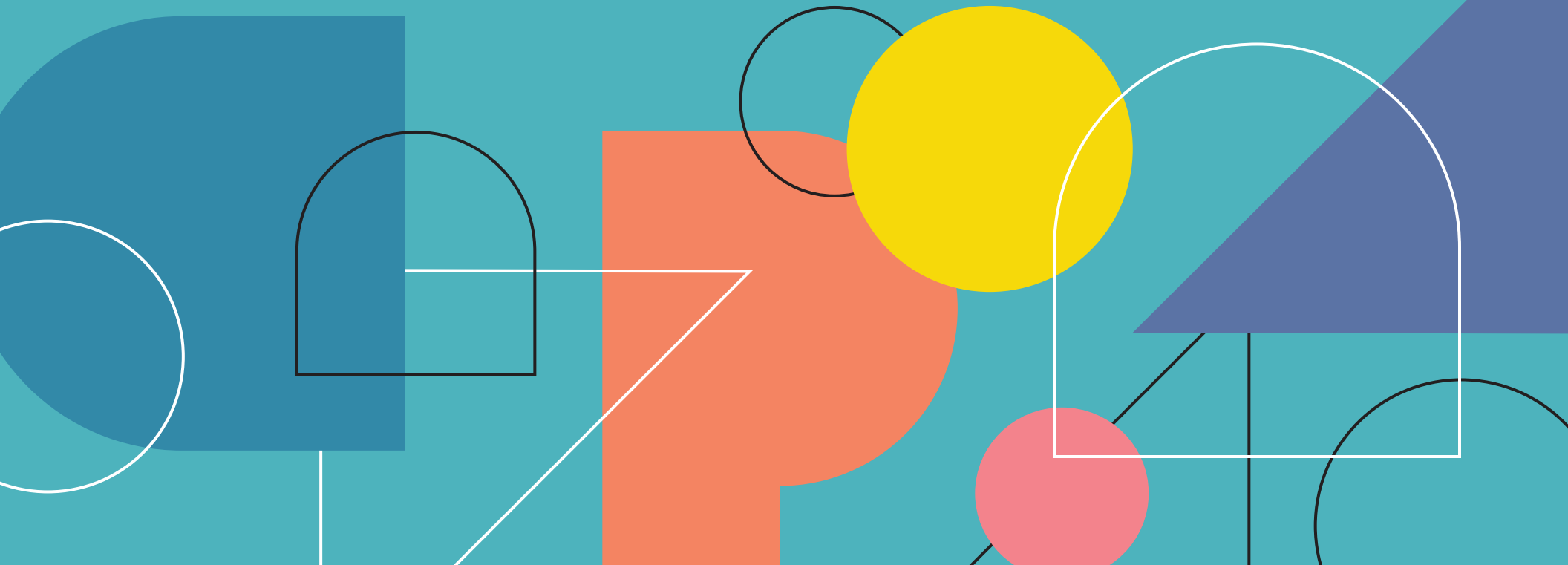


CAROLINA PERFORMING ARTS

2021-2022 SEASON BRAND GUIDE



LOGOS

LOGOS STACKED

**CAROLINA
PERFORMING
ARTS**

**CAROLINA
PERFORMING
ARTS**

LOGOS HORIZONTAL

CAROLINA PERFORMING ARTS

CAROLINA PERFORMING ARTS

TYPOGRAPHY

TYPOGRAPHY PRINT

GOTHAM HTF • ULTRA, BOOK, LIGHT

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ**
**abcdefghijkl
mnopqrstuvwxyz**

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
ghijklmnopqrst
vwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
ghijklmnopqrst
vwxyz

DIN 2014 • BOLD, REGULAR, ITALIC

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ**
**hijklmnopqrst
vwxyz**

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
hijklmnopqrst
vwxyz

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ*
*hijklmnopqrst
vwxyz*

DATE/LOCATION

GOTHAM HTF ULTRA all caps, tracking 30

BILLING HEADLINE

GOTHAM HTF ULTRA all caps, tracking 30
GOTHAM HTF LIGHT all caps, tracking 30

BILLING SUBCOPY

GOTHAM HTF ULTRA all caps, tracking 0

BODY COPY

DIN 2014 REGULAR tracking 0

MAY 5 & 6

**7:30 PM TUESDAY
8 PM WEDNESDAY**

**MEMORIAL HALL
BEASLEY-CURTIS AUDITORIUM**

**LONDON
SYMPHONY
ORCHESTRA**
WITH **SIR
SIMON RATTLE,**
MUSIC DIRECTOR

SIMON RATTLE, MUSIC DIRECTOR

Led by renowned conductor Sir Simon Rattle, the internationally acclaimed London Symphony Orchestra—named one of the top five orchestras in the world by *Gramophone*—makes their debut on the Memorial Hall stage with a two-night engagement.

MONTSERRAT • BOLD, MEDIUM, REGULAR

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
ghijklmnopqrst
vwxyz**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
ghijklmnopqrst
vwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
ghijklmnopqrst
vwxyz

LATO • BOLD, REGULAR

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
ghijklmnopqrst
vwxyz**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
ghijklmnopqrst
vwxyz

DATE/LOCATION

MONTSERRAT BOLD all caps, tracking 0
MONTSERRAT REGULAR all caps, tracking 0

HEADLINE

LATO BOLD sentence case, tracking 0
MONTSERRAT MEDIUM all caps, tracking 0

SUBHEAD

MONTSERRAT REGULAR all caps, tracking 0

BODY COPY

LATO REGULAR tracking 0

MAY 5 & 6

VENUE: MEMORIAL HALL
TAGS/GENRES: CLASSICAL MUSIC

London Symphony Orchestra

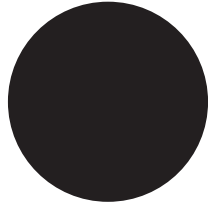
SIR SIMON RATTLE, MUSIC DIRECTOR

LOREM IPSUM DOLOR SIT

Led by renowned conductor Sir Simon Rattle, the internationally acclaimed London Symphony Orchestra—named one of the top five orchestras in the world by Gramophone—makes their debut on the Memorial Hall stage with a two-night engagement.

COLORS

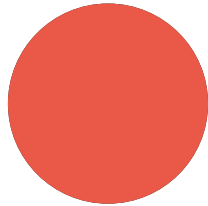
COLOR PALETTE



BLACK

CMYK 0 • 0 • 0 • 100

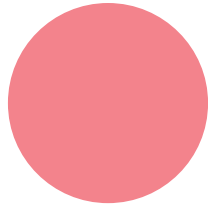
RGB 0 • 0 • 0



RED

CMYK 3 • 80 • 75 • 0

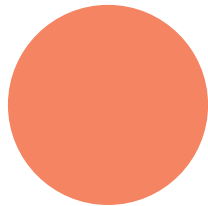
RGB 233 • 90 • 72



PINK

CMYK 0 • 61 • 30 • 0

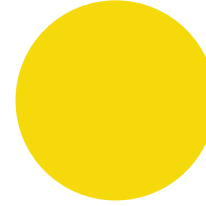
RGB 244 • 131 • 141



CORAL

CMYK 0 • 60 • 62 • 0

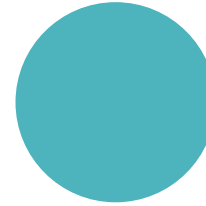
RGB 245 • 132 • 99



YELLOW

CMYK 4 • 10 • 100 • 0

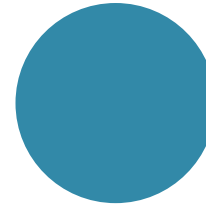
RGB 248 • 217 • 5



LIGHT TEAL

CMYK 65 • 9 • 25 • 0

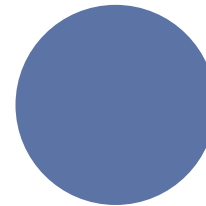
RGB 79 • 179 • 190



DARK TEAL

CMYK 78 • 35 • 23 • 1

RGB 54 • 136 • 168



PERIWINKLE

CMYK 91 • 50 • 58 • 36

RGB 8 • 80 • 82

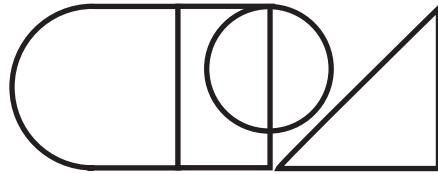
BRAND SHAPES

C P A

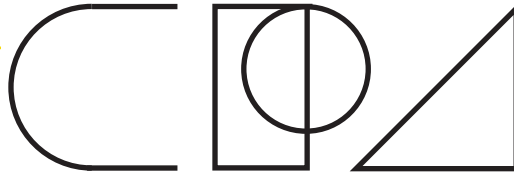


BRAND SHAPES CPA MARK

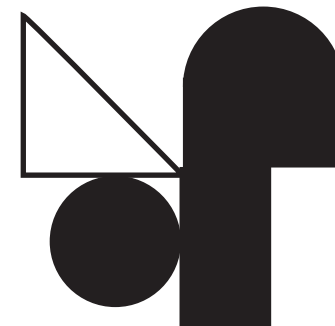
CONNECTED



DISCONNECTED



CLUSTERS

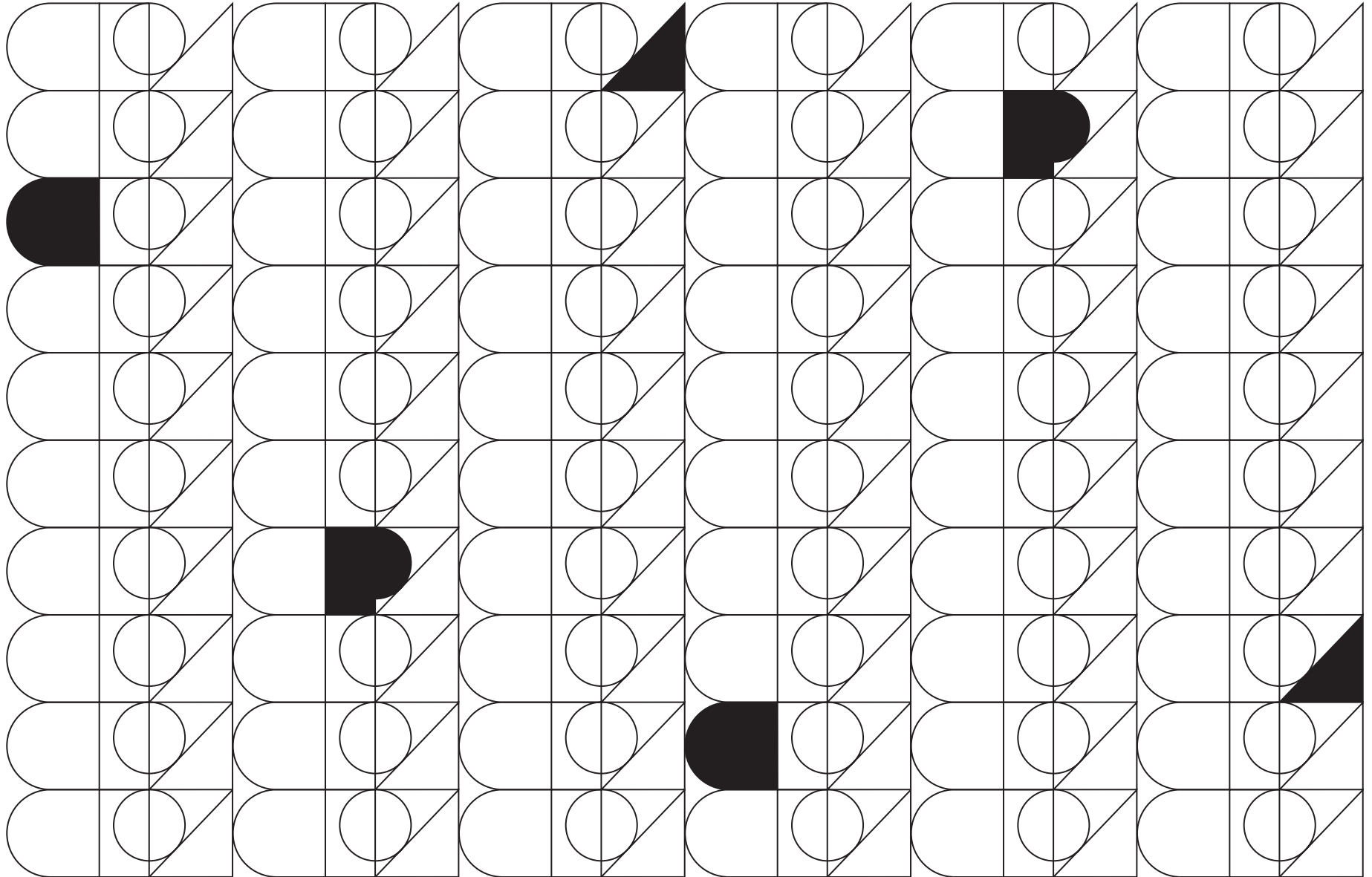


OUTLINED

FILLED

MIXED

BRAND SHAPES PATTERN



BRAND SHAPES ICONS

PERFORMANCE TAGS



CURRENT ARTSPACE + STUDIO



MOESER AUDITORIUM



VIRTUAL