

# PASEO ARTS DISTRICT

# BRAND STANDARDS

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## ABOUT:

Located in Oklahoma City, the Paseo is home to over 20 galleries and more than 80 artists, all within walking distance. Intermingled with the galleries are fabulous restaurants, a vegan donut shop, shoe and clothing boutiques, gift shops, a yoga studio, barber shops and hair salons.



## BRAND:

As Oklahoma's popular arts destination, the Paseo aims to promote itself as a place where arts and community come together, as well as provide a unique family-friendly atmosphere.

## LOGO USAGE:



**Green Circle  
(Standard)**



**Black Logo Font**



**White Logo Font**

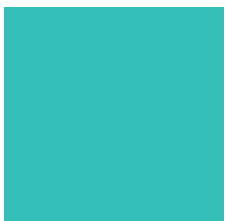
## COLOR PALETTE:



#95CD68



#97D700



#33BEB7

## FONTS:

### **League Spartan**

Glacial Indifference

Montserrat

## TITLES:

Paseo Arts District

Paseo Arts Awards Dinner and Auction

First Friday Gallery Walk

Paseo Arts Festival

- Numerical - 46th Annual Paseo Arts Festival
- Yearly - 2023 Paseo Arts Festival