



LAWRENCE
ART SOCIETY

BRAND GUIDE

INTRODUCTION

Branding goes beyond merely creating a logo or selecting colours. It encompasses the overall identity and image of an organisation, defining how it is perceived by the public. A strong brand evokes emotions, connects with audiences, and communicates core values and mission. It involves a coherent strategy that cultivates trust, loyalty, and recognition within the community.

For the Lawrence Art Society, the refreshed brand is not just a new logo; it represents a commitment to fostering a vibrant artistic community, engaging with artists and art enthusiasts, and promoting creativity through various initiatives. This guide outlines how to effectively represent the Lawrence Art Society's new identity across different platforms, ensuring consistency and impact.

LOGO

Use the supplied Lawrence Art Society logo files exactly as supplied. Do not crop, distort, add filters, or edit the logo in any way. Recolouring in a single colour for use in marketing resources should be selected from the artist's image it is being used with and should go through the society's brand manager. Files are available in Dropbox in a range of formats.



CORE IDENTITY



CLEAR SPACE

Ideally, maintain a minimum clear space around the logo equal to the height of the logo's lowercase "o" (or a simple unit equal to 10% of the logo height) on all sides. Overlaid partial images can be used for cover images selectively.

MINIMUM SIZE

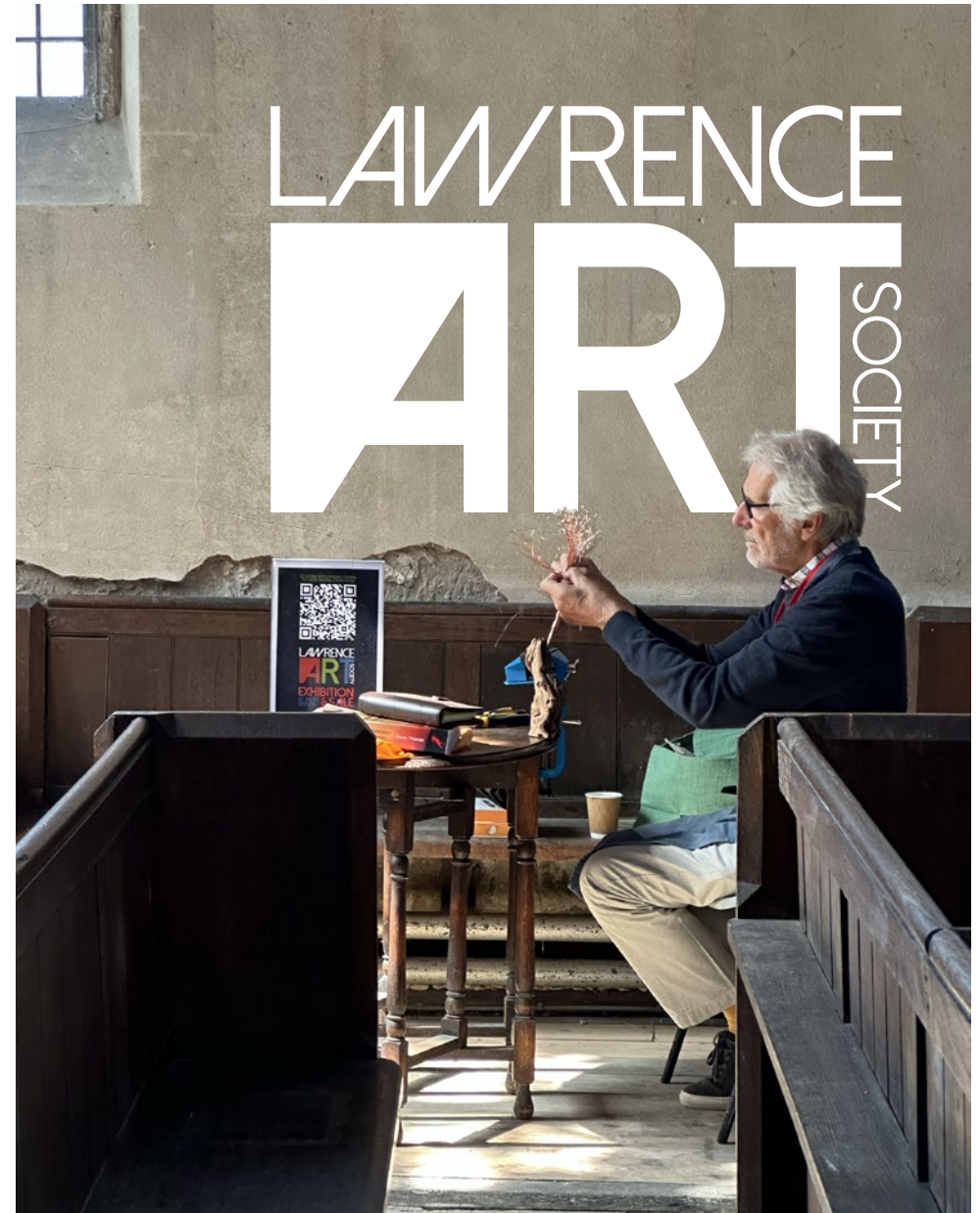
Print: logo should not be smaller than 25 mm wide.

Digital: logo should not be smaller than 120 px wide.

BACKGROUNDS

Prefer solid black or white or high-contrast backgrounds.

If placing the logo over photography, use transparent background logo over an area of image with low detail and secure sufficient contrast so the logo remains legible.



TYPOGRAPHY

DOLCE VITA
HEAVY
LIGHT

DOLCE VITA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

GILROY
Bold
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TITLES / HEADINGS TYPEFACE

Typeface: Dolce Vita – Heavy and Light

Use: UPPERCASE only (no sentence case or lower-case titles).

Tone: bold, elegant, slightly condensed to create a strong, contemporary masthead.

Leading: tight for compact, impactful headers.

SUBTITLES / SECTION HEADINGS

Typeface: Gilroy Bold

Use: Uppercase or sentence case for subtitles, Not Title Case.

BODY TEXT

Typeface: Gilroy Regular

Use: main paragraphs, captions, navigation labels, and UI copy.

Sizes (guideline):

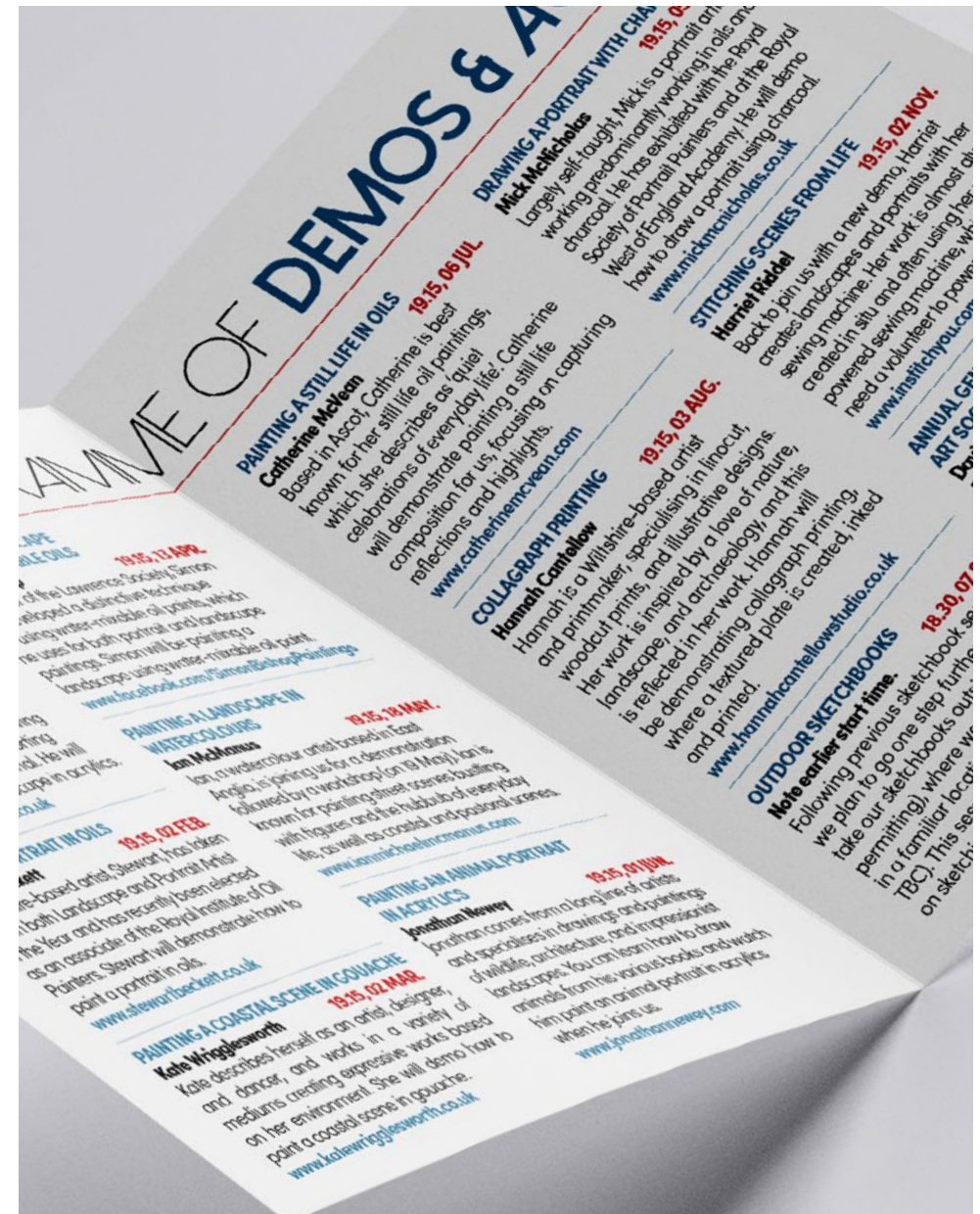
Web body copy: 16 px with 1.4 line-height

Print body copy: 10–11 pt with 1.3–1.5 line-height

IMPORTANT

Use single spacing after a full stop – never double.

FILES As provided in Dropbox



COLOUR

OVERALL STYLE

Clean, contemporary, gallery-like – restrained, backdrop that lets artworks and photography take precedence.

PALETTE GUIDANCE

Primary: neutral (white and very dark gray/black) to create high-contrast headlines and legible body text.

Secondary/accent: Selected colours from photography for backgrounds, UI accents, buttons or microcopy – keep accents minimal so artwork remains the focus.

ACCESSIBILITY

Ensure sufficient contrast between background and text (WCAG AA minimum). When placing text over images, use subtle overlay or crop to plain area to preserve legibility.

IMAGERY

Photographic style: candid, documentary-style images of exhibitions, artists at work, and close-up texture/detail shots. Images should feel natural, well-lit, and unfiltered.

Cropping: favour generous white space and central compositions; avoid heavy vignettes and filters.

Use: Hero images on web and event posters should be high-resolution, with the subject framed to leave breathing room for title text (so headings in Dolce Vita may be placed on).



LAYOUT & COMPOSITION

GRID AND MARGINS

Use a simple, modular grid. Large margins and medium gutters create a gallery-like, spacious feel. Use columns – full width text is difficult to read and off-brand.

WEB

1-3 column responsive grid, generous padding on hero sections.

PRINT

2/3-column grid for programs and posters, with clear margins.

HIERARCHY

Title (Dolce Vita, ALL CAPS) – primary visual anchor

Subtitle (Gilroy Bold) – supportive context

Body (Gilroy Regular) – descriptive copy and details

Buttons and UI: minimal button styles; use solid neutral or subtle accent background with Gilroy Bold uppercase or sentence case text.



BRAND VOICE

LESS IS MORE

The tone should be welcoming, knowledgeable, community-oriented, well-written, and concise. Use imagery and layout to enhance this message.

Always ensure spelling and grammar are checked. Have another person proofread public-facing text and imagery for clarity and quality.

Avoid relying solely on AI-generated content. Be vigilant for American spellings and the use of en and em dashes, which are obvious indicators of automation.

Use punctuation and emojis sparingly. Refrain from using exclamation marks, and make sure to use a single space (never double) after a full stop (unless you're using an old-fashioned typewriter). Double spacing causes issues with text justification in modern typesetting.

Don't hesitate to seek assistance; brand assets and templates are available to guide you.



DO AND DON'T

DO

Use Dolce Vita for all main titles in ALL CAPS.
Use Gilroy Bold for subtitles and Gilroy Regular for body text.
Keep layouts open, with generous white space.
Use supplied logo files without modification.
Apply the less-is-more approach to layouts.

DON'T

Don't alter the logo's colours, proportions, or apply filters.
Don't set page or poster titles in Dolce Vita with mixed case – titles must be ALL CAPS.
Don't overuse heavy colour or decorative effects that compete with artwork.
Don't use heavily stylised photo filters or low-contrast text over busy imagery.
Don't use unnecessary or excessive punctuation.
Don't panic. Help is available.



MEDIA

SOCIAL POST

Image-led: Full-bleed photo; logo and brief title applied on a neutral strip or plain area; keep text succinct and a single message. Don't post body text on the image - use post message. Never post QR codes on social media - use links.

NEWSLETTER / EMAIL

Design: Use template

Header: ALL CAPS sans serif

Section headings: Bold uppercase or Sentence case sans serif

Body: Clear paragraph breaks and CTA button in a solid.

ACCESSIBILITY & FINAL CHECKS

Contrast: Make sure text has enough contrast over images.

Readability: body text at accessible sizes on web and print; no tiny body copy.

LOGO FILES

Use the supplied master logo files only.

BRAND QUESTIONS & APPROVALS

Direct all usage questions and bespoke layout approvals to the Lawrence Art Society brand page on our website at www.lawrenceartsociety.co.uk/brand

