







-  Pantone P 45-16 U / C 0, M 91, Y 92, K 11
-  Pantone 534 U / C 59, M 48, Y 24, K 2
-  Pantone P 47-8 U / C 0, M 91, Y 92, K 47
-  Pantone Black / C 25, M 25 Y 25, K 100

Logo and Business Card Design : *Ash Creek Art Center*

The ACAC logo represents the coming together of two communities in order to create art. The two halves of the logo fit together like puzzle pieces, complementing and balancing each other. The simple geometric forms are representative of both modern art and the first bold strokes of the youthful mind. The dominant use of the color red can represent both warmth as well as excitement, and the secondary use of blue is representative of both serenity and elegance.

The two square halves of the logo represent stability within the community, while also allowing for a reorientation in to a vertical column with relative ease. This versatility and simplicity means that this logo remains viable for multiple applications.