

Brand Guidelines

Created June 2026



CULTURAL
CENTER OF
CAPE COD

Brand Overview

The Cultural Center of Cape Cod is a community-driven hub where creativity, connection, and culture come together. Rooted in the belief that the arts belong to everyone, the Center is committed to making artistic experiences welcoming and meaningful for all people.

Guided by the promise **"All the Arts for All of Us,"** the Cultural Center offers a dynamic mix of visual arts, music, performance, education, and community programming. From gallery exhibitions and concerts to workshops, classes, and events, the Center provides opportunities for both participation and discovery.



Logo

The Cultural Center of Cape Cod's primary logo is designed to be both timeless and deeply connected to place. At its core is the ramshead motif, a visual element inspired by the Cultural Center's historic building. The ramshead serves as a distinctive symbol of the organization's legacy, grounding the brand in its architectural heritage while representing strength, creativity, and continuity.

The logo should be used in navy whenever possible, reinforcing a consistent and recognizable brand presence. Navy was selected as the primary color for its versatility, clarity, and connection to the Cape's coastal identity. It ensures strong legibility across print and digital applications while maintaining an approachable tone.

Alternative color variations, listed below, may be used when necessary for contrast or accessibility, but the navy version should always be considered the default and preferred expression of the brand.



Logo Variation

The logo system is designed for flexibility while maintaining a consistent, recognizable identity.

The primary logo is preferred, while the horizontal version, including the slogan, is intended for wider formats. The horizontal logo is half of the ramshead which also forms a wave, paying homage to the coastal location of the Cultural Center.

The logo must not be altered, and all uses should follow these guidelines to preserve brand integrity.

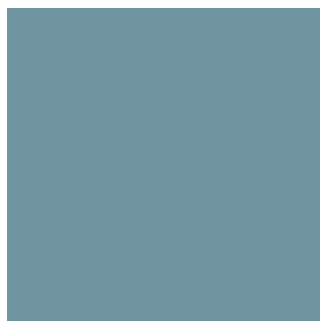


Color Palette

The color palette is anchored by navy as the primary brand color, ensuring a consistent and recognizable foundation across all applications. Three additional colors serve as secondary accents, providing flexibility while supporting the overall visual system. Pink should be used selectively and only on darker backgrounds to maintain contrast and meet accessibility standards. White and black logo variations are available for use to ensure clarity and legibility across different backgrounds and production requirements.



HEX: #004464
RGB: 0 67 100
CMYK: 100 73 38 25
PANTONE: 19-4120 TCX



HEX: #6f95a0
RGB: 111 149 160
CMYK: 60 31 32 1
PANTONE: 16-4414 TCX



HEX: #bed169
RGB: 190 209 105
CMYK: 29 4 75 0
PANTONE: 13-0540 TCX



HEX: #e8c2dc
RGB: 232 194 220
CMYK: 6 27 0 0
PANTONE: 13-2800 TCX



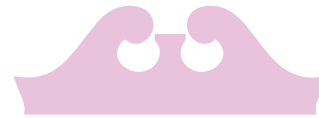
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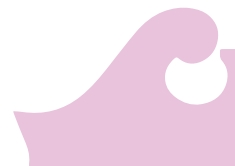
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Iconography

The ramshead icon is available as a standalone graphic element to complement the brand identity. When used independently, the icon should not be paired with additional text or modified in any way. The icon is available for use in navy, black, and white.



Typography

The typography system is designed to support clarity and consistency across all brand communications.

All-caps styling is reserved exclusively for the logo and select headings, where it helps reinforce the brand's visual identity and hierarchy. It should not be used for body text or extended copy, as this can reduce readability.

If access to Capitana is unavailable, use Montserrat.

Capitana

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Questions?

Visit our website at cultural-center.org
or give us a call at 508-394-7100