

Logo Usage & Attribution

BE PROUD OF WHERE YOUR DATA COMES FROM

As designer, developer, and manager of the Creative Vitality™ Suite (CVSuite™), WESTAF requires use of the official CVSuite™ logo and acknowledgement of WESTAF when using any data from the CVSuite™ in public announcements, releases, interviews, articles, or other public documentation wherein CVSuite™ data are referenced.

STANDARD LOGO APPLICATION

When applying the logo to collateral, it is necessary adhere to the guidelines found in this document. All aspects of the CVSuite brand have been considered regarding application to collateral. The styles and specifications have been crafted to assure consistent application and create recognition in the field.



FILES: There are 2 sizes available of the standard logo

LG_CVSUITE LOGO.png

SM_CVSUITE-LOGO.png

Things You Should Do

Clearance around logo



Minimum size



Acceptable Modifications To Color

Reversed out



file: REVERSED_CVSUITE-LOGO.png

B/W



file: b_wCVSUITE_LOGO.png

Things You Should Not Do

Do not re-color



use in designated palette
don't change the colors

Do no resize inproportionally



Size proportionally

CREATIVE VITALITY INDEX

FILE: CVI Value.png

In instances where the CVI Value will be highlighted or used as a stand alone value it may be useful to utilize the CVI Value logo. Please follow the guidelines outlined for use of the CVSuite logo.

Creative Vitality Index Logo



ADDING ATTRIBUTION LANGUAGE

FILE: Attribution Language.doc

The following suggested language can be used to describe WESTAF and the CVSuite™:

"The Creative Vitality™ Suite was designed and developed by the Western States Arts Federation (WESTAF), a regional nonprofit arts service organization, experienced research organization, and developer of technology solutions for the arts."

To assist clients in talking about the Creative Vitality™ Suite™, WESTAF has standard language and talking points available upon request. For information about WESTAF and the CVSuite™, please contact WESTAF.