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About the Logan Center
OUR HISTORY

The Future of the Arts at the University of Chicago—a 2001 report authored by faculty, students, and staff—made several recommendations for elevating the arts at the University. One central recommendation concerned the creation of a multidisciplinary center for the arts to serve as a home for study, practice, and presentation at UChicago.

On May 3, 2007, the University made a historic announcement: David Logan, AB’39, JD’41, and his wife Reva, with their sons and grandchildren, had generously committed a $35 million gift to support the University’s Center for the Creative and Performing Arts. Not only was this one of the largest single donor gifts to the University, it is also believed to be both the single largest cash gift to the arts in the city of Chicago and one of the largest gifts to support a university arts building in the United States.

Five years after the Logan family gave their record gift, the Reva and David Logan Center for the Arts celebrated its grand opening with a three-day festival. Since opening our doors on October 11, 2011, we have engaged over half a million artists, students, faculty, youth, neighbors, and arts enthusiasts. At a single destination, these audiences and practitioners have been able to create, learn, and experience art through classes, performances, exhibitions, rehearsals, and so much more.

In October 2017, the Logan Center commemorated its fifth anniversary with a 12-hour arts festival recognizing not only its work but the many contributions of our partners, audiences, and our community.

The Logan Center is proud to serve as a hub for the vibrant arts scene at UChicago and a destination for the South Side and greater Chicago.
OUR VISION
We aspire to propel artistic practice, exemplify the meaning of authentic partnership, and inspire discovery through high quality, transformative arts experience.

OUR MISSION
The Reva and David Logan Center for the Arts advances arts practice, inquiry, and presentation at the University of Chicago, and fosters meaningful collaboration and cultural engagement at the University, on the South Side, and in the City of Chicago.

OUR VALUES
Excellence
Collaboration
Inclusion
WE ARE A HUB
We provide spaces for the teaching, practice, presentation, and discovery of the arts for students, faculty, artists, and the public at large.

WE ARE A COLLABORATOR
We work with partners from within the University and across Chicago to showcase a diversity of voices and arts experiences on the South Side.

WE ARE A CATALYST
We provide the impetus for the artistic practice that inspires ideas through engagement between students, faculty, and communities.
OUR TEAMS

• Administration & Development
• Arts & Technology
• Community Arts
• Logan Center Exhibitions
• Facilities & Operations
• Marketing & Communications
• University Arts Engagement
Logo
Primary Logo

The main logo represents the Logan Center. This logo is to be used on all marketing materials, including digital communications.
Primary Logo Variations and Usage

Logan Center for the Arts
This logo is to be used on all advertising materials, including digital communications.

Logan Center
This logo is to be used on swag type materials, for social media applications, and for UChicago Student-oriented materials.

Reva and David Logan Center for the Arts
This logo is to be used on all government applications and internal documents. It should also be used on Logan Center signage, collateral materials, on external partner materials, and wherever the UChicago Arts logo won’t appear.
Logo Clearspace

The clearspace guidelines should be followed to ensure the logos have enough surrounding space.

Logos are provided in PNG, JPEG and EPS formats.

Logos should be used in black and white only. Both formats are provided.
Sub-brands and Usage

These logos are to be used within their respective areas of the Logan Center.
The UChicago Arts logo should be included wherever the Logan Center logo or sub-brand logos appear. The Logan Center logo should always have dominance of place and size (above the UChicago Arts logo and larger than the UChicago Arts logo).

Ideally, the Logan Center logo and UChicago Arts logo are occupying separate spaces. However, there are occasions when the “lock-up” may need to be used.

The logo lock-up always uses the black or white UChicago Arts signature logo (no exceptions).

The lock-up should not be used if the Logan Center logo and UChicago Arts logo can be used in separate spaces on a piece.

The UChicago Signature System (the use of text with the master logo) is only for divisions, departments, and offices; it should not be used for the Logan Center.

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**Arts lock-up**

Example A
Logos are separated, with Logan Center the dominant logo.

Example B
Arts lock-up is used.

Example C
Logos are separated; Logan Center logo on front of piece, UChicago Arts logo on back.

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**Example A**
Logos are separated, but the UChicago Arts logo is larger than the Logan Center logo.

**Example B**
Arts lock-up should always be placed at the bottom (preferably bottom left, but bottom right is acceptable).

**Example C**
The lock-up should not be used when there is separation of logos. Neither the Logan Center logo nor the UChicago Arts logo should be repeated.
Using the “L” solo

The logo’s “L” structure, which is reminiscent of the Logan Center’s tower, may be used solo on select swag applications (tote bags, buttons, stickers, magnets, etc.). The “L” may be presented in any color from the Logan Center palette and placed on any color field; the “L” cannot appear in any non-palette color.
Using the “L” - patterned

The “L” may also be given a pattern fill for celebrations, anniversaries, and other event-specific applications. The patterns here have previously been used on materials, but new patterns are permissible.
Improper Logo Usage

The logo cannot be used in any other color but black or white. This is true for any variation of the logo used.
Improper “L” Usage

While the “L” is meant to be adaptable to many applications, there are some improper usages.

Do not arrange the “L” so that the shape cannot be clearly defined.

The “L” must never be tilted to the right, at any angle, nor should it appear upside down or fully tilted to the left.

Keep the degree of tilt shallow, and always to the left.

The “L” shapes are clear, due to both spacing and color.
Typographic System
Typographic System

The Gotham typeface family is the primary font used for all applications.

Gotham Bold

The Gotham Bold typeface should primarily be used for headlines.

Gotham Bold Italic

The Gotham Book Italic typeface should primarily be used for body text.

Gotham Book

The Gotham Book typeface should primarily be used for body text.

Gotham Book Italic

The Gotham Book Italic typeface should primarily be used to denote a title or create emphasis.
Color Palette
Color Palette

The Logan Center color palette contains 10 bright colors along with white and black. Shades and tints are not permissible.
Image Guidelines
Imagery

Photography
- Print photography should be at least 300dpi (absolutely NO low-res imagery is permitted for print, this includes logos).
- Digital imagery must be, at minimum, 72dpi, though due to the increasing prevalence of high-definition screens it is recommended digital images be at least 96dpi. Digital imagery should not exceed 150dpi.

Graphics
- Save in cases of infographics or other facts-oriented messaging piece, graphics should be used sparingly
- Graphic imagery, when used, should be high-quality vector-based (.eps or .ai)
This is an ideal image for dance because it shows movement, features an ensemble, is colorful, and doesn’t crop out feet or hands.

This photo should not be used because too many of the dancers have their backs to the camera—preference photos that show faces over those that don’t.

While this is a very “still” image, there is visual interest and depth created by the different levels occupied by the performers.

While the action in the photo is interesting, the motion blur on the left makes this photo a less-than-optimal choice.

This is a good image for a promotional/marketing event piece, although for music, it is preferable to use an image that also includes musicians.

This photo might be good for a piece focused on academic departments or faculty teaching, as the conductor occupies most of the frame and was captured in a posture that is suggestive of “a pause for instruction,” but it wouldn’t be suitable for a promotional/marketing event piece because it cuts off too much of the musicians and isn’t dynamic in its composition.

These are both great photos showing engagement; unless the event itself is somber, we should try to showcase smiling, laughing, and enjoyment whenever possible. The photo to the right is a good example of a “somber” photo, taken from the same event.
Template Structure
**Template Structure**

The templates for the Logan Center can be made from vertical and slanted dividers. There will be a thicker white border around the edges that allow for prints to be made without the extra cost of a bleed.

The angles of the slanted dividers should be at 18 degrees in order to mimic the angles of the icon within the logo.

Images should be contained in a square or rectangular frame.

The logo should be used in either black or white to increase contrast; however, the rest of the text can be any color from the branding palette.

The background pieces may use either a color from the branding palette or use white to blend into the white background.
In Conversation with Teju Cole

Wed Nov 5
7-8:30pm
Free

Essayist, photographer, and art historian Teju Cole will join the communities of the University for a public conversation about the ways in which images and image-making inform and propel our contemporary discourse about the intersections of artistic practice and civic responsibility. A Q&A with the audience will follow the conversation.

Presented by the Department of Visual Arts (DoVA) and Open Practice Committee, in partnership with the Gray Center for Arts and Inquiry, Critical Inquiry, the Center for the Study of Race, Politics, and Culture, Creative Writing, the Logan Center for the Arts, and UChicago Arts.

Family Saturday: Famlanthropy

Sat Dec 2
2-4pm
Free

Enjoy the beauty of philanthropy this giving season with the entire family. Famlanthropy focuses on the power of learning to give back and share your resources at a young age. Featuring workshops by Southside Projections, Muntu Drum and Dance Theatre, Arts and Crafts and more.

Logan Center for the Arts
915 E 60th St
arts.uchicago.edu
773.702.ARTS
uchicagoarts
loganUChicago
Headline
Headline
Headline

Day Date
Time-Time
Price

Body Text
Body Text
Body Text
Body Text
Body Text

Poster Variation

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**In Conversation with Teju Cole**

**Wed Nov 5**

**7-8:30pm**

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Essayist, photographer, and art historian Teju Cole will join the communities of the University for a public conversation about the ways in which images and image-making inform and propel our contemporary discourse about the intersections of artistic practice and civic responsibility. A Q&A with the audience will follow the conversation.

Presented by the Department of Visual Arts and in conjunction with UChicago Context, a digital and ongoing exhibition featuring works by emerging photographers, the conversation will consider the social, political, and cultural role of photography today.

In conversation with Teju Cole will be part of the Reva and David Logan Center for the Arts’ Week of Events, celebrating the link between arts and civic engagement.

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**Reva and David Logan Center for the Arts - Brand Guidelines**
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Enjoy the beauty of philanthropy this giving season with the entire family. Famlanthropy focuses on the power of learning to give back and share your resources at a young age. Featuring workshops by Southside Projections, Muntu Drum and Dance Theatre, Arts and Crafts and more.

In Conversation with Teju Cole

Teju Cole, essayist, photographer, and art historian, will join the communities of the university for a public conversation about the ways in which images and image-making inform and propel our contemporary discourse about the intersections of artistic practice and civic responsibility. A Q&A with the audience will follow the conversation.
Written Style
Identifying Our Community
Note the proper stylization for this description: “Arts at the University of Chicago fosters meaningful cultural engagement at the University, on the South Side, and in the City of Chicago. We are proud to call the South Side of the city our home.”
  o “South Side” is two words, always capitalized.
  o When speaking of UChicago in subsequent mentions, it should be capitalized as a proper noun.
  o “City of Chicago” should be capitalized just as one would capitalize “Queen of England”; however, in subsequent mentions, lowercase “city.”

Identifying the University of Chicago
The proper shortening of “University of Chicago” is “UChicago”; do not use “U of C.” At first mention, “University of Chicago” should be spelled out; in subsequent mentions, use either “UChicago” or “the University.”

Identifying the Logan Center
Communications may identify the Logan Center, the first time, as either “Reva and David Logan Center for the Arts at the University of Chicago” or “Logan Center for the Arts at the University of Chicago,” but all subsequent mentions should be shortened to “Logan Center.”

“The Logan” and “Logan” are improper and should not be used in public-facing communications.

Naming Our Spaces
• Refer to the spaces of the building as “Level”—not floor, or story, or basement (Lower Level, Level 1, Level 2).
  • Michael A. Keable and Anne C. Van Wart Welcome Center (North entrance)
  • Café Logan
  • Logan Media Center
  • Logan Center Shop
  • Logan Center Kiln House
  • UChicago Arts Box Office

Quick Style Reference
• Use the serial (or Oxford) comma: “We are visiting the Logan Center to see a play, a film screening, and a mariachi band.”
• When listing ticketing information, it should be “Price Type” then “Price.”
  o VIP $50, General $15, Students and Seniors $5 discount.
• Ampersands (&) are permitted to replace the word “and” when space is limited, unless “and” is part of an official programme or presentation title.
• When identifying the place of an event, it should be “Building” then “Room.”
  o Logan Center, Performance Hall
  o Logan Center, Screening Room
• When a location has a name as well as a number, use only the name.
  o Logan Center, Screening Room
  not Logan Center, Screening Room 201
• Shorten months and days of the weeks to the first THREE letters:
  o Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec
  o Sun, Mon, Tue, Wed, Thu, Fri, Sat
• Denote afternoon and midnight AS “noon” or “midnight”; not 12am or 12pm.
• No spaces between times and meridiem (2:30pm, not 2:30 pm).
• Do not use periods in meridiem (2:30pm, not 2:30.p.m. or 2:30 p.m.).
• Addresses should be stylized as follows:
  915 E 60th St, Chicago, IL 60637
  (no periods, designations shortened –E, W, S, N / St, Ave, Blvd, etc.).
• Do not use “at Drexel” following the listing of the Logan Center’s address.
• Appropriate use of possessive ‘S’:
  o “Today, we’re going to read a textbook on sculpture artist Dani Withers’s body of work.”
  o “Today, we’re going to read a textbook on the collaborative work of the Withers siblings.”
  o “Today, we’re going to read a textbook on the Withers’ family sculpture park.”
• Eras have no apostrophe: “1960s” not “1960’s”