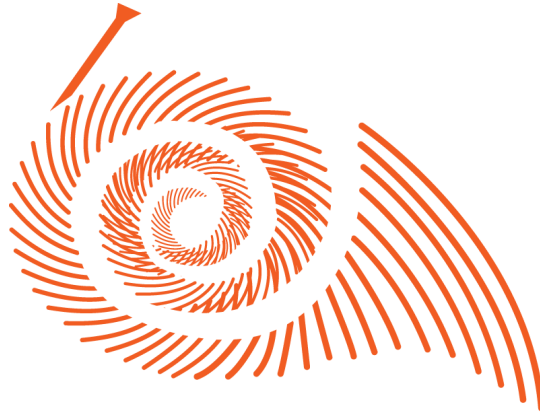# THE SYMPHONY
GUILD
OF CHARLOTTE

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.
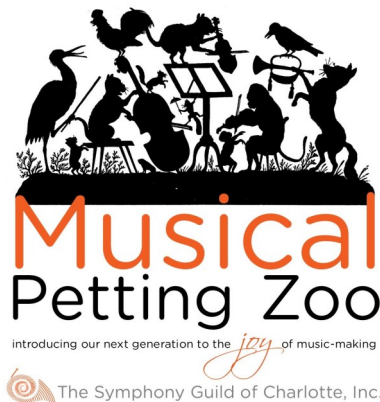
Symphony Family Logos

The Symphony Guild:

Charlotte Symphony:

Projects: Education

Projects: Fundraising

Beat Beethoven 5K

TopGolf Tournament

Fonts:

Preferred font—Calibri

Substitute font—Arial

Colors:

Primary = Orange	Pantone 165C	RGB 241 92 34
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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