

# VOICES OF NOTE

## BRANDING GUIDE

UPDATED 10/2018



ATLANTA  
GAY MEN'S  
CHORUS



ATLANTA  
WOMEN'S  
CHORUS



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**This booklet is only a guide and strives to provide general guidance. If you have a special concern or project that you need help with, the Voices of Note marketing committee is always available at: [marketing@voicesofnote.org](mailto:marketing@voicesofnote.org)**

# VOICES OF NOTE



VON LOGO LOCKUP

AGMC LOGO  
LOCKUP

AWC LOGO  
LOCKUP

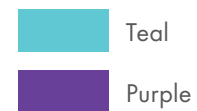
## PRIMARY LOCKUP

These are the three primary logos for Voices of Note, the Atlanta Gay Men's Chorus (AGMC), and the Atlanta Women's Chorus (AWC). The AGMC logo is the oldest of the group, having been created by students in the early 2000's. It was updated to its current appearance around 2013, when the logos were created for the new Atlanta Women's Chorus and the newly created parent organization, Voices of Note. All three logos were intentionally created to share a common look. The Voices of Note logo is a simple typographical approach so as not to take attention away from either or both choruses when presented together. The two chorus logos consist of two elements, the "star" icon and the type-based chorus name. This guide will help you understand all the elements of the logo lockups, as well as introduce approved variations on these lock ups and associated brand elements that may be used from time to time. Below are the specific details that help make up this lockup.

## LOCKUP DETAILS

*\*For specific color information,  
see page 8.*

# VOICES OF NOTE



LOGO FONTS: FUTURA BOOK; FUTURA BOLD

# Variations

From time to time, variants of the logo lockup may need to be used. Below are examples of the logo lockups that are approved for use as well as a description of the situations that might call for their use.



## Primary Logos

These are the primary logos and should be used whenever possible. When all three logos are presented, the above layout should be used with Voices of Note on the left followed by the AGMC and then AWC, with even spacing between them.



## Solid Black Logos

In some situations, the color versions of the logos may not be an option. If the logos needs to be reproduced as a solid color or in grayscale, these are the logo to use.

## Horizontal Logos

Although very rare, some situations will not allow for the height of the primary logos. In these cases, the horizontal lock ups (seen to the right) can be used. These are the ONLY approved variation of the text and icon placement within the lockup.

**VOICES OF NOTE**



**VOICES  
OF NOTE**

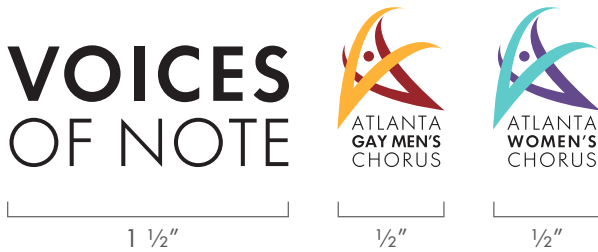


## White Text Logos

Sometimes you will need a version of the logo to appear on black (or very dark colors). In that situation, this is the logo to use.

# Minimum Sizes

The Voices of Note logos were designed to be bold and easily read at a wide variety of sizes and to maintain its visual impact. However, at certain sizes, the logo can become unreadable or visually muddled. To prevent that, below are the minimum sizes that the logos must be displayed at.



## In Printed Pieces

On any printed documents, the Voices of Note logo must be at least 1 1/2" wide so that the text is clearly legible. The AGMC and AWC logos need to be at least 1/2" wide.

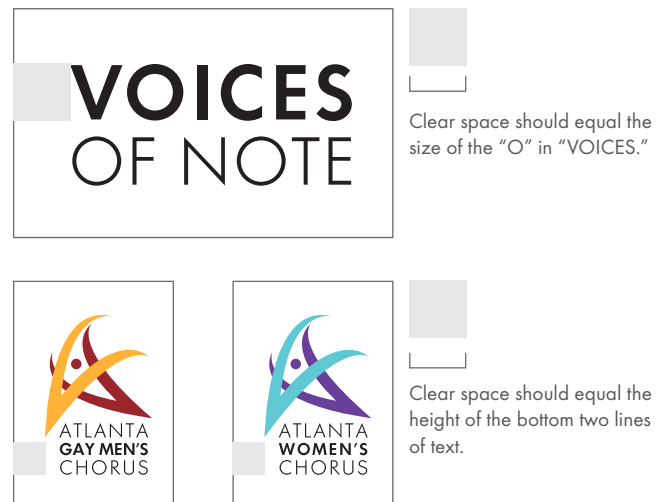


## When Used Digitally

For all digital uses, the Voices of Note logo must be a minimum of 125 pixels wide. The AGMC and AWC logos must be at least 50 pixels wide.

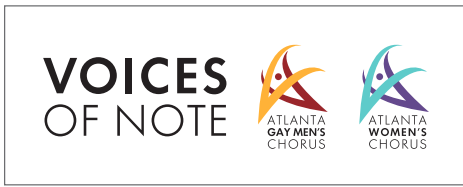
# Clear Space

To give the logo its prominence, legibility, and clarity, it is important to allow space to exist around it. While it is best to give it as much space as your design will allow, it is necessary to give it at least the space of the height indicated to the right around it on all sides. For the Voices of Note, the space around the logo should equal the size of the "O" in "VOICES." For the AGMC and AWC logos, the space around the logo should equal the height of the bottom two lines of text.



# Misuses

Below are some examples based on the parameters we've set in the previous pages to show how to display the logos and how NOT to display the logos. These do not show ALL of the correct or incorrect circumstances, but should be used instead as a general guide in interpreting the rules set forth in this booklet.



✓ CORRECT



✗ DO NOT USE THE ICON WITHOUT TEXT



✗ DO NOT ALTER COLORS



✗ DO NOT DISTORT



✗ DO NOT ADD ANY TYPOGRAPHY



✗ DO NOT USE ALTERNATE TYPEFACES



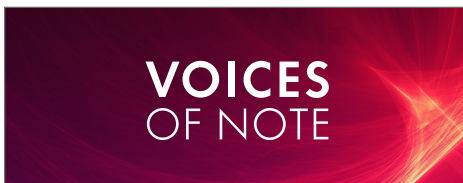
✓ CORRECT



✗ DO NOT ALTER THE LAYOUT OF THE LOGO ELEMENTS



✗ DO NOT USE AS A PATTERN OR DECORATIVE ELEMENT



✓ CORRECT



✗ DO NOT USE WITH OVERLY BUSY BACKGROUNDS



✗ DO NOT DISPLAY THE LOGO AT AN ANGLE

# Which File to Use

With a variety of files types provided for each logo variation, this page serves as a guide as to which usage calls for which type of file. Files are available for download at: [www.voicesofnote.org/media](http://www.voicesofnote.org/media)

## For Print Pieces

For any printed documents, please use .EPS files. The .EPS files reproduce the best in print and can be enlarged and reduced without affecting image quality.

## For Web Usage

For use on the web, use the .PNG logo files.

## Digital Documents

For digital documents such as Word Documents, PDF's, PowerPoint presentation and such, the .PNG files are preferred.

### Logos

**VOICES  
OF NOTE**

DOWNLOAD THE .EPS (1.3MB)

DOWNLOAD THE .PNG (25KB)



DOWNLOAD THE .EPS (1.2MB)

DOWNLOAD THE .PNG (36KB)



DOWNLOAD THE .EPS (1.1MB)

DOWNLOAD THE .PNG (36KB)

**If anyone requests the logo for any purpose, first send the .EPS file as this is the highest quality version of the logo that will consistently be reproduced perfectly.**

# Color Palette

The color palette for Voices of Note is carefully created to maintain a fresh and modern feel to the brand. Below are the five colors that you may use to represent the Voices of Note brand. Each option below displays its PMS Solid Coated, RGB, CMYK and Hex code for easy reference.



## Black

PMS: Black6C  
R0 G0 B0  
C75 M68 Y67 K90  
HEX: #000000



## Maroon

PMS: 7622C  
R150 G38 B44  
C27 M95 Y86 K24  
HEX: #96262c



## Gold

PMS: 143C  
R245 G179 B53  
C3 M32 Y91 K0  
HEX: #f5b335



## Purple

PMS: 7678C  
R105 G72 B142  
C71 M84 Y11 K1  
HEX: #69488e



## Teal

PMS: 325C  
R98 G203 B201  
C57 M0 Y25 K0  
HEX: #62cbc9

# Brand Photography

The images used to represent Voices of Note are symbolized below. Great images to use have these characteristics: engaging, diverse, active, personal, fun, dramatic. Use large images of either full chorus standing and singing without motion, very sparingly, if at all.

**DO NOT USE:** clip-art, stolen images, images of specific brands without their permission.





# Brand Typography

Below is a typography guide to help maintain a consistent and clear brand image and legibility in documents within brand materials.

## Headlines

To the right is an example of a good sized main headline. The color can be chosen from the color palette on page eight.

# Great Headline

*Futura Bold, 36pt / 40pt, Tracked -10*

## Subheads

To the right is an example of a good sized, sub-headline. The color can be chosen from the color palette on page eight.

## Sample Subhead

*Futura Bold, 21pt / 24pt, Tracked -5*

## Body Copy

To the right is an example of good sized body copy. It is usually best to keep body copy to plain black for readability.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Nulla ut sem aliquam, dictum ante sed, dictum dui.  
Aliquam erat volutpat

*Futura Book, 10pt / 12pt, Tracked +5*

*Futura Book, 10pt / 12pt, Tracked +5*

*Futura Book, 9pt, Tracked +10*

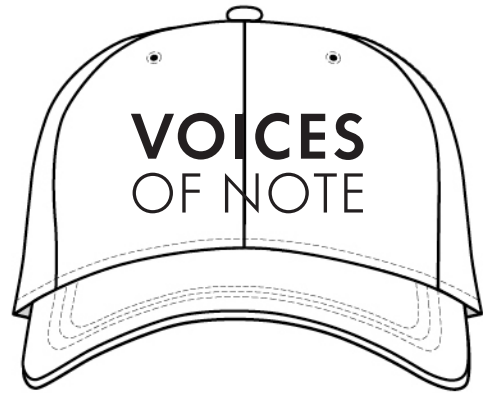
*Futura Book, 8pt, Tracked +15*

*Futura Book, 7pt, Tracked +20*

## Sizes & Tracking

If body copy needs to go below 10pt. it is usually a good idea to open up its tracking for legibility. Please use this guide to keep text readable if the software you are using to create your document allows you to adjust tracking.

**\*\*\* If Futura is not an available option, it can be substituted with Helvetica or Arial.**



## Special Uses

Putting the logos on products can sometimes be tricky. Above are some examples that show how to display the logos on a variety of products and also maintain the brand image. When possible, the logos should go on products that are white or black/dark gray.