



THE SYMPHONY
GUILD
OF CHARLOTTE

StyleGuide

Marketing Protocols

Please consult with marketing prior to designing correspondence, invitations, banners, signage, etc. The marketing volunteers will be happy to assist you in creating designs in keeping with the Guild's branding vision.

All materials must be approved by the Guild President and the VP, Marketing.

Symphony Family Logos:

The Symphony Guild



Charlotte Symphony



Charlotte Symphony Youth Orchestras



Oratorio Singers



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Project Logos:

Education



Fonts:

Preferred font—Gotham Rounded Book

Substitute font—Century Gothic

Colors:

| | | | |
|-----------|------------|---------------|---------------|
| Primary = | Red: | Pantone 179C | RGB 222 56 49 |
| Accent = | Blue: | Pantone 808C | RGB 0 178 143 |
| | Green: | Pantone 377C | RGB 102 153 0 |
| | Goldenrod: | Pantone 7405C | RGB 236 194 0 |

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