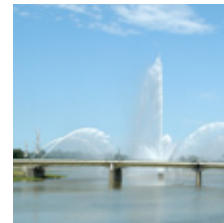
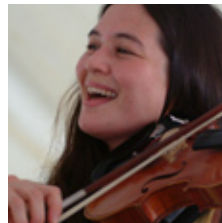


cityfolk[®]

celebrating rhythms of the world

Design Standards Guide, 2009



This document is best viewed on-screen as a PDF.

Cityfolk Design Standards Guide Introduction

In order to establish and to maintain a recognizable brand, it is important to utilize a set of standards that clearly define the brand's visuals. The recognition of a brand begins with a logo and it matures, based on usage and integration of various communication channels over time. When brand visuals are applied in a consistent manner, identity greatly increases, as does the chance for the success of the organization.

The purpose of the Cityfolk Design Standards Guide is to provide guidelines and standards that will create a consistent brand experience in the marketplace. Cityfolk brand visuals are a crucial aspect in building awareness and loyalty among target audiences. Please assist in this effort by utilizing the Cityfolk Design Standards Guide for all collateral and branding opportunities.

If you have questions, comments or require additional information regarding the Cityfolk Design Standards Guide, please contact:

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Cityfolk Name and Logo Representa- tion

Cityfolk has been developed as the brand to represent an organization committed to bringing music performances from around the world to the Dayton, Ohio region.

Name

Cityfolk is always written as one word. Cityfolk is a proper noun; the first letter is always capitalized when it is used in text. No other letters in the word may appear in upper case.

Tagline

A tagline is a marketing statement attached to the logo that provides a description of the organization. The tagline for Cityfolk is “celebrating rhythms of the world.” The Cityfolk logo should always be presented with the tagline attached unless otherwise noted in this standards guide.

The tagline must always be positioned in the same proximity to the logo and must never be displayed in italics, bold or be altered in any way. The logo graphic file with the tagline is used when the tagline is utilized. (see list below)



“cityfolk_logo_tagged.ai”
“cityfolk_logo_tagged_white.ai”
“cityfolk_logo_tagged_bw.ai”

It is acceptable to exclude the tagline from the logo presentation when the tagline cannot be legible while maintaining its proper proportions. When the logo is used at a width of 2 inches or smaller, the logo graphic file without the tagline is utilized. (see list below)



“cityfolk_logo_notag.ai”
“cityfolk_logo_notag_white.ai”
“cityfolk_logo_notag_bw.ai”

Cityfolk Logo Guidelines

All elements of the logo are to be used as presented. The 2-color treatment of the logo accomplishes several things:

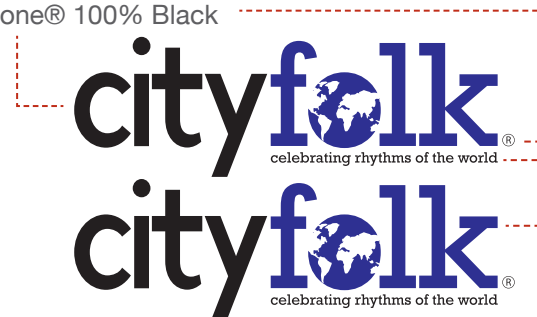
- Subtly identifies a cooperative contrast of the words: “city” and “folk”
- Highlights the iconic image of the globe, which indicates the focus and commitment to world music

Logo Colors

Super Black (Pantone® 100% Black) and Cityfolk Blue (Pantone 072) are the primary colors used in building the Cityfolk logo. The word “city” is presented in Super Black and the word “folk” – including the globe icon – in Cityfolk Blue. The background for the logo is white.

The tagline and the ® attached to Cityfolk always appear in the same color as the word “City.”

Pantone® 100% Black



Pantone® 072

Registered Mark

The ® is never to be separated from the logo. The only exception is on promotional items or apparel when the logo is being embroidered.

Cityfolk Logo Guidelines

Logo Standards

The components of the logo are not to be separated and none of the elements are to be rearranged. The globe cannot be modified or rotated. The ® is positioned to the bottom right of the logo, flush with the letter “k.”

The logo is to be surrounded by “breathing space” on all four sides that must be no less than half the height of the logo. The area between the two dotted rectangles must be free of any graphic or copy.



Do not use the logo within body copy.
For example:

Correct: “This year’s Cityfolk concert series brings the best artists from around the globe...”

Incorrect: “This year’s  concert series brings the best artists from around the globe...”

Cityfolk Logo Guidelines (cont.)

Background Color

The background for the logo is always a solid color or a lightly textured surface. Always avoid any distracting background elements. In print pieces, the logo can be displayed on any color that coordinates with the color palette shown on page 11.

Colors for promotional items vary from supplier to supplier and colors from the color palette may not always be available. A tasteful presentation is the key to successful utilization of the logo on promotional items.

Acceptable Color Variations

Two-Color Logo on Dark Background

When displayed on a dark background, 'city' appears in white and 'folk' appears in Cityfolk Light Blue (Pantone 291). See the information for Cityfolk Brand Colors on page 11 for more information on color usage.

Examples: Four-color printed collateral, apparel, promotional merchandise.



Cityfolk Logo Guidelines (cont.)

One-Color Logo on White Background

When restricted to one color on a white background, the Cityfolk logo is displayed entirely in Cityfolk Blue (Pantone 072). If Cityfolk Blue is not an option, the entire logo appears in Super Black (Pantone 100% Black). When used as a 1-color logo, a screen should be applied to the word “folk” so it appears lighter than the rest of the logo. See the information on Color Palette on page 11 for more information on color usage.

Examples: Black and white newspaper ads, promotional merchandise.

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One-Color Logo on Dark Background

When restricted to one color on a dark background, the Cityfolk logo is displayed entirely in Cityfolk Light Blue (Pantone 291). If Cityfolk Light Blue is not an option, the entire logo appears in white. See the information on color palette on page 11 for more information on color usage.

Examples: Black and white newspaper ads, promotional merchandise.



Cityfolk Logo Guidelines (cont.)

NOT Acceptable Color Variations

DO NOT display the logo in any colors other than the approved colors for logo usage.



DO NOT display the Cityfolk logo on pink, purple, bright or neon colored backgrounds.



DO NOT place the Cityfolk logo on photographs, busy or textured backgrounds.



The following are additional unacceptable modifications and applications of the Cityfolk logo:

- Moving, deleting or rearranging any elements of the Cityfolk logo from their respective positions
- Making another logo out of the Cityfolk logo
- Distorting the proportions (height or width) of the Cityfolk logo
- Stacking, overlapping or graduating the Cityfolk logo
- Attaching the Cityfolk logo to another logo
- Adding text or graphic elements to the Cityfolk logo
- Modifying the Cityfolk logo in any way

Cityfolk Logo Guidelines (cont.)

Cobranding

On pieces that require the use of multiple logos, the logos of other organizations should not be placed within close proximity of the cityfolk logo. They need to be at least the distance of the height of the Cityfolk logo away and no greater than 20% of the size of the Cityfolk logo.



Cityfolk Brand Colors

Consistent use of Cityfolk Brand Colors is critical to the effectiveness of the brand and the identity system. The utilization of various color systems is required. The Pantone Matching System® is the reference standard for all color usage for print materials and promotional items. However, the utilization of various color systems is required.

Pantone: Universal color-match system. Pantone is also referenced as “spot color.” All industries acknowledge Pantone for exact color match.

CMYK: Creates color with formulas using Cyan, Magenta, Yellow and Black to create all colors for full-color print production. CMYK is also referenced as “process color.” Exact color match of individual colors offered by the Pantone system is rarely achieved with CMYK.

RGB: Additive light projection color system in which red light, green light and blue light are added together to reproduce a broad array of colors. RGB is most frequently used on screen (computer, video, television).

HEX: Universal color match system for consistency in websites and interactive media.

Cityfolk Brand Colors (cont.)

Primary – Logo Colors

Super Black (Pantone® 100% Black) and Cityfolk Blue (Pantone 072) are the primary colors used in building the Cityfolk logo. The word “city” is presented in Super Black and the word “folk” – including the globe icon – in Cityfolk Blue. The background for the logo is white.

The tagline and ® attached to Cityfolk always appear in the same color as the word “city”



Super Black

Pantone: 100% Black
CMYK: 100, 80, 60, 40
RGB: 0, 0, 0
HEX: 000000



Cityfolk Blue

Pantone: 072
CMYK: 100, 100, 0, 0
RGB: 65, 65, 66
HEX: 2E3192

Cityfolk Brand Colors (cont.)

Tagline Color

The tagline and ® attached to Cityfolk always appear in the same color as the word “city”



Cityfolk Brand Colors (cont.)

Secondary Color Palette

A designated series of additional Pantone colors are available to complement the two primary colors of the Cityfolk logo. The accent colors are not to infringe on the Cityfolk logo unless otherwise indicated. These colors are not to be used as colors for type, although it is acceptable to use them for headlines. They are approved color options to enhance print and digital collateral.

The accent colors are the preferred colors for all promotional merchandise. If desired merchandise is not available in any of the accent colors, refer to the section on logo usage (refer to page 5) to determine acceptable background colors for the logo.

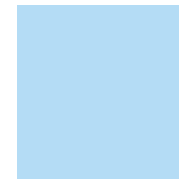
Any variation from the color examples presented in this style guide is incorrect and should not be used unless otherwise noted in this Design Standards Guide.



Cityfolk Earth Brown
Pantone: PMS 4485
CMYK: 59, 55, 100, 53
RGB: 70, 65, 24
HEX: 464118



Cityfolk Warm Taupe
Pantone: PMS 4425
CMYK: 20, 16, 50, 3
RGB: 200, 191, 139
HEX: C9BF8B



Cityfolk Light Blue
Pantone: PMS 290
CMYK: 27, 3, 0, 0
RGB: 180, 220, 245
HEX: B3DBF5



Cityfolk Energy Orange
Pantone: PMS 152
CMYK: 0, 65, 100, 00
RGB: 244, 121, 32
HEX: F47A20



Cityfolk Power Red
Pantone: PMS 1805
CMYK: 0, 91, 100, 23
RGB: 191, 49, 26
HEX: BF311A



Cityfolk Grass Green
Pantone: PMS 576
CMYK: 49, 0, 100, 39
RGB: 92, 135, 39
HEX: 5C8727

Cityfolk Typography Families

Headlines for marketing materials are always developed using Rockwell. Body copy is always developed using Helvetica Neue. It is acceptable to utilize italics and bold with headline and body copy.

Arial is always the font applied in web applications.

Arial is always the font applied to PowerPoint slides.

**Headlines appear
in Rockwell.**

Body copy appears in Helvetica Neue.

Font Colors

The recommended color for the font used in body text is Cityfolk Cool Gray.



Cityfolk Cool Gray

Pantone: (Pantone 425).

CMYK: 0, 0, 0, 77

RGB: 95, 96, 98

HEX: 5F6062

