

SPOKANE SYMPHONY LOGO USAGE

The Spokane Symphony identity is an identification mark for your brand, representing the innovative solutions you bring to each project. Whether it's through an initial experience with a guest at a symphony performance, in a coffee shop with a community member, or your online presence, you represent Spokane Symphony every time you use or talk about your brand. By following these guidelines, you reap the benefits of the Spokane Symphony identity and contribute to its strength.

Whether seen on-screen, in print, or on apparel, the logo is stable and unchanging. The identity can only make a positive impact if it is used consistently and correctly.



When representing the Spokane Symphony brand, the full color black and yellow logo should be used as often as possible. One color black and white versions of the logo are to be used when limited to one color applications.



LOGO SPACING

When using the logo, it should be surrounded with clear space to ensure its visibility and readability. No graphic elements should invade this zone. Allow for space the height and width of the "M", as shown above. This doesn't need to be precise - just a way to remember about how much space is needed for clarity.

SPOKANE SYMPHONY LOGO USAGE

The full color black and yellow logo versions are to appear on light backgrounds, and the full color white and yellow logo versions are to appear on dark backgrounds. One color black and white versions of the logo are included for when limited to one color applications.

SPOKANE SYMPHONY LOGO



SPOKANE SYMPHONY LOGO USAGE

SPOKANE SYMPHONY AT THE FOX



SPOKANE SYMPHONY LOGO USAGE

SPOKANE SYMPHONY JAMES LOWE LOGO



SPOKANE SYMPHONY LOGO USAGE

SPOKANE SYMPHONY SMALL USE ONLY LOGO



INCORRECT USAGE OF THE SPOKANE SYMPHONY LOGO

SYMPHONY

SPOKANE
SYMPHONY

SPOKANE
SYMPHONY

SPOKANE
SYMPHONY

SPOKANE
SYMPHONY

In order to maintain brand consistency, we do not recommend any of the following:

- removing the “Spokane”
- changing the logo typography
- warping, stretching, skewing or slanting the logo
- adding a stroke to the logo
- adding embellishments to the logo, such as gradients or drop shadows

THE FOX LOGO USAGE

The Fox logo is an identification mark for the theater, inspired by the recognizable lettering at the front entrance. Whether it's through an initial experience with a theater guest, in a coffee shop with a community member, or your online presence, you represent the Fox every time you use or talk about your brand. By following these guidelines, you reap the benefits of the Fox identity and contribute to its strength.

Whether seen on-screen, in print, or on apparel, the logo is stable and unchanging. The identity can only make a positive impact if it is used consistently and correctly.

THE
FOX



LOGO SPACING

When using the logo, it should be surrounded with clear space to ensure its visibility and readability. No graphic elements should invade this zone. Allow for space the height and width of the “F”, as shown above. This doesn't need to be precise - just a way to remember about how much space is needed for clarity.

THE FOX LOGO USAGE

The black logo versions are to appear on light backgrounds, and the white logo versions are to appear on dark backgrounds.

THE FOX LOGO



THE FOX THEATER LOGO



THE FOX LOGO USAGE

The black logo versions are to appear on light backgrounds, and the white logo versions are to appear on dark backgrounds.

THE FOX HOME OF THE SPOKANE SYMPHONY LOGO



THE FOX LOGO USAGE

The black logo versions are to appear on light backgrounds, and the white logo versions are to appear on dark backgrounds.

FOX PRESENTS STACKED LOGO



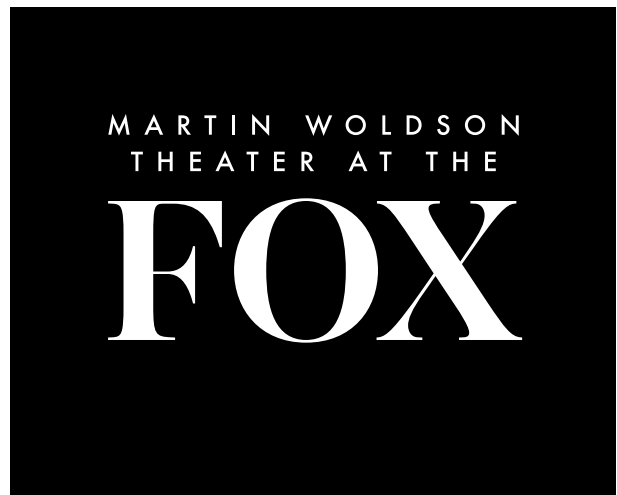
FOX PRESENTS HORIZONTAL LOGO



THE FOX LOGO USAGE

The black logo versions are to appear on light backgrounds, and the white logo versions are to appear on dark backgrounds.

MARTIN WOLDSON THEATER AT THE FOX LOGO



INCORRECT USAGE OF THE FOX LOGO

FOX

**THE
FOX**

**THE
FOX**

**THE
FOX**

**THE
FOX**

In order to maintain brand consistency, we do not recommend any of the following:

- removing “the”
- changing the logo typography
- warping, stretching, skewing or slanting the logo
- adding a stroke to the logo
- adding embellishments to the logo, such as gradients or drop shadows


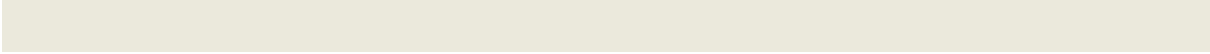







LOGO ICON

This standalone icon provides a recognizable and cohesive mark for the brand as a whole for the Spokane Symphony and The Fox. The icon is for supplemental use when your logo is visible elsewhere on a design, or to represent your brand in small applications. The abstract 'M' was inspired by studying the motion of James's baton, casting organic shapes through the air. The 'M' brings a sense of energy and motion felt in a performance by the Symphony, or at the Fox.



COLOR GUIDE

Like the logo and typography, the colors you use represent your brand identity, and should remain consistent across all media.

COLOR	PANTONE	CMYK	RGB	WEB#
				
Yellow	PMS 7406 C	4, 22, 99, 0	247, 197, 19	#f7c513
				
Cream	PMS Cool Gray 1C	7, 5, 13, 0	235, 233, 220	#ebe9dc
				
Black	PMS Black 6 C	75, 68, 67, 90	0, 0, 0	#000000
				
Gold	PMS 1265 C	40, 51, 100, 21	138, 107, 38	#8a6b26
				
Teal	PMS 7473 C	76, 29, 44, 4	63, 140, 141	#3f8c8d
				
Aqua	PMS 318 C	46, 0, 18, 0	127, 216, 218	#7fd8da
				
Coral	PMS 178 C	0, 82, 58, 0	250, 84, 90	#fa545a
				
Salmon	PMS 177 C	2, 57, 33, 0	239, 138, 140	#ef8a8c
				
Navy	PMS 2756 C	99, 93, 34, 26	35, 43, 94	#232b5e

TYPOGRAPHY

Typography is another key element of the Spokane Symphony brand identity, to be used in all communication coming from Spokane Symphony, including print, apparel, social, and video environments.

Like the logo, your typefaces - AW Conqueror STD Didot, Futura, and Plus Jakarta Sans - play a key role in your brand identity and must be used consistently.

AW CONQUEROR STD DIDOT BOLD (UPPERCASE FOR HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA MEDIUM (SUBHEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PLUS JAKARTA SANS REGULAR (BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USING TYPOGRAPHY

AW Conqueror Std Didot Bold in all uppercase should be used for headlines.

Futura Medium should be used for sub headings and call-out information.

Plus Jakarta Sans Regular should be used when setting body text.

These typefaces should be used when producing communications materials in print, web, or video.

Typography Sample:

MAY 14

**MASTERWORKS 9:
STRAVINSKY'S FIREBIRD**

James Lowe, Conductor
Benjamin Beilman, Violin

TYPOGRAPHY FOR WEBSITE USE

These are the fonts used on your website. Please use these fonts when your primary Adobe Fonts (AW Conqueror and Futura) are not available such as on the web. These are Google Fonts and are free for commercial use.

PLAYFAIR DISPLAY BOLD (HEADLINES)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PLUS JAKARTA SANS REGULAR (SUBHEADINGS & BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

USING WEBSITE TYPOGRAPHY

For big/main headings: Playfair Display (Bold weight, Uppercase)

For medium headings: Playfair Display (Bold weight, Titlecase)

For short subheadings: Plus Jakarta Sans (Medium weight, uppercase, tracking set to 200)

For longer subheadings: Plus Jakarta Sans (Medium weight, title case, no tracking)

Body/paragraph text: Plus Jakarta Sans (Regular weight)

Download the zip files included in the fonts folder in the brand kit and double click the font files to start the installation process.