



BUFFALO SOCIETY OF ARTISTS

BRAND STANDARDS





CORPORATE SEAL



LOGO

Mission: Building on a legacy since 1891,
we embrace visual exploration as critical to the voice of our time.

EXPLORE. CREATE. INSPIRE.

BuffaloSocietyofArtists.org | www.facebook.com/buffalo.societyofartists [instagram.com/buffalosocietyofartists](https://www.instagram.com/buffalosocietyofartists)

Buffalo Society of Artists is a 501(c)(3) not-for-profit organization. ©2020 All rights reserved.

BUFFALO SOCIETY OF ARTISTS: BRAND PLATFORM



PURPOSE:

To openly support, adapt to, and expand on a culturally diverse creative and conceptual public voice — now and for the next generations of visual artists, patrons and students of the arts.

VALUES:

Eclectic artistic expression as a critical contribution to personal and societal growth. Life-long learning and technical advancement. Ideally non-biased, juried support for progressive public displays of artistically interpretive points of view.

POSITION:

Established in 1891, BSA serves as one of the longest continually operating public arts organizations in the country focused on promotion, recognition and growth. We are deeply committed to excellence in the visual arts and vigorously seek to engage in a larger national and global conversation.

PERSONALITY:

Creatively open-minded. Expressive. Adaptable. Innovative. Unapologetic about making a provocative statement. Continually willing to learn. Ready to speak out. Keenly observant. Not afraid of change.

PROMISE:

We passionately create and pursue ever-changing visual exploration and dialog for the enrichment of a thinking society.

BUFFALO SOCIETY OF ARTISTS: LOGO/WORDMARK

MODERNIZING: To create a more contemporary, forward facing perception, we are now using the BSA logo for all public facing, non-corporate communications, exhibitions, workshops, invitations.

FOR PUBLIC FACING EVENTS, ANNOUNCEMENTS, SIGNAGE, ETC.



Below is the knock out version of the LOGO/WORDMARK
is a special case and is appropriate for use on a dark background



BUFFALO SOCIETY OF ARTISTS: SEAL



PMS: 7767

The seal, in its many variations, is our most historic mark, and as The Buffalo Society of Artists has served as a logo since our inception. With our transition to 501(c) (3) the seal has taken a more corporate and formal role.

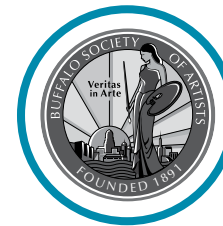
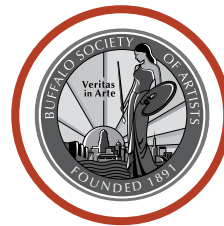
The seal and/or dual logo (next page) should only be used for formal corporate communications i.e... grants, awards, bylaws etc.

In print, the preferred use of the seal is with the addition of the circle. The circle can be in any one of the corporate colors shown below.

FOR PRINT APPLICATIONS - USE SEAL WITH OUTER CIRCLE



DEFAULT APPLICATION



BUFFALO SOCIETY OF ARTISTS: Dual Logo

The dual logo is the most flexible application and an alternative to the logo/wordmark stand alone, it can be used on any communication, corporate, public etc..



BUFFALO SOCIETY OF ARTISTS

BUFFALO SOCIETY OF ARTISTS: PALETTE

The core corporate palette is a simple set of varying neutrals, and a set of corresponding brights - selected to bring a consistent look to BSA touch points and established with enough range to create project by project emphasis without interfering with any additional artwork (s) that may be featured.

STANDARDS

BSA GREEN



c:36 m:30 y:100 k:31

BSA RED



c:15 m:100 y:100 k:0

BSA TEAL



c:8 m:8 y:29 k:16

BSA GRAY



c:17 m:0 y:0 k:71

BSA BROWN



PMS 732

BRIGHTS

YELLOW



c:4 m:33 y:98 k:0

RED



c:15 m:100 y:100 k:0

BLUE



PROCESS BLUE

BSA ORANGE



c:0 m:60 y:96 k:0

BUFFALO SOCIETY OF ARTISTS: FONTS

Whether using the seal of the common logo, the fonts are standard, there should be no variation in fonts, no scripts, no addition of “character fonts” no font deviations.

SPRING

Title font: Times new Roman, all cap is preferred

HEADLINE: ALL CAP GOTHAM: A, B, C, D, E 1,2,3,4,5 #!

SUB HEAD: ALL CAP GOTHAM BOOK: A, B, C, D, E 1,2,3,4,5 #!

Body Copy: GOTHAM BOOK upper and lower: a, b, c, d, e 1,2,3,4,5 #!

CALL OUTS: GOTHAM MEDIUM AL CAP: A, B, C, D, E 1,2,3,4,5 #!

BUFFALO SOCIETY OF ARTISTS: EXAMPLES

For information on participation in future BSA Exhibitions, visit BuffaloSocietyofArtists.org/ Join Us for applications! For either Exhibiting Membership or Associate Membership!



HONORABLE MENTION
Frank Tvedton | Spiral Shovel



HONORABLE MENTION
Beth Padgett | Shifting Elements X



HONORABLE MENTION
Barbara Munk | Red Line, Floor



BUFFALO SOCIETY OF ARTISTS



Carnegie Art Center
240 Goundry Street
North Tonawanda, NY 14120

Wild | mixed media
FIRST PLACE
Sara Baker Michalak

2020 SPRING Exhibition

BSA SPRING EXHIBITION

Kathleen McDonnell	Julie Putzoff
Carol E. Kofitz	John Shaw
Colleen Manney Fisher	Kathleen Sherr
Thomas Matyas	Carol Smolke
Robin McConditre	Linda Tormey
Barbara Munk	Ed Wilson
Kathryn Muzant	Gary L. Wolfe
Link O'Hara	Holly Wunder
Joan Polys	Holly Wyck
Beth Padgett	
Ellen Plonske	
Suzanne Pritchard	

bsaartists.org
Buffalo Society of Artists is a 501(c)(3) not-for-profit organization. ©2020 All rights reserved.

Please make a copy for your files



BSA
BUFFALO SOCIETY OF ARTISTS

Spring Exhibition

Spring Exhibition 2020, April 2 - April 25, 2020

2020



Carnegie Art Center | 240 Goundry Street
North Tonawanda, New York 14120
April 2 to April 25, 2020
Opening Reception: Thursday, April 2, 6 to 8 pm



Juror: Justus Cotterell,
MFA, Professor,
Art Department at
Edinboro University,
Edinboro, PA.

Justus Cotterell received his BFA from the Cleveland Institute of Art and a MFA from Edinboro University of Pennsylvania. He currently teaches at Edinboro in the Art Department and served as the director of the university's Bruce Gallery from 2015 to 2018. Mr. Cotterell has contributed to the Erie arts community by founding The Black Box Gallery and by serving as a board member of the Northwest Pennsylvania Artist Association.

Mr. Cotterell has an ongoing studio practice and exhibits his work nationally. His most recent exhibition "Emotional Rescue" was shown at Thiel College in 2019. www.justuscotterell.com

Fee: The nonrefundable entry fee of \$30.00 may be paid by check made out to Buffalo Society of Artists, and mailed to Cindi O'Mara, 286 Glen Oak Drive, East Amherst, NY 14051 by Monday, February 3, 2020. OR, you may pay by credit card via the PayPal button that appears after you submit your entry.

Size: The framed or 3-D size of your work may not exceed 48" x 48" x 24". Pedestals are available.

Entry Requirements: All entries must be the artist's original work. Works copied from another artist or under the supervision of an instructor; from a picture or photograph appearing in print using the composition or essential art elements are not considered original work. Artwork executed in a workshop is not eligible. Photo reproduction of completed original works will not be accepted. Only original prints hand pulled by the artist intended as final work can be accepted. Please note at this time video/film is not being accepted for this exhibition. All works must be professionally presented and ready to hang.

Sales: The Carnegie Art Center will receive a 20% commission on any work sold during this exhibition.

Awards: Awards will be announced at the opening reception.

Labels: Labels will be included with the prospectus. They must be attached to the back of each of the accepted works.



SPRING Exhibition

CARNEGIE ART CENTER | 240 Goundry St., N. Tonawanda

Opening April 2 at 8pm

Visit: BuffaloSocietyofArtists.org



SPRING Exhibition



BUFFALO SOCIETY OF ARTISTS

BUFFALO SOCIETY OF ARTISTS: EXAMPLES

Buffalo Society of Artists

EVENTS



2019 SPRING EXHIBITION
MARCH 8 TO APRIL 12, 2019
Artspace Buffalo Gallery
 1219 Main Street Buffalo, NY 14209
OPENING RECEPTION: MARCH 8, 2019
 6:30 - 8:30 PM



Rose Marie Popper
ORACLE

Beth Rederson
Shifting Environments

Frani Evodon
evodonphotography.com

OPEN MEMBER EXHIBITION
JUNE 1 TO JUNE 30, 2019
EXPO 68 Gallery
 4545 Transit Rd. - Eastern Hills Mall
 Williamsville, NY 14221
 Expo68.com

OPENING RECEPTION: JUNE 1
 5:00 - 7:00 PM

GARDEN WALK PAINT OUT
JULY 29 and 30
Vermont Street Community Garden
 17th Street
 10 AM - 4 PM (both days)



SEE AND BE SCENE

spring exhibition

MARCH 8 - APRIL 15 • At Artspace • 1219 Main St. Buffalo
 OPENING March 8, from 6 - 9 pm

JUROR / Charlie Clough

I am an art lover and a Buffalover so I feel really pleased to have had the opportunity of viewing these wonderful works. I'm kind of uncomfortable prioritizing certain of the works for awards, but we all have our tastes and herewith I have executed. I feel that it is exceptional to find oneself as an artist. I understand that, as a fourth state in relation to Freud's formulation of id, superego and ego— that the artist's oeuvre is yet another sphere of self-presentation to the world and that finding a community to enact that in is kind of good as it gets: Buffalo Society of Artists!



ARTISTS

Janice Abernethy
 Jeffery Barnes
 Joanne Black
 Dennis Bertram
 Len Blazkovi
 Susan Borden
 Tim Brooks
 Joyce Crouwell
 Doreen Delbooth
 Beverly DiPalma
 Jennifer Dowdell
 Ross Drago
 James East
 Frani Evodon
 Robert Finn
 Joan Fitzgerald
 George Gilham
 Eileen Gratz
 Joan Hambleton
 Margaret E. Haug-Chlebowski
 Judith Hodge
 Donna Jordan-Dusel
 Norma Joy
 Elaine Kessel
 Michael Killea
 Jennifer Koury
 Carol Kozlowski-Clark
 Caroline E. Leighton
 Linda Ludwig
 Carol E. Matby
 Michelle Marcotte
 Elaine Martynkiewicz
 Thomas Matyas
 Kathy McDonnell
 Eileen M. McNamera
 Sara Michalek
 Barbara Mink
 Barbara Musick
 Eileen O'Brien
 Cindi O'Mara
 Susan Polys
 John Parascak
 Russell Ram
 Carol Sircus
 Gary L. Wolfe
 Keta Zhukova

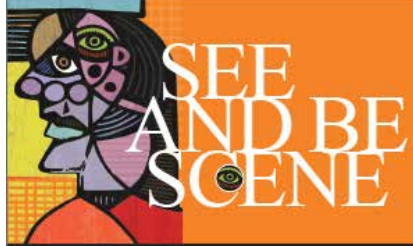
SPONSORS | The Paul Taylor Award, Taylor Devices | The Mort Spiller Family | Frame and Save
 Dana Tillou Fine Arts | The Silvestro Family | Hyatt's All Things Creative | Joyce Hill | Judy Pulfaff

BSA | buffalosocietyofartists.org | **ART. THE HEART OF SMART.**
 The Buffalo Society of Artists is a 501(c)(3) not-for-profit organization. ©2019 All rights reserved.

OPEN MEMBERS SHOW

OPEN EXHIBITION RUNS THROUGH JUNE 30TH
 EXPO 68 Gallery, Eastern Hills Mall, Williamsville
 Opening Reception: Saturday June 1 from 5 TO 7 pm

BSA BuffaloSocietyofArtists.org • [More Info](#)



SEE AND BE SCENE

BSA BuffaloSocietyofArtists.org • [Join us.](#)

SEE AND BE SCENE

SPRING EXHIBITION
 Artspace Buffalo - 1219 Main St.
 Opening: March 8 from 6 - 9
 Runs through April 13

BSA BuffaloSocietyofArtists.org • [Join us.](#)



FLOWER POWER

GARDEN WALK PAINT OUT | July 29 & 30
 Vermont Street Community Garden
 17th Street, Buffalo from 10 am - 4 pm (both days)

BSA BuffaloSocietyofArtists.org • [Join us.](#)



Join us • for ideas & conversation



Join us • MEMBER Meeting!



A VALUED PART OF THE HISTORY OF WESTERN NEW YORK

Established in 1891, BSA serves as one of the longest continually operating public arts organizations in the country focused on promotion, recognition and growth. We are deeply committed to excellence in the visual arts and vigorously seek to engage in a larger national and global conversation.



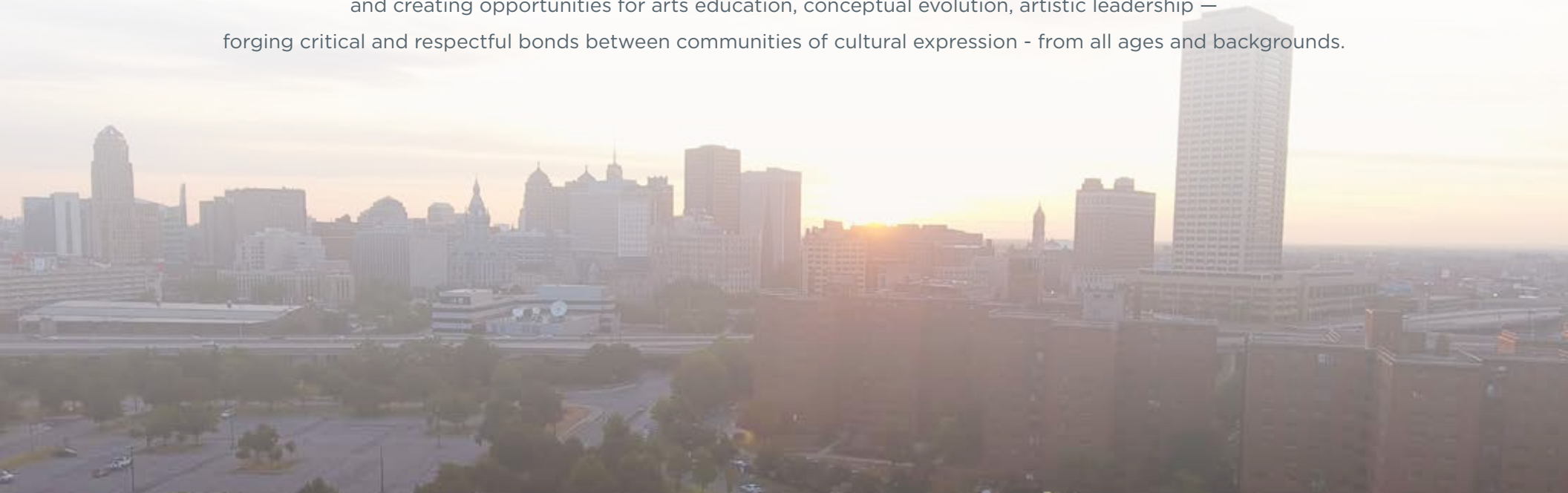


WHY

To openly support, adapt to, and expand on a culturally diverse creative and conceptual public voice — now and for the next generations of visual artists, patrons and students of the arts.

BUFFALO, NY - A GREAT AMERICAN CITY. A GREAT AMERICAN SUCCESS STORY.

From the first annual exhibition at the Buffalo Fine Arts Academy in 1891, the BSA has been an integral part of the artistic and cultural backbone of the 5 counties of Western NY. From Burchfield to Levy to Breverman to Auerbach and more we have positioned Buffalo as creatively relevant, giving voice to the morés and attitudes of each generation and creating opportunities for arts education, conceptual evolution, artistic leadership — forging critical and respectful bonds between communities of cultural expression - from all ages and backgrounds.





BUFFALO SOCIETY OF ARTISTS

IMPACT

We passionately create and pursue ever-changing visual exploration and dialog for the enrichment of a thinking society - through eclectic artistic expression, life-long learning, progressive public exhibitions, open-minded and culturally diverse statements, community outreach, events, demonstrations, forums and special projects.



EXHIBITIONS

VIDEO ARCHIVE

EDUCATION

OUTREACH

GRAND
HISTORY