

Artis—Naples

*Home of The Baker Museum
and the Naples Philharmonic*

5833 Pelican Bay Boulevard
Naples, FL 34108-2740
artisnaples.org

Artis—Naples Name and Logo Guidelines

The official name of our organization is Artis—Naples

- Always write the name in full with the em dash in between

How to create an em dash:

Option 1 on a PC: hold both the **Ctrl** and **Alt** keys then press the minus sign on the numeric keypad on the **right side of the keyboard**. This shortcut will not work with the minus sign along the top of the keyboard.

Option 2 on a PC: press **Alt** and type **0151** on the numeric keypad.

On a Mac, press **Option** and **Shift** and **Minus** sign.

- Never replace the em dash with a hyphen or double hyphen

- Never abbreviated, i.e., Artis or A—N

- When referring to Artis—Naples as the “Home of” :

Always list The Baker Museum first (capital “T” in The Baker Museum) and the Naples Philharmonic second (lower case “t” in the Naples Philharmonic)

Example: **Artis—Naples, Home of The Baker Museum and the Naples Philharmonic**

Logo Clearspace and Minimum Size

Clearspace is the distance between the Artis—Naples logo and any other graphic element and should be equal to the width of the em dash in the logo.



Minimum Size:
1” / 25mm / 72px



Logos available for download at artisnaples.org/about/media-resources