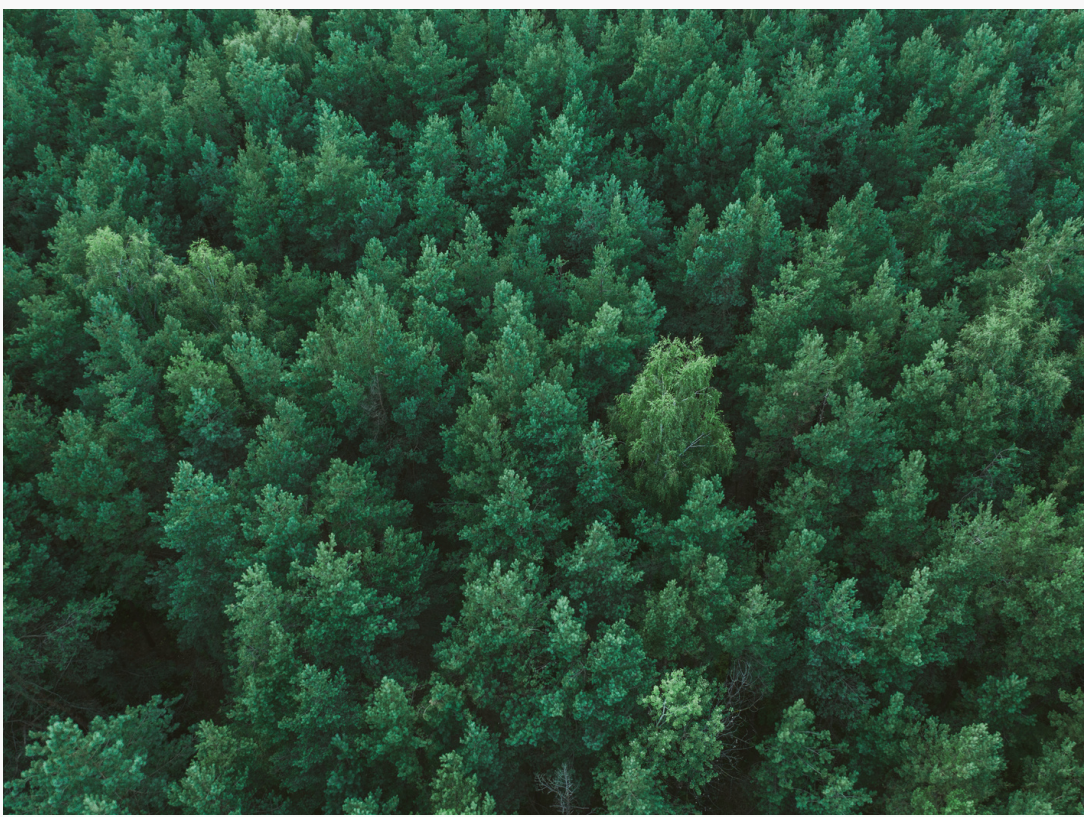




Brand Guide

Current • Cooperative • Kaleidoscopic

MOOD BOARD



BRAND VOICE



Use these voice descriptors to maintain a consistent “personality” and brand presence across platforms - think website copy updates, emails, programs, social media, and more.

LOGO USAGE



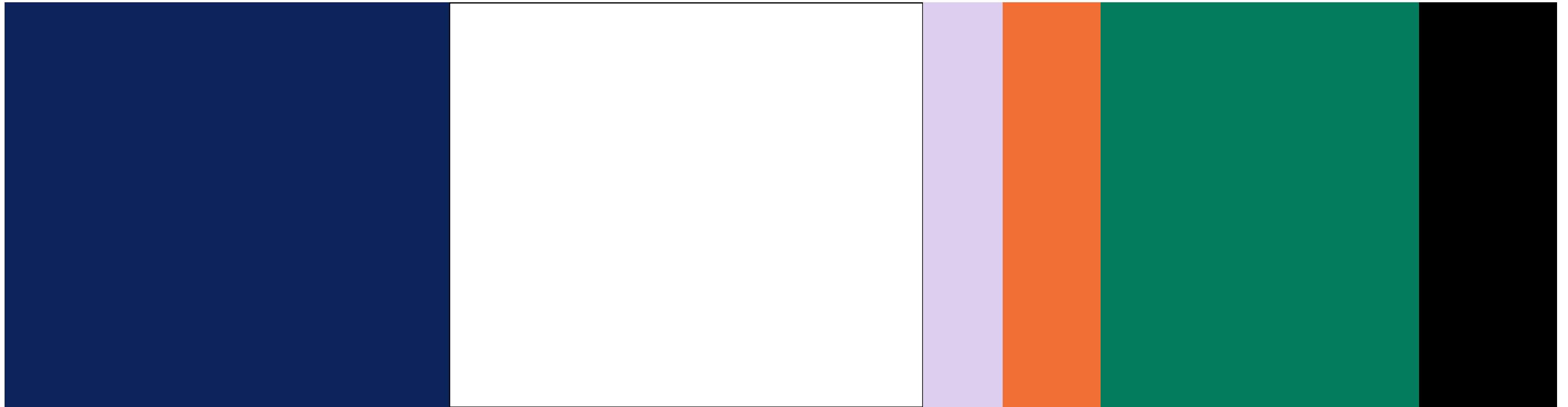
Allow balanced space around the logo across print and digital materials.

ABOUT

Cascadia Composers is a welcoming and far-reaching cooperative of living composers that promotes a kaleidoscopic cross-section of new musical art, reflecting and beautifying our modern world.

Based in Oregon and comprised of over 100 composers, this non-profit is the largest local chapter of the National Association of Composers USA, and a go-to resource within the Pacific Northwest for exciting and inspirational music. Inclusive and accessible, Cascadia Composers celebrates diversity and an expansive palette of artistic voices. Members include professionals, composer/educators and students who work in virtually every musical genre: chamber music, jazz, choral music, musical theater, electronic and electro-acoustic music, film and game music, world music and orchestral music. Through collaborations with other performance organizations and close relationships with the region's top performers, Cascadia Composers supports the genesis of new work with high-quality public concerts and presentations. In addition to engaging and enriching communities with the music of our time, Cascadia Composers provides valuable resources and opportunities to its members, acting as a bridge between composers and the public.

BRAND COLOR DISTRIBUTION



White and dark blue will be used most frequently in designs, establishing modernity and trust. Green will be used the next most often and may serve as a background or an accent, accentuating Cascadia Composers' Pacific Northwest roots.

Orange and lavender are accents, to be used occasionally without overwhelming the primary color balance. Black complements all of these elements in typography.

BRAND COLOR BREAKDOWN

Royal Blue

Use most often (after white) as a background color; use sparingly as an accent against white or pale violet, ensuring sufficient contrast

Trustworthy

Imaginative

Intelligent

Hex (Digital)

#0C235B

CMYK (Print)

33, 12, 0, 62

BRAND COLOR BREAKDOWN

Emerald Green

Use occasionally as a background color after royal blue, or as an accent color on buttons or other design features

Growth-oriented

Optimistic

Creative

Hex (Digital)

#037B5F

CMYK (Print)

33, 12, 0, 62

BRAND COLOR BREAKDOWN

Pale Violet

Use occasionally as an accent color; use very sparingly as a background color

Spiritual

Calming

Elegant

Hex (Digital)

#DDCDEF

CMYK (Print)

33, 12, 0, 62

BRAND COLOR BREAKDOWN

Tangerine

Use as an accent color against white or royal blue; do NOT use this color as a background

Passionate

Agreeable

Confident

Hex (Digital)

#F16F37

CMYK (Print)

33, 12, 0, 62

TYPOGRAPHY - HEADINGS

Trebuchet MS

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

1234567890!@#%&()+

TYPOGRAPHY - PARAGRAPHS

PT Serif

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

1234567890!@#%&()+