



SCARBOROUGH PHILHARMONIC ORCHESTRA

Brand Guidelines

UPDATED: JUNE 2013

CONTENTS

- 1 MEET THE SPO BRAND
- 2 SPO COMMUNICATIONS

1

MEET THE SPO BRAND

1.1	THE BRAND ESSENCE	1
1.2	THE OBJECTIVES OF OUR BRAND IMAGE	2
1.3	THE LOGO	3
1.4	THE LOGO FROM ALL ANGLES: LOGO DESIGN AND COMPONENT SPECIFICATIONS	4
1.5	AVOIDING COMMON MISTAKES	5
1.6	BRAND COLOURS	6
1.7	BRAND TYPOGRAPHY	7



MEET THE SPO BRAND

1.1 THE BRAND ESSENCE

The Scarborough Philharmonic Orchestra enables openness and accessibility. A passion and imagination that allows us to bring an honest tone that is assertive but never imposing, friendly but never folksy and above all, confident.



MEET THE SPO BRAND

1.2 THE OBJECTIVES OF OUR BRAND IMAGE

Our brand objectives are to better reflect who we are

We value the importance of openness and accessibility that will continue to be the driving force behind everything we do in the community.

The enthusiasm and humanity we demonstrate is what sets us apart. We are now dynamic, and bursting with knowledge and imagination.

Our branding assumes these new and exciting aspects of our unique culture, while respecting the strength of our core values.

Strengthen

- Increase prominence of the SPO brand
- Create an identity that can live anywhere
- Build understanding of the SPO and what we provide
- Clearly identify the SPO as the source of musical content consumers enjoy

Unify

- Clearly present the SPO as one organization with one vision, while celebrating our areas of expertise

Simplify

- Differentiate branding from 'information'
- Streamline and de-clutter so that the SPO breaks through clearly



MEET THE SPO BRAND



**SCARBOROUGH
PHILHARMONIC
ORCHESTRA**

1.3 THE LOGO

We have re-crafted the SPO logo. The objective was to make the words appear stronger, friendlier, and confident, while retaining the look and feel of the original logo.

The treatment allows for the opportunity to be known in the community simply as 'SPO.' Having the foundation in the logo will only make this simpler in the future.

1

MEET THE SPO BRAND

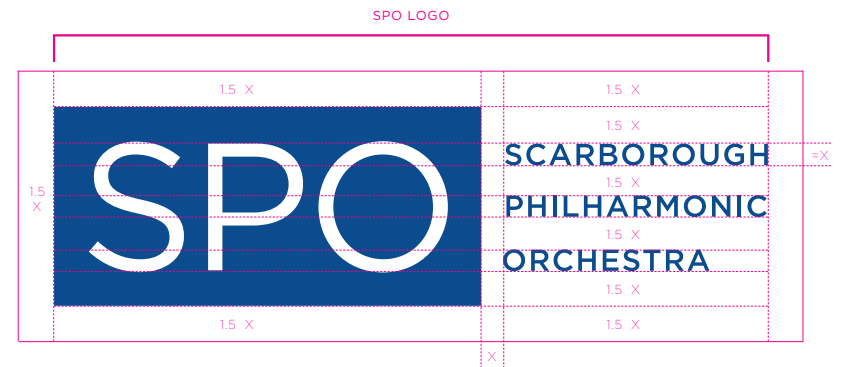
1.4 THE LOGO FROM ALL ANGLES: LOGO DESIGN AND COMPONENT SPECIFICATIONS

All SPO logos have been created with usability in mind. Each logo is built around a single unit of proportion (X). In all logos, X can be determined by the height of the uppercase 'O' in the Scarborough Philharmonic Orchestra wordmark. This measurement is the basis for each logo's structure and is used to determine clear space around the logo and its placement within layouts.

In addition to Pantone and Process colour logos, each SPO logo is available in black and white 1-colour (1C) versions. These 1C versions should only be used when absolutely necessary, such as when creating 1-colour signage, limited colour newspaper advertising, or 1-colour screen printed promotional pieces. Whenever possible the full colour logo should be used.

The absolute minimum size that the master brand logo should appear is 1.5 inches in total width.

All SPO logos are custom created pieces of artwork and should not be modified. All logos have been designed to be used as shown in this guideline.



1

MEET THE SPO BRAND

1.5 AVOIDING COMMON MISTAKES

The colour logo should never be shown on a coloured background



SPO logos (any version) should never be used vertically (head down or up)



You would like to use the SPO logo in a creative manner? *Careful!*

Email us first! Contact Alex Nardi – Graphic Designer to review your idea and these guidelines at alex@nardidesigns.co.

The SPO logo cannot be reshaped or recoloured.



1

MEET THE SPO BRAND

1.6 BRAND COLOURS



Pantone 2945

C 98	R 8
M 75	G 76
Y 9	B 142
K 10	



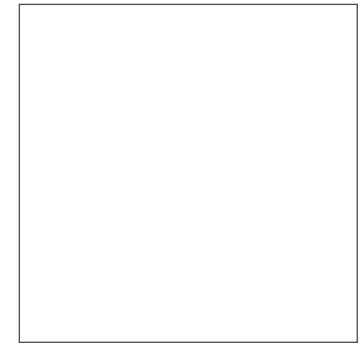
Pantone 420

C 0	R 202
M 0	G 200
Y 0	B 200
K 25	



85% black

C 0	R 77
M 0	G 77
Y 0	B 77
K 85	



White

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	



MEET THE SPO BRAND

1.7 BRAND TYPOGRAPHY

For designed, branded communications

All designed communication pieces, done internally or externally, should use the Gotham font family, such as SPO advertising, brochures, websites, posters, etc.

Four examples of the Gotham font are shown here. The typeface is available in a wide variety of styles and weights allowing for plenty of design flexibility.

For headings, the type should be set in all uppercase.

If you do not have or cannot obtain this font, Verdana may be used (Verdana is available in Microsoft applications).

For everyday communications

For everyday casual communication such as emails and memos, the system font Verdana is used.

Verdana is available pre-loaded on PC and Mac computers and has been specifically designed for high legibility both on-screen and in print.

Main Typography

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

2

SPO COMMUNICATIONS

2.1	COMMUNICATIONS	9
2.2	SAMPLES	10

2

SPO COMMUNICATIONS

2.1 COMMUNICATIONS

Every piece is a critical business communication tool. They provide an introduction to who we are and what we do. And they provide comprehensive contact information, as well as critical information regarding an upcoming concert.

Branding

SPO is the dominant brand displayed on all material. Only the master brand logo is used here.

Imagery

All imagery is to be treated in a duotone using the SPO blue. Each image is specifically chosen to relate to the subject matter (such as a specific concert). In the case of a generic promotional piece, a musical instrument is to be used.

SCARBOROUGH PHILHARMONIC ORCHESTRA

2013-2014
CONCERT SEASON
CELEBRATING OUR 34TH SEASON

MAJESTY IN MUSIC Sunday Matinee, October 27, 2013 - 3 p.m. Salvation Army Scarborough Citadel Guest Performers TSO's Sarah Jeffrey & Gabriel Radford	EAST MEETS WEST Saturday, November 16, 2013 - 8 p.m. St. Paul's L'Amoreaux Anglican Church Guest Artists soprano Yiping Chao	CHRISTMAS ON STAGE AND SCREEN Saturday, November 30, 2013 - 8 p.m. Salvation Army Scarborough Citadel Featuring Toronto Chord Society
CANADIAN PORTRAITS Saturday, February 1, 2014 - 8 p.m. Salvation Army Scarborough Citadel Featuring Salvation Army Band and guest conductor Howard Call	BRASS AND STEEL Saturday, February 15, 2014 - 8 p.m. St. Paul's L'Amoreaux Anglican Church Featuring St. Paul's Steel Orchestra and Red Brass Quartet	MASTERPIECES OF FRENCH MUSIC Saturday, March 29, 2014 - 8 p.m. Salvation Army Scarborough Citadel Featuring Toronto Chord Society
RUSSIAN SHOWPIECES Saturday, May 3, 2014 - 8 p.m. Salvation Army Scarborough Citadel Includes our annual fundraising event co-sponsored by Rotary Club of North Scarborough	LOCATIONS Salvation Army Scarborough Citadel 2201 Lawrence Avenue East (at Warden)	St. Paul's L'Amoreaux Anglican Church 3333 Finch Avenue East (at Warden)


Great music right next door.

Tickets are available at the door or by calling the **SPO Box Office at 416 429-0007** or by emailing **spo@spo.ca** to reserve tickets.

SPO SCARBOROUGH PHILHARMONIC ORCHESTRA


visit us at **SPO.CA**

2013-2014 season poster



2013-2014
CONCERT SEASON
CELEBRATING OUR 34TH SEASON

Ronald Royer,
Music Director and Conductor



SCARBOROUGH
PHILHARMONIC
ORCHESTRA

Great music right next door.

2013-2014 season brochure

**WELCOME TO THE SCARBOROUGH
PHILHARMONIC'S 2013-2014
CONCERT SEASON!**



Ronald Royer, Music Director
Music Director and Conductor

From the enthusiastic high-quality performances of our orchestra, to the wonderful acoustics of the concert venues, to the engaging and entertaining repertoire for this season, we have an enjoyable concert experience in the heart of Scarborough. Our concerts are known for their inviting, friendly, and relaxed atmosphere. Our musicians love to make music and to share it with our audiences. At intermission, we have receptions for audience members and orchestra players to mix and enjoy each other's company.

We have a new composer-in-residence, Jim McGrath, the prominent Canadian film and television composer of shows like the award-winning series *Degrassi: The Next Generation*, for which he received the 2006 Gemini Award for Best Original Score for a Dramatic Series and the CBC series *Republic of Doyle*. He is also an amazing composer of concert music. With Jim on the creative team, we'll be performing some famous film music, including music from 2001, *A Space Odyssey* (Also sprach Zarathustra), *The Mission* and *Home Alone*.



Jim McGrath

There will be some exciting world premieres, including my new Rhapsody for the husband and wife team of Sarah Jeffrey and Gabriel Radford, both world-class players in the Toronto Symphony. There might be some masterworks you haven't heard before, but I'm confident you'll enjoy the experience of exploring the music of the SPO's 2013-2014 season.



SCARBOROUGH
PHILHARMONIC
ORCHESTRA

Great music right next door.

2013-2014
SEASON

<p>MAJESTY IN MUSIC</p> <p>Sunday Matinée, October 27, 2013 - 3 p.m. Salvation Army Scarborough Citadel</p>	<p>BRASS AND STEEL</p> <p>Saturday, February 15, 2014 - 8 p.m. St. Paul's L'Amoreaux Anglican Church</p>
<p>EAST MEETS WEST</p> <p>Saturday, November 16, 2013 - 8 p.m. St. Paul's L'Amoreaux Anglican Church</p>	<p>MASTERPIECES OF FRENCH MUSIC</p> <p>Saturday, March 29, 2014 - 8 p.m. Salvation Army Scarborough Citadel</p>
<p>CHRISTMAS ON STAGE AND SCREEN</p> <p>Saturday, November 30, 2013 - 8 p.m. Salvation Army Scarborough Citadel</p>	<p>RUSSIAN SHOWPIECES</p> <p>Saturday, May 3, 2014 - 8 p.m. Salvation Army Scarborough Citadel</p>
<p>CANADIAN PORTRAITS</p> <p>Saturday, February 1, 2014 - 8 p.m. Salvation Army Scarborough Citadel</p>	<p>LOCATIONS</p> <p>Salvation Army Scarborough Citadel 2201 Lawrence Avenue East (at Warden) St. Paul's L'Amoreaux Anglican Church 3333 Finch Avenue East (at Warden)</p>

2013-2014 pocket season schedule