

PASEO ARTS ASSOCIATION BRAND STANDARDS

ABOUT:

The Paseo Arts Association (PAA) is a non-profit, 501 c3 organization that manages the monthly First Friday Gallery Walks, the annual Paseo Arts Festival, the SPACE Artist in Residence program at the Skirvin Hilton Hotel, Magic Lantern, the Paseo Arts Awards and Paseo FEAST. Since our move in 2020, our expansion of creating the Paseo Arts and Creativity Center has bolstered our visibility and our programming growth. The PAA now manages three art galleries, a gift shop, a photography studio and 10 artist studio spaces, hosting 30 art exhibitions every year.



OUR MISSION:

The Paseo Arts Association will provide a unique environment for the visual, performing and culinary arts

OUT VISION:

The Paseo Arts Association will enrich, educate, and inspire the community through the arts.



TITLES:

- Paseo Arts Association (PAA)
- Paseo Arts & Creativity Center (PACC)
- Paseo Photofest
- The March Show
- Print on Paseo
- SmallArt Show (SMART)
- Skirvin Paseo Arts Creativity Exposition (SPACE)
- Paseo FEAST
- Magic Lantern Fairy Ball

LOGO USAGE:



**Green Circle
(Standard)**



Black Logo Font



PACC Logo



White Logo Font

COLOR PALETTE:



#95CD68



#97D700



#33BEB7

FONTS:

League Spartan

Glacial Indifference

Montserrat