

## Primary version

To maximise the impact of the mark it must appear prominently and legibly when used.

The mark has two elements, the wordmark and the script mark.

They must not be used independently of each other.

The relative scale of each item in the mark must never be changed.

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## The clear area

Always keep a clear area around the mark, this ensures that the mark is never compromised by any other graphic, typography or imagery. The proportions are defined by the letter 'o' of the wordmark. From the outer edges of the mark there must be 1.5x the height of the letter 'o' on all sides.

## Sizing

For consistency, there are a range of mark sizes for common 'A' paper sizes. There may be large-scale exceptions to these rules but wherever possible, use the specific sizes.

## Minimum size

For maximum legibility, specifically when at reduced size the mark must not be used at a size smaller than 18mm width.

## Position

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The proportions of the clear area

## Sizing examples & variants

2 colour PANTONE

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18mm width  
(minimum size)

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42mm width

mono version

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18mm width  
(minimum size)

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42mm width

reversed out version

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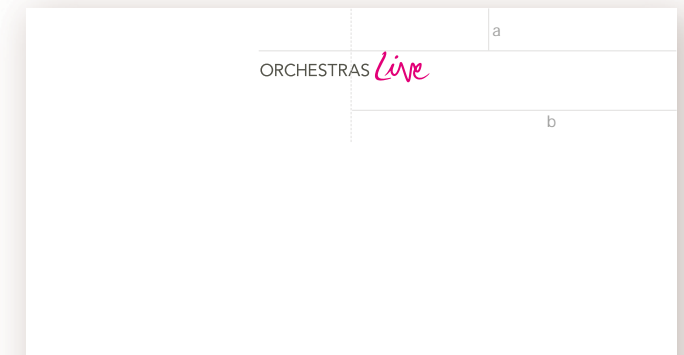
25mm width  
(minimum size)

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42mm width

## Sizing chart for A formats

Format size	Mark length	Distance from top (a)	Distance from right (b)
A6	27mm	8mm	centred
A5	38mm	10mm	centred
A4	55mm	14mm	centred
A3	77mm	20mm	centred
A2	size proportionately from A3		
A1	size proportionately from A3		



## Typography

### Avenir

The text face chosen for the headline copy is Avenir. The Book weight has been chosen for most occurrences, although Book Oblique, Medium and Medium Oblique may be used for differing emphasis, this ensures a clear distinction between type.

### Arial

For body copy we recommend the type be set in Arial at 9pt on 10.5 leading.

## Typography recommendations

Good typography is based on function, format and purpose. Type should always be left aligned and be set in conventional sentence case (i.e. not all caps or lower case).

It is a legal requirement that licences for these typefaces are purchased for each computer they will be used on.

## Typeface & weights

# Avenir

## Avenir Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

16pt / 19pt

Avenir Book

*Avenir Book Oblique*

9pt / 10.5pt

## Avenir Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789

16pt / 19pt

Avenir Medium

*Avenir Medium Oblique*

9pt / 10.5pt

# Arial

## Arial

This is our main body text face and makes large quantities of text readable. We recommend 9pt on 10.5pt leading for legibility.

9pt / 10.5pt

# Typography

Xyz Xyz Xyz Xyz  
50pt 42pt 28pt 20pt

Avenir Book 7pt

Avenir Book 9pt

Avenir Book 12pt

Avenir Book 18pt

Xyz Xyz Xyz Xyz  
50pt 42pt 28pt 20pt

Avenir Medium 7pt

Avenir Medium 9pt

Avenir Medium 12pt

Avenir Medium 18pt

## Orchestras Live : Identity usage document

### Primary palette

The primary palette consists of the two main colours; PANTONE Black 7 and PANTONE Rubine Red.

Black and white are essential colours that create two important elements: the canvas (or white space) and text. Our approach to the overall branding has allowed for more white space in layouts letting elements breathe and giving a sense of clarity and confidence.

### Use of tints

Tints of all colours in the palette may be used, however, depending on the colour we recommend not using below a 30% tint. Tints are ideally only to be used as support colours within layouts in elements such as text boxes, tables, charts and diagrams if necessary. Do not place tints on front covers or as leading colour statements within a design. Generally a tint should cover no more than 1/3 of a page.

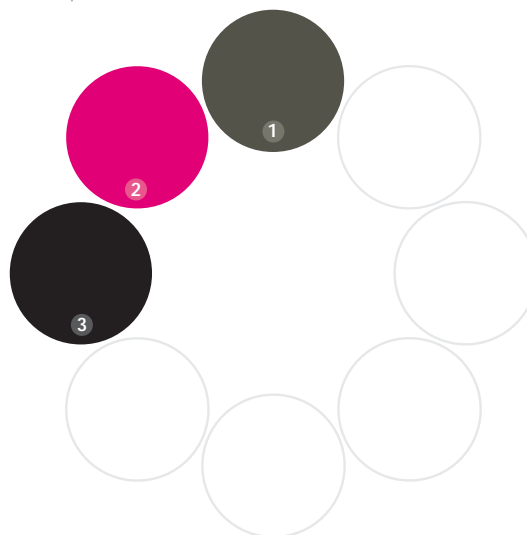
### Use of colour

At no time is it acceptable to alter the values of any colours within the palette. Additional supporting shades may be used, however, these must be complimentary to the main colours used. Use of additional colours must be agreed before use.

The PANTONE® Matching System is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour. PANTONE® is a registered trademark of Pantone, Inc.

Hex values are primarily for screen use, e.g. web pages.

### Primary colour spectrum



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### Primary colour breakdowns

	1	2	3		
PANTONE®	Black 7	Rubine Red	Process Black	-	-
CMYK	0 / 0 / 15 / 82	0 / 100 / 15 / 4	0 / 0 / 0 / 100	0 / 0 / 0 / 0	-
RGB	105 / 100 / 94	207 / 3 / 92	0 / 0 / 0	255 / 255 / 255	-
Hex	#69645E	#CF035C	#000000	#FFFFFF	-