

A large, solid red triangle pointing downwards from the top right corner of the page, creating a diagonal split between the white background and the red area.

Art Works for the National Endowment for the Arts

Basic
Logo



ART WORKS.

arts.gov

Basic Shape

Triple triangles are a metaphor for
the three purposes of Art Works:

1. Works by Artists
2. Art works.
3. Art workers



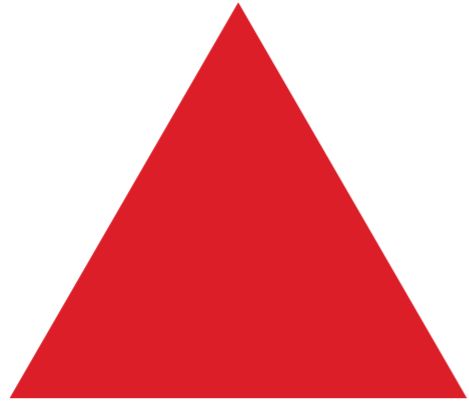
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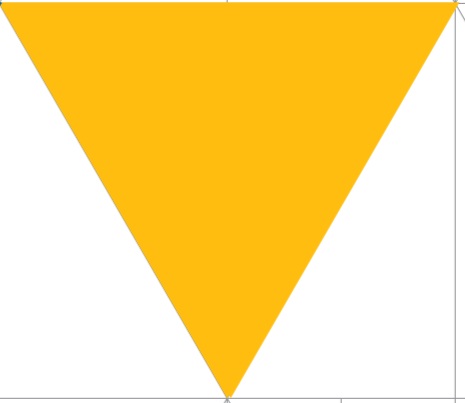
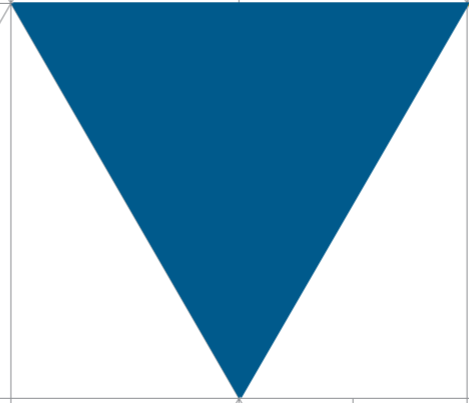
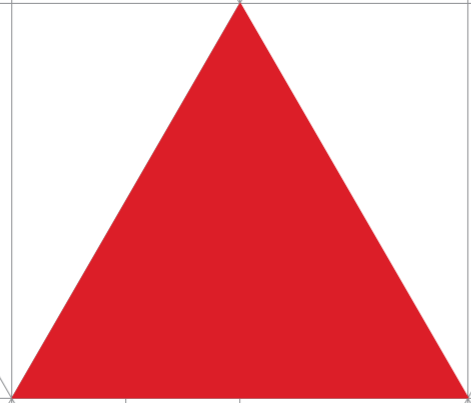


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Basic Shape

Based on a grid system, the white ground produces the letters A and W.
The process in recognizing the ground letters represent bridging the gap
between Art Works and the audience.

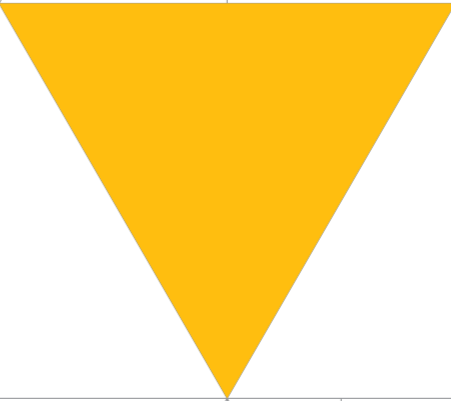
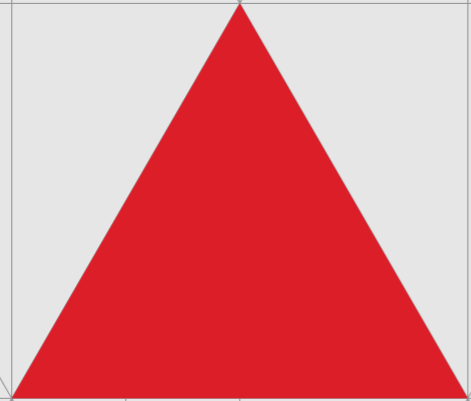


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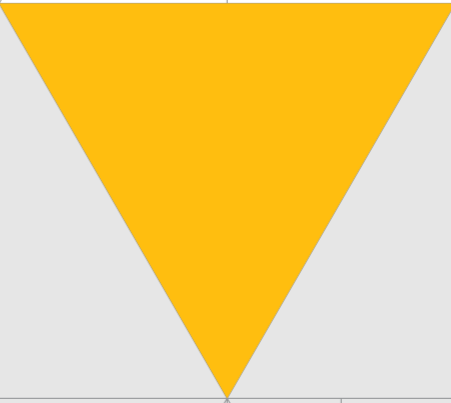
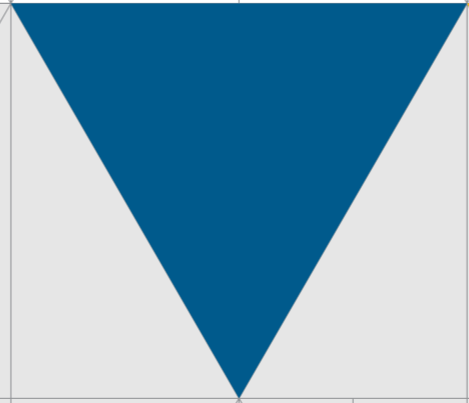
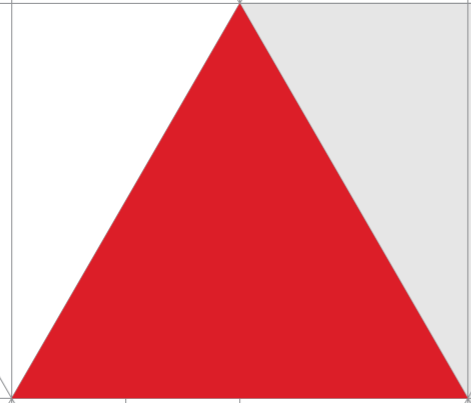


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Basic LogoType

The period after the logotype gives a strong impression, while at the same time makes the two letters into a sentence. It being a sentence supports one of the purposes of Art Works, stating that art workers are real workers with real jobs that are a vital part of this country's economy.



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Basic LogoType

Futura Maxi, a geometric typeface, has the sense of credibility and creates beautiful harmony with the perfect triangles.



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Basic Color

The colors are based on art work, Sol Lewitt's Isometric Figure.
It consists of primary colors, which are red, dark blue, and yellow,
but it still contains seriousness because it is a bit toned-down.



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**Isometric Figure
with Bars of Color**
Sol Lewitt

Basic Black & White

The gray scale includes various patterns that represent colors and the variety of art work. The essential purpose is to reproduce the logo clearly on all manner of black and white governmental documents.



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The logo scaled down to 3 inches and below may use less dense patterns which encourages better legibility.



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Thank you.

**This basic identity of Art Works for
the National Endowment for the Arts
was designed by Why Not Smile
in New York.**



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