AMERICAN THEATRE ORGAN SOCIETY
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REPORT TO THE ATOS BOARD OF DIRECTORS

To: ATOS Board and Staff

From: Tyler Morkin

Date: May 21, 2010

RE: ATOS IDENTITY STANDARDS

In advance of our 2010 Annual Meeting, please find herein a proposal for the formalization of ATOS identity standards.

I.   Definition

Identity standards, also referred to as brand standards, are a set of policies that help define the look and feel of publications, official communications, and products of an organization/corporation. Identity standards are used all across the corporate and non-profit landscape to help build a unified mechanism of communication for any given company. For example, the trademarked Coca-Cola logo with which we are all familiar is part of Coke's identity standard as a company. Coca-Cola prescribes the method by which the logo must be used, how it should be aligned, the colors that should make up the logo, etc. The same concept applies to companies such as Nike, McDonalds, and Google. Many universities also have a prescribed identity standard, so as to unify the institutions appearance in its publications, promotional material, and sports teams.

II.   Background

As the American Theatre Organ Society grows and progresses as a professional organization, the idea of defining an identity standard becomes very important. A standard identity helps to build a thorough system of communication that will convey a consistent and unified message to our members, donors, and the general public. Any publication and or public document that bears the name *American Theatre Organ Society* or *ATOS* should stand as a direct representation of the organization itself. As such, it becomes increasingly important that our organization have an easily recognizable and unified appearance with which to communicate.

At present, each Director and staff member has a great deal of "artistic license" when it comes to the creation of letterheads, memos, website documents, Journal articles, etc. As such, a hodge-podge of logos, fonts, formatting, and colors exist that blur and distort the unified message we are seeking to portray. Ensuring that all of ATOS's official business is conducted in accordance with a prescribed identity standard will help to further our organization's cause through the most positive lens possible.

In the examples above, imagine if all Nike employees were left to create their own version of the Nike logo, or if all Coca-Cola employees were left to choose which shade of red should compose their

signature logo. Surely, if this were the case, these logos would not be among some of the world's most recognizable, as many different varieties of the logos would exist. This is precisely why these companies have a formalized identity standard.

III.   Developing Identity Standards

An organization's formalized identity policy usually prescribes the following:

- Logo
  - Applicable graphic
  - Proper Alignment
- Colors
  - CMYK values (The CMYK color model is generally used in color printing and refers to the percentage of **c**yan, **m**agenta, **y**ellow, and **k**ey black that is present is any given color. This is necessary for the precise reproduction of a given color, so as to avoid approximations and 'guesstimations.')
  - RGB values (The RGB color model is generally used for the reproduction of colors in electronic systems [i.e. computers]. RGB works in a similar fashion to CMYK, however RGB defines the presence of **r**ed, **b**lue, and **g**reen in any given color).
- Font
- Formatting
- Web standards
- Application guidelines
- Inappropriate use
- Resources
  - Downloadable Logos
  - Fonts
  - Pre-made letterheads
  - Letter templates
  - Presentation templates
  - Stock Photos

As a reference point, there are two identity standards documents included with this memo. One is from Central Michigan University and the other is from a non-profit organization called Shepherd. These standards documents are actually fairly simple when compared to other larger corporations, organizations, and higher education institutions.

Also included with this memo is a logo that was created for ATOS by Dannielle Stark. This logo is currently being used on the official stationary of our President/CEO.

IV.   Next Steps for ATOS

To begin the process of formalizing identity standards for our organization, I propose we form an identity standards committee comprised of the following individuals:

1. Tyler Morkin
2. Mike Hartley- ex-officio as Chairman
3. Donna Parker- Public relations and publications review
4. Mike Bryant- Co-editor of the Journal

5. Don Feely- Co-editor of the Journal
6. Bucky Reddish- Etones editor
7. Tom Blackwell- website
8. Dannielle Stark- Graphic designer

I propose that work begin via email and teleconference promptly following the 2010 Seattle Convention with the target date of completion being the 2011 Eastern Massachusetts Convention, by which time a completed and published identity/ style guide will be made available. It is also my recommendation that, in addition to the publication of an identity/style guide, the policies of the identity standards committee be codified in the ATOS Policies.

Central Michigan University
Graphic Identity Standards

CMU
CENTRAL MICHIGAN
UNIVERSITY

Graphic Identity Standards

The Graphic Identity Standards have been created as a resource for the creation and implementation of communication materials at Central Michigan University.

They have been designed to build a cohesive system that conveys Central Michigan University's image through visual communication. The consistent use of the graphic identity standards is critical to the effective communication of CMU's identity to its key constituencies such as prospective students, current students, alumni, donors, the CMU community, among others.

All CMU departments, colleges, offices, units, and CMU affiliates must adhere to the CMU Graphic Identity Standards.

CMU
CENTRAL MICHIGAN
UNIVERSITY

Logos, marks, and symbols

CMU Wordmark

- All CMU print and electronic communications must include the CMU wordmark.
- The wordmark must be used in its entirety and should not be defaced, rotated, distorted, or altered in any way.
- Do not attempt to recreate the wordmark. The CMU wordmark can be downloaded at **www.cmich.edu/public-relations**

Wordmark font

The font Fairplex, used in the wordmark initials CMU and the words Central Michigan University, **must** not be used in publications, Web sites, or other CMU materials without the prior consent of the Public Relations and Marketing office. The use of the font detracts from the overall graphic identity that is created by using the wordmark.

appropriate use

inappropriate use

Graphic Identity Standards

CMU Wordmark

Logos, marks, and symbols

CMU Wordmark (continued)

- The wordmark may not be used any smaller than one inch wide.
- Adequate negative space must surround the wordmark to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the wordmark is one inch wide, there should be 1/4 inch of space around it.

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appropriate use

CMU
CENTRAL MICHIGAN
UNIVERSITY

inappropriate use

CMU
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UNIVERSITY

CMU
CENTRAL MICHIGAN
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Adequate negative space must surround the wordmark to equal no less than 25 percent of its width. This space should not include text of any kind. For example, if the wordmark is one inch wide, there should be 1/4 inch of space around it.

Graphic Identity Standards

CMU Wordmark

CMU
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Logos, marks, and symbols

CMU Wordmark (continued)

- It is acceptable to place the wordmark on a textured or photographic background only if all elements of the wordmark are clearly visible and no elements within the background visually compete with the wordmark.

appropriate use

inappropriate use

Graphic Identity Standards

CMU Wordmark

Logos, marks, and symbols

CMU Wordmark (continued)

- For all print and electronic communications, the wordmark should appear only in the following color palette:
  - Black
  - White (or reverse)
  - CMU maroon
  - CMU gold
  - Two-color wordmark in CMU maroon and CMU gold
  - * If producing a one-color printed publication, a one-color wordmark in CMU complementary colors may be used.

- All products that use the licensed CMU wordmark must be displayed in the following color palette:
  - CMU maroon
  - CMU gold
  - White
  - Black
  - Tone-on-tone
    (any combination of the same colors such as a dark blue logo on a light blue shirt)

appropriate use

inappropriate use

Graphic Identity Standards

CMU Wordmark

CMU
CENTRAL MICHIGAN UNIVERSITY

Logos, marks, and symbols

University seal

The formal university seal is reserved for official documents and diplomas and other items signed by the president or trustees and should not be used in publications or other visual materials produced by other university units without prior consultation with Public Relations and Marketing.

Graphic Identity Standards

University seal

Logos, marks, and symbols

Athletics logo

The athletics logo is reserved for use on athletics publications and merchandise.

The athletics logo must be used in its entirety and should not be defaced, rotated, distorted, or altered in any way.

All products that use the licensed CMU athletics logo must be displayed in the following color palette:

- CMU maroon
- CMU gold
- White
- Tone-on-tone (any combination of the same colors such as a dark blue logo on a light blue shirt)
- Black (in publications only)

appropriate use

inappropriate use

Graphic Identity Standards

Athletics logo

CMU
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Logos, marks, and symbols

Secondary logos

Secondary logos such as departmental-level or office-level logos are strongly discouraged.

If secondary logos are used, they must not appear next to the official CMU wordmark and must not be larger than the CMU wordmark and may not be placed in a dominant position in relation to the CMU wordmark.

Graphic Identity Standards

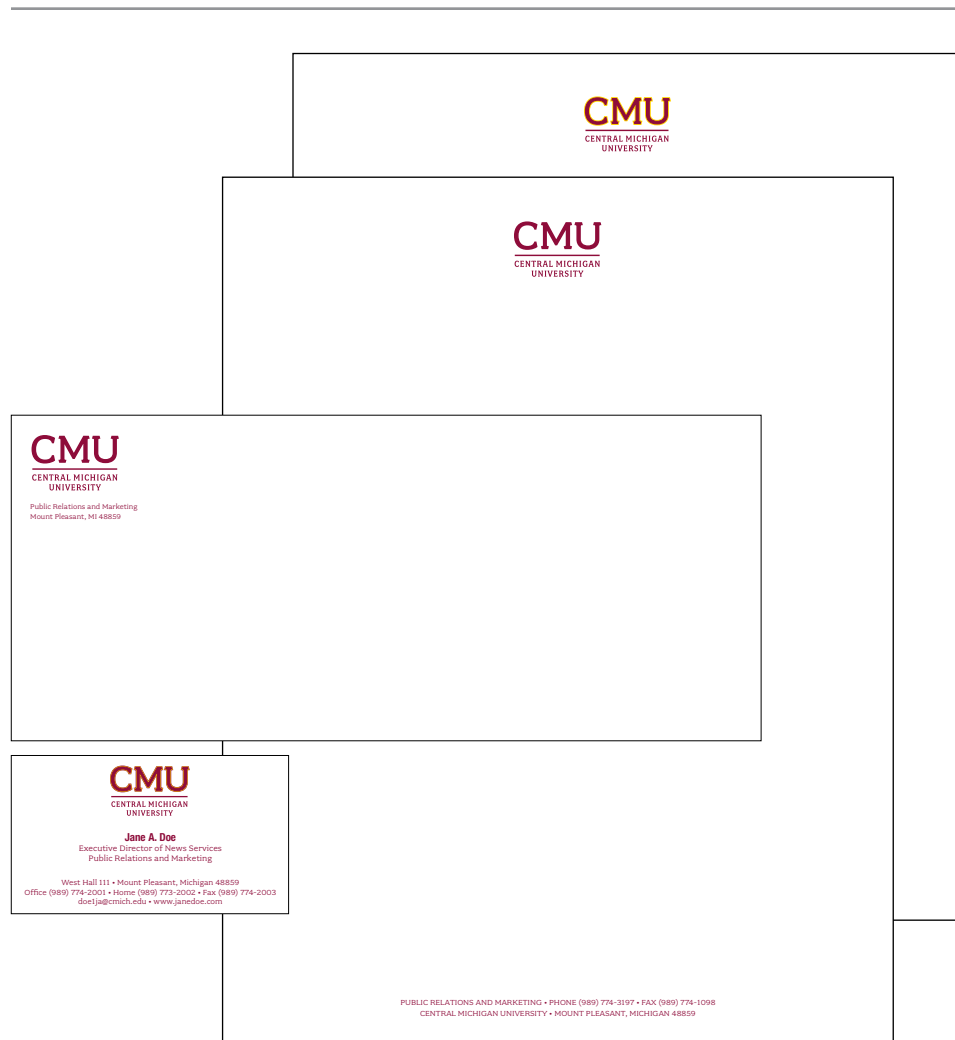Secondary logos

CMU
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CMU stationery

All CMU stationery must be produced in the approved standard formats and printed by CMU Printing Services.

All text placed on CMU stationery must use the font Zurich, Univers, or Helvetica throughout.

Academic and administrative stationery

All academic and administrative units, university offices, and centers must use the approved CMU stationery for business cards, letterhead, and envelopes.

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CMU
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Public Relations and Marketing
Mount Pleasant, MI 48859

CMU
CENTRAL MICHIGAN
UNIVERSITY

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CENTRAL MICHIGAN UNIVERSITY • MOUNT PLEASANT, MICHIGAN 48859

Graphic Identity Standards

Academic and administrative stationery

CMU
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CMU stationery

Athletics stationery

All athletics units and divisions must use the approved Athletics stationery.

CHIPPEWAS

CHIPPEWAS

CHIPPEWAS

Central Michigan University
Rose arena • 120 Rose Center
Mount Pleasant, MI 48859

v.cmuchippewas.com

Name
Title
Title

Address
Mount Pleasant, Michigan 48859
Office (989) 774-5555
Fax (989) 774-5566
Cell (989) 330-3300
doe1j@cmich.edu
www.cmuchippewas.com

Central Michigan University
John Doe

Graphic Identity Standards

Athletics stationery

CMU
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Fonts

The approved CMU fonts must be used for all CMU publications.

Fonts can be used singularly or in combination with other fonts from the font list.

Additional fonts may be used as a decorative element, only with prior approval from the Public Relations and Marketing office.

Primary font families
Use primary font families for all publications
- Meta
- Trebuchet
- Myriad
- Zurich or Univers (for body copy only)

Primary font families

Meta The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Trebuchet The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Myriad The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Zurich The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Graphic Identity Standards

Primary font families

CMU
CENTRAL MICHIGAN
UNIVERSITY

Fonts

Secondary font families

Use secondary font families only when primary fonts are unavailable
- ITC Officina Sans
- Helvetica

Secondary font families

ITC Officina Sans | The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Helvetica | The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Graphic Identity Standards

Secondary font families

CMU
CENTRAL MICHIGAN
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CMU colors

All CMU colors must appear in accordance with the following color list. For example, print publications must use the specified PANTONE® colors or their equivalent CMYK builds and Web sites must use the specified Web colors.

The CMU color palette must be used in all CMU communications. Deviations from the approved CMU color palette must be approved by the Public Relations and Marketing office.

CMU maroon and gold

CMU maroon and gold can be used liberally to create a positive association with the university and its traditions.

For printed materials:

- **Coated paper:**
  - CMU maroon: PMS 208; C=0, M=100, Y=40, K=40
  - CMU gold: PMS 141; C=0, M=17, Y=80, K=0

- **Uncoated paper:**
  - CMU maroon: PMS 1945; C=0, M=100, Y=55, K=22
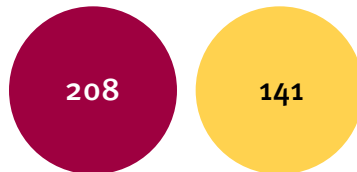 - CMU gold: PMS 128; C=0, M=11, Y=65, K=0

For Web:

See the Web design standards for CMU Web colors

For video, PowerPoint presentations, and interactive CDs:

- CMU maroon: #9E0040, R-158, G=0, B=64
- CMU gold: #FFD24F, R=255, G=210, B=79

CMU maroon and gold

Graphic Identity Standards

CMU maroon and gold

CMU
CENTRAL MICHIGAN
UNIVERSITY

CMU colors

Complementary colors

For printed materials:

Coated paper:
  Cream: PMS 7499; C=0, M=2, Y=10, K=0
  Tan: PMS 7502; C=0, M=8, Y=35, K=10
  Warm grey: PMS 411; C=0, M=27, Y=36, K=72
  Warm brown: PMS 504; C=65, M=100, Y=100, K=35
  Red: PMS 200; C=0, M=100, Y=60, K=10
  Warm red: PMS 1795; C=0, M=95, Y=100, K=0
  Light orange: PMS 157; C=0, M=45, Y=70, K=0
  Orange: PMS 158; C=0, M=60, Y=100, K=0
  Sky blue: PMS 279; C=70, M=35, Y=0, K=0
  Navy blue: PMS 295; C=100, M=60, Y=0, K=40
  Purple: PMS 2613; C=65, M=100, Y=0, K=15
  Light taupe: PMS 5777;C=10, M=0, Y=50, K=30
  Dark taupe: PMS 581; C=2, M=0, Y=100, K=75
  Yellow-green: PMS 377; C=45, M=0, Y=100, K=24
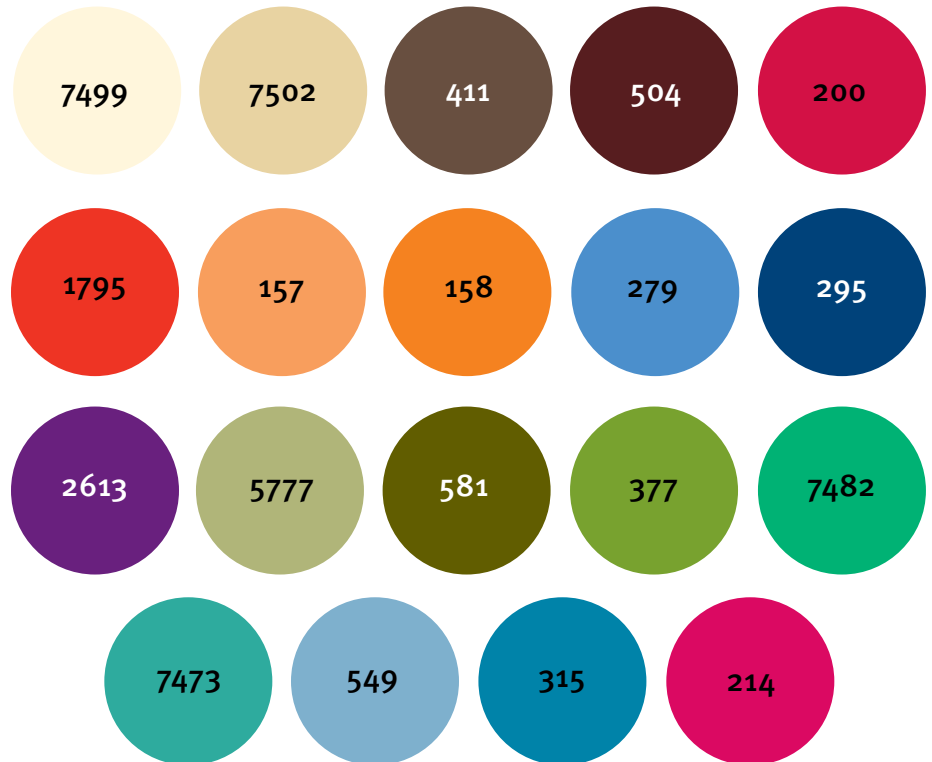 **Bright green:** PMS 7482; C=80, M=0, Y=75, K=0
  Steel green: PMS 7473; C=70, M=0, Y=40, K=10
  Steel blue: PMS 549; C=35, M=4, Y=0, K=19
  Dark teal: PMS 315; C=100, M=16, Y=15, K=43
  Pink: PMS 214; C=0, M=100, Y-35, K=8

Complementary colors

7499	7502	411	504	200
1795	157	158	279	295
2613	5777	581	377	7482
7473	549	315	214	

Graphic Identity Standards

Complementary colors

CMU
CENTRAL MICHIGAN
UNIVERSITY

CMU colors

Uncoated paper:
Cream: PMS 7499; C=0, M=2, Y=10, K=0
Tan: PMS 7502; C=0, M=8, Y=35, K=10
Warm grey: PMS 411; C=0, M=27, Y=36, K=72
Warm brown: PMS 697; C=0, M=70, Y=50, K=40
Red: PMS 199; C=19, M=94, Y=100, K=9
Warm red: PMS 1795; C=0, M=95, Y=100, K=0
Light orange: PMS 157; C=0, M=45, Y=70, K=0
Orange: PMS 158; C=0, M=60, Y=100, K=0
Sky blue: PMS 285; C=90, M=45, Y=0, K=0
Navy blue: PMS 2945; C=100, M=45, Y=0, K=15
Purple: PMS 2612; C=65, M=100, Y=0, K=15
Light taupe: PMS 5777;C=10, M=0, Y=50, K=30
Dark taupe: PMS 581; C=2, M=0, Y=100, K=75
Yellow-green: PMS 377; C=45, M=0, Y=100, K=24
Bright green: PMS 7481; C=80, M=0, Y=75, K=0
Steel green: PMS 7473; C=70, M=0, Y=40, K=10
Steel blue: PMS 550; C=35, M=4, Y=0, K=19
Dark teal: PMS 314; C=100, M=0, Y=9, K=30
Pink: PMS Rubine Red; C=0, M=100, Y=15, K=5

For Web, video, and interactive CDs:
Cream: #ffffcc, R=255, G=255, B=204
Tan: #ffcc99, R=255, G=204, B=153
Warm grey: #666666, R=51, G=51, B=51
Warm brown: #663333, R=102, G=51, B=51
Red: #cc0033, R=204, G=0, B=51
Warm red: #ff3333, R=255, G=51, B=51
Light orange: #ff9966, R=255, G=153, B=102
Orange: #ff6600, R=255, G=153, B=51
Sky blue: #3399cc, R=51, G=153, B=204
Navy blue: #003366, R=0, G=51, B=102
Purple: #663366, R=102, G=51, B=102
Light taupe: #cccc99, R=204, G=204, B=153
Dark taupe: #666600, R=102, G=102, B=0
Yellow-green: #99cc33, R=153, G=204, B=51
Bright green: #009966, R=0, G=153, B=102
Steel green: #339999, R=51, G=153, B=153
Steel blue: #6699cc, R=102, G=153, B=204
Dark teal: #006699, R=0, G=102, B=153
Pink: #cc0066, R=204, G=0, B=102

Graphic Identity Standards

Complementary colors

CMU
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Photography

Use proper exposure of subjects for optimal photo reproduction.

Maintain original proportions. For example, do not stretch a photograph to fill a space, crop the photo instead.

For printed materials:
- All photos should be 300 dpi at reproduction size
- Convert photos to CMYK

For video and interactive CDs:
- All photos should be 72 dpi at reproduction size
- Convert to RGB for best color display

Stock photos

A stock photo data base is available for university use at **mediabank.cmich.edu/default.htm**. You must credit photos with the following attribution:

"Courtesy of CMU Public Relations and Marketing."

appropriate use

inappropriate use

Graphic Identity Standards

Photography

CMU
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Audio/Video

Audio

- Avoid or remove background noise
- Use the appropriate microphone for the situation
  (see Audio tips for more information)
- Do not overpower spoken content with loud music
- Use music appropriately at a suitable volume
- Do not use copyrighted music unless permission has been granted by the rights-holder
- When necessary, apply equalization to correct for problem or weak frequencies

Video

- The person on camera should be framed with space in front of his/her face,
  not behind their head
- Avoid shaky camera movement
- Do not use dark footage; always keep lighting in mind
- Visual variety is important - use wide, medium and close-up shots
- See the audio standards, 50% of video is audio

Stock videos

A stock video data base is available for university use at **cmich.edu/public-relations**
You must credit all videos with the following attribution:

"Courtesy of CMU Public Relations and Marketing."

Graphic Identity Standards

Audio/Video

CMU
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Signage and Web design standards

Signage

See the Signage design standards

Web design standards

See the Web design guidelines

Graphic Identity Standards

Signage and Web design standards

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CMU style guide

CMU news releases and websites follow the most current edition of the Associated Press stylebook.

CMU publications follow the CMU style guide, which currently is being developed.

Graphic Identity Standards

CMU style guide

CMU
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UNIVERSITY

AA/EO and ADA statements

AA/EO statement

All publications must include one of the following ADA statements below. Each statement has been designated for appropriate use.

- The following general AA/EO statement is required on all publications, advertisements, and other communications promoting the university and informing the public of events.
  - *CMU, an AA/EO institution, strongly and actively strives to increase diversity within its community (see www.cmich.edu/aaeo).*
- The following statement may be used for all publications where space or cost are critical factors.
  - *CMU, an AA/EO institution (see www.cmich.edu/aaeo).*

ADA statement

The following ADA statement must be used in all publications and advertisements promoting an event.

It is recommended that it appear directly below the AA/EO statement.

The contact phone number for the event should replace the xxxx below.

- *For ADA accommodations call (989) 774-xxxx at least one week in advance.*

Graphic Identity Standards

AA/EO and ADA statements

CMU
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BRAND GUIDELINES
THE SHEPHERD BRAND

breaking the cycle of poverty

shepherd
community center

BRAND CONSISTENCY
THE SHEPHERD BRAND

Shepherd has become a lifelong partner to the community it serves. It is this manner of consistency which has helped it succeed in helping people and changing lives. The Shepherd brand has been developed to portray the hope, help and love that Shepherd provides, with the goal of educating audiences to understand its mission and needs. A similar consistency must be employed when working with the brand in order for these goals to be realized. This guide has been provided to help craft consistent and effective messaging across all Shepherd communications. By adhering to these standards, Shepherd will be able to reach its audiences with a unified voice and gain greater support.

Perhaps even more important than a coordinated look and feel is the message itself. The essence of the brand is captured in the tagline, "breaking the cycle of poverty." All communications should reinforce this message.

Whenever possible, the following "boilerplate" message should be used to describe who Shepherd is and what Shepherd does (Figure 1). Repeated use of this language will give a consistent message to all audiences and serve as a foundation from which to build. For any questions regarding the Shepherd Community Center brand, please contact our brand manager, Brainstorm, at 317.558.1800.

FIGURE 1
Official Shepherd "boilerplate" message

Shepherd is a faith-based, non-profit organization established in 1984 with a simple but staggering goal: to break the cycle of poverty on the near east side of Indianapolis. Located centrally within the community it serves, Shepherd offers programs for children, teens, adults and families, helping to meet their physical, emotional, academic, and spiritual needs.

THE SHEPHERD LOGO AND TAGLINE
LOCK-UPS AND MINIMUM SIZE

FIGURE 1
Standard logo lock-up

FIGURE 2
Preferred logo lock-up with tagline

FIGURE 3
Vertical arrangement with tagline

FIGURE 4
Minimum usage of logo with tagline is 1-1/4 in. (width)

1-1/4 in.   1-1/4 in.

FIGURE 5
Minimum usage of logo without tagline is 1 in. (width)

1 in.

LOGO AND TAGLINE LOCK-UPS

When using the Shepherd logo in any application, only an approved, unaltered vector art file is to be used in order to preserve the integrity of the mark.

In no case is the logo ever to be recreated using fonts, scans, or tracing techniques (see below).

As shown, the logo may be utilized without the tagline or in two different arrangements with the tagline (Figures 1-3). The tagline must be dropped when the width of the logo is reduced to any size less than 1-1/4 inches. (Figure 4). The Shepherd logo itself may not be used any smaller than 1 inch in width (Figure 5).

When including the tagline, only use an approved vector art file with the logo/tagline lock-up. Do NOT typeset the tagline or alter the vector file in any way (see below).

DO NOT stretch or skew the logo

DO NOT attempt to recreate the logo with fonts

DO NOT type out the tagline when used with the logo

THE SHEPHERD LOGO AND TAGLINE
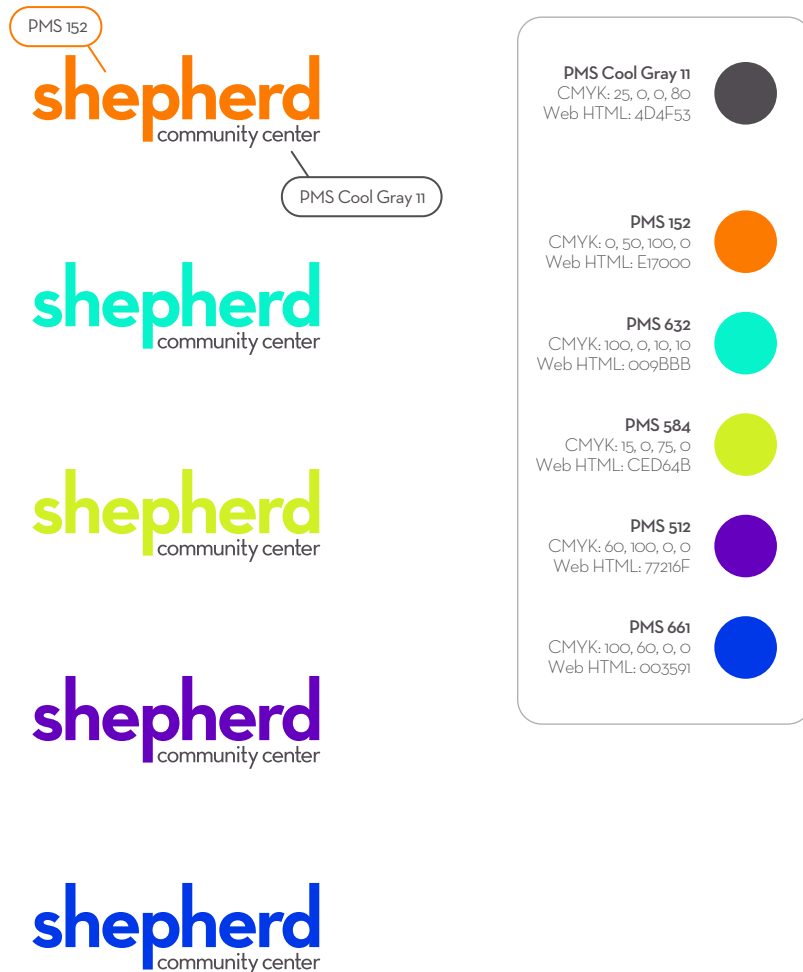# COLOR USAGE

FIGURE 1
Approved color breaks

PMS 152

PMS Cool Gray 11

PMS Cool Gray 11
CMYK: 25, 0, 0, 80
Web HTML: 4D4F53

PMS 152
CMYK: 0, 50, 100, 0
Web HTML: E17000

PMS 632
CMYK: 100, 0, 10, 10
Web HTML: 009BBB

PMS 584
CMYK: 15, 0, 75, 0
Web HTML: CED64B

PMS 512
CMYK: 60, 100, 0, 0
Web HTML: 77216F

PMS 661
CMYK: 100, 60, 0, 0
Web HTML: 003591

SHEPHERD IN COLOR

The Shepherd logo does not have one standard color break. Rather, it may be used in any of the five color breaks as seen at left (Figure 1). The colors in the Shepherd palette give life to the brand and were chosen to reflect the hope and joy that Shepherd provides. As such, this palette should not only be utilized with the logo itself, but also in part or whole in any designed Shepherd communication.

Whenever possible, the Shepherd logo should appear in one of the Pantone® match colors at left. Corresponding CMYK break-downs have been provided for four-color situations.

When using the logo with the tagline, any of the five colors may be used for the logo itself, while the tagline must always appear in PMS Cool Gray 11 or its CMYK equivalent (Figure 2) (except in one-color situations – see page 5).

FIGURE 2
Approved color break for tagline

breaking the cycle of poverty

PMS Cool Gray 11

shepherd
community center

shepherd
community center
breaking the cycle of poverty — PMS Cool Gray 11

THE SHEPHERD LOGO AND TAGLINE
ONE-COLOR USAGE

FIGURE 1
Approved one-color usage

shepherd
community center

Black ●
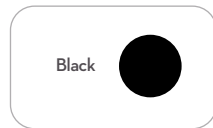
shepherd
community center
breaking the cycle of poverty

breaking the cycle of poverty   **shepherd**
community center

SHEPHERD IN ONE-COLOR SITUATIONS

There are many situations in which it may be necessary to use a one-color version of the Shepherd logo rather than the two-color version. If used on a white background, the logo must appear in black (Figure 1).

If the tagline is to appear with the logo in a one-color situation, the tagline and logo must appear in black, unless reversed out in an approved color field (Figure 1).

In order to reverse the logo out to white, the background color must either be black or one of the colors from the Shepherd palette (Figure 2) (see page 4 for exact color specifications).

When reversing the Shepherd logo out of an image, be sure to place the logo in an area of the image that allows for maximum legiblity.

FIGURE 2
Approved background colors for reversed usage

shepherd
community center

shepherd
community center

shepherd
community center

shepherd
community center

shepherd
community center

shepherd
community center

shepherd
community center

THE SHEPHERD LOGO AND TAGLINE
AREA OF ISOLATION

FIGURE 1
Area of isolation is equal to half of the height of the logo

shepherd
community center

1/2 X   1/2 X
X
1/2 X   1/2 X

FIGURE 2
Area of isolation for logo with tagline (horizontal arrangement)

1/2 X   1/2 X
X   breaking the cycle of poverty   **shepherd**
community center
1/2 X   1/2 X

FIGURE 3
Area of isolation for logo with tagline (vertical arrangement)

1/2 X   1/2 X
X   **shepherd**
community center
breaking the cycle of poverty
1/2 X   1/2 X

AREA OF ISOLATION

Minimum clear space is presented here as a guide to positioning the Shepherd logo and logo/tagline lock-ups at a visually safe distance from distracting elements.

The unit of measure "X" equals the height of the logo. The minimum required clear space is a distance of 1/2 "X" surrounding each side of the Shepherd logo (Figure 1).

When using the logo with the tagline in either the horizontal or vertical lock-up, the measurement "X" must equal the height of the logo. The minimum clear space should, however, surround the entire lock-up (Figures 2-3).

THE SHEPHERD LOGO AND TAGLINE
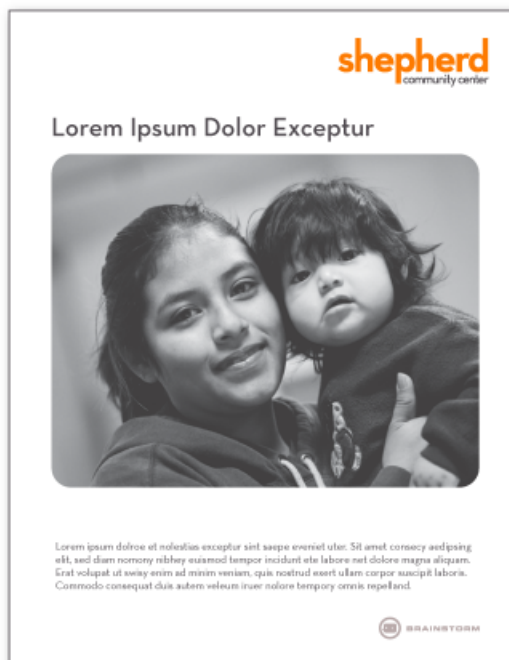# PARTNER LOGO RELATIONSHIPS

FIGURE 1
Partner logos must NOT appear larger than 75% of the Shepherd logo size

Shepherd logo
100%

Partner logo
75% or smaller

FIGURE 2
Alternately, the following phrase may be used in place of a partner logo

Brought to you by the friends of Shepherd

FIGURE 3
Examples of correct partner logo relationship usage and incorrect usage. Please note that this is only one example of many possible solutions and is not an attempt to establish any set standard for the layout and design of Shepherd materials.

PARTNERING WITH SHEPHERD

In many instances, other businesses have partnered with Shepherd to donate their services, products or time. The examples given show a proper graphical treatment of these partner relationships for Shepherd promotional materials.

Whenever possible, the Shepherd logo should appear primary to any accompanying logo(s).

Partner logos should be sized at 75% or smaller of the Shepherd logo size (Figure 1). Partner logos must also remain clear of the Shepherd logo isolation area (see page 6).

When space does not allow for all partner logos to be included, a blanket statement may be used in place of the logos (Figure 2).

incorrect

THE SHEPHERD FONTS
FONT FAMILIES

FIGURE 1
Primary Shepherd font family

Neutraface Text

Jay visited back home and gazed upon a brown fox and quail. The vixen jumped quickly on her foes barking with zeal.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRS
TUVWXYZ1234567890
(.,!?&$%£†¥)

Qa

Approved weights

Light
Light Italic
Book
Book Italic
Demi
Demi Italic
Bold
Bold Italic

This font may be purchased at:

www.housefonts.com

FIGURE 2
Secondary Shepherd display font

Dear Sarah

Jay visited back home and gazed upon a brown fox and quail. The vixen jumped quickly on her foes barking with zeal.

abcdefghijklmnopqrstuvwxyz ABCDEFG HIJKLMNOPQR STUVWXYZ 1234567890 (.,!?&$%£†¥)

Qa

Approved weights

Regular

This font may be purchased at:

www.veer.com

SHEPHERD FONTS

At left are the approved font families for use in Shepherd communications. The Neutraface font family is Shepherd's primary typeface and should be used across the brand to maintain a consistent look (Figure 1).

The Dear Sarah font is included as a secondary choice for "non-crucial" display type only (Figure 2).

ATOS
American Theatre Organ Society