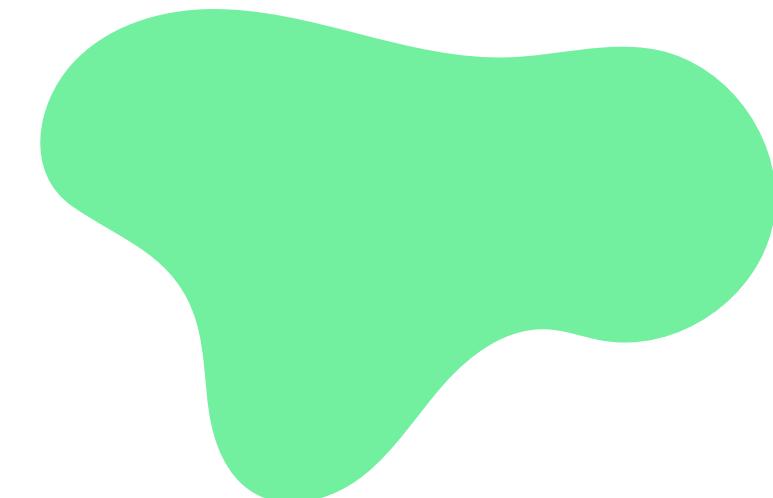
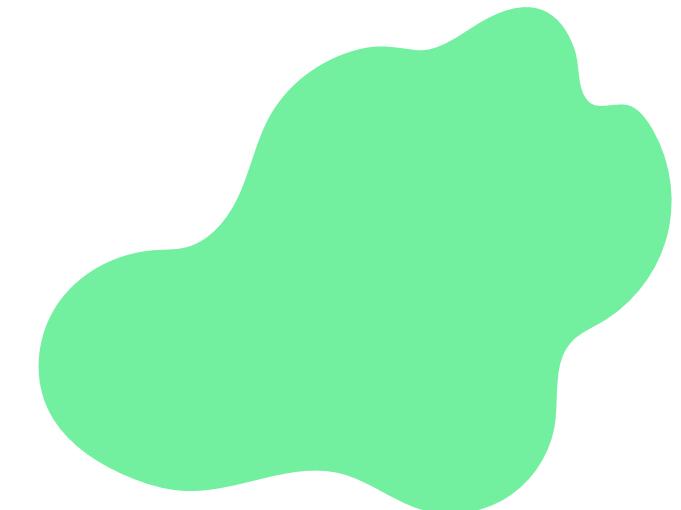
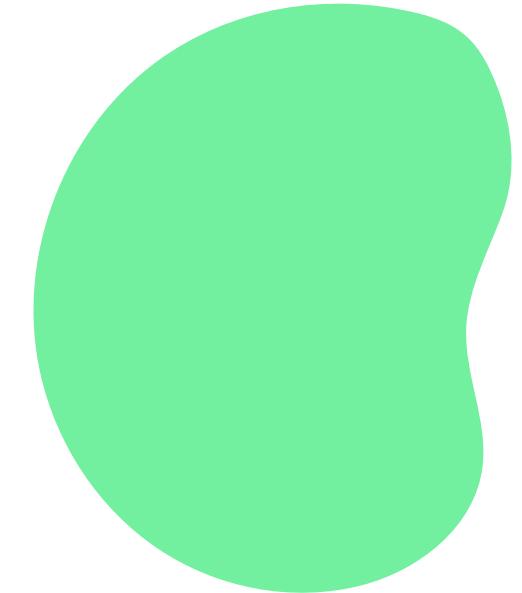
These organic shapes are another way to add depth to compositions. They can be used to mask textures in the background and communicate the free-form nature of the artistic process.

The shapes shown are a starting point and can be added to as part of a growing library.

3D Shapes



Organic Shapes



Additional Shapes Usage (Concepts only)



Conscious Crypto Creator

The Initiative

The Conscious Crypto Creator (CCC) program is not only a campaign, but a social-impact movement.

It educates artists on how to use clean NFTs to participate in the new cultural economy to monetize and protect their digital artworks—all while advocating for sustainable, scalable, and value-creating solutions.

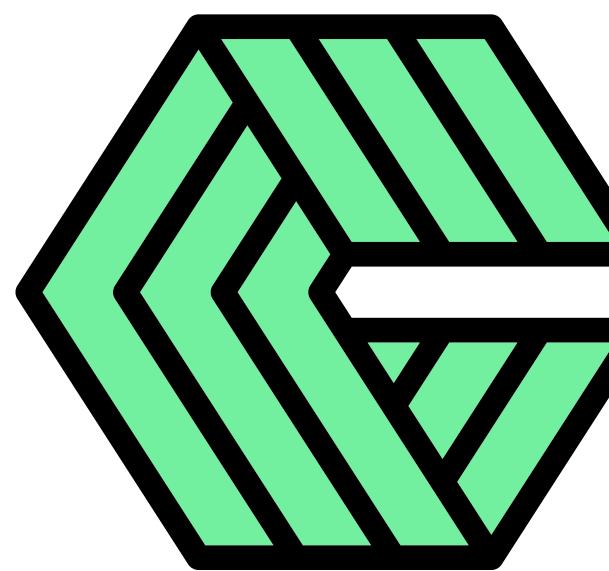
As a division of Arts Help programming, CCC will use certain elements from the parent brand as a foundation.



Logo

Primary

The primary CCC logo consists of two parts: the hexagonal emblem and the wordmark. This is the most commonly applied version on CCC communications.



**CONSCIOUS
CRYPTO
CREATOR**



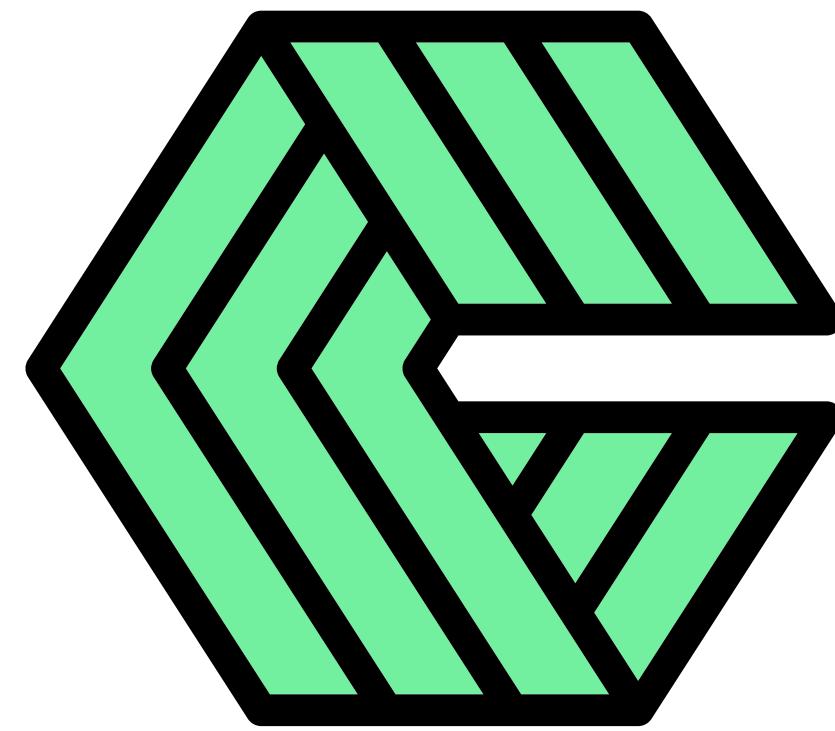
Secondary

These secondary logos feature the CCC emblem as the main focal point and should be reserved for applications with limited space.

Circle



Emblem



Arts Help Lockup

This lockup of the CCC logo is used to associate the initiative with Arts Help. It will be used primarily on marketing emails, social posts, and paid media ads.



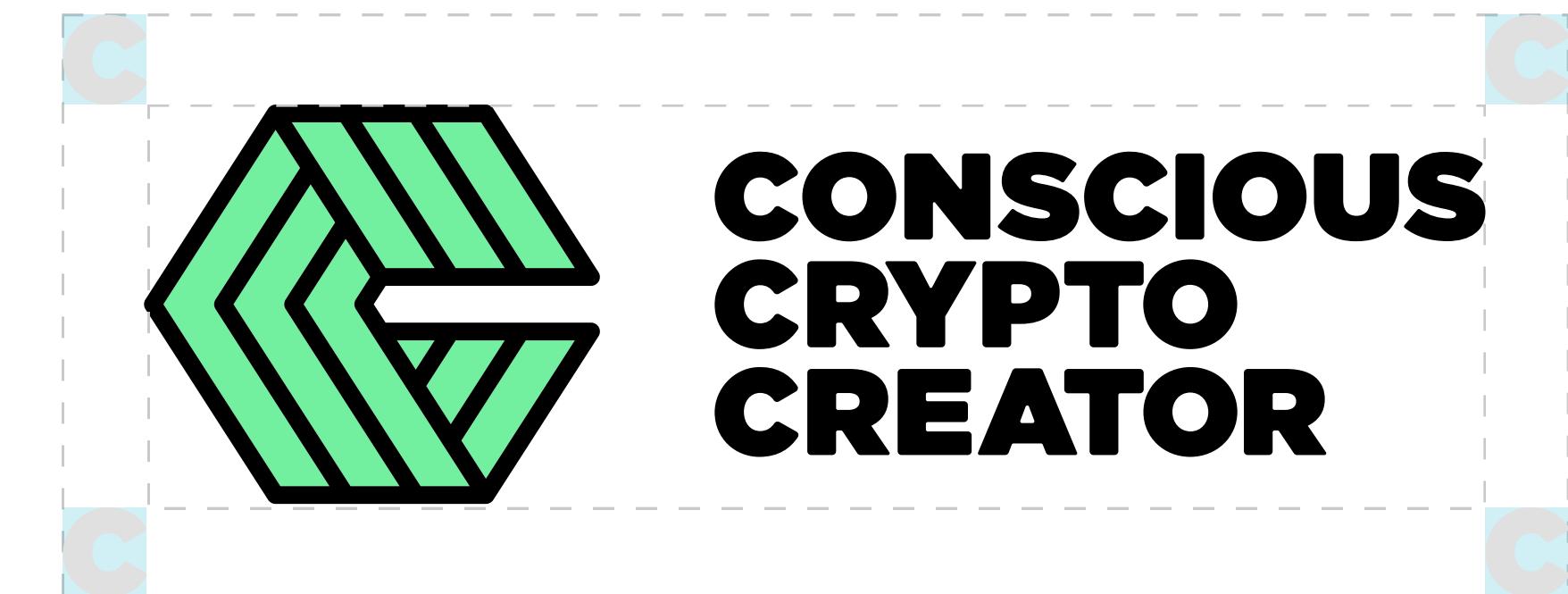
ARTSHELP



Clear Space

When using any CCC logo with other elements, maintain a minimum clear space of the height and width of the "C" in the CCC wordmark. Clear space will be determined after the logo has been scaled.

This clear space should be implemented when used with partnerships. Use a 2px black line to separate the two logos.



Clear space with partnerships



Color

Black
#000000

RGB: (0, 0, 0)
CMYK: (75, 68, 67, 90)

White
#FFFFFF

RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)

Green
#72F09F
RGB: (114, 240, 159)
CMYK: (56, 0, 56, 0)
PMS: 2412 C/U

75% Tint

50% Tint

25% Tint

Yellow
#FFE000
RGB: (255, 224, 0)
CMYK: (0, 10, 100, 0)
PMS: Yellow C/U

75% Tint

50% Tint

25% Tint

Red
#FF684B
RGB: (255, 104, 75)
CMYK: (0, 75, 55, 0)
PMS: 171 C/U

75% Tint

50% Tint

25% Tint

Purple
#4A00F4
RGB: (74, 0, 244)
CMYK: (100, 92, 0, 0)
PMS: 2736 C/U

75% Tint

50% Tint

25% Tint

Typography

The CCC brand introduces Tusker Grotesk—a secondary font to convey a more urgent, empowering, and enthusiastic voice.

Tusker Grotesk:

- Used as a display font, reserved for headlines or important callouts on CCC communications
- Set in the weight 4500 Medium

Inter:

- Used for body copy and general brand use
- Variable in weight

Inter was pulled from the most recent working file for the paid media landing page. There was also a “Helvetica Now Display” typeface used. Please confirm which one of these is official, as they look quite similar; we wouldn’t need them both.

Tusker Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

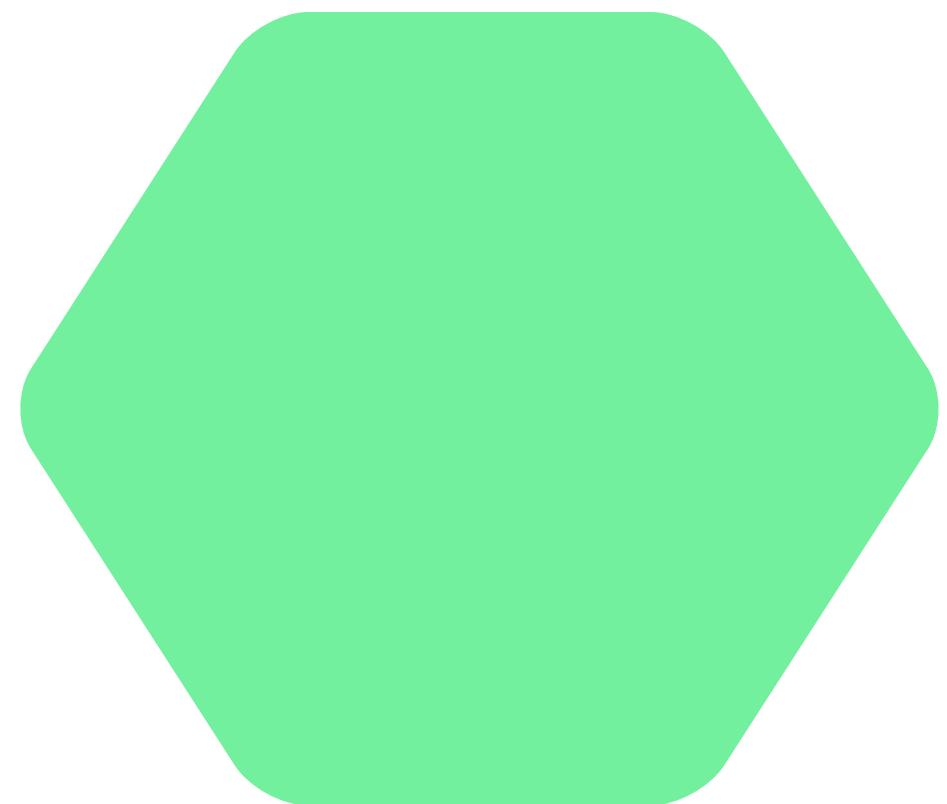
Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

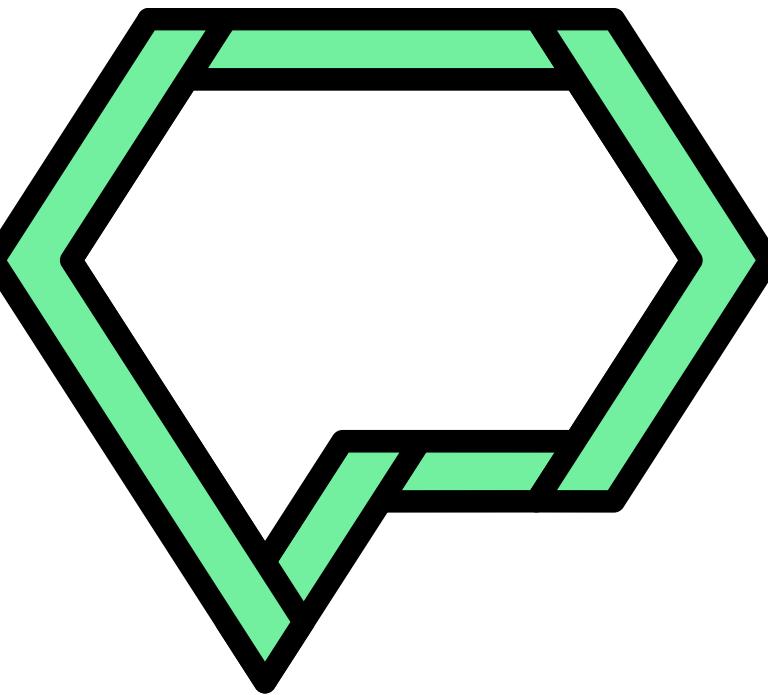
Graphic Elements

The following are elements we employ throughout CCC applications.

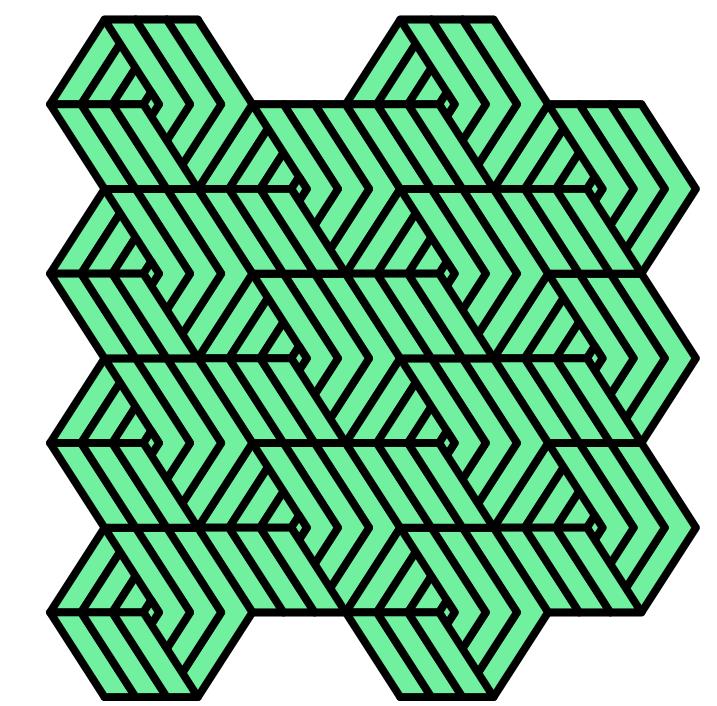
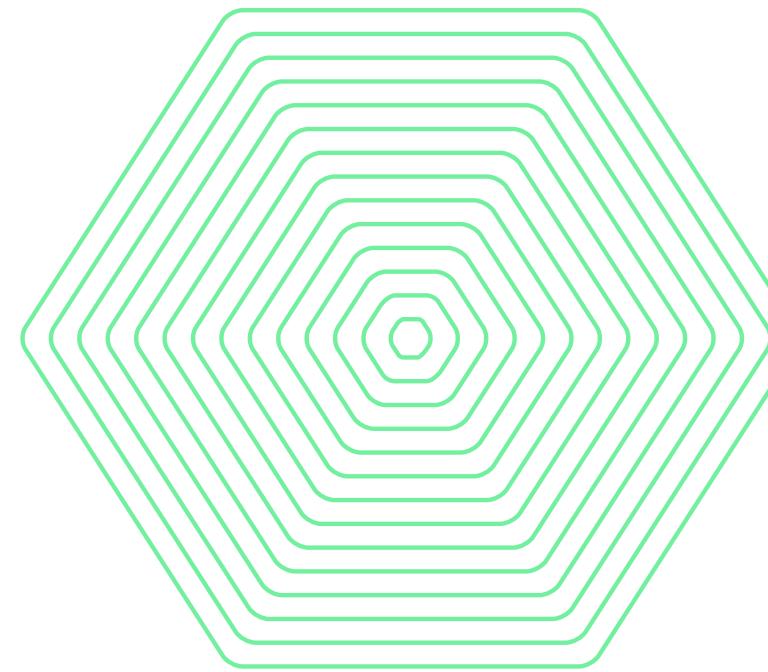
Hexagon



CCC Pledge Bubble



Patterns



Hexagon

The hexagon is derived from outlining the CCC emblem. Similar to the shapes used in the core Arts Help brand, it can be used two ways:

1. As a mask to frame photography. Photographs can be contained within the shape or bleed outside the frame.

2. As a background element behind photographs and icons.

Mask



Background



CCC Pledge Bubble

The CCC Pledge Bubble is an icon derived from the overlapping structure of the CCC emblem. Similar to the hexagon, this element is used to mask photography and spark action or conversation.



Patterns

CCC uses two main patterns on our applications. Both of these patterns tie back to our brand emblem and can be set in any brand color.

Waterfall

- Use it at a maximum of 10% opacity against a gradient

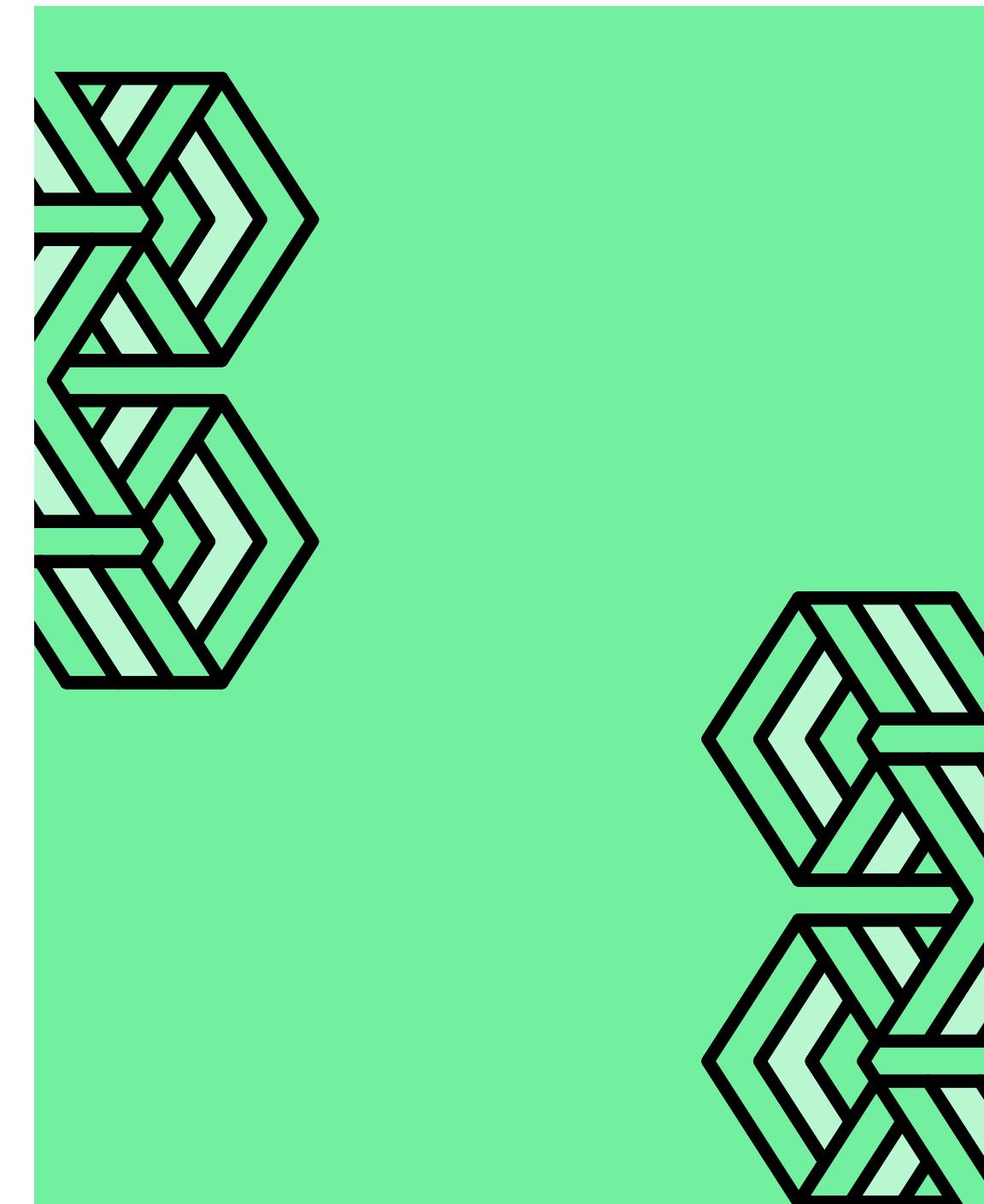
Ribbon

- This can be full opacity if used as a border or at a maximum of 20% if used as a background textural element

Waterfall

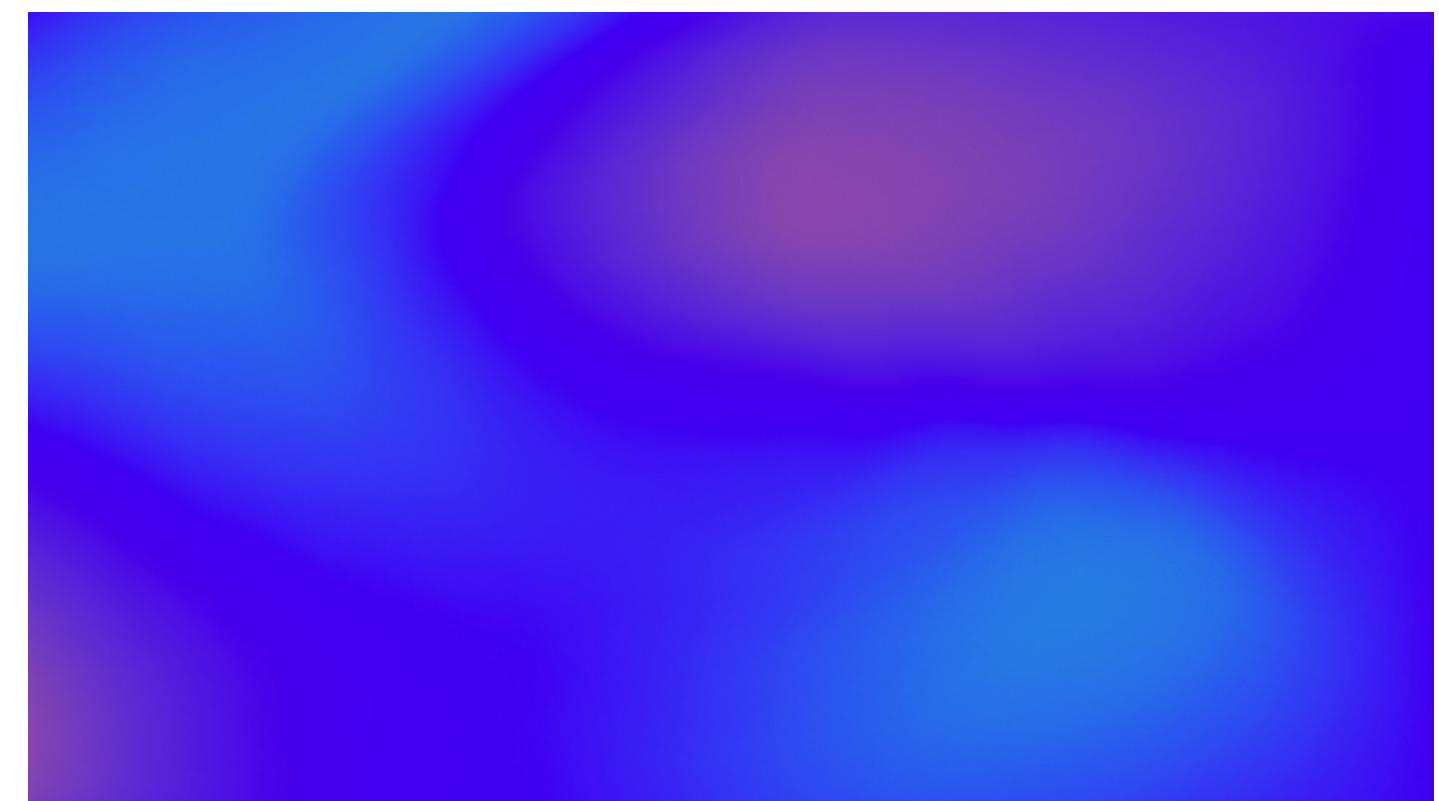
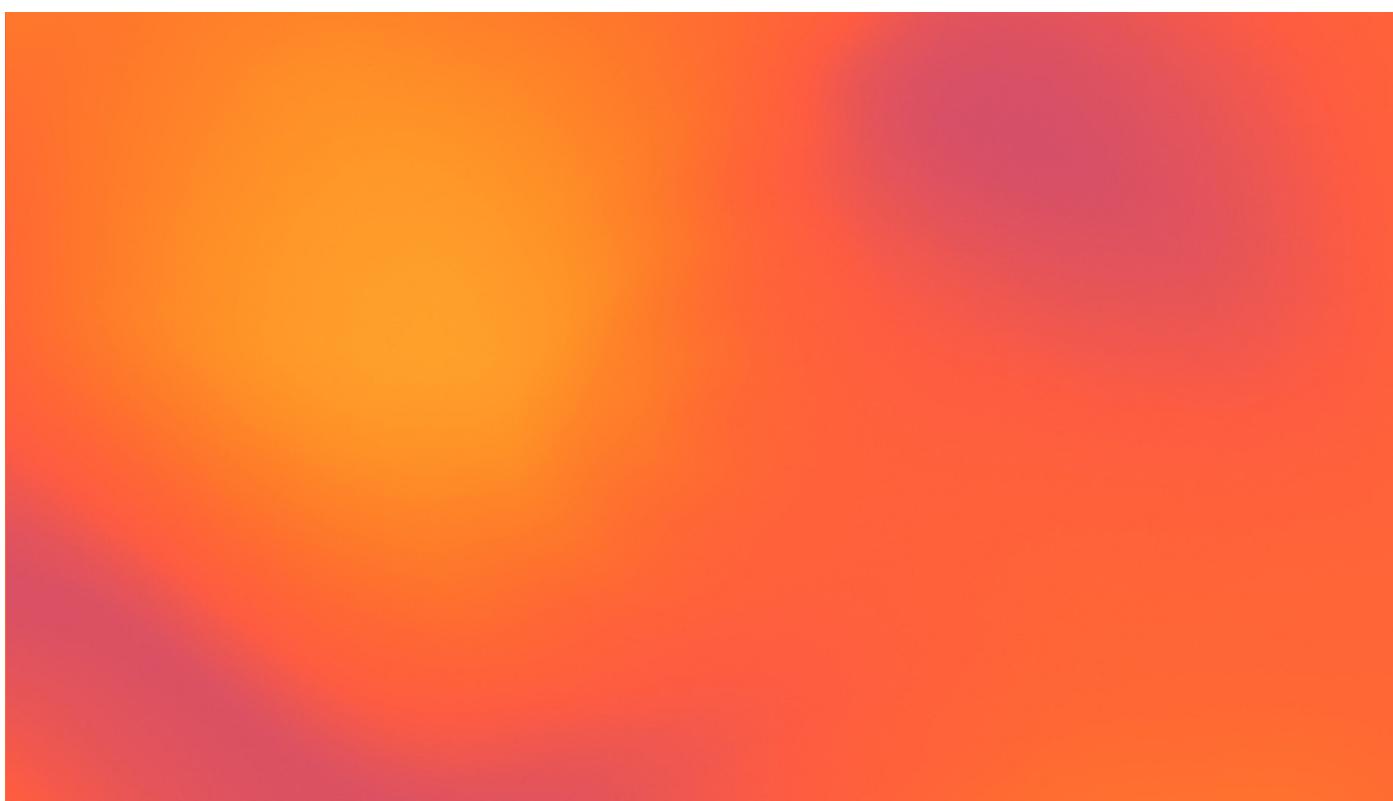
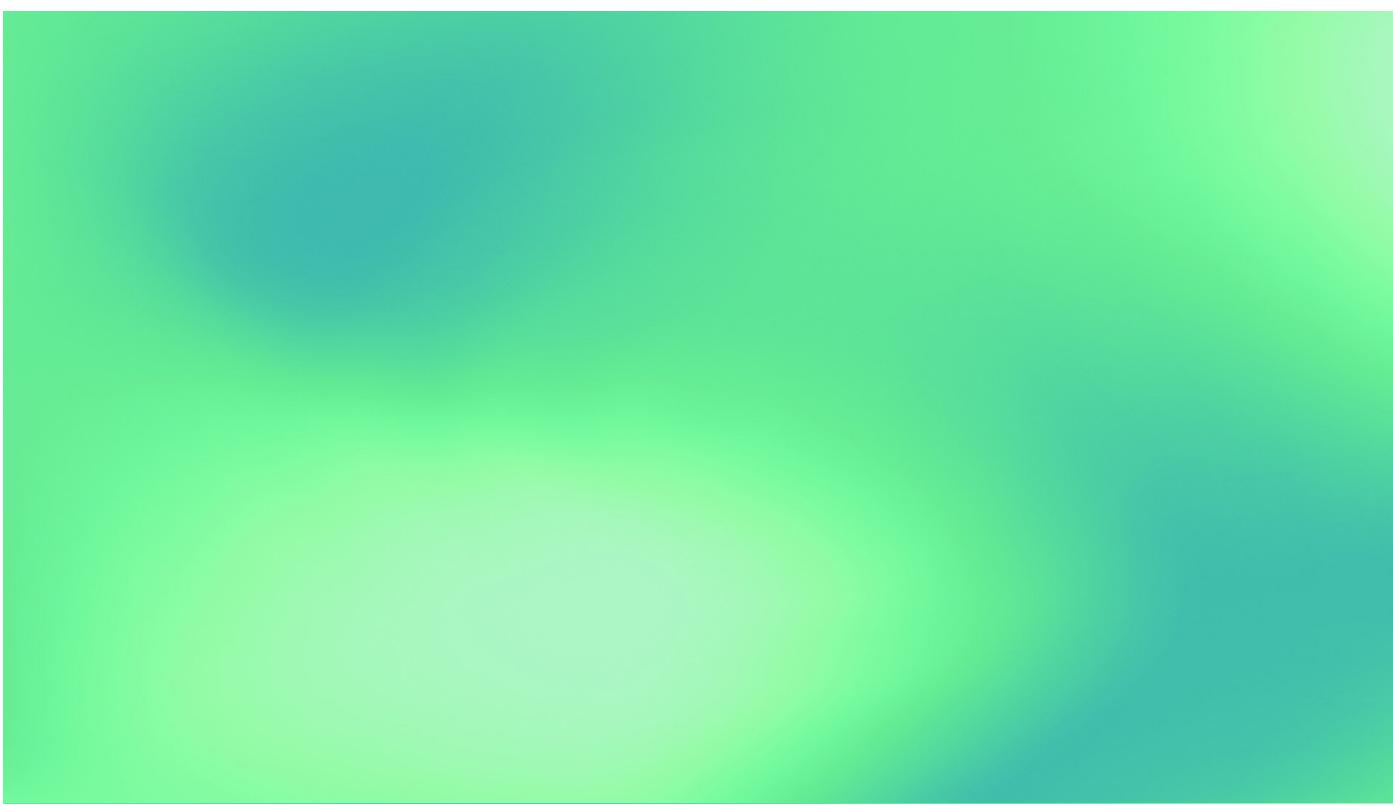


Ribbon



Gradients

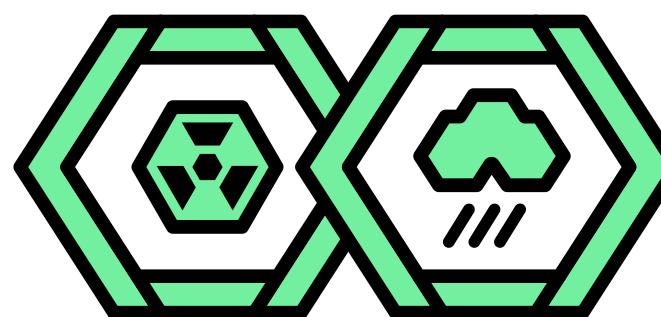
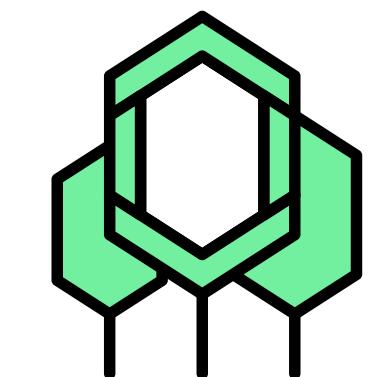
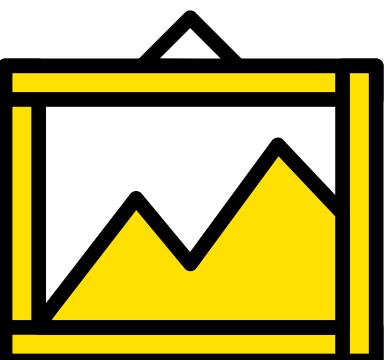
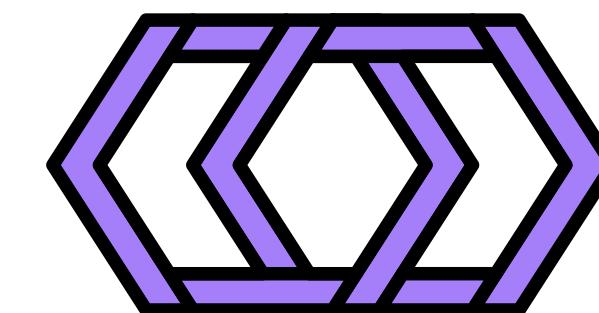
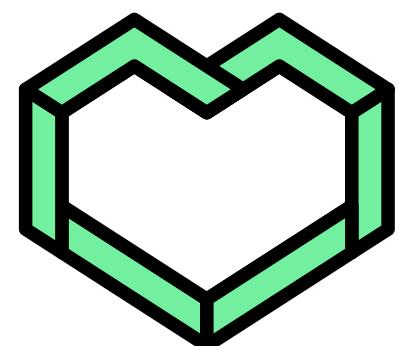
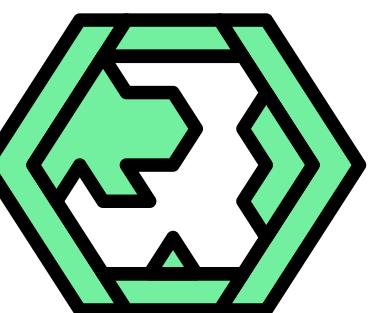
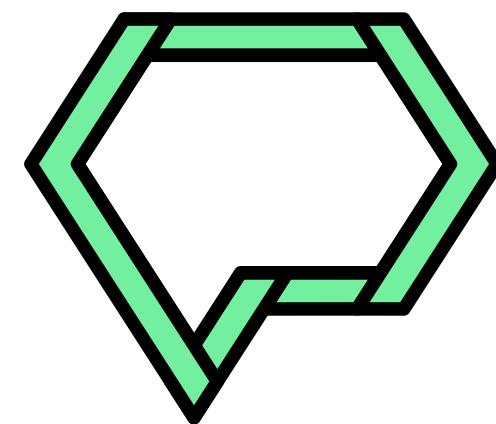
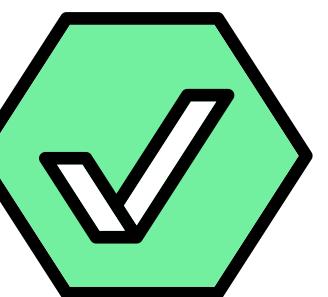
A blend of gradients from the CCC brand colors is used as backgrounds to accompany marketing collateral.



Icons

The CCC icon set is an extension of the primary logo and uses the same angular structure in its design. Icons are used to visually convey key information and can be in any primary brand color and tint.

New icons can be created in this style as needed and added to the library.



Thank You.



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