

# Akron Symphony Identity Standards Guide

The Akron Symphony logo must always appear as:

- 100% of PMS 275 corporate ID
- reversed out of a solid background



1 color logo

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## Akron Symphony, Akron Symphony Orchestra, Akron Youth Symphony, and Akron Youth Philharmonic

On first reference please always use our full name. When it starts a sentence, use "The Akron Symphony."

- Use "the Akron Symphony" without capitalization of the definite article "the" on second and subsequent references.
- When useful, it is okay to use the abbreviation "ASO" when referring to the Akron Symphony Orchestra specifically. Please only use the abbreviation on second and subsequent references. The abbreviation should be included as part of the first reference such as "For 60 years, the Akron Symphony Orchestra (ASO) has been a driving musical force throughout the Greater Akron area."
- The abbreviations "AYS" for "Akron Youth Symphony" and "AYP" for "Akron Youth Philharmonic" can also be used under the same guidelines stated above.

### URLs

[akronsymphony.org](http://akronsymphony.org)

### BOILER PLATE

For 60 years, the Akron Symphony Orchestra has been a driving musical force throughout the Greater Akron area. Operated by the Greater Akron Musical Association (GAMA), the Akron Symphony is committed to enhancing the quality of life of our community through education and musical excellence by providing quality symphonic and choral music, through performances and educational programs, to the largest number of people possible. For more about the Akron Symphony, visit [akronsymphony.org](http://akronsymphony.org).



Reversed

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## color palette — Akron Symphony Corporate ID



PMS 275

4 color screen build:  
100 c, 100 m, 0 y, 28 k

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## color palette — Akron Symphony, Red Chair Society



PMS 1797

4 color screen build:  
0 c, 100 m, 99 y, 4 k

FONT:

**Verdana**

Please follow these guidelines to maintain a consistent brand image for Akron Symphony.

# Akron Symphony Identity Standards Guide

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## Horizontal Version \_Solid



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## Vertical Version \_Solid



Please follow these guidelines to maintain a consistent brand image for Akron Symphony.

# Akron Symphony Identity Standards Guide



Please follow these guidelines to maintain a consistent brand image for Akron Symphony.

# Akron Symphony Identity Standards Guide

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## Horizontal Version \_Solid



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## Vertical Version \_Solid



Please follow these guidelines to maintain a consistent brand image for Akron Symphony.

# Akron Symphony Identity Standards Guide

## Horizontal Version \_Solid



## Vertical Version \_Solid



Please follow these guidelines to maintain a consistent brand image for Akron Symphony.

# Akron Symphony Identity Standards Guide

## 60th Horizontal Version \_Solid



## 60th Vertical Version \_Solid

*Celebrating 60 Years*



*Celebrating 60 Years*



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