



# BRAND GUIDELINES

The left side of the page features a blue background with a repeating pattern of various geometric shapes in a lighter shade of blue, including circles, triangles, squares, and zig-zags. A dark blue horizontal bar is positioned at the top of this section, containing the title 'TABLE OF CONTENTS' in white, bold, uppercase letters.

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## HERE AT ESYO WE...

**Envision** exceptional youth ensembles and orchestras that reflect the diversity of our vibrant communities, and that share a joyful passion for music making.

**Value** musical excellence as a joyful pursuit, accessible to all regardless of socioeconomic conditions.

**Are a community** catalyst for artistic celebration and innovative collaboration.

# VISUAL IDENTITY

## A BIT ABOUT OUR LOGO.

The core of our logo features the ESYO acronym with a musical tie icon. When paired with our full name, “Empire State” is set in Flama Condensed Basic, and “Youth Orchestra” is set in Flama Condensed Bold. Any type set in our logo lockup, should be in all caps. Logo files can be found [here](#).



### PRIMARY LOCKUP

The Primary logo lockup is best used when audiences are not necessarily familiar with what ESYO stands for. Any marketing pieces for the general public should use this logo whenever possible, to help familiarize people with ESYO, and help them understand what we do.



### SIGNATURE/MUSIC DIRECTOR LOCKUP

ESYO’s signature logo includes our Music Director. This logo is best used when there is plenty of space surrounding the logo, it will be viewed at a larger scale, and for projects, events, and the like, which may have our Music Director heavily involved. The signature lockup should not be used at small sizes where it may become unreadable. When a new Music Director is hired, the logo should be updated. All text added to the mark, should always align to the top and bottom of the “e”, “s”, and “o”.



### MARK & TIE

The ESYO mark is the core of our logo. Use our mark when space for a logo is small and/or when the audience is familiar with ESYO.

The arc icon in our logo references the musical tie notation. This can be used with key phrases in marketing materials and the like, and acts as a quick identifier of the ESYO brand.

## PROPER LOGO USE.

The ESYO logo should only be used in white, black, or our primary blue, with the possible exception of merchandise, which may put the logo in any of the colors within ESYO's palette.

When placed on non-white backgrounds, such as photos, only the white logos should be used. Additionally, there should be a strong and clear contrast to maintain legibility. If needed, you may place a subtle black drop shadow behind the logo. The following are examples of proper use of the logo.



## MISUSE OF OUR LOGO.

You should never stretch, distort, skew, or otherwise alter our logo. The logo should always be scaled proportionally, and remain within the ESYO color palette. The logo should always be easily visible, and legible on colored backgrounds. The following are a few examples of improper use of the ESYO logo.



## CREATING HARMONY INSPIRING MUSICAL EXCELLENCE.

In addition to our standard ESYO logos, we also have a logo specific to our CHIME program. The CHIME logo should be used, and not used, in the same ways as the general ESYO logo, excepting the primary color usage, which should be red for the CHIME logo. ESYO's CHIME logo may be in ESYO's red or blue, and black or white.



## USING FLAMA.

ESYO uses the Flama font family for all branded materials. Flama Condensed fonts, and occasionally standard Flama are used for headings. Headings are always written in all caps. Never use Flama Condensed fonts in mixed or lowercase.

Standard copy and long bodies of text are in standard Flama fonts. You may use Flama in bold, or italics for extra emphasis. The only time copy should be both bold and italics is in instances where surrounding text is bold, and italics are needed within it, or vice versa. In the event you are unable to use the Flama typeface, use a similar font, such as Verdana or Arial. The Flama font can be downloaded from [here](#).

Flama Condensed Bold - Headers

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Flama Condensed Basic - Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Flama Regular - Section Headers (caps), Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Flama Bold - Emphasis

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Flama Italic - Emphasis

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*



## USING COLOR.

ESYO branding features a soft, mid-tone blue, Symphony, as our primary color. Symphony is used alone, with neutrals, or in conjunction with secondary, and tertiary colors. Our main yellow, Crescendo, is used as the primary color for alumni relations, and our main red, “Allegro”, is the primary color for our CHIME program. Each set features a main color, along with 2 additional lighter shades, to allow for variation if needed. When used for text, our neutral greys are used to create a visual hierarchy.

### PRIMARY

		HARMONY	
		HEX #4d8dc6	
		CMYK 70, 36, 2, 0	
		RGB 77, 141, 198	
		SYMPHONY	
		HEX #3277bc	
		CMYK 81, 50, 0, 0	
		RGB 50, 119, 188	
		MELODY	
		HEX #f3c157	
		CMYK 33, 10, 0, 0	
		RGB 164, 203, 236	

### SECONDARY (ALUMNI PRIMARY)

		FORTE	
		HEX #f8ca7c	
		CMYK 2, 21, 59, 0	
		RGB 248, 202, 124	
		CRESCENDO	
		HEX #f3c157	
		CMYK 4, 25, 77, 0	
		RGB 243, 193, 87	
		MEZZO	
		HEX #f7dc9f	
		CMYK 3, 12, 43, 0	
		RGB 247, 220, 159	

### TERTIARY (CHIME PRIMARY)

		MAESTOSO	
		HEX #ec7863	
		CMYK 3, 66, 60, 0	
		RGB 236, 120, 99	
		ALLEGRO	
		HEX #e16145	
		CMYK 7, 76, 78, 0	
		RGB 225, 97, 69	
		PRESTO	
		HEX #efa19d	
		CMYK 3, 44, 29, 0	
		RGB 239, 161, 157	

### NEUTRALS

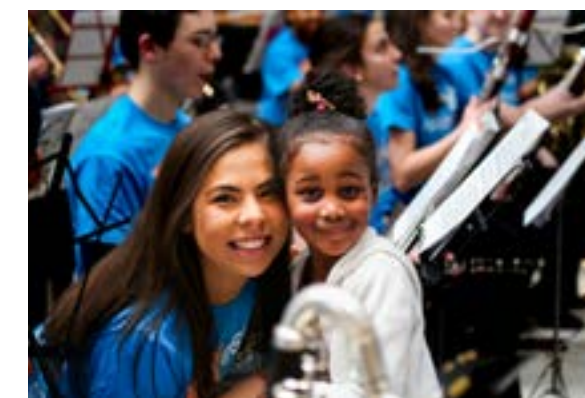
		DA CAPO	
		HEX #ffffff	
		CMYK 0, 0, 0, 0	
		RGB 255, 255, 255	
		CODA	
		HEX #000000	
		CMYK 75, 68, 67, 90	
		RGB 0, 0, 0	
		TENUTO	
		HEX #919091	
		CMYK 46, 38, 38, 2	
		RGB 145, 144, 145	
		RUBATO	
		HEX #bcbcbc	
		CMYK 27, 21, 22, 0	
		RGB 188, 188, 188	

## SMILE FOR THE CAMERA.

To reinforce our mission and values, ESYO's photography should align with at least one of our key phrases; A Joyful Pursuit of Musical Excellence, Serious Fun, Musically Daring, and Sounding Together. When faces are visible, they should be smiling, or focused on the music. To reflect the inclusive culture of ESYO, whenever possible, photos should show a diversity in members, as well as instruments. When editing, photos should maintain a natural appearance. When multiple photos are shown together, lighting and coloring should be made to match. *ESYO does not use sepia toned images, only full color, black and white, or ESYO color colorized images are acceptable.* **Members must have signed photo release forms in order to be photographed for ESYO.**

## TIPS.

- Whenever a camera allows, always shoot in RAW format.
- Always ensure your subject is in focus.
- The action of a subject should face the center of the image when possible.
- Keep the "Rule of Thirds" in mind for more dynamic images.



# MARKETING

## WE ARE ESYO.

At Empire State Youth Orchestra, we challenge and inspire young people to achieve excellence through music in a rigorous learning environment leading to high-level performance opportunities.

We value *musical excellence* as a joyful pursuit and a pathway to personal excellence; *access* to enriched music education regardless of socioeconomic barriers; *collaboration* among members and ensembles, with supporting schools and community partners; and *community* as an opportunity to engage, grow and give back.

Additionally, ESYO has a vision to *facilitate* skill development for the 21st century; *nourish* a new generation of leaders in the arts and society; *inspire* lifelong stewardship of our shared musical treasures; *create* a sustainable model to expand access to music education; and *promote* the use of music as an agent of social change.

Here at ESYO, we don't shy away from puns and play on words, we aim to keep our voice light, cheerful, and respectful with an emphasis on serious fun!

**We are respectful,** and avoid using punitive language.

**We use general music terms.** We understand that our audience is broad; and while some may have an advanced musical knowledge, we know not everyone does. We want everyone who interacts with ESYO to understand what is being said.

**We are inclusive.** ESYO is committed to creating a culture of inclusivity in all our spaces - whether we are in a rehearsal, performance, or online. With the help of ESYO's established Diversity, Equity, and Inclusion task force, made up of young musicians, staff, and board members, we ignite our

commitment and journey towards ensuring ESYO is a place where all voices are heard, everyone feels welcomed, and our diversity is celebrated. We are committed to providing a safe and supportive environment regardless of ability, gender identity or expression, sexual orientation, race, ethnicity, cultural background, national origin, citizenship, faith, ideology, or income, and we reflect these values in our language by using non-gendered language (ie. His/her should be changed to their), as well as using other inclusive language, such as "parent/caregiver" instead of simply "parent". Additionally, ESYO does not use the term "student", but rather "member" or "musician".

**We are growing & learning.**

ESYO understands that the world is an ever-changing place, and we make a point of growing and learning with it. We acknowledge that over time, our need for new language, policies, and the like, will need to evolve with our environment.

**Taglines.** ESYO has 4 taglines, each regarding a different element of what it means to be a part of the ESYO community. "The Joyful Pursuit of Musical Excellence" pertains to the progressive nature and growth within ESYO; "Musically Daring" pertains to the music our musicians play; "Serious Fun" pertains to the performance experience; and "Sounding Together" pertains to musicians playing together & building a community through music.

**Our social media is organic.** On our social media, the ESYO brand is quieter. We post freely, yet professionally, and use natural-looking photos.

**Grammar, Vocabulary & Punctuation.** ESYO does not use the term "students", but instead uses "members" or "musicians". To recognize the diversity in what makes a family, ESYO uses the term "parent/caregiver". Words and phrases like "his or her" ("his/her") or "he or she" ("he/she") should always be replaced with "their" or "they" appropriately. Always establish "Empire State Youth Orchestra (ESYO)" upon first mention of the organization to an audience potentially unfamiliar with us, then you may proceed to abbreviate to ESYO. ESYO will always use the Oxford Comma. "&" should be used to indicate items that are paired (ie. "Wind & Brass Orchestra"); "and" should be used to join to phrases, ideas, etc. (ie. "Repertory Orchestra and Symphony Orchestra" or "Repertory and Symphony Orchestras"); Minor exceptions may be made in cases where space is severely limited and there is no room for confusion, or for event naming if ESYO so chooses.

Email addresses should primarily be written as all lowercase, unless the email will be shown among all caps text, in which it may then be written to match the surrounding style. URL addresses should primarily be written as all lowercase, unless it contains double letters, in which you may capitalize the first letter of separate words for clarification, or if the URL will be shown among all caps text, it may be written to match the surrounding style.

**Key Phrases & Buzzwords.**

ESYO uses key phrases and words to emphasize our brand values. Nourish, joyful, growth, excellence, and affinity (for music) are our most utilized.

**Ensembles.** ESYO has 14 ensembles, plus our CHIME program. Our ensembles are music education through performance, and CHIME is an intensive music education program for students living in Schenectady, Troy and Albany.

**No excessive repetition.** In cases where ESYO has already been established, **DO NOT** reiterate ESYO within the naming of each ensemble.

**Capitalization.** When writing our name as an acronym, “ESYO” should always be written in all caps, despite the logo being all lowercase.

# TEMPLATES

## A PLACE FOR EVERYTHING.

To help streamline the use and updating of all ESYO materials, such as program books, marketing materials, email templates, and more, all templates for any ESYO materials, can be found [here](#). When using ESYO templates, always make sure you **do not alter the original template** and are always creating a new file.

Use these templates to easily update and send out new information without worrying about the details of our brand.



**REBECCA CALOS**  
EXECUTIVE DIRECTOR

**CARLOS ÁGREDA**  
MUSIC DIRECTOR

**KURT BRATTEN**  
BOARD CO-CHAIR

**PATTY MICHAELSON**  
BOARD CO-CHAIR



432 STATE STREET, SCHENECTADY, NY 12305 | 518.382.7581 | [ESYO.ORG](http://ESYO.ORG)

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