

Artis—Naples

Organization Name:

Artis—Naples (AR-tiss Naples)

Use upper and lower case letters. Do not use ALL CAPS

Never abbreviate the Artis—Naples brand.

Examples: A—N, Artis

Our name should never be broken up on separate lines in a sentence.

Example: First, I want to thank you for your continued generosity to Artis—
Naples. As a way of sharing appreciation for your commitment...

Never write our name with a hyphen or en dash.

Examples: Artis-Naples
Artis-Naples

Our name is written with an em dash

Example: Artis—Naples

How to create an em dash (—)

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 at the top of the keyboard.
- Or press Alt and type 0151 on the numeric keypad.

On a Mac:

- Press Option and Shift and the minus sign.

In certain programs, such as Microsoft Word and Microsoft Outlook, the em dash is automatically formatted by typing two consecutive hyphens followed immediately by additional text, without spaces.

On a smartphone, tap and hold the hyphen on the keyboard, then select the longest dash.

Names Around Artis—Naples:

The Baker Museum (capitalize T in The) In text: Artis—Naples, The Baker Museum
Naples Philharmonic (NO "The" and NO "Orchestra")

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.

