Maine Arts Commission

**Logo Standards**

**Spatial Standards**
Nothing is to be placed within .25” of the logo’s edges.

**Never Distort**
If the logo is to be resized be sure to constrain the proportions.

**Never Rearrange or Alter Colors**
The logo is provided in all appropriate formats. Please do not rearrange or use different color schemes.

**Never Use Over a Busy Background**
Do not place logo over images or other busy backgrounds that obscure legibility.

---

**2 Color Logo**
To be used when printing in color, for online and digital purposes.

**Black & White Logo**
To be used when printing in black and white, to be faxed, or copied.

**2 Color Reverse Logo**
To be used when printing in color, for online and digital purpose on dark colors or backgrounds. Preferred choice.

**1 Color Reverse Logo**
To be used when printing in black and white or on colors or backgrounds where the green will be hard to read. Secondary choice.

---

Correct & Incorrect Usage
The Maine Arts Commission uses two primary fonts in its logo/brand: Museo 500 and Museo Sans 500. In addition, three other font families are used in its official communications: Geared Slab, Chaparral Pro, and Futura.

If you have a question about fonts or how best to utilize them in your communications efforts, contact MAC.

**Logo/Brand Fonts**

**Museo 500**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.;'
```

**Museo Sans 500**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.;'
```

**Communication Material Fonts**

**Geared Slab Thin**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.;'
```

**Geared Slab Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.;'
```

**Futura Book**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.;'
```

**Futura Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.;'
```

**Chaparral Pro**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.;'
```

**Chaparral Pro Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.;'
```

**Chaparral Pro Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.;'
```

**Chaparral Pro Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.;'
```
The Maine Arts Commission has an established color palette that helps to strengthen the visual recognition of the brand. MAC Green (PMS 375) is our official color and is supported by black and six additional approved colors.

- **PMS 375**: C44, M11, Y100, K0
  - RGB values: R155, G185, B45

- **PMS 717**: C13, M62, Y100, K2
  - RGB values: R215, G199, B26

- **PMS 7540**: C64, M58, Y52, K30
  - RGB values: R86, G85, B89

- **PMS Black 6C**: C0, M0, Y0, K100
  - RGB values: R35, G31, B32

- **PMS 188**: C30, M100, Y77, K39
  - RGB values: R121, G0, B38

- **PMS 2985**: C67, M25, Y11, K0
  - RGB values: R80, G158, B197

- **PMS 2727**: C84, M42, Y4, K0
  - RGB values: R0, G128, B188

- **PMS 2665**: C58, M88, Y0, K0
  - RGB values: R129, G65, B153