Artis—Naples

*Home of The Baker Museum
and the Naples Philharmonic*

Clearspace & 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.

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Minimum Size:
1" / 25mm / 72px

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Important—Read First:

The official name of our organization is Artis—Naples (never abbreviated, i.e., Artis or A—N). Always write the name in full with the em dash in between. Never replace the em dash with a hyphen or double hyphen.

How To Create An Em Dash:
On a PC

1. On a PC, hold both the Control and Alt keys and type the minus sign (specifically, the one on the numeric keypad to the right; this shortcut will not work with the one at the top of the keyboard).

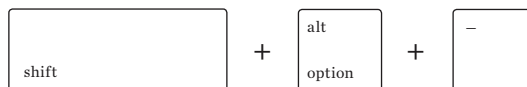[shift] + [alt / option] + [— / -]

2. To enter an em dash (—), press ALT+0151 (on the numeric keypad).

3. To enter an em dash (—), type two hyphens with a letter immediately following.

On a Mac

1. Use shortcut keys. The keyboard command for an em dash on a Mac software is "shift-option - ." Press and hold the "shift" key, "option" key and minus key to create the em dash.

[shift] + [alt / option] + [—]

2. Use Special Characters palette. In many programs, the fonts include characters that are less commonly used. Pull down the "Edit" menu, then select "Special Characters." Select the "Punctuation" menu to view the options. The em dash is the longest of the dashes shown. Click the em dash to insert it in your text.

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What not to do:

Artis—Naples

Do not outline the logo.

Artis—Naples

Do not change the logo size independently.

Artis—Naples

Do not use mix colors for the logo.

Artis——Naples

Do not change or alter the proportions of the logo.

Artis—Naples

Do not distort the logo.

Artis—**Naples**

Do not use unspecified fonts.

Artis—Naples

Do not rotate the logo.

Artis—Naples
The Baker Museum

Do not create any unapproved lockups.