

# KINNARA™

E N S E M B L E

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## *brand guidelines*

# THE KINNARA LOGO

The Kinnara logo must be used on all Kinnara promotional and business materials including eblasts and emails.

The logo consists of three elements which should always be used together.

The Kinnara header, the word Ensemble that is underneath it and the line that is under that.

It is important for brand recognition that these three are always kept together, never separated.

The line underneath the word “ensemble” can be extended to within 1” of the border of the paper or ad and in its final size should not be thinner than 1pt. thick. We have supplied vector graphics created in Illustrator so they can be imported onto the photo backgrounds without any white box showing.

In no case should the logo be encased in a white or black box.

The logo should always appear to be knocked out or printed on top of the photo.

The Kinnara logo acknowledges the idea that sits at the heart of the Kinnara Ensemble brand: that the Kinnara musical experience is one of thoughtful, honest beauty.

**KINNARA**<sup>TM</sup>  
E N S E M B L E

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**KINNARA**<sup>TM</sup>  
E N S E M B L E

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# THE KINNARA VOICE

When writing text for Kinnara press releases and promotional literature it should reflect the following feelings:

- Warm
- Inspiring
- Wholesome
- Natural
- Elegant

This should also be kept in mind when choosing photos to represent the theme of the concert.


**KINNARA™**  
E N S E M B L E

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*all the letting go*

An hour-long choral concert exploring music of death, loss, hope, and healing, William Schuman's compelling Carols of Death and movements from the fresh and agitated a cappella Requiem by Zdenek Lukás anchor a journey through the gamut of human emotion.

<b>SUNDAY MAY 2, 2010</b> 7:30 PM Emmanuel Lutheran Church 150 N. Hannover Street, Pottstown, PA 19464 FREE	<b>FRIDAY MAY 7, 2010</b> 8:00 PM Christ Congregational Church 50 Walnut Lane Princeton, NJ 08540 FREE	<b>SATURDAY MAY 8, 2010</b> 8:00 PM St. Peter's Episcopal Church 215 Boulevard Mountain Lakes, NJ 07046 FREE
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www.KinnaraEnsemble.org  
KinnaraEnsemble@gmail.com

# KINNARA HEADLINE FONT

The fonts used in the logo are Copperplate Gothic Bold for the word Kinnara

**COPPERPLATE GOTHIC BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

and Avant Garde Book for the word Ensemble.

Avant Garde Book  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTUVWXYZ

These fonts are to be used exclusively for the logo  
and no other place in and promotional pieces.

The text for the concert title should be in the script font Water Brush. If this is unavailable to you a proof should be sent to the main office so it can be approved.

*water brush*  
*abcdefghijklmnopqrstuvwxy*

It should always be in *lower case*. No caps should ever be used.

Positioning of the type should be such that the top of any ascending characters should come close but not touch the line under the word ensemble.

The font size should be such that the ascending characters are slightly larger than the lower case letters in the work Kinnara.

**KINNARA** *water brush*

# KINNARA

## BODY COPY FONT

The body copy font family used by Kinnara Ensemble is Book Antiqua.

Book Antiqua  
abcdefghijklmnopqrstuvwxy

*Book Antiqua Italic*  
*abcdefghijklmnopqrstuvwxy*

**Book Antiqua Bold**  
**abcdefghijklmnopqrstuvwxy**

***Book Antiqua Bold Italic***  
***abcdefghijklmnopqrstuvwxy***

On darker backgrounds and anything below 14pt type the Bold version should be used.

If necessary the text may be dropped onto a colored text box so it can be read easily.

If this is the case the colored box should be transparent to a point with some of the background image still shows thru.

Generally this should be located in a thin column on the left or right so that it does not interfere with the feeling the image is projecting.

All dates and times and times should be all caps and no smaller than

14pt Book Antiqua Bold

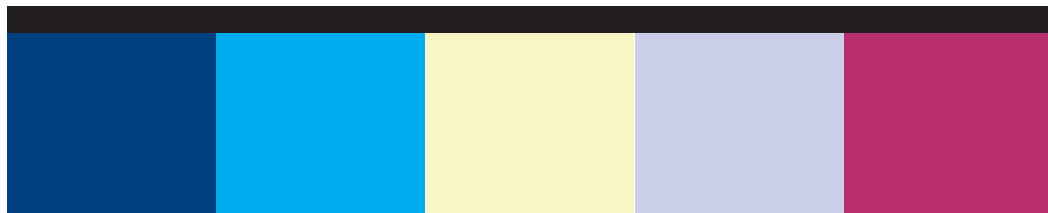
The color should be as high contrast as possible.

The venue locations should be in upper and lower case and in a color that is less of a contrast with the background allowing the dates and times to be the most prominent



# KINNARA COLOR PALLETE

The color palette is one of the key elements of the Kinnara brand identity. The palette is to be used when choosing images for advertisement materials, collateral materials, stage attire accents/sets etc.



PMS 288	PMS Process Cyan	PMS 288	PMS 288	PMS 288
RGB	RGB	RGB	RGB	RGB
0	0	100	78.8	69
18.8	67.8	100	80.1	14
39	92.8	80	90.4	37
CMYK	CMYK	CMYK	CMYK	CMYK
100	100	0	19	24
75	0	0	15	94
6	0	23	.03	32
9	0	0	0	5

# KINNARA PHOTOGRAPHY

The promise of Kinnara is as stated:  
Time spent with Kinnara restores my mind and spirit.

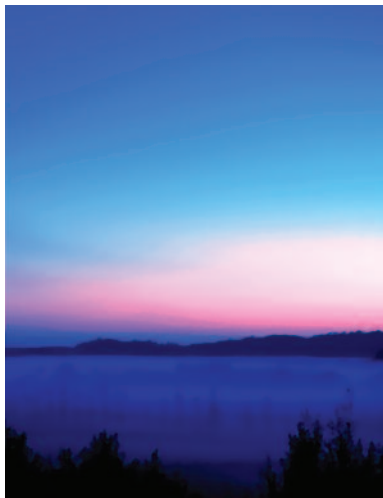
With that in mind all photos used for the backgrounds should have a restorative nature and invites the viewer in. The should all in some way included water in a natural setting (aka, ocean, waves, streams, rivers, dew drops, fog, rain, ice crystals, snow.)

The photo should take up the entire background. One of the best places to look up an purchase photos at an inexpensive rate it [www.dreamstime.com](http://www.dreamstime.com).

The photographic image is part of the overall Voice of Kinnara and should keep in mind the same feelings as when copy is being written.

Warm · Inspiring · Wholesome · Natural · Elegant

Below are a few sample of what kind of images we prefer.



# KINNARA TEXT PLACEMENT

The descriptive concert text should run as centered type on the left hand side of the page.

**KINNARA™**  
E N S E M B L E

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*all the letting go*

An hour-long  
choral concert  
exploring music  
of death, loss,  
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William Schuman's  
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Requiem  
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anchor a journey  
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[www.KinnaraEnsemble.org](http://www.KinnaraEnsemble.org)  
[KinnaraEnsemble@gmail.com](mailto:KinnaraEnsemble@gmail.com)



# KINNARA FOOTER

The footer is composed of elements. these should appear in the lower right hand corner



**[www.KinnaraEnsemble.org](http://www.KinnaraEnsemble.org)**  
**[KinnaraEnsemble@gmail.com](mailto:KinnaraEnsemble@gmail.com)**

The Kinnara  
website and  
email  
in the center in  
Book Antiqua  
Bold and should  
be no smaller  
than  
12 pt type.

And any  
Social  
Networking  
logos on  
the right  
stacked on top of  
the web and  
email addresses