

A NEW LOOK FOR THE

Symphony

OVERVIEW

Founded in 1952, the Wartburg Community Symphony is comprised of Wartburg College students and community and professional musicians. The Symphony performs orchestral favorites but also presents new and innovative music, garnering recognition for its state, national, and world premieres.

The updated logo consists of a logo mark (the stylized bass clef) and the stacked wordmark of "Wartburg Community Symphony". They must be used together to ensure consistency and brand recognition across all communications.



REVERSED MAIN LOGO

ALWAYS:

Keep clear space around the logo.

Keep the logo intact.

Keep at least a "W" of clear space (area around the logo in which no other type or graphic element may encroach) around the logo.

DO NOT:

Attempt to recreate the logo or retype in a different font.

Move/reconfigure the logo elements.

DO NOT USE OLD LOGO:



Inspired by the fluid shape of the bass (F) clef, the logo mark references the flat and sharp keys of a piano.

The uppercase "Wartburg Community" blocks out the top two rows of the wordmark and is a visual reminder of a musical staff. Referencing the previous logo's three-level typographic approach, the update adds a modern twist with a script.

The modern script used on the third line for "Symphony" adds an exciting emphasis to the logo.

TYPOGRAPHY

The main font—used in the logo and for all supporting text—is Barlow Semi Condensed. A combination of bold, regular, or italic may be used as supporting text and to increase variety. The script *Explain* is used sparingly, to punch up a word or phrase.

Barlow Semi Condensed Bold

Barlow Semi Condensed Regular

Barlow Semi Condensed Thin

Barlow Semi Condensed Bold Italic

Barlow Semi Condensed Italic

Barlow Semi Condensed Thin Italic

Explain

COLOR

The initial base logo is designed to be black and white but will fluxuate based on the Symphony season's theme.