



# The Symphony Guild of Charlotte, Inc.

## MARKETING – BRANDING PROTOCOLS

Established by the Marketing Ad Hoc Committee  
of the Long Range Planning Committee (a standing committee of The Guild Board),  
through its work from Fall, 2005 to Spring, 2007

- IT IS RECOMMENDED THAT THE SYMPHONY GUILD OF CHARLOTTE, INC. ADOPT THE ATTACHED DESIGN PROTOCOLS TO BRAND GUILD PROJECTS. POSTERS AND ADVERTISEMENTS SHOULD CONSIST OF THE FOLLOWING ELEMENTS AND POSITIONING:

(NOTE: IN THE CASE OF THE GATHERINGS DESIGN PROTOCOL, THE DESIGN ELEMENTS ARE SPECIFIC TO A BOOKLET OF OFFERINGS RATHER THAN POSTERS AND ADVERTISEMENTS.)

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DESIGNER HOUSE			
ITEM	POSITION	FONT	OTHER
TO FLOW VERTICALLY IN ORDER:			
Guild Logo	Center, top		
<b>The Symphony Guild of Charlotte, Inc.</b>	Center, next	Times New Roman	bold
<i>presents the</i>	Center	Times New Roman	italic
<i>(Year) ASID Designer House</i>	Center	Times New Roman	italic
Designer House Door – open or closed	Center		B&W/pen & ink illustration of current house door at option of chairman
Welcome to Our House!	Center	Times New Roman	
Space for information	Center	Times New Roman	
35 Years of Tradition . . .	Center	Times New Roman	
Proceeds allow The Symphony Guild to support its enrichment projects, the Charlotte Symphony and youth music education.	Center	Times New Roman	
Sorry, no cameras, infants, or children under eight are permitted in the Designer House	Center, with above statement	Times New Roman	italic

<b>FASHION SHOW</b>			
ITEM	POSITION	FONT	OTHER
TO FLOW VERTICALLY IN ORDER:			
Guild Logo	Center, top		
<b>The Symphony Guild of Charlotte, Inc.</b>	Center, next	Times New Roman	bold
<i>presents</i>	Center	Times New Roman	italic
The ___th Annual Fashion Show & Marie R. Rowe Award	Center	Times New Roman	italic; ampersand in red
Fashion Show Logo	Center	Logo	
The Power of Women (W requires special treatment)	Center	Baskerville Old Face Edwardian Script	all caps “W” in Edwardian Script
Space for information: date, time, location	Center	Times New Roman	italics
Proceeds allow The Symphony Guild to support its enrichment projects, the Charlotte Symphony, and youth music education	Center	Times New Roman	Proceeds statement optional

<b>GATHERINGS</b>			
ITEM	POSITION	FONT	OTHER
Program to be 8.5 x 5.5			
TO FLOW VERTICALLY IN ORDER:			
Guild Logo	Left justified		
<b>The Symphony Guild of Charlotte, Inc.</b>	Right of horn bell	Times New Roman	bold
<i>presents</i>	Center	Times New Roman	italic
Gatherings	Center	Scriptina	
Fiscal year (i.e., 2007-2008)	Center, at bottom	Times New Roman	italic

<b>VIOLIN PROJECT</b>			
ITEM	POSITION	FONT	OTHER
TO FLOW VERTICALLY IN ORDER:			
Guild Logo	Center, top		
<b>The Symphony Guild of Charlotte, Inc.</b>	Center, next	Times New Roman	Bold
<i>presents the</i>	Center	Times New Roman	Italic
Artistry of the Violin	Center	Artemsia Light OR similar	Smaller font for “of the”
Jim Fales treble clef graphic	Center		artist Jim Fales to be acknowledged similar to Susette Sides
Welcome to Our Auction!	Center	Artemsia Light OR similar	OR use this space for project description
Space for information	Center	Times New Roman	
Proceeds allow The Symphony Guild to support its enrichment projects, the Charlotte Symphony, and youth music education.	Center	Times New Roman	

<b>YOUTH FESTIVAL</b>			
ITEM	POSITION	FONT	OTHER
TO FLOW VERTICALLY IN ORDER:			
Guild Logo	Center, top		
<b>The Symphony Guild of Charlotte, Inc.</b>	Center, next	Times New Roman	bold
<i>in collaboration with the</i>	Center	Times New Roman	italic
Charlotte Symphony	Center	Logo	logo
<i>presents the</i>	Center	Times New Roman	italic
<i>(Year) Youth Festival</i>	Center	Times New Roman	italic
Susette Sides pen& ink drawing of CSYO rehearsal	Center		B&W/pen & ink illustration to be selected by Guild design people Graphic must include artist acknowledgement: ©Susette Sides
Welcome to Our Concert!	Center	Times New Roman	OR use this space for project description
Space for information	Center	Times New Roman	
21 Years of Tradition . . .	Center	Times New Roman	To reflect the longevity of project
The Symphony Guild Enrichment Projects include: Master Class, Musical Petting Zoo, Scholarships, School Concerts, Summer Music Camp, Young Artists Competition, and Youth Festival	Center	Times New Roman	Proceeds statement optional

<b>YOUNG ARTISTS COMPETITION</b>			
ITEM	POSITION	FONT	OTHER
TO FLOW VERTICALLY IN ORDER:			
Guild Logo	Center, top		
<b>The Symphony Guild of Charlotte, Inc.</b>	Center, next	Times New Roman	bold
<i>presents the</i>	Center	Times New Roman	italic
<i>(Year) Young Artists Competition</i>	Center	Times New Roman	italic
Susette Sides pen& ink drawing of an individual young musician	Center		B&W/pen & ink illustration to be selected by Guild design people Graphic must include artist acknowledgement: ©Susette Sides
Welcoming Talented Young Musicians!	Center	Times New Roman	OR use this space for project description
Space for information	Center	Times New Roman	
Established 1972 . . .	Center	Times New Roman	To reflect the longevity of project;
The Symphony Guild Enrichment Projects include: Master Class, Musical Petting Zoo, Scholarships, School Concerts, Summer Music Camp, Young Artists Competition, and Youth Festival	Center	Times New Roman	

<b>MASTER CLASS</b>			
ITEM	POSITION	FONT	OTHER
TO FLOW VERTICALLY IN ORDER:			
Guild Logo	Center, top		
<b>The Symphony Guild of Charlotte, Inc.</b>	Center, next	Times New Roman	bold
<i>presents the</i>	Center	Times New Roman	italic
<i>(Year) Master Class</i>	Center	Times New Roman	italic
Susette Sides pen& ink drawing of an individual young musician and teacher	Center		B&W/pen & ink illustration to be selected by Guild design people Graphic must include artist acknowledgement: ©Susette Sides
Use this space project information – Master Class teacher, etc.	Center	Times New Roman	
The Symphony Guild Enrichment Projects include: Master Class, Musical Petting Zoo, Scholarships, School Concerts, Summer Music Camp, Young Artists Competition, and Youth Festival	Center	Times New Roman	Proceeds statement optional

<b>MUSICAL PETTING ZOO</b>			
ITEM	POSITION	FONT	OTHER
TO FLOW VERTICALLY IN ORDER:			
Guild Logo	Center, top		
<b>The Symphony Guild of Charlotte, Inc.</b>	Center, next	Times New Roman	bold
<i>presents the</i>	Center	Times New Roman	italic
Musical Petting Zoo	Center	Futuramano Bold	all caps, WordArt, spacing tight
Peter Panda graphic	Center		artist Jim Fales to be acknowledged similar to Susette Sides
Welcoming Future Musicians	Center	Times New Roman	OR use this space for project description
Space for information	Center	Times New Roman	
17 Years of Tradition . . .	Center	Times New Roman	To reflect the longevity of project
The Symphony Guild Enrichment Projects include: Master Class, Musical Petting Zoo, Scholarships, School Concerts, Summer Music Camp, Young Artists Competition, and Youth Festival	Center	Times New Roman	