



BRAND GUIDELINES

Updated 4.21.21

LOGO LOCK UP



LOCK UP

The horizontal lock-up should be used for this logo on all print and digital materials. This is to ensure the logo does not get stretched or altered in any way.

CLEAR SPACE

The capital "V" should be used to determine the amount of clear space necessary around the logo.

COLOR

The logo can be one of any of the colors from the color palette, or the *Deep Jazz Blue* for the logotype paired with the gradient for the landmark.

LOGO VERSIONS

BLACK AND WHITE



ONE COLOR



REVERSE COLOR



FULL COLOR

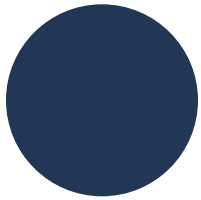


LOGO VERSION NOTES

All versions can be utilized on any and all internal and external marketing material. The brandmark can stand alone without the logotype in all versions shown, if desired.

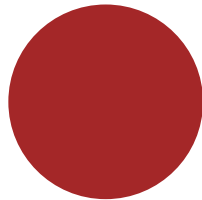
COLORS

PRIMARY BRAND COLORS



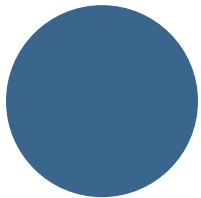
Deep Jazz Blue

CMYK 91 79 41 34
RGB 39 54 85
HEX #273655



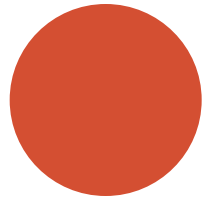
Rose

CMYK 24 96 92 18
RGB 164 41 41
HEX #a42929



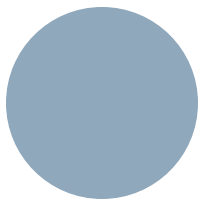
Blueberry

CMYK 82 58 26 6
RGB 63 102 141
HEX #3f658c



Energetic Orange

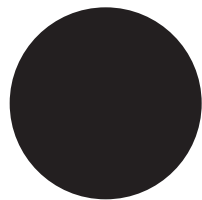
CMYK 12 83 91 2
RGB 212 79 50
HEX #d44f32



Soul Blue

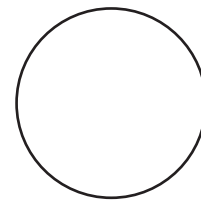
CMYK 45 26 17 0
RGB 143 168 189
HEX #8fa8bd

SECONDARY BRAND COLORS



Black

CMYK 0 0 0 100
RGB 0 0 0
HEX #000000



White

CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff

Primary Color Gradient

Composed of all primary colors except *Blueberry* in the palette. To be used in the full color landmark, as well as a second layer on top of a *Deep Jazz Blue* background on any brand collateral.



The blue represents the soothing and smooth textures in Jazz, with the bright red and orange being the vibrant energy brought by each instrument and jazz player.

THEMES AND TYPEFACES

BELGRAD BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

TYPEFACE NOTES

All versions of the logo should utilize Belgrad Bold in all caps. No warping, no kerning adjustments, and no manipulation.

All secondary text including all marketing collateral and information for this brand should be in Gotham Book, with the other variations being used for artist's names and smaller hierarchy.

GOTHAM BOOK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ # \$ % & * ()

GOTHAM EXTRA LIGHT ITALIC

*A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o
p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0
! @ # \$ % & * ()*

GOTHAM LIGHT

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0
! @ # \$ % & * ()

VINYL RECORD + ALBUM COVER



FESTIVAL BANNERS



APPAREL



EVENT LANYARD

