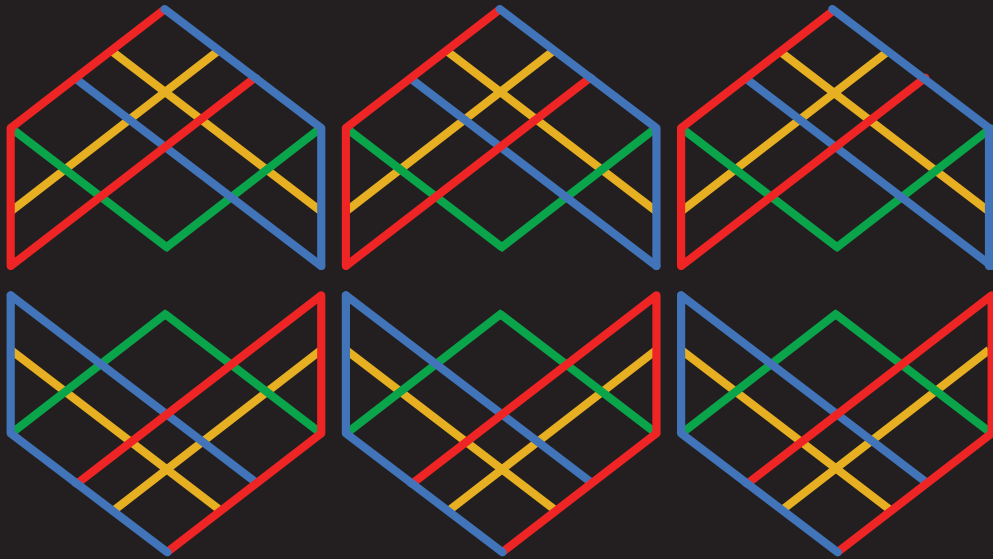


ARTIST IN RESIDENCE Education Program

Paro College of Education, Paro, Bhutan



VISUAL IDENTITY STYLE GUIDE

ARTIST IN RESIDENCE Education Program

Visual Identity Guide

Rational

The Artist in Residence Education Program (AIREP) logo design is influenced by Bhutan's ancient art of weaving.

Meaning of the Lines

Each line represents a thread symbolising connection, culture, the arts and education. Like the threads in weaving, these symbolic threads interlace to build a foundational structure for the AIREP in the following ways:

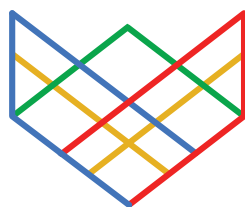
- Builds connection between visiting international artists, Paro College Faculty, local artists and community.
- Provides opportunities for interdisciplinary educational learning experiences where the artists connect their art practice with different curriculum disciplines, i.e.:
 - pattern making in painting could link to mathematics, dance and weaving
 - sculpture could relate to science, or mathematics
 - weaving could link with literacy as a way of exploring storytelling
- Exploration provides a bridge from the past to the present and provides links into the future
- Building on established educational curricular and explore new ways of learning to deepen the teacher and learners experiences for future generations.

A thread on its own is isolated, but, combined with other threads, it grows to form a beautiful rich product that is versatile and beneficial to everyone.

Meaning of the Colours

The colours are derived from the Paro College logo emphasising the Artist in Residence Education Program is woven into the fabric of the curricular. The colours also represent the many forms of Bhutan's arts and crafts uniting with the visiting artists practices to create rich and colourful experiences and educational outcomes. The colours; green, yellow, blue, red and the background colour of white, represented the colours found in the Prayer flags that adorn Bhutan, reminding us that compassion sits at the centre of Bhutanese culture, and cultivated for the good of all beings.

Colour



ARTIST IN RESIDENCE
Education Program

Paro College of Education, Paro, Bhutan



C78 M53 Y0 K0
R66 G116 B185
#4274B9



C0 M98 Y100 K0
R238 G138 B36
#EE2624



C83 M8 Y100 K0
R20 G166 B75
#14A64B



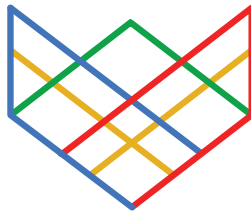
C10 M31 Y100 K0
R230 G176 B34
#E6B022



C0 M0 Y0 K60
R215 G3 B52
#808285

Variations

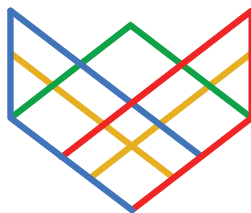
Logo with program name
college and location



ARTIST IN RESIDENCE
Education Program

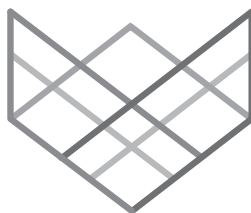
Paro College of Education, Paro, Bhutan

Logo with program name



ARTIST IN RESIDENCE
Education Program

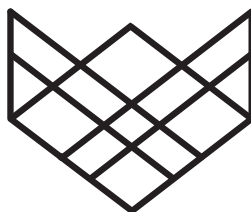
Greyscale



ARTIST IN RESIDENCE
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Paro College of Education, Paro, Bhutan

Black and White

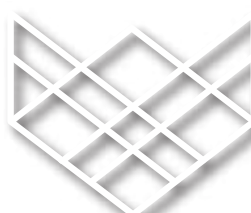


ARTIST IN RESIDENCE
Education Program

Paro College of Education, Paro, Bhutan

Reverse

Use a drop shadow to lift it out
of any patterns or colours behind it.

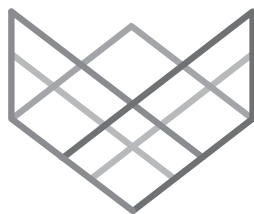
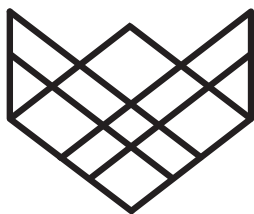
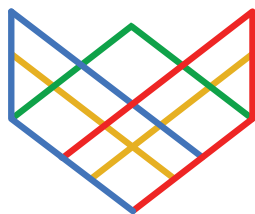


ARTIST IN RESIDENCE
Education Program

Paro College of Education, Paro, Bhutan

Logo

Logo can be used on its own as a visual element.



Elements

Logo



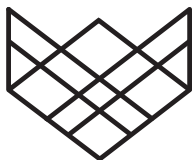
Program Title

ARTIST IN RESIDENCE
Education Program

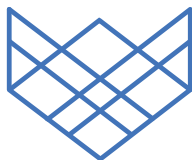
College name and Location

Paro College of Education, Paro, Bhutan

Two Colour Options



ARTIST IN RESIDENCE
Education Program
Paro College of Education, Paro, Bhutan



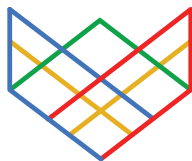
ARTIST IN RESIDENCE
Education Program
Paro College of Education, Paro, Bhutan

Arrangement

Text is justified to the right of the logo, however, if required can be centred beneath the logo.



ARTIST IN RESIDENCE
Education Program
Paro College of Education, Paro, Bhutan



ARTIST IN RESIDENCE
Education Program
Paro College of Education, Paro, Bhutan

Font

Acumin Variable Concept

Semibold

Default

Regular

ARTIST IN RESIDENCE
Education Program
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Logo as Visual Element

Use the logo in various combinations to create intersting patterns

