



PROGRAM

Promotion Kit





Brand & Style Guide

LOGO

There are two versions of the 2023 South Carolina Arts Awards logo, a full color version and a white reverse version to appear on darker backgrounds.

Recreation

Do not recreate the logotype.

Reverse Logo

When printing onto a dark background without color printing capability, a white version of the logo is approved for use.

Distortion

Do not stretch, distort or otherwise modify the logo. This includes the implementation of decorative effects, such as emboss or drop shadow – all of which are prohibited.







Minimum Padding

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

Minimum Sizing

Logo should never print less than 0.5" in width.

Color		Print	Digital	
		CMYK	RGB	HEX
	Blue	C: 93 Y: 41 M: 72 K: 29	R: 33 G: 65 B: 93	#21415d
	Black	C: 100 Y: 100 M: 100 K: 100	R: 0 G: 0 B: 0	#000000
	Light Blue	C: 69 Y: 1 M: 36 K: 0	R: 79 G: 141 B: 199	#4f8dc7
	Grey	C: 0 Y: 0 M: 0 K: 67	R: 115 G: 117 B: 119	#737577

COLORS

The primary color palette for the 2023 South Carolina Arts Awards includes blue, black, light blue and grey. Blue and black are the brand's primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Light Blue and grey are the brand's secondary colors and should be used as an accent or in locations where green or black are not appropriate.

TYPOGRAPHY

The 2023 South Carolina Arts Awards uses the font **Microsoft JhengHei Bold** and **MinionPro- Regular** for headers. Microsoft JhengHei Light is used for body copy.

- When using these fonts to promote the 2023 South Carolina Arts Awards, do not add effects, such as gradients, emboss or drop shadow.

Header

SUBHEADER1

Subheader2

Body copy

IMAGERY

These graphics serve as signature art and title treatment art for the 2023 South Carolina Arts Awards and should be used where appropriate.

Signature Art

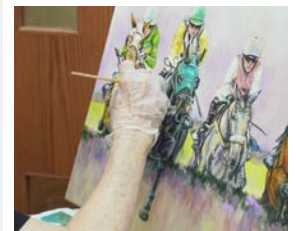
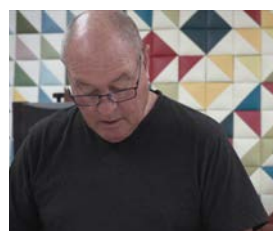
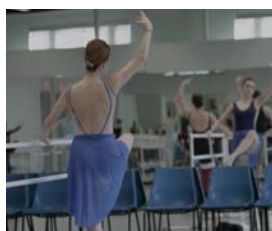
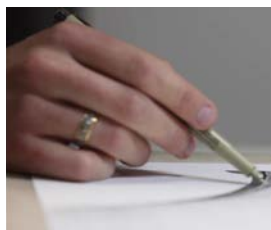


Title Treatment Art



Program Imagery

Below are 10 production stills selected to reflect the 2023 South Carolina Arts Awards. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.scetv.org/about/press-room.



Funding

FUNDING PARTNERS

Where appropriate, funding partners should be mentioned. Funding partners for the *2023 South Carolina Arts Awards* include:

- South Carolina Arts Commission
- University of South Carolina McKissick Museum





William Richardson

Producer/Editor

William Ira Richardson has accrued an impressive body of broadcasting and production experience during his career at ETV. He began his career at WRJA in Sumter, and moved to WRET in Spartanburg as a producer/director in 1985.

Richardson has also held the distinction of being an adjunct professor of Advanced Video Production at USC Upstate. He has served on the South Carolina State Budget and Control Board's State Employee Grievance Committee.

Active in the community, he has served on the board of directors for the Spartanburg YMCA; the Spartanburg Bethlehem Center, the Carolina Foothills Artisan Center and a Spartanburg Chamber of Commerce Workforce committee. He is also a graduate of the Spartanburg Chamber of Commerce's "Leadership Spartanburg Program."

Richardson lives in Spartanburg, SC.



Program Descriptions



Long Description

The 2023 South Carolina Arts Awards honors recipients of this year's Governor's Awards for the Arts and the Jean Laney Harris Folk Heritage Awards. Join First Lady Peggy McMaster and David Platts, Executive Director of the South Carolina Arts Commission as they help to recognize talented artists across the state.



Medium Description

The 2023 South Carolina Arts Awards honors recipients of this year's Governor's Awards for the Arts and the Jean Laney Harris Folk Heritage Awards.



Short Description

Recipients of this year's Governor's Awards for the Arts and the Jean Laney Harris Folk Heritage Awards.

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Program Imagery

IMAGE 1



Caption

Credit
SCETV

IMAGE 2



Caption

Credit
South Carolina Arts Commission

IMAGE 3



Caption

Credit
South Carolina Arts Commission

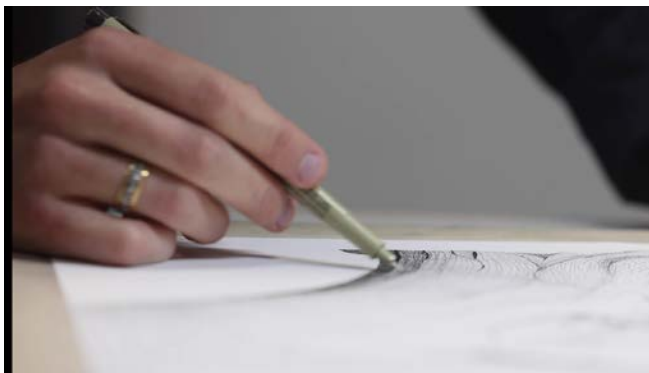
IMAGE 4



Caption

Credit
South Carolina Arts Commission

IMAGE 5



Caption

Credit
SCETV

IMAGE 6



Caption

Credit
SCETV

IMAGE 7



Caption

Credit
SCETV

IMAGE 8



Caption

Credit
SCETV

IMAGE 9



Caption

Credit
SCETV

IMAGE 10



Caption

Credit
SCETV

IMAGE 11



Caption

Credit
SCETV

IMAGE 12



Caption

Credit
SCETV

IMAGE 13



Caption

Credit
SCETV

IMAGE 14



Caption

Credit
SCETV

IMAGE 15



Caption

Credit
SCETV

IMAGE 16



Caption

Credit
SCETV

IMAGE 17



Caption

Credit
SCETV

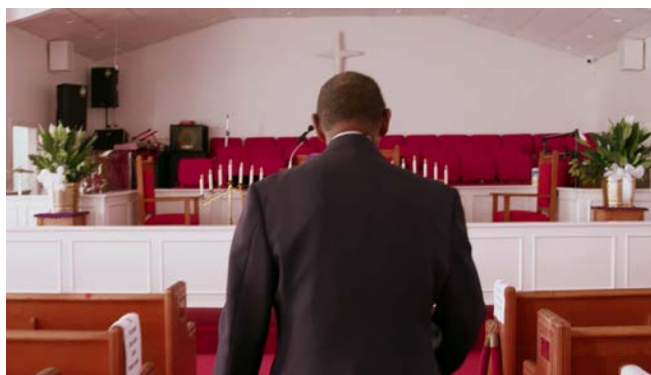
IMAGE 18



Caption

Credit
SCETV

IMAGE 19



Caption

Credit
SCETV

IMAGE 20



Caption

Credit
SCETV

IMAGE 21



Caption

Credit
SCETV

IMAGE 22



Caption

Credit
SCETV

IMAGE 23



Caption

Credit
SCETV

IMAGE 24



Caption

Credit
SCETV

IMAGE 25



Caption

Credit
SCETV

IMAGE 26



Caption

Credit
SCETV

IMAGE 27



Caption

Credit
SCETV

Production Photography

IMAGE 1



Caption

Credit

South Carolina Arts Commission

IMAGE 2



Caption

Credit

South Carolina Arts Commission

IMAGE 3



Caption

Credit

South Carolina Arts Commission

IMAGE 4



Caption

Credit

South Carolina Arts Commission

IMAGE 5



Caption

Credit

South Carolina Arts Commission

IMAGE 6



Caption

Credit

South Carolina Arts Commission

IMAGE 7



Caption

Credit

South Carolina Arts Commission

IMAGE 8



Caption

Credit

South Carolina Arts Commission

IMAGE 9



Caption

Credit
SCETV

THE SOUTH CAROLINA

Arts Awards

