

Pivot | Point

▶ FINE ART GALLERY ◀

STYLE GUIDE

Corporate Identity Branding 2024

Strategic style guide with templates, assets and tools for a consistent corporate brand.

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Brand Overview

Brand Name and Description

Pivot Point Fine Art Gallery is a small business featuring over 30 contemporary artists in a wide array of styles, mediums, and sizes located on historic Emory Place, Knoxville, TN.



Brand Overview

Brand Purpose

Curating fine art & artists from across North America to Knoxville, TN. Sharing the artists' stories and connecting artists with admirers and collectors.



Visual Foundation

Main Style

Pivot Point Gallery Style Guide

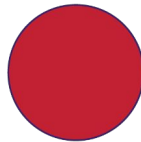
MAIN LOGO

Pivot | Point
FINE ART GALLERY

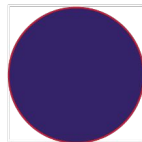
SUB MARK



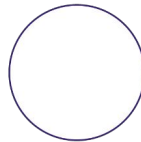
COLORS



C00 M84 Y74 K24
R194 G32 B51
#c22033



C75 M68 Y67 K90
R52 G35 B41
#342369



C02 M02 Y02 K00
R252 G252 B252
#F9F7F7

FONTS

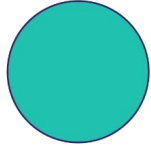
ArponaSans Regular
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Motiva Sans Light Italic
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

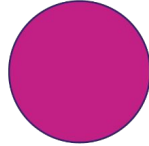
Visual Foundation

Secondary Style

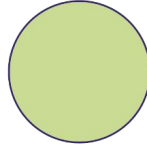
SECONDARY COLORS



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R194 G32 B51
#c22033



C00 M84 Y74 K24
R52 G35 B41
#c22084



C00 M84 Y74 K24
R252 G252 B252
#F9F7F7

SECONDARY FONTS

Angie Pro Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arpona Sans Thin

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

HEADING 1

Heading 2

Heading 3

Regular Text

HEADING 1

Heading 2

Heading 3

Regular Text

HEADING 1

Heading 2

Heading 3

Regular Text

Visual Foundation

Accessibility Guidelines

Perceivable:

- Provide text alternatives.
- Provide alternatives for time-based media.
- Provide a simple layout that retains information structure.

Operable:

- Make all functionality available from a keyboard.
- Provide users enough time to read and use content.
Do not design content in a way that is known to cause seizures.
- Provide ways to help users navigate, find content, and determine where they are.

Understandable:

- Make text content readable and understandable.
- Make Web pages appear and operate in predictable ways.
- Help users avoid and correct mistakes.

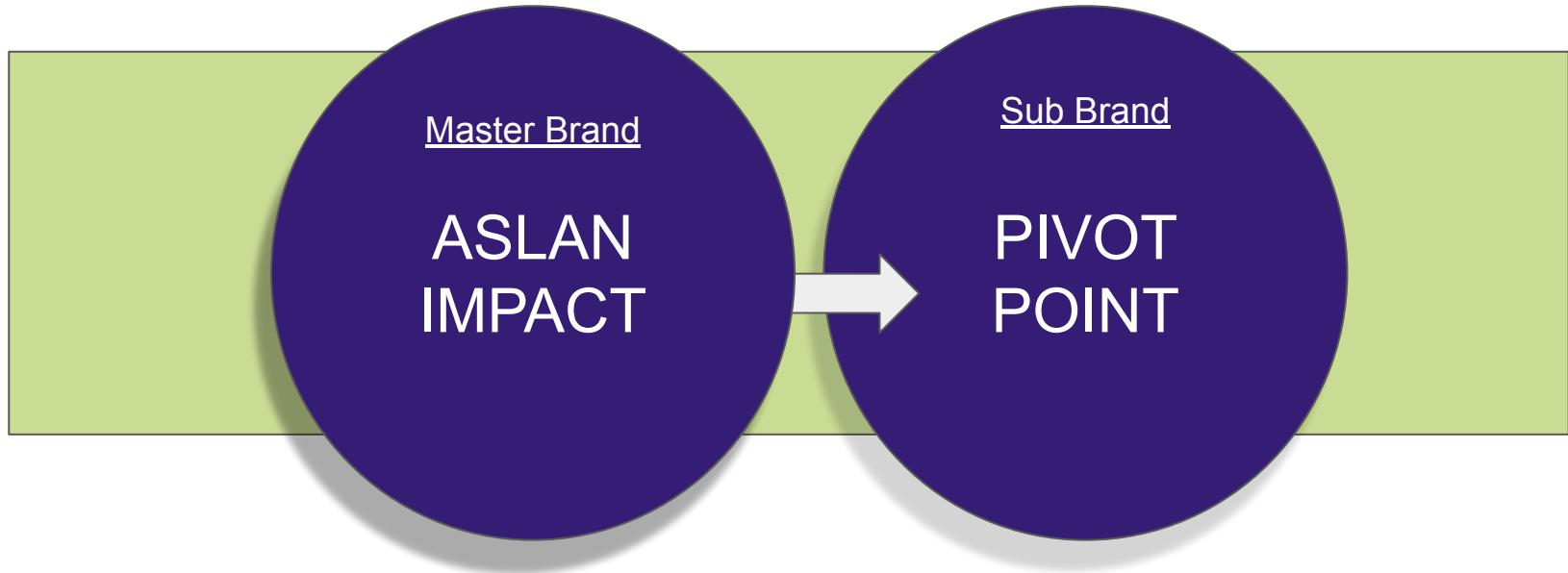
Robust:

- Maximize compatibility with current and future user agents, including assistive technologies.

Reference: <https://guides.cuny.edu/accessibility/whyitmatters>

Brand Architecture

Corporate Organization



Content Examples

Best Practices

Reception

- extended hours -



THURSDAY AUGUST 17TH 6-9 PM

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Instagram



Facebook

Content Examples

Best Practices

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First Friday Reception



Refreshments

Meet the artists

September 1 st.
5:00 to 8:00 p.m.

Print Ad

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NEW ART



Vladimir Demonovitch



Hayden Wilson



Jeanene Kid

EVENTS

ANNA RAZUMOVSKAYA SOLO SHOW



FIRST FRIDAY

April 1 st.
5:00 to 8:00 p.m.

Join us for wine, cheese, and conversation!

Email Newsletter

Content

Best Practices

- Present a clean and clear message.
- Use only colors and fonts listed.
- Use white on dark purple, red and pink.
- Use dark purple on green.
- Limit red to accents, except for headings.
- Limit images to three per printed page and email.
- Incorporate alt-tags for all media content.
- Use brand templates in Canva to create content.

Brand Voice

Our personality

An inviting and friendly voice is the main persona of our brand. We reach out to art collectors and admirers with a hopeful and happy tone. We present the latest acquisitions and events for our interested users with wonder and excitement.

Posts



Pivot Point Gallery

February 29 at 2:25 PM · 🌐

Tomorrow is First Friday!!
Come capture never fading
"Flowers in Full Bloom"
Featuring New Art & New Artist
Show opens Mar. 1, 2024
Sip & Select 5-8pm

See you tomorrow, Knoxville!!

[#pivotpointgallery](#) [#firstfridayknoxville](#)

Resources

Helpful Tools

Website:

<https://pivotpointgallery.com>

Style Guide:

https://www.canva.com/design/DAF_HaTcQSY/AhfjVE6Xuqk_v3eroR_MrQ/

Newsletter Template:

<https://www.canva.com/design/DAGAPEYGWVI/BiDnp7TCejLdhUdRXupHew/>

Print Ad:

https://www.canva.com/design/DAFsBJJzmyM/NT_ToIPUuE0bdsLATw8XVw