



BRAND BOOK + GRAPHIC STANDARDS

TEDDY
ABRAMS+



LOUISVILLE
ORCHESTRA



MEET THE LOUISVILLE ORCHESTRA

There are so many things that have come together to make Louisville the city that it is today. Horse racing. Bourbon. The culinary scene. Our parks. The river. Our art.

Yet our city's culture and quality of life would not be the same, or nearly as enriching and attractive, without one truly important, integral and long standing part of our heritage – the Louisville Orchestra.

This is an organization that first introduced thousands of Louisvillians to the world of classical music through appearances and concerts in their schools. Or perhaps through free concerts in relaxing, approachable venues around the city. It is an organization that reached a worldwide audience through live recordings and has a history of performing premier works of contemporary composers.

Over the years, its influence has had enormous educational and economic impact on the Louisville community.

Today, the Louisville Orchestra is traveling in a bold new direction. One that is returning world class performances to the area. One that is bringing important and exciting new works and composers to the stage. One that is opening itself to the community and engaging with it like never before, creating an organization that's changing the way individuals and their community understand what an Orchestra can do for an area's schools, businesses, reputation, culture and quality of life.

BRAND OVERVIEW

The Louisville Orchestra is a dedicated, passionate group of individuals who see their organization as the hub of the arts and culture in Louisville. They also see the Orchestra as playing an active, leading role with our community's schools and businesses, helping to inspire students throughout Louisville, as well as helping to create an attractive culture for the recruitment of businesses and talented employees to the area. In this way, the Louisville Orchestra is creating a truly transformational organization.

The Louisville Orchestra is:

- + *An engaging way to educate a variety of people about a variety of music*
- + *QA way of enriching the community's culture by raising the overall artistic level and quality of life*
- + *An asset to the Louisville business community*
- + *Quality entertainment that enhances Louisville's reputation*
- + *A way to have fun*
- + *A source of joy*

BRAND VISION

Become the hub of arts and culture in Louisville.

BRAND MISSION

Enrich lives throughout the entire Louisville Community as only we can – through relevant music education, appreciation and performance.



BRAND ESSENCE

At its very core the Louisville Orchestra is this: Transformational Performance. Transformational speaks to its power to improve the products of other arts organizations such as the ballet and opera. It speaks to the Orchestra's power to inspire and change lives, to educate, to emotionally transport someone, to culturally enrich its community. Performance speaks to the fact that anyone can listen to the music on a CD or MP3, but hearing and seeing it performed live is the unique power of the Orchestra experience.

THE POWER OF ENGAGED

Engaged is a powerful word.

It is a word that means you care. That you are involved, you are present. It is a word that says you are there, in the moment, making your presence known and felt. It means you are actively participating. Meeting people where they are and bringing them to you.

To be engaged is to be connected and part of something bigger than yourself. To be engaged is to have an effect - physical or emotional – or both. To be engaged is to cause change, to enrich, to enhance and to take to a higher level, to transform.

The New Louisville Orchestra is engaged.

We are engaged with **our fellow members.**

We are engaged with **our music.**

We are engaged with **our fellow performers.**

We are engaged with **our audiences.**

We are engaged with **our history, our heritage.**

We are engaged with **our local schools.**

We are engaged with **our local neighborhoods.**

We are engaged with **our local gathering places.**

We are engaged with **our communities.**

We are engaged with **our community leaders and corporations.**

We are engaged with **our times and its technologies.**

We are engaged with **different generations.**

We are engaged with **yesterday, today and tomorrow.**

We are not the old Louisville Orchestra.

We are the New Louisville Orchestra.

And we are engaged.



BRAND ATTRIBUTES

How would you describe an organization that is transforming itself to be an integral, important part of its community, a hub of the arts and culture in the area, as well as an organization that's changing the way people feel about music and what an orchestra can do?

We suggest the following words:

**INNOVATION + INSPIRATION + DIVERSITY + INCLUSIVE +
EXCELLENCE + VENERABLE + VERSATILE**

BRAND VALUES

**RESPECT + TRUST + ACCOUNTABILITY + TRANSPARENCY +
TEAMWORK + COLLABORATION + COMMUNITY + STABILITY**

These are the qualities you would expect from an organization remaking itself to become an actively engaged pillar of its community.

BRAND PROMISE

It's what the Louisville Orchestra delivers each and every day. It's our promise to our subscribers, donors, followers, fans, area schools and other supporters.

"Through surprising, creative and engaging performances, we will educate, entertain and inspire our audiences, making a variety of music relevant to their lives."



BRAND AUDIENCE

Music lovers will obviously have an interest in attending Louisville Orchestra concerts. But not just lovers of classical music. Lovers of popular Broadway show music will have an interest. As will lovers of jazz, bluegrass, big bands, movie sound tracks, video games, rock and more. The Louisville Orchestra holds great interest to anyone that enjoys live performance, especially those who attend opera and ballet, because they will understand how much better the experience becomes with live music versus recorded. The Louisville Orchestra is in a great position to appeal regionally to schools looking to inspire and educate students, to businesses looking to attract and keep outstanding employees, and to communities looking to add to the quality of life for everyone. Our local area's hunger for an Orchestra that truly belongs to the community will only make our innovative, educational, open and engaged approach to creating loyal followers even more appealing going forward.

BRAND VOICE

We are open and welcoming. We are friendly and passionate. We are engaging and engaged. We share our followers' love for live music and desire for understanding the real stories behind each performance. We do not expect them to know all there is to know about a piece of music, its composers or its performers. Yet, we are happy to share our knowledge and tell them all they would like to know.

We are ambassadors for both the classics and innovative contemporary pieces that open our minds to new possibilities. We are partners in our community's quality of life, music education and overall culture.

We speak in a voice that's clear, direct, understandable and accessible. It's the voice of someone who is bold and innovative, someone who is not afraid to be groundbreaking and creative. Someone who has respect for all that has come before, yet shares in the excitement of all that can be in the years ahead.

In marketing terms, we speak from the "Product" point of view, because we speak about the music we perform and the experiences we create for our audiences. We feel that the more we educate, inform and engage with our audiences, the more they will want to engage with us, enjoy the experience we provide them and give us their support.



LOUISVILLE ORCHESTRA GRAPHIC STANDARDS

The look created for the Louisville Orchestra is one that is...

SIMPLE + BOLD + SOPHISTICATED + CONTEMPORARY + APPROACHABLE

It conveys an attitude of creativity, dedication and innovation. It is all things and everything about experiencing a live performance with us. It is about engagement, education, excellence and both the personal and emotional growth of our audiences. It is about world class entertainment that respects the past while not doing things in the same old way.

This guide serves to present the Louisville Orchestra in a clear and consistent fashion through the proper use of our logo and typefaces in all marketing and advertising materials.

As these important elements serve to present and build the Orchestra's brand identity, it is important that these guidelines are followed to ensure we are always presenting ourselves with a consistent, clear look, feel and tone of voice.

These elements are the single most tangible visual representation of everything that the Orchestra stands for, which is why we can not overstress how vital it is to apply these graphic standards to everything we put our name on.

Primary Logo

Alternate Color Options

Grayscale Logo

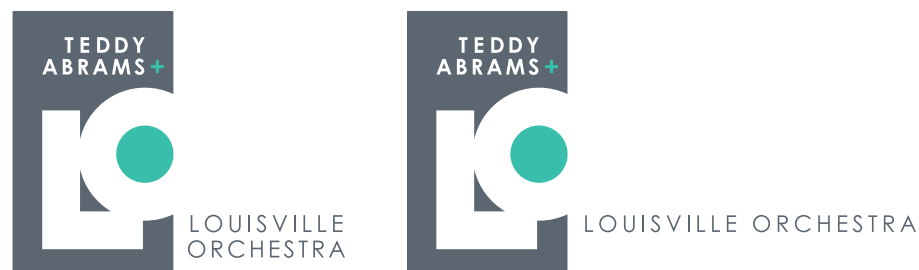


LOUISVILLE ORCHESTRA GRAPHIC STANDARDS

Reversed Logos



Secondary Logo Layouts



The Primary Logo should be used in most all applications. These Secondary Logo Layouts may be used in instances when size/readability are an issue.

Brand Fonts

Logo Fonts:

"TEDDY ABRAMS" –
Century Gothic Bold All Caps

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

"LOUISVILLE ORCHESTRA" –
Century Gothic Regular All Caps

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Support Material Fonts:

Headline Copy –
Univers 67 Bold Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Body Copy –
Univers 47 Light Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

LOUISVILLE ORCHESTRA GRAPHIC STANDARDS

Brand Colors



PMS 431

CMYK
C = 66
M = 52
Y = 45
K = 17



PMS 7465

CMYK
C = 67
M = 0
Y = 41
K = 0



PMS 7405

CMYK
C = 6
M = 16
Y = 100
K = 0



PMS 716

CMYK
C = 4
M = 64
Y = 100
K = 0



PMS 528

CMYK
C = 30
M = 55
Y = 0
K = 0



Grayscale

Rectangle
K = 100



Grayscale

Circle, + sign
K = 30