

It's your *Symphony.*

Campaign Style Guide



05.07.2019

Table of Contents

The Campaign.....	1
<hr/>	
About.....	2
Personas.....	3
Campaign Assets.....	7
<hr/>	
Typography.....	9
Color Palette.....	11
Photography.....	13
Messaging.....	19
Logo.....	23
Rules of Application.....	27
Application & Usage.....	29
Contact.....	57

A blurred background image of a person playing a trumpet. The person is in the center, looking slightly to the right. The trumpet is held horizontally, and the person's hands are visible on the valves and the bell. The background is out of focus, showing some greenery and a light sky. The overall tone is light and airy.

The Campaign

About

The Stamford Symphony isn't just a performance. We are a part of a community, a relief from the complexity of life, and a world class cultural experience that you will never forget.

"It's your Symphony" is a call to action; it offers an open invitation to discover the best symphony in the greater Fairfield County, and provides a way for the audience to view and interact with the Stamford Symphony.

This campaign brings awareness to new audiences about the Stamford Symphony while encompassing a sense of community, connection, quality, and authenticity.

Awareness
Community
Quality
Authenticity

Personas

The campaign is focused on three distinct personas, each with unique messaging, color pairings, and photography.

These personas are:
the **Activist**, **Escapist**, and **Aristocrat**.

Activists are open-minded and willing to try something new. They are culturally aware individuals who value family, friends, and community.

Some Activists are older residents, and have more time to engage in groups, causes, and events. Some may be younger and looking for their place in the community or ways to make their world better.

Activists value and seek involvement.
Activists show up.

Activist

Escapists are overburdened. Juggling their commute, jobs, kids, and digital life is stressing them out.

Escapists seek relaxation and a place or time that can be theirs.

This audience is (or yearns to be) taking steps towards self-care such as meditation, yoga, or reading.

Escapist

Aristocrats are financially comfortable and established. They are residents of towns such as Greenwich, Darien, New Canaan, and other wealthier regions of Southern CT and Westchester county.

Aristocrats seek unique, exclusive, and sophisticated experiences. They travel, dine out, join country clubs, and enjoy life.

This audience may have done and experienced everything in our region... except for the Stamford Symphony.

Aristocrat

Campaign Assets

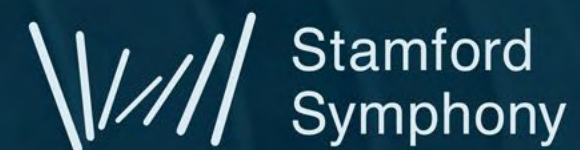
It's your culture
opportunity
community
Symphony.



Serious case of FOMO?
We're here for you.



We'll tune your ears
to the right frequency.



Call the babysitter,
you're going out.



Typography

Josefin Sans fonts.google.com/specimen/Josefin+Sans

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Font Proportions & Application

Josefin Sans Light

Serious case of FOMO?
We're here for you.

Josefin Sans Regular

leading: 12 pt. / 10 pt. font
optical kerning
14 for character spacing

Color Palette



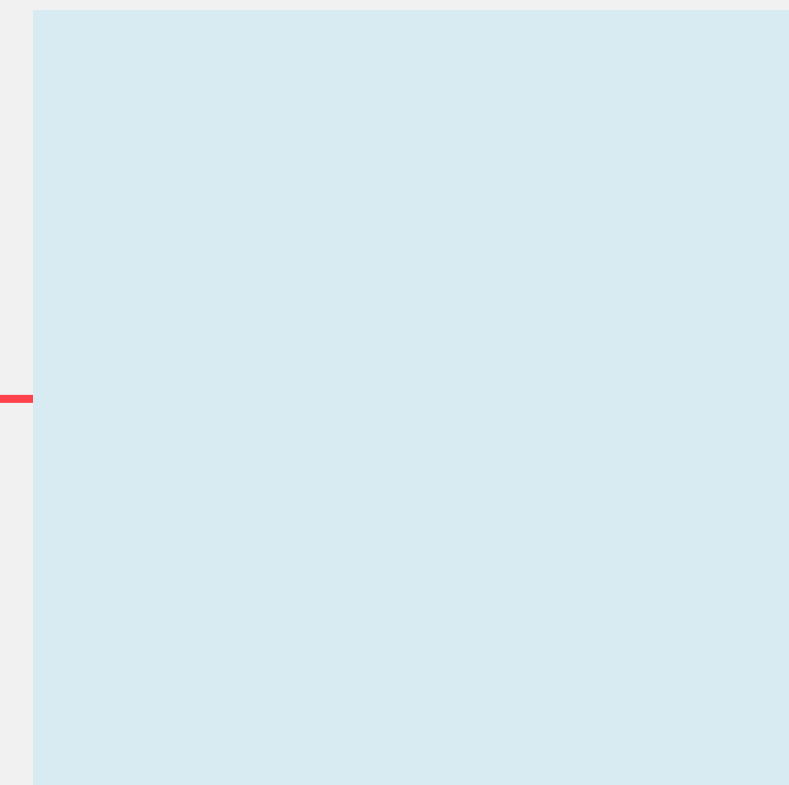
R:2 G:45 B:65
C:98 M:74 Y:49 K:51
HEX: #022d41
Pantone: 303 C



R:26 G:166 B:183
C:76 M:14 Y:27 K:0
HEX: #1aa6b7
Pantone: 7710 C



R:254 G:66 B:77
C:0 M:88 Y:66 K:0
HEX: #fe424d
Pantone: 1787 C



R:216 G:236 B:243
C:13 M:2 Y:2 K:0
HEX: #daecf3
Pantone: 656 C

Color Palette: Personas

All Audiences

Activist

Escapist

Aristocrat



Photography

Photography and messaging are specific to each persona. Campaign images should communicate Quality, Authenticity, Community, and Connection.

Images must be relevant to both the persona and the Stamford Symphony experience.

People in campaign images should not be extravagantly dressed, but also not overly casual. No tuxedos and no hoodies.

Avoid staged images that look too much like stock. Recompose images to focus attention on the important action or gain a new perspective.



Color Overlays

Color overlays are added on top of photography to focus on the campaign's messaging.

To achieve a similar effect, create several solid layers that are filled with the background color of the specific persona. One solid layer is placed below the image, and others are attached as a clipping mask to the photo. Make the image black and white, and apply any of the blending modes to the photo and the solid layers above it. Edit as needed.

Optionally, use other filters such as Curves and Levels to tweak the black and white values in the picture. In other cases, it may be necessary to create and apply a gradient of the background color on parts of the image, particularly near the text to focus viewer's attention on the messaging.

Color Overlay Examples

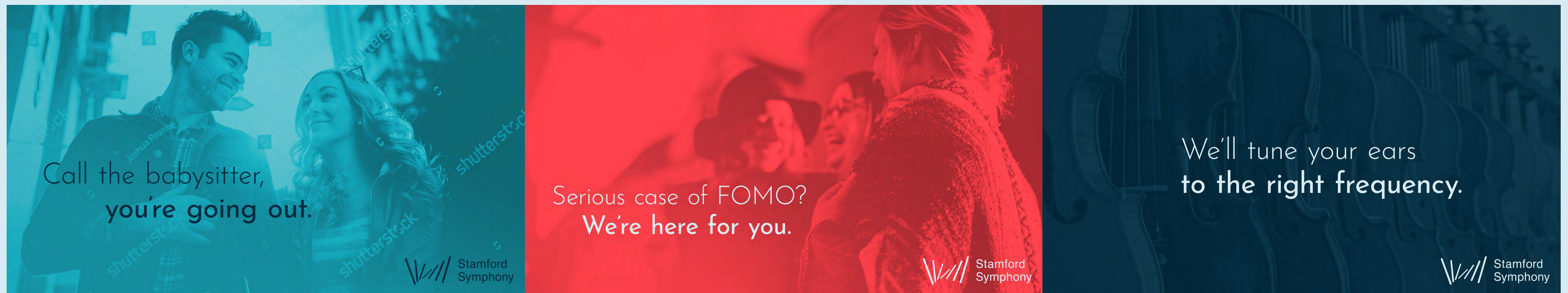
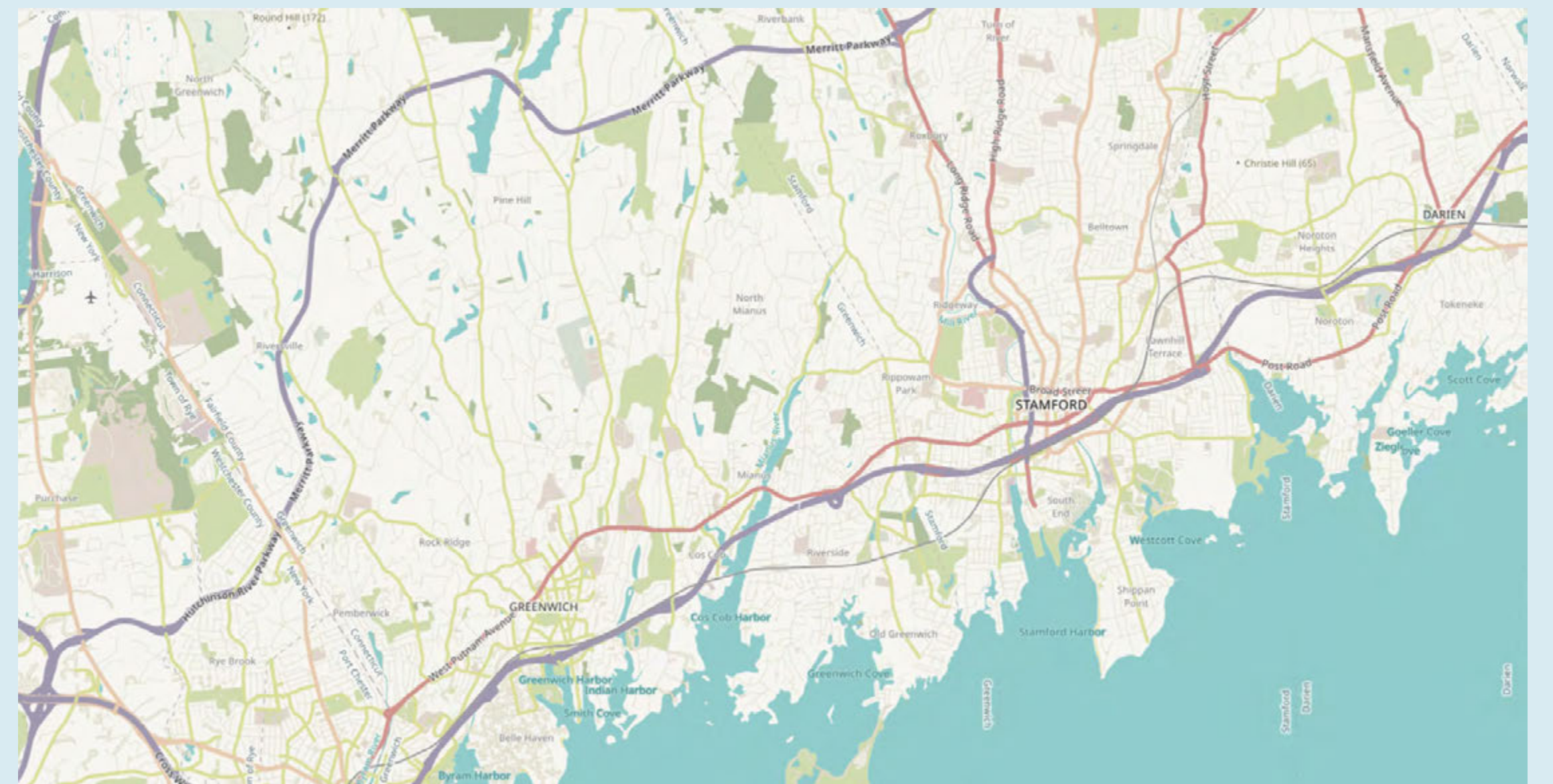


Photo Examples







Messaging

The messaging varies between the three personas:
the **Activist**, **Escapist**, and **Aristocrat**.

Serious case of FOMO?
We're here for you.

We've been here since 1919.
Have you?

Activist

Call the babysitter,
you're going out.

Have a seat,
we'll do the rest.

Escapist

We'll tune your ears
to the right frequency.

World-class music,
right here at home.

Aristocrat

Logo: Primary

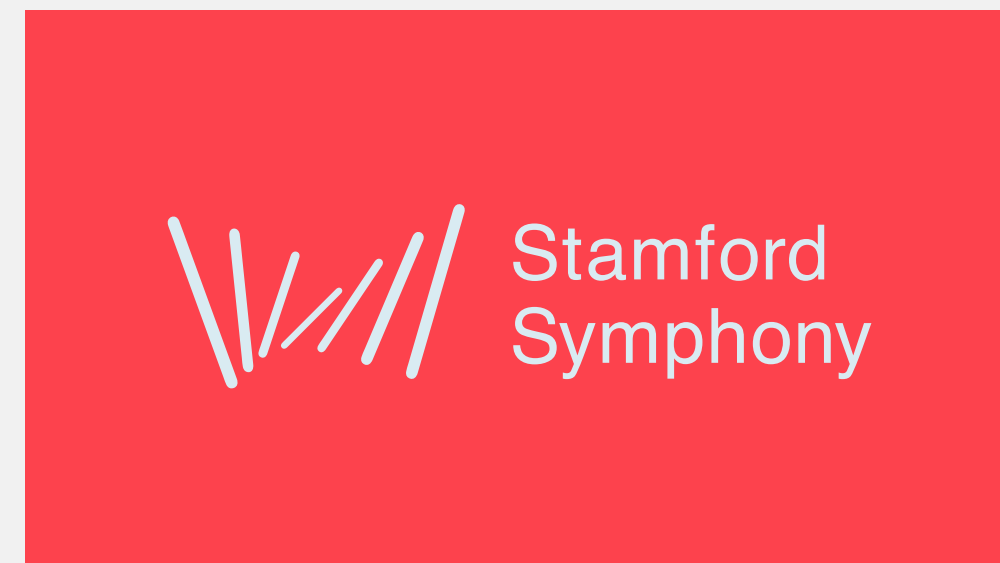
Preferred logo, original brand colors



Stamford
Symphony

Logo: Primary

Campaign color application



Logo: Secondary

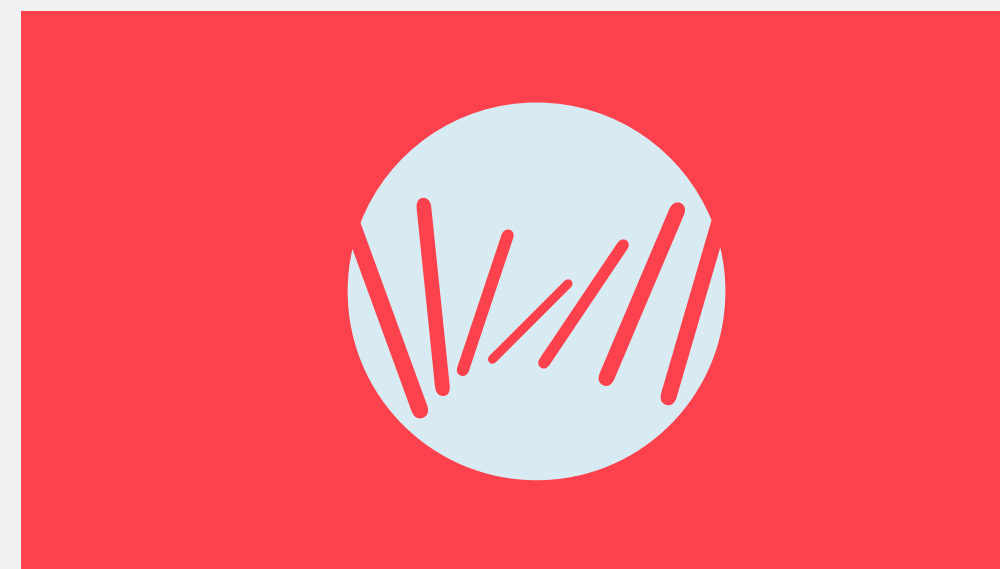
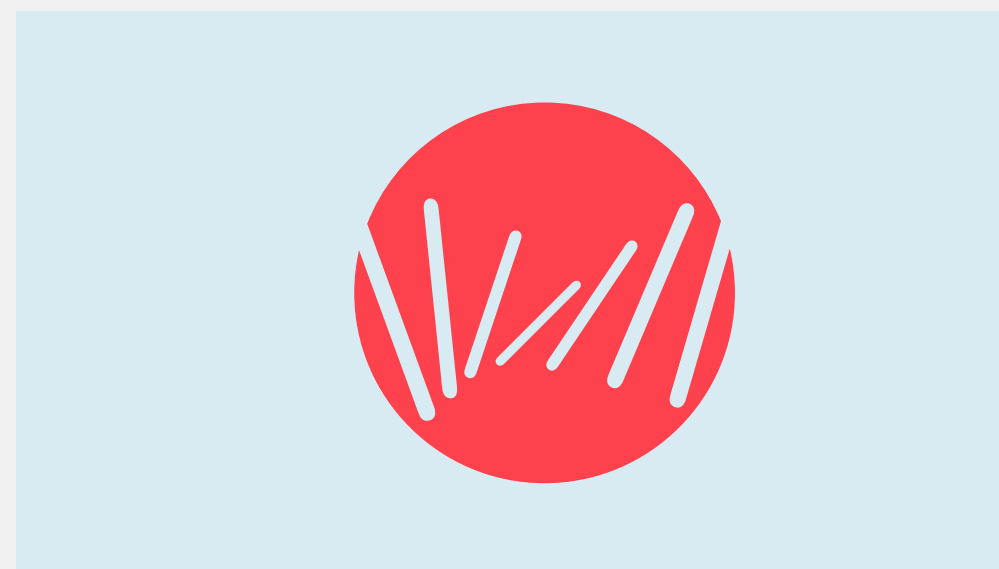
Alternative logo, original brand colors



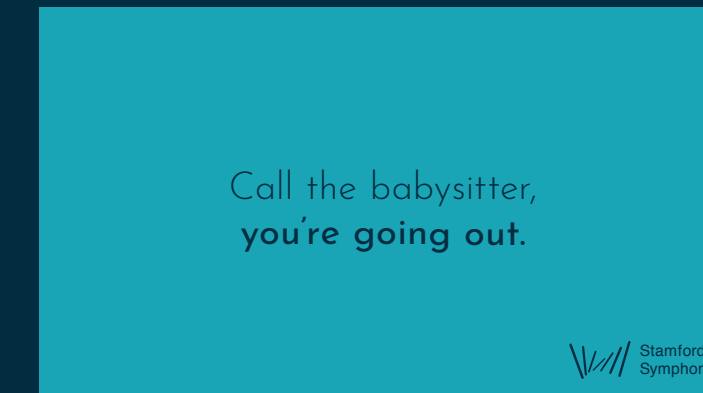
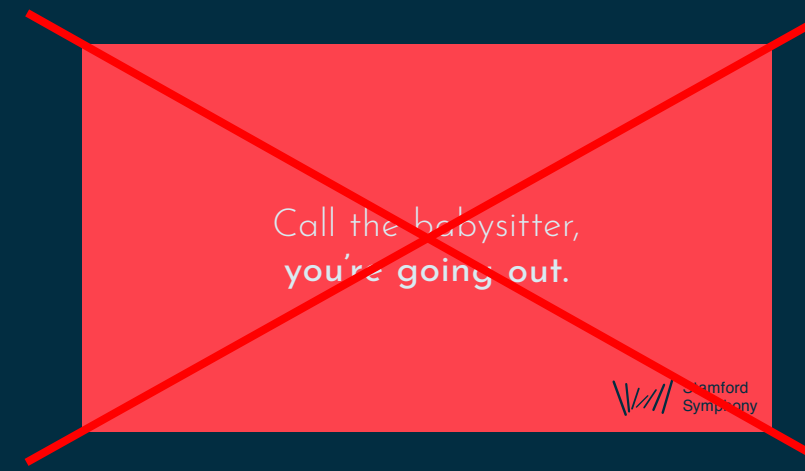
Stamford
Symphony

Logo: Secondary

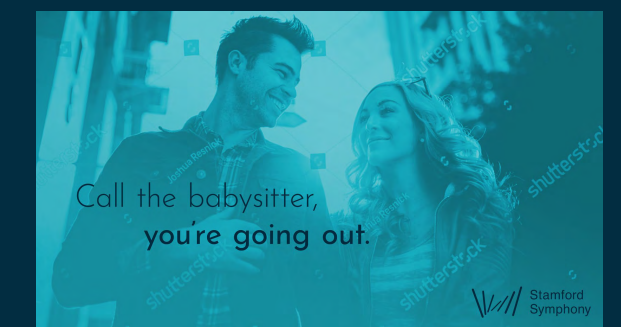
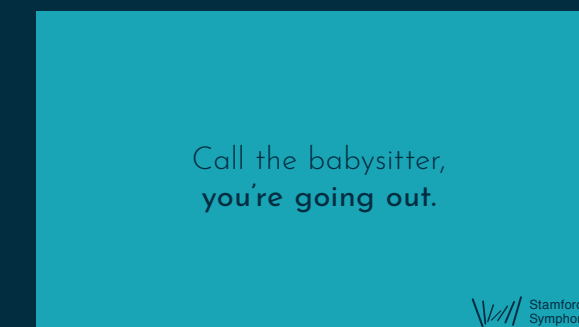
Campaign color application



Rules for Applying



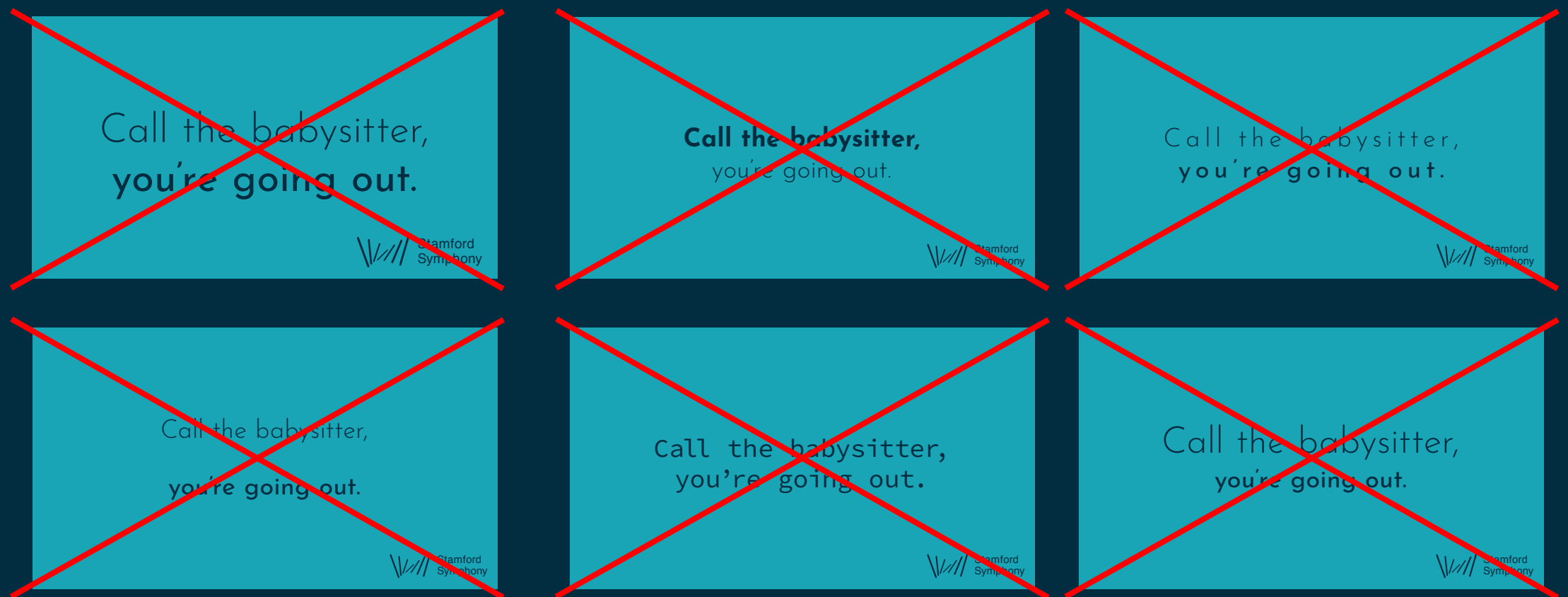
DO NOT change or add to the designated persona colors.



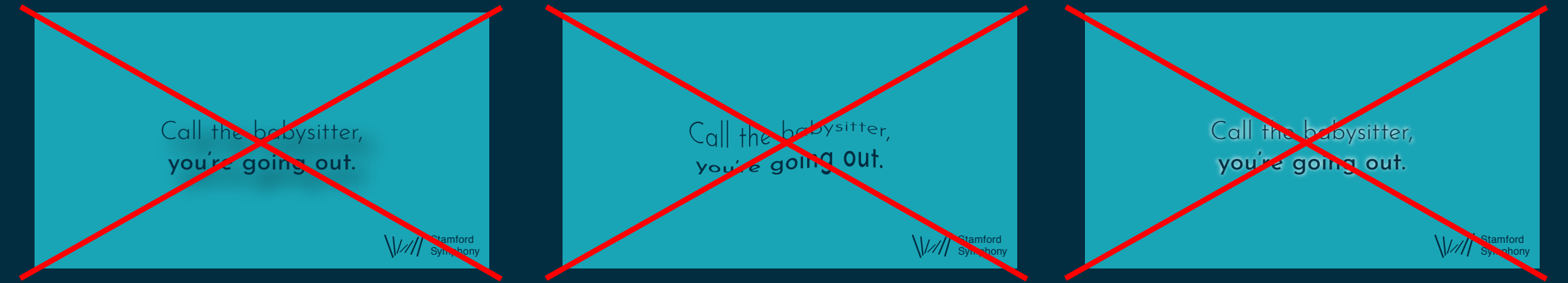
DO NOT use colors outside of the campaign's palette.



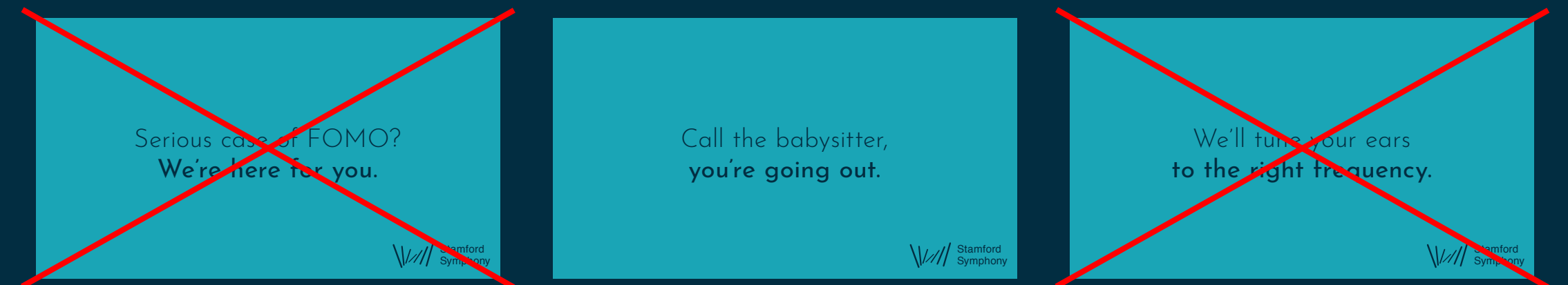
DO NOT mix up the order of the words
OR rephrase the current messaging.



DO NOT change the font itself or its proportions.



DO NOT use glow, drop shadow, or other effects with the text.



DO NOT apply existent taglines to a different persona.



DO NOT edit the logos.



Application & Usage

It's your culture
opportunity
community
Symphony.


Serious case of FOMO?
We're here for you.

We've been here since 1919.
Have you?



Serious case of FOMO?
We're here for you.



The image features a solid red background. In the foreground, the silhouettes of a symphony orchestra are visible, including various instruments like violins, violas, cellos, and double basses, along with the heads and shoulders of the musicians. The text is centered in the lower half of the image.

We've been here since 1919.
Have you?

It's your time
weekend
escape
Symphony.

Call the babysitter,
you're going out.

Have a seat,
we'll do the rest.



Call the babysitter,
you're going out.



Have a seat,
we'll do the rest.

It's your music
city
night
Symphony.

We'll tune your ears
to the right frequency.

World-class music,
right here at home.

We'll tune your ears
to the right frequency.

World-class music,
right here at home.









