

*The Art of*

# FOUR



BRAND IDENTITY GUIDELINES



*“I really wanted the opportunity to make space for Black artists to show their work, and that's what I did.”*

— MARIA M. WILLIAMS, FOUNDER

## THE FOUNDING

In October 2019, Maria Williams launched The Art of Four after watching a news segment honoring artists and realizing none of the celebrated artists looked like her. She started with four Black artists. The collective has since grown to over forty, with a sister gallery — In the Eye of the Beholder — and partnerships with Texas A&M-SA, Artpace, and the San Antonio River Authority.

Our mission is to promote local Black artists who highlight Black culture through expression in craftsmanship, fine design, visual arts, performing arts, filmmaking, and literature.

CRAFTSMANSHIP

FINE DESIGN

VISUAL ARTS

PERFORMING ARTS

FILMMAKING

LITERATURE

# Four became forty.

*We make space, we don't ask for it.*

## STANCE

### **Declarative, not pleading.**

We do not ask permission to celebrate Black artists. We assume the platform is ours to build.

## LEXICON

### **Artist. Ambassador. Fine art.**

Maria's coined word — artist — and her name for our artists, ambassadors. Always fine art, never “street.”

## REFUSAL

### **No cultural explanation.**

Our artists should not have to translate their work to a default audience. The audience comes to the work.

*The Art of*  
**FOUR**

**STRUCTURE**

Stacked. Italic suprascript over display caps.

**DISPLAY FACE**

Fraunces (Soft, Regular)

**MIN. WIDTH**

1.0" print · 120 px digital

**CLEAR SPACE**

Equal to cap-height of FOUR on all sides



DEFAULT · INK ON BONE

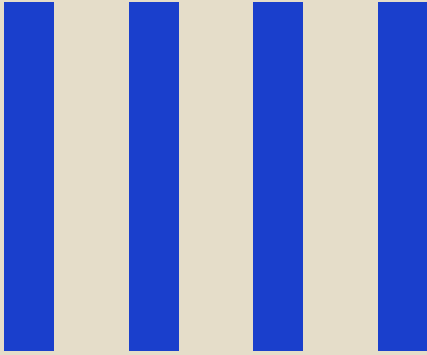


INVERTED · BONE ON INK



SIGNAL · BONE ON COBALT

*Default for most applications. Use inverted on photography, dark surfaces, and gallery signage. Use cobalt only for signal moments — exhibition openings, calls to action, signature campaigns.*



## *Four became forty.*

Four equal strokes. The mark is honest counting, not a logotype dressed up. It is the simplest possible declaration that this organization began with four — and it scales from favicon to facade without losing form.

### USE IT FOR

Avatars · favicons · signage · pattern · sign-offs



↑  
PRIMARY



Alternates



# What not to do.

F O U R

✗ Don't stretch or distort

FOUR

✗ Don't change the colors

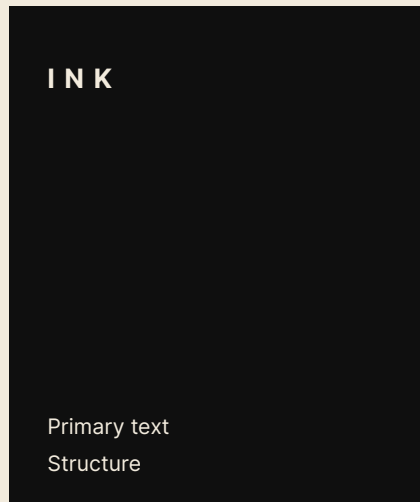
FOUR

✗ Don't rotate or tilt

AØ4

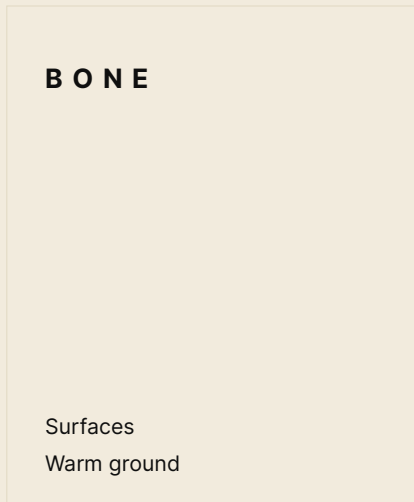
✗ Don't add the AØ4 abbreviation

# Four colors. Used in proportion.



**#0F0F0F**

RGB 15 / 15 / 15



**#F2EBDD**

RGB 242 / 235 / 221



**#1A3FCC**

RGB 26 / 63 / 204

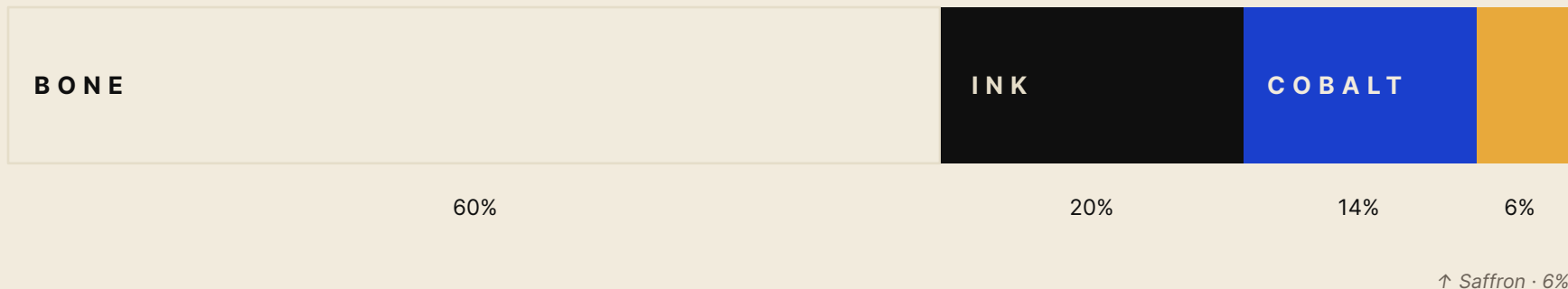


**#E8A93B**

RGB 232 / 169 / 59

# Hierarchy on the page.

Bone leads. Ink does the structural work. Cobalt arrives as a deliberate signal — never decoration. Saffron is the warm accent that lives only on ink: openings, anniversaries, moments that warrant warmth.



## ROUGH GUIDE — NOT A FORMULA

These ratios describe a layout that feels right, not a mandate. The instinct check: if a page is mostly cobalt, you're using it as decoration. Pull it back.



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*0123456789*

# Fraunces

DISPLAY · WORDMARK · HEADLINES

A contemporary serif with character — wedge-cut serifs, generous counters, real weight in the bold cuts. Confident without being precious.

## WEIGHTS USED

Regular · Wordmark, body emphasis

Italic · “The Art of” suprascript

Bold · Headlines, exhibition titles

FREE · GOOGLE FONTS · GITHUB.COM/  
UNDERCASETYPE/FRAUNCES



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

# Inter

BODY · CAPTIONS · SIGNAGE · WEB

A clean, neutral workhorse. Excellent legibility at small sizes, full multilingual support, accessible by default. The quiet partner to Fraunces.

## WEIGHTS USED

Regular · Body copy

Medium · Labels, callouts

Semibold · UI emphasis

FREE · GOOGLE FONTS · [RSMS.ME/INTER](https://rsms.me/inter)

# How we sound.

*Four became forty.*

Origin tagline · best for anniversary, story, fundraising

*We make space, we don't ask for it.*

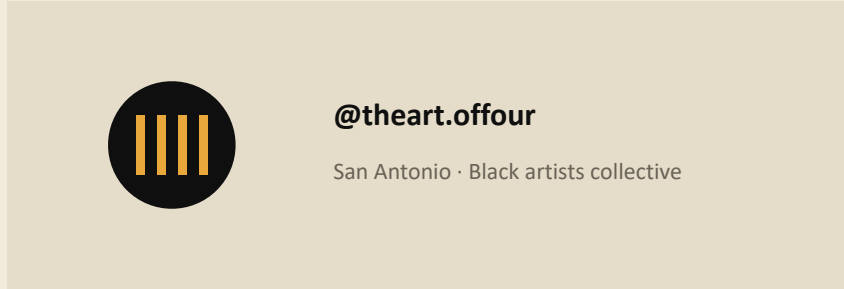
Posture tagline · best for openings, recruitment, advocacy

*Black artists are fine artists.*

Refusal tagline · drawn directly from Maria's words. Use carefully.

Each tagline serves a different moment. Don't pick one — let the context decide.

# The system in use.



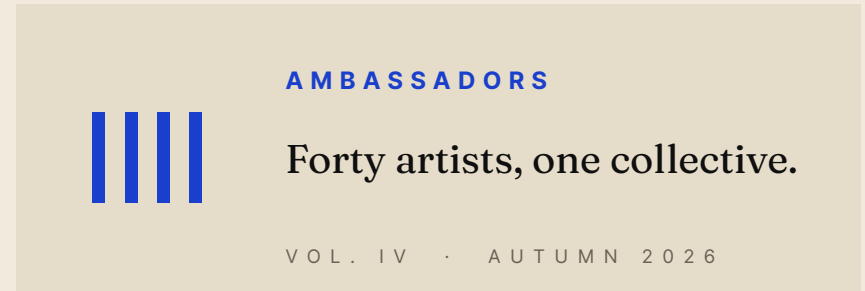
SOCIAL AVATAR



BUSINESS CARD



YARD SIGN · EXHIBITION POSTER



ANNUAL PUBLICATION · EDITION COVER



*The Art of*

FOUR

*Stewardship.*

This identity is built to be used by Maria, partners, and ambassadors. When in doubt: paraphrase the wordmark, never redraw the tally. Hold the system loosely; hold the posture tightly.