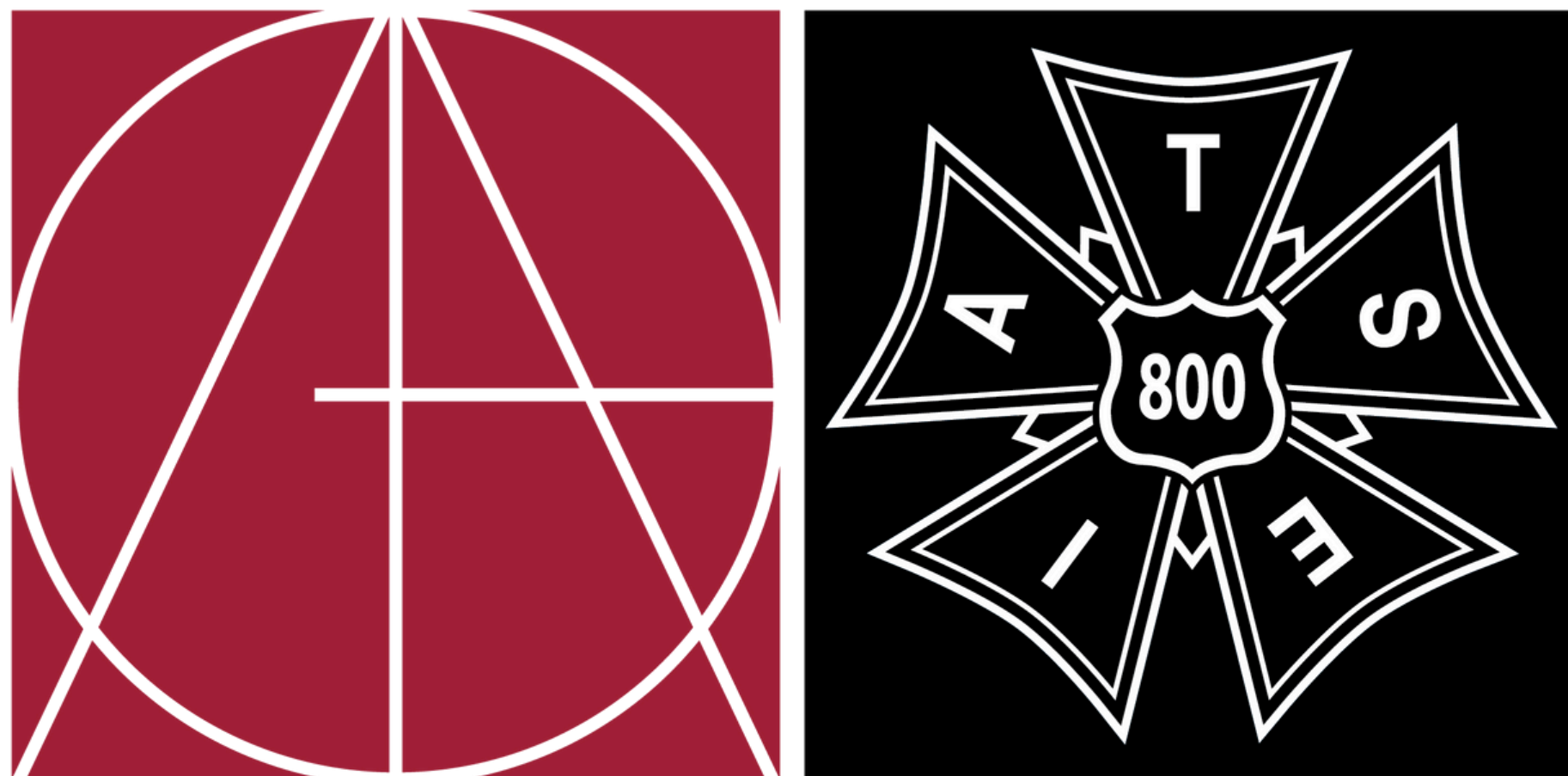




ART DIRECTORS GUILD  
IATSE LOCAL 800

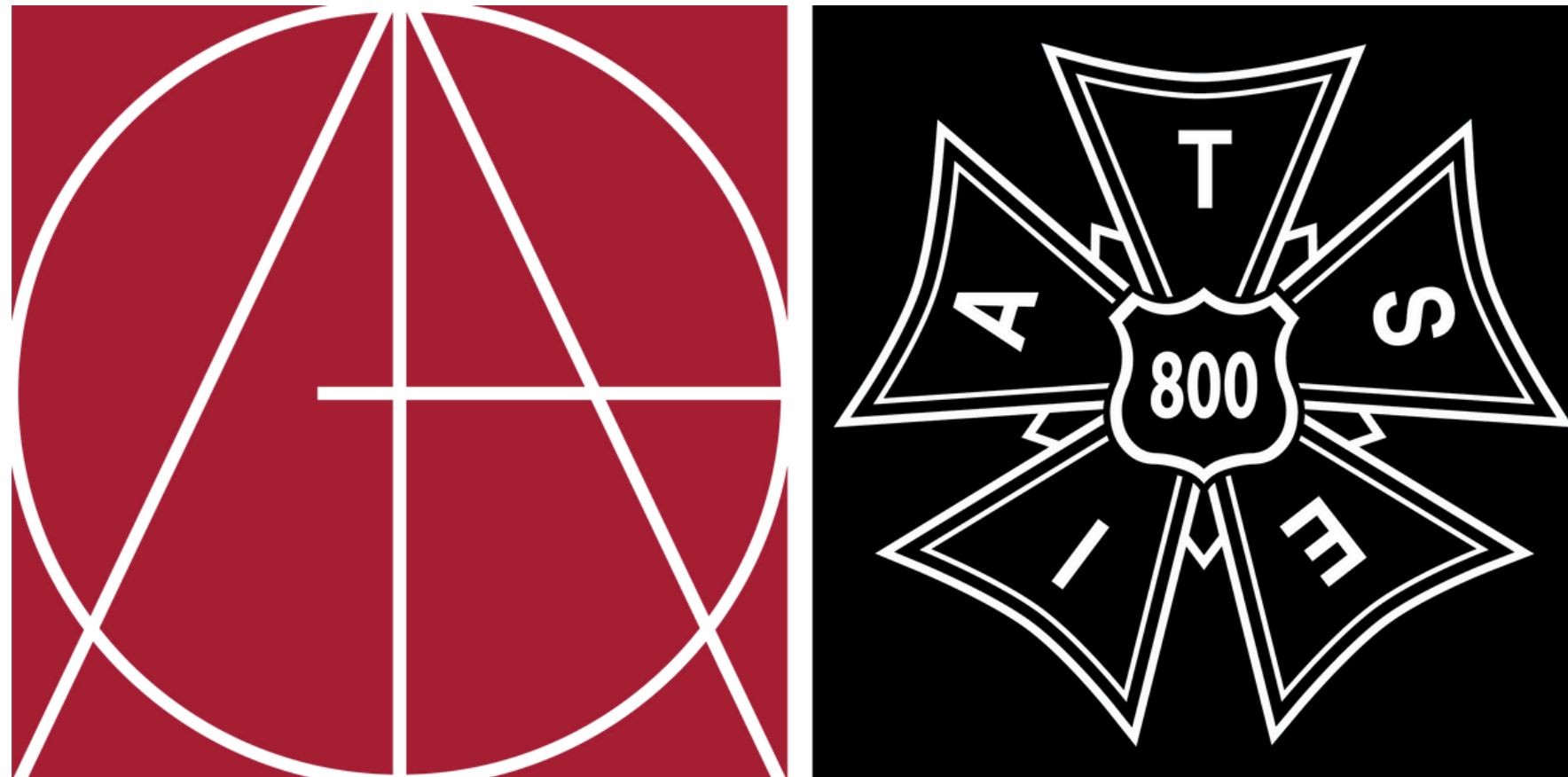
# Visual Style GUIDE

Volume 2: Revised September 2025

Volume 1 Published September 2014

# Introduction

The official logo of the Art Directors Guild, IATSE Local 800 is commonly referred to as the “double square” logo, with the Art Directors Guild logo on the left, and the IATSE Local 800 “union bug” on the right. Both must be displayed together, side by side, as depicted below.

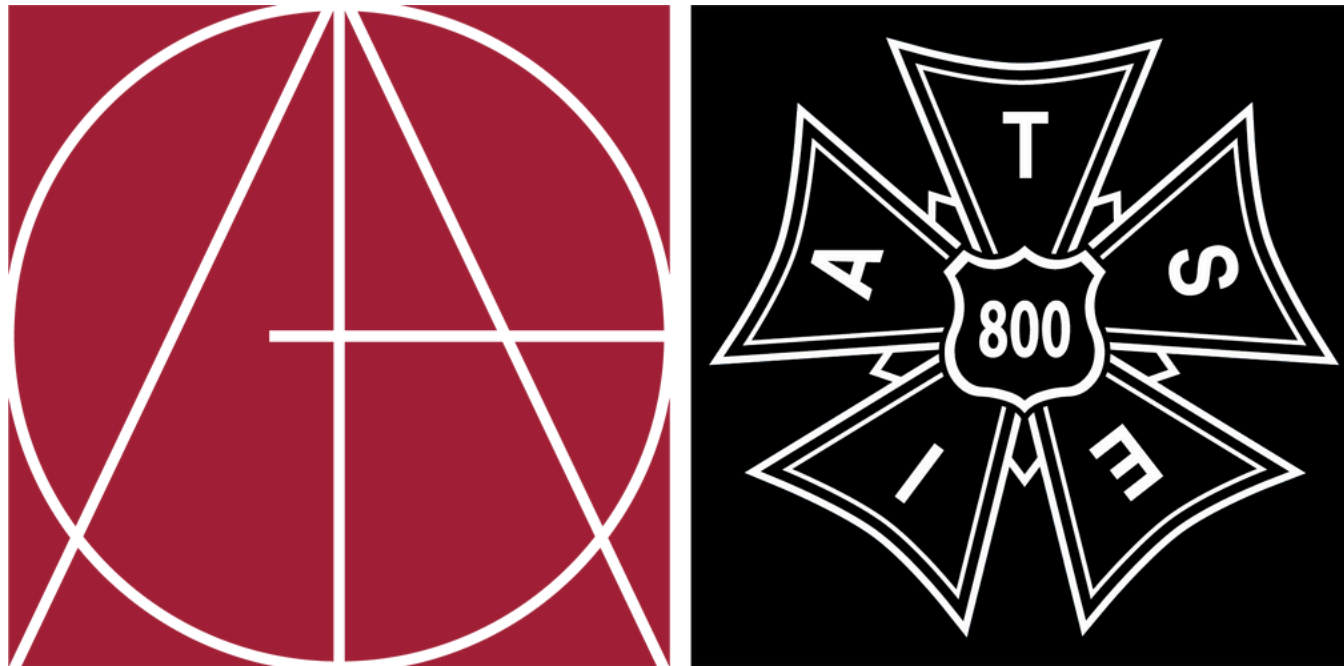


# Fonts

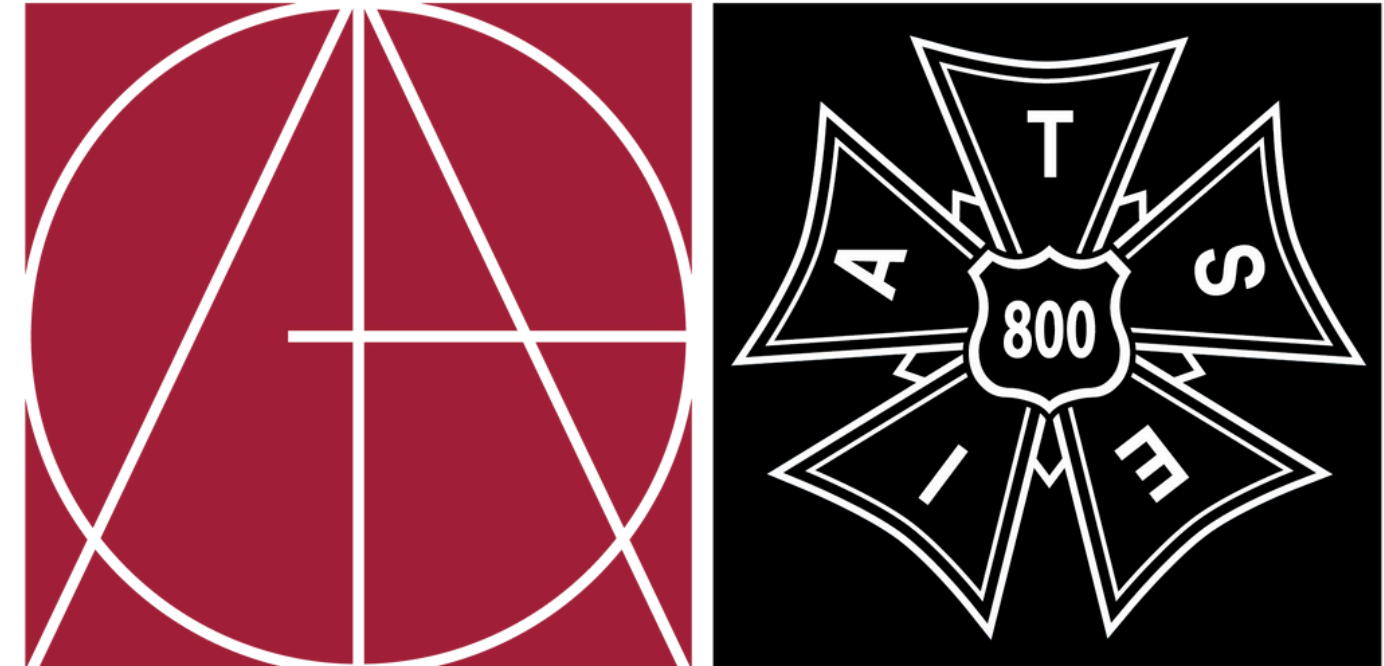
The words “ART DIRECTORS GUILD” and/or “IATSE LOCAL 800” can be displayed directly below the double square images, as shown.

When those words appear as a graphic element, the font is Futura, Medium weight preferred, all letters capitalized. Suggested foundry is Linotype.

At this time, decisions regarding complimentary fonts are left up to the supervising directors, councils and/or committees responsible for the finished product that utilizes the logo.



ART DIRECTORS GUILD



ART DIRECTORS GUILD  
IATSE LOCAL 800

# Fonts

ART DIRECTORS GUILD

Futura Light

ART DIRECTORS GUILD

Futura Book

ART DIRECTORS GUILD

Futura Medium

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

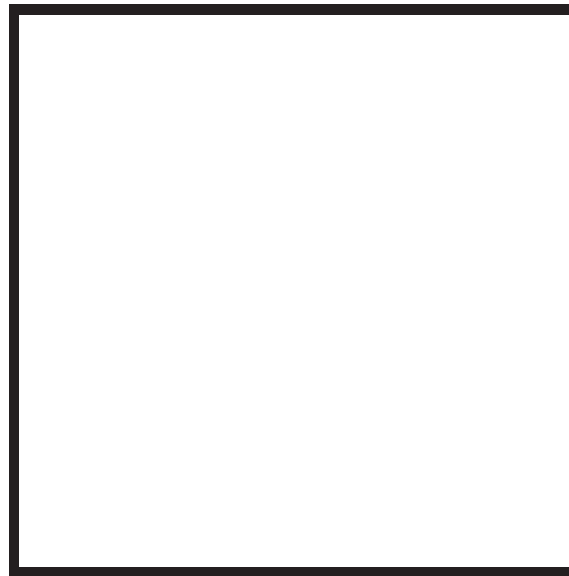
1234567890!@#\$\$%

# Logo Colors



Black

#000000



White

#ffffff



Dark Red

PANTONE: 201c

#993333

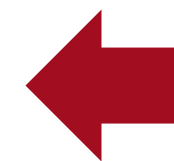


# ADG Portion of Logo

The Art Directors Guild portion of the logo was originally designed as a stand-alone graphic by noted typographer and designer, Doyald Young (1926-2011).

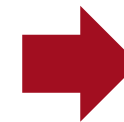
The Art Directors Guild portion of the logo is a registered trademark. When appearing alongside, the ® mark is approximately 1/24 of the logo. The mark may be omitted in instances with prior approval.

The channel or line of the Art Directors Guild portion of the logo is always the background color of the surface it appears on, and never appears as an outlined form.



Correct use

Incorrect use



# ADG Portion of Logo

The Art Directors Guild portion of the logo may be used in shades of black, grey, white; etched, frosted or clear if used with transparent surfaces such as glass or plexi; metallics and other natural materials such as gold, silver, or bronze; while foil finish is generally preferred for metallic materials, it is not required.

Dark red Pantone 201c is preferred when used in color.

Avoid using the logo at less than 1/2" in size.





# Logo on Solid Backgrounds

In some circumstances the Art Directors Guild, IATSE Local 800 logo can be placed onto a solid color (usually black or white) background that is a physical substrate of an object.

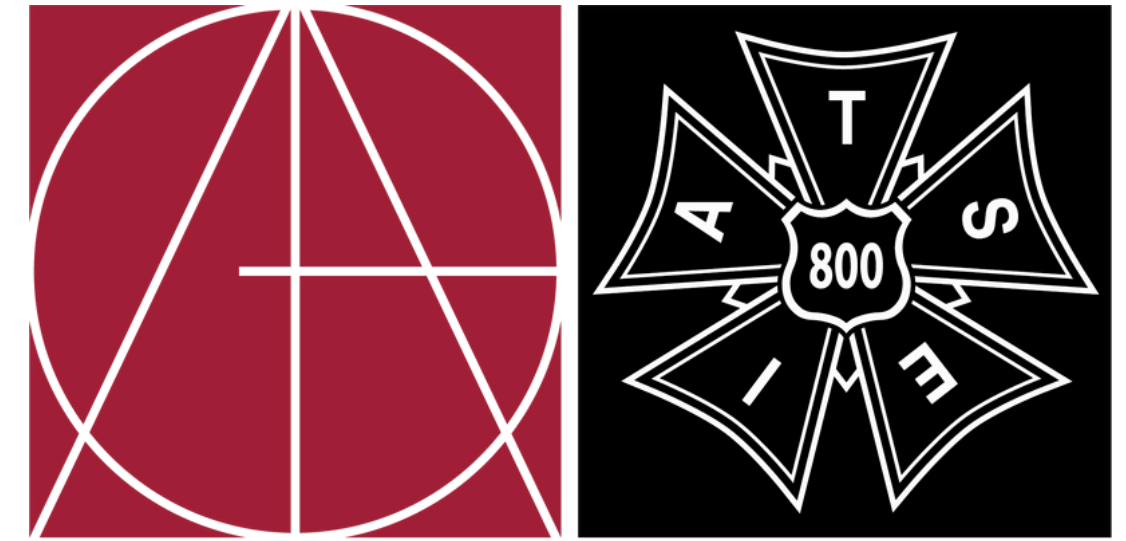
Under limited circumstances the use of the ADG logo alone may be used in this fashion, but this version should never appear in printed media.

Please note: though it still appears in certain circumstances approved by the Board of Directors, the ADG logo by itself is NOT the official logo of the Art Directors Guild, IATSE Local 800.





# Logo Use in Promotion



ART DIRECTORS GUILD

## Final Notes: Using our logo in promotional materials

Please note that all materials promoting the involvement of the Art Directors Guild, IATSE Local 800, or announcing the endorsement of the Art Directors Guild, IATSE Local 800, **MUST display the official “double square” logo**, with the Art Directors Guild logo on the left, and the IATSE Local 800 “union bug” logo on the right.

**NO OTHER logos can be substituted without the express permission of the ADG Board of Directors**, including the Art Directors Guild logo alone, or the logo of an ADG committee.

Use of an ADG committee logo may be appropriate to promote an internal event or meeting, but should be used IN ADDITION TO the official “double square” logo.

Use of an ADG committee logo in a public facing event is strongly discouraged, and requires the approval of the ADG Board of Directors.