BRAND STANDARDS MANUAL *for* GRANT RECIPIENTS 2026 *through* 2027

Cultural Council
FOR PALM BEACH COUNTY

Arts. Sciences. History. Community.

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The Brand Standards Manual contains guidelines, rules and examples of how to use the Cultural Council for Palm Beach County's logo in marketing communications.

Logo files are available for download on the Cultural Council's website at palmbeachculture.com/logos.

If you have any questions regarding the use of the Cultural Council's identity and brand standards that are not addressed within this document, contact the marketing department at (561) 471-2901.

Usage

The Cultural Council for Palm Beach County logo has three variants. The logo should be used in one of these variants only, without alterations.

The Cultural Council for Palm Beach County logo must always be reproduced exactly as indicated here.

The logo must never be re-drawn, distorted or modified in any way. It must always be reproduced from master artwork and never be handwritten or drawn.





Technical Considerations

The EPS file format version is the high-resolution master artwork version that will be required for print quality. You will not be able to view the logo in this format unless you have Adobe Illustrator® CS3 or greater, installed on your computer. However, you can place the logo as an EPS file into Microsoft® Office programs.

If an EPS file is not compatible with your application, then use PNG or JPG files. Grantees/others: Logos can be downloaded here: palmbeachculture.com/logos



Improper Logo Usages

Never use anything but the approved and provided logo.

Never use part of the logo; it is an integral unit, always keep it whole.

Never attempt to create your own logo.

Never reproduce the logo in non-approved colors.

Never add a gradient to the logo.

Never use the logo as part of a sentence or phrase.

Never stretch or alter the logo's proportions.

Never alter the horizontal orientation of the logo.

Never use strokes or outline the logo.

Never use the logo in a crowded space.

Never print on top of the logo.

Never attach anything to the logo.

Never use the logo as a watermark.

DO NOT
skew the logo.



DO NOT
stretch the logo.



DO NOT
squeeze the logo.



DO NOT
tilt or rotate the logo.



DO NOT
use unapproved colors.



DO NOT
use strokes or outline the logo.

DO NOT
add a gradient to the logo.



Required Isolation Area

For maximum impact, the logo should always be prominent and legible. The exclusion zone gives the logo enough space to make this impact and not become compromised by other elements.

The logo should always be placed with an adequate amount of space between it and surrounding elements to ensure readability and recognition. The appropriate amount of space is equal to or greater than the width and height of the “C” in the wordmark.



Minimum Size

It is important that the size of the logo is not reduced to such an extent as to dilute the brand value. Therefore, it is recommended that the logo not be reproduced in a size less than 0.35” in height.

The exception to this recommendation may be a logo provided and created for print, digital or website advertisements that require a logo placement of 1/2 inch or less, but never smaller than 1/4 inch. Please refer to the next section for guidelines.



The logo must never be reproduced smaller than .35" high for print.

Example Placement of Required Logos for Category B and C-II grantees

The three required logos for grant reimbursements should follow this layout with Cultural Council to the left, Tourist Development Council in the center, and County on the right. If placed as a vertical ad, the logos would follow the layout of Cultural Council on top, then Tourist Development Council in the center, and County on the bottom.



Co-op Advertising

When participating in co-op advertising programs with the Cultural Council, logos are not necessary or required. The Council will handle all logo requirements in the branding of the co-op section (print/digital) or spot (radio/TV). Please see page 6 for an example of co-op advertsing.



Website

When including logos on your website, follow these layout guidelines. Hyperlinking the Council's logo to palmbeachculture.com is optional, but not required.



Digital Advertising

For digital advertising that is hyperlinked to a landing page, logos must be placed on the landing page.



For digital advertising that does not hyperlink to a landing page, logos must be included in the digital ad.

Example Placement of Required Logos for Category C-I Grantees

The two required logos for grant reimbursements should follow this layout with Cultural Council to the left and County on the right. If placed as a vertical ad, the logos would follow the layout of Cultural Council on top and County on the bottom.



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Co-op Advertising

Co-op advertising is an important tool that the Council offers to nonprofit cultural organizations and grantees. As part of its mission to support the cultural sector, the Council works with local and national media partners to ensure that co-op is available and affordable for organizations at any budget level.

While participating in the Council's co-op advertising program is not a requirement for grantees, it's highly recommended. While co-op packages are curated to ease approval, each package is still subject to the current year Reimbursement Guidelines for your specific grant.

Current co-op opportunities are listed on the Cultural Council's website at palmbeachculture.com/co-op.

For more information regarding co-op advertising, please contact Lauren Perry at (561) 471-2902 or lperry@palmbeachculture.com



Example from 2025 co-op for *The New Yorker*

Television, Radio and Other Electronic Media

For all additional logo and tagline requirements, please refer to the current year Reimbursement Guidelines found under the Grantee Toolkit for your specific grant at palmbeachculture.com/grants.

Social Media

The Cultural Council uses its social media platforms to actively promote arts and culture in Palm Beach County to a number of different audiences. We encourage you to follow the Cultural Council and join our conversations!

@palmbeachculture and
#palmbeachculture

Contact

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