Threshold Choir

STYLE GUIDE

PRIMARY LOGO

Whenever possible, use the primary logo for all online and printed materials.

ALTERNATE LOGOS

BLACK AND WHITE
For black and white ads or materials.

Threshold Choir

COLORED BACKGROUND
In cases where the background color is as dark or darker than the Threshold Choir purple, the logo can appear in a "knocked out" white version.

Threshold Choir

IMPROPER LOGO USAGE

Do not tilt or distort the position of the logo in any way.

Do not substitute any colors for the primary color palette.

Do not outline the logo or logotype.

Use the knockout version in white on background colors too close in value to the Threshold purple

Do not use the logo in a shape.

Do not print the logo with a pattern.

Do not stretch of modify the shape of the logo in any way.

MINIMUM SIZE

For greatest impact and legibility, a minimum logo size has been established. The logo can be used in any size provided it does not go below a minimum of 1.2 5" wide. Any scaling of the logo should be proportional.

CLEAR SPACE

Clear space refers to the area around the logo that separates it from other elements such as photos, type and icons. The clear space should be equivalent to the height (x) indicated bellow.

TYPOGRAPHY

PRINTED MATERIALS

All headlines and displays on printed materials should appear in Whitney, and when not available please use Verdana.

Whitney Roman/Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 /""''!@#$%ˆ&*:;(){}[]-+=-_–

Whitney Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 /""''!@#$%ˆ&*:;(){}[]-+=-_–

Garamond serves as a "reader" typeface and should be used for printed body copy.

Garamond Roman/Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 /""''!@#$%^&*:;(){}[]-+=-_–

Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 /""''!@#$%^&*:;(){}[]-+=-_–

ONLINE MATERIALS

All headlines and displays in online materials should appear in Verdana.

Verdana Roman/Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 /""''!@#$%^&*:;(){}[]-

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 /""''!@#$%^&*:;(){}[]-

Garamond serves as a "reader" typeface and should be used for body copy on the website.

Garamond Roman/Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 /""''!@#$%^&*:;(){}[]-+=-_–

Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 /""''!@#$%^&*:;(){}[]-+=-_–

COLOR

Logo should be printed CMYK any full color printed materials. Below here is a color chart guide for CMYK, RGB, and PMS.

Primary Identity Colors	CMYK		PANTONE		RGB
	coated	uncoated	coated	uncoated	
Purple	C: 40 M: 0 Y: 100 K: 28	C: 40 M: 0 Y: 100 K: 28	PMS 248 C	PMS 248 U	R: 126 G: 12 B: 110
Green	C: 9 M: 0 Y: 43 K: 38	C: 9 M: 0 Y: 43 K: 38	PMS 5773 C	PMS 5773 U	R: 158 G: 163 B: 116
Paper Stock color	Willow Via Vellum by Mohawk Paper	Weight: 70#	Size 8.5x11 Can be purchased online			

DINGBATS

These images can be used as decorative elements throughout materials.