ArtPrize belongs to everyone who takes part in it, but our trademarks belong to the ArtPrize organization alone. To protect our identity, we ask that everyone who wants to use our name and/or logo do two things:

1. Ask for our permission. (It's legally required.)
2. Follow the guidelines in this document.

Should you have any questions about using our name, logo, or other marks, please contact support@artprize.org, and we’ll be happy to walk you through it.
The ArtPrize organization produces open citywide art experiences that encourage critical discourse, celebrate artists, transform urban space, and promote cultural understanding.

**GUIDING PRINCIPLES**

**ArtPrize is Open.**
Any artist can enter. Any space in the district can be a venue. Artists and venues connect at artprize.org to independently organize. ArtPrize is free to the public. The public and an expert jury vote for the winners.

**ArtPrize Transforms Urban Space.**
By working with independent venues and curators who create unique experiences, we strive to fill every available space with art.

**ArtPrize Generates Conversation.**
Because of its open, independently organized format, ArtPrize expects and embraces critical discourse and debate from all perspectives.

**ArtPrize Challenges Everyone.**
Unpredictable by design, ArtPrize vigorously promotes examination of opinions, values, and beliefs, encouraging all participants to step outside of their comfort zones. We expect that this will surprise and delight but may also confound and infuriate.

**ArtPrize Embraces Technology.**
Technology is baked into the ArtPrize model and makes it possible. Pivotal to success are innovative features and functionality for our stakeholders that are constantly improving.

**ArtPrize is an Educational Experience.**
ArtPrize provides programs and resources that transform Grand Rapids into an open learning laboratory where students, teachers, and visitors have meaningful learning experiences, inspiring generations of artists and art lovers.

**ArtPrize Celebrates Artists.**
We celebrate the vision and courage of artists who take risks and embrace the spirit of ArtPrize.

**ArtPrize is a Catalyst.**
We build community through countless instances of independent participation. Everyone has a voice in the conversation and a stake in the outcome.

**ArtPrize Promotes Social Good.**
ArtPrize is not just for “anyone”, it’s for “everyone.” We produce programs that are intentionally inclusive and that have positive social and economic impact. We believe that real involvement for all happens by embracing identity and experience.

**ArtPrize is an Evolving Experiment.**
We are agile, constantly soliciting stakeholder feedback and implementing year-over-year improvements that are data-driven and thoughtfully executed. Change is embraced and encouraged.
ArtPrize is always one word.

In headlines, ARTPRIZE is written in ALL CAPS.

In body copy ArtPrize, is one word with a capital A and a capital P.

The first use of ArtPrize in a document must be followed by the ® symbol.

In short, within a sentence: ArtPrize, the international art competition and festival.

A single sentence: ArtPrize is an international art competition, open to all and decided by juried and public vote.

A short descriptive paragraph:

ArtPrize is an open, international art competition that takes place for 18 days in the fall in Grand Rapids, Michigan. At each event, the voting public and a panel of jurors decides the winners of $400,000 in prizes, including a $125,000 grand prize. Any artist working in any medium from anywhere in the world can participate.

A short colorful paragraph:

ArtPrize is an open, international art competition and festival. The 18 day competition turns three square miles of downtown Grand Rapids, Michigan into an open playing field for art and creative expression. At ArtPrize, everyone is invited to find a voice in the conversation about what art is and why art matters. It’s unorthodox, highly disruptive, and undeniably intriguing to the art world and the public alike.
You must have specific written permission to use any of our registered or unregistered trademarks. To request permission, contact support@artprize.org.

REGISTERED ARTPRIZE TRADEMARKS

The Logo (USPTO Registration #: 3,792,192)

(USPTO Registration #: 3,759,223)

LOGO SPACE

Open space must be placed around the ArtPrize logo to ensure optimum recognition.

The required space is 0.5" in print and 36px in web or electronic media on all sides of the logo.

Other than notice symbols, no other elements, text, graphics, abbreviations, or designs may be used in this zone.

Always use our marks consistently (i.e., don’t break them apart, add spacing, abbreviation, etc.).

Always reproduce the marks from a high-resolution digital file or artwork provided by the ArtPrize staff.
Never modify or alter our marks, including logos and any design elements, in any way.

Never add to our marks.

Never change the color of our marks.

Never rotate our marks.

Never add text to our marks.

Never use a background that detracts from our marks.

Never use our marks in a way that will harm our reputation, the reputation of our participants, or the reputation of our marks.

Never use our marks past the period of permitted use.

The Term “ArtPrize”

Correct use of the mark is a single word spelled with a capital “A” and capital “P.”

Correct: ArtPrize
Incorrect: Art Prize, Artprize

The notice symbol ® must be used on the first use of “ArtPrize” in the text of each document or promotional material. Use of the term “ArtPrize” as a descriptor is strictly prohibited unless specific permissions are granted.

Correct: “I’m hosting an event at ArtPrize®.”
Incorrect: “I’m hosting an ArtPrize event.”

Using the ® Symbol

1. All artwork we provide for permitted use contains the ® symbol wherever it is needed, and this symbol should not be removed.
2. The ® symbol must be used on the first use of “ArtPrize” in the text of each document or promotional material.
3. When using our marks, please display the following in a discrete but readable manner in the credit section of any document, advertisement, or on the back page of a written or digital promotional material:

   ® is a trademark of Downtown Grand Rapids Inc–ArtPrize in the United States.

REGISTERED TRADEMARKS

LOGO MISUSE

LEGAL TERMS

All use of the ArtPrize marks requires the advance written approval from DGRI–ArtPrize. You do not need advanced approval to use the Participation Icons or Social Media Toolkit.

If you are an authorized user of our mark(s) and/or fall into one of these user types, you must comply with the specific usage and style requirements as shown in this Brand Guide. If you are not an authorized user of our mark(s) and/or do not fall into one of these user types, you may not use our mark(s).

Moreover, for artists, venues, sponsors, registration locations, and merchants, your right to use the specified mark(s) ends January 1, 2024. No third-party brands, company names, etc. may be associated with the ArtPrize marks.

Your right to use our marks is solely for promoting your participation in, your support of, and your involvement in the ArtPrize event. Therefore, you may not put any ArtPrize mark on products that you wish to sell or to charge an admission fee or to require a cover charge. You may use any permitted mark on your website only if the mark links to our website, artprize.org, and the logo is removed after your participation in the ArtPrize event.

ArtPrize may unconditionally revoke the above rights, including your right to use any of its marks at any time. Grounds for this revocation include failing to comply with the ArtPrize Brand Guidelines.
For print and digital display applications, these icons should not be used smaller than the size shown (1.5" x 1.5"). For use on social media, a smaller version is acceptable as long as the source file is a minimum of 1" or 72px.

DO

Use icons on colorful or photo backgrounds.

DO NOT

Never modify or alter the participant icons in any way.
Never change or add text or elements to the icons.
Never remove text or elements from the icons.
Never change the colors of the icons.

Only persons associated with the respective groups have permission to use Participant Icons.
Sharp Grotesk

The ArtPrize wordmark is typeset in Sharp Grotesk, a contemporary font with a lot of variability. Sharp Grotesk comes in 7 weights and 21 widths, totaling 294 different typefaces. Use italics sparingly.

ArtPrize Wordmark:
Sharp Grotesk Bold O9 Uppercase, 10pt tracking

Headlines: Bold or Black weight
Subheadlines: Sharp Grotesk Semibold 15
Body Text: Sharp Grotesk Light 18

Web Font - IBM Plex Sans & Condensed

Sharp Grotesk should be used for all ArtPrize branded materials and print needs. For use in digital when Sharp Grotesk can’t be sourced, IBM Plex Sans and IBM Plex Sans Condensed should be used. It can be downloaded on Google Fonts for free.

Headlines: IBM Plex Sans Condensed Bold 700
Body Text: IBM Plex Sans Light 300

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
ArtPrize produces open citywide contemporary art experiences that encourage critical discourse, celebrate artists, transform urban space, and promote cultural understanding.

Venue Profile
ArtPrize is a collaboration among The City of Grand Rapids, Downtown Grand Rapids, Inc. (DGRI), and Kendall College of Art and Design of Ferris State University (KCAD). ArtPrize is an open, independently organized international art competition that takes place for 18 days every other fall in Grand Rapids, Michigan.

Any artist working in any medium from anywhere in the world can participate. Art is exhibited throughout downtown Grand Rapids—museums, bars, public parks, restaurants, theaters, hotels, bridges, and vacant storefronts. Artists and venues register for the competition then find each other through an online connections process in late spring.

Promote cultural understanding.
Two-Dimensional
Entries that exist primarily on a flat plane and are intended to be viewed from a specific angle. Includes: painting, drawing, photography, printmaking, and most textiles.

Three-Dimensional
Entries that occupy space and are intended to be viewed from multiple angles. Includes sculptures that are not intended to be site-specific.

Time-Based
Entries that are durational and change over time. The viewer has to spend some time with the work to fully view it. Includes: performance, video and film, dance, music, and interactive work.

Digital
Entries that can be displayed electronically through a screen such as TVs, tablets, projection equipment, or the like. The artist is responsible for providing, securing, and maintaining the equipment, electricity, internet, etc.

Installation
Entries that are dependent on the site in which they are installed. The location makes up an important ingredient of the work. Installation is different from 3D in that changing the location of the piece would dramatically change the work.

Solid fill category icons should incorporate the color palette found in the current event year’s Style Guide.