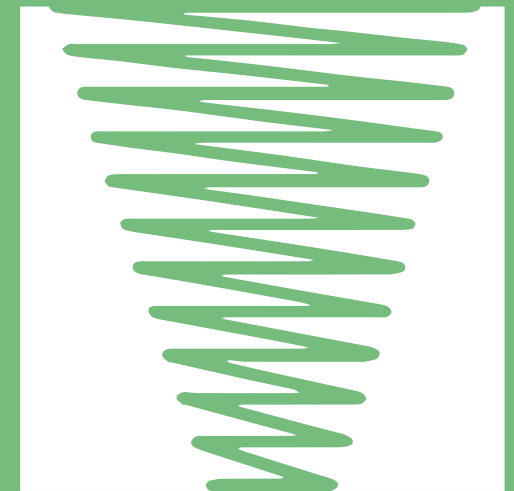


Graphic Standards Guide

February 2020



VIVA
SINGERS

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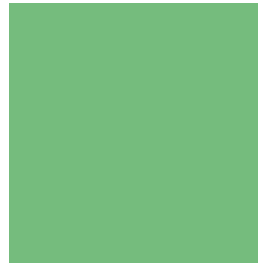
VIVA Singers Graphic Standards Guide is a resource for all members of the community and the vendors/organizations who work with us.

It was designed to ensure consistent and appropriate use of the organization's graphic identity in various situations and applications.

The guidelines noted in this document should be adhered to at all times across all mediums and should not be changed or manipulated in any way.

For further clarification or to obtain official logos, please contact VIVA Singers at (416) 788-8482 or email info@vivayouthsingers.com.

Primary Colour Palette



#75BB7D
 R: 117 G: 188 B: 125
 C: 57 M: 4 Y: 67 K: 0



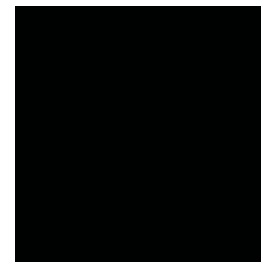
#EB7E3D
 R: 235 G: 127 B: 61
 C: 4 M: 61 Y: 85 K: 0



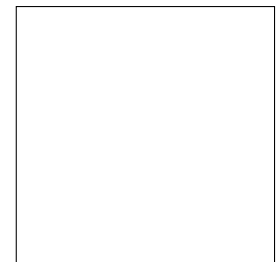
#D8AF28
 R: 216 G: 175 B: 41
 C: 17 M: 29 Y: 100 K: 0



#58585B
 R: 88 G: 89 B: 91
 C: 0 M: 0 Y: 0 K: 80



#000000
 R: 0 G: 0 B: 0
 C: 75 M: 68 Y: 67 K: 90



#FFFFFF
 R: 255 G: 255 B: 255
 C: 0 M: 0 Y: 0 K: 0

Secondary Colour Palette



#A8C6D9
 R: 168 G: 198 B: 217
 C: 33 M: 13 Y: 8 K: 0



#E5B89A
 R: 229 G: 184 B: 155
 C: 9 M: 29 Y: 38 K: 0



#AF99A5
 R: 175 G: 154 B: 166
 C: 33 M: 39 Y: 25 K: 0



#85757E
 R: 134 G: 118 B: 111
 C: 47 M: 49 Y: 51 K: 12

The VIVA Singers logos should never be reproduced in any other color than the Primary Colour Palette noted here.

Green should always be used as the colour for the main logo (see next page), while the Orange is to be used for the Youth Preparatory Chorus, and the Yellow for the Adult Community Choir.

Black should be replaced as the logo colour when printing in colour is not available.

White should be replaced as the logo colour when used on a coloured or complex background.

The Secondary Colour Palette is to be used to compliment the Primary Colour Palette and should never be used on it's own to represent the VIVA Singers brand. It's recommended that only two of the four secondary colours be used at any given time to ensure an overall sophisticated look.

The main VIVA Singers logo includes three elements: the icon, the wordmark, and the tagline. Spacing between these three should never be manipulated or adjusted. All elements should be scaled up or down proportionally in this format.

This logo should only ever appear in the brand Green, Black, or White. No other primary or secondary colours should be used.



The main VIVA Singers may be broken down into it's various elements when required.

1. Contained Icon

Recommended for Social Use

2. Contained Icon + Wordmark

3. Wordmark

4. Wordmark + Tagline

5. Free Icon

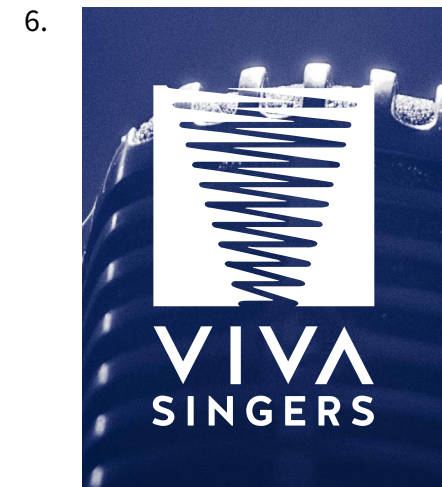
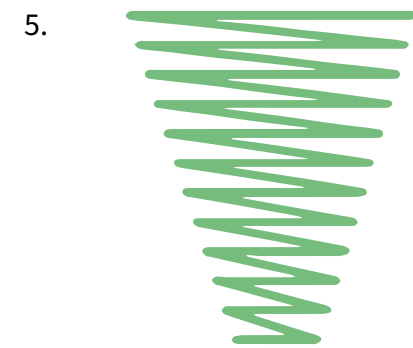
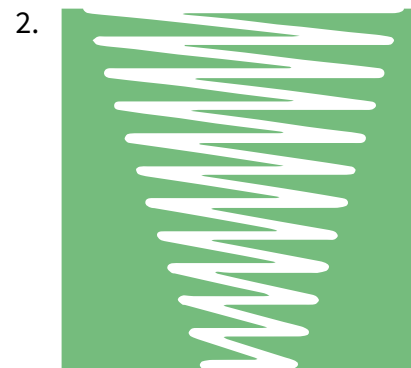
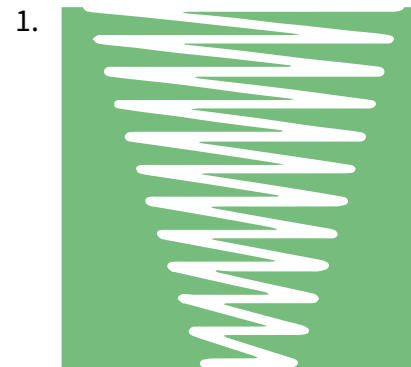
Recommended for Use as a Design Accent

6. Alternate Colour

Recommended for Use on Complex or Dark Backgrounds

Icon only variations such as **1.** and **5.** should only be used when the VIVA Singers brand is otherwise prominent represented.

The spiral icon in the logo should always be knocked out (no fill applied) when it is contained within the square.



The sub brand VIVA Singers logo includes four elements: the icon, the wordmark, the tagline, and the choir name. As with the main logo, the spacing between these four elements should never be manipulated or adjusted, and all elements should be scaled up or down proportionally.

The logos should only ever appear in the colours represented here, with the exception of Black when colour printing is not available and White on complex or dark backgrounds.

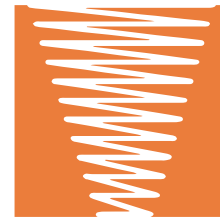
Font style for the choir name should never be swapped out for any other font or configuration.



VIVA SINGERS youth preparatory chorus
every voice matters



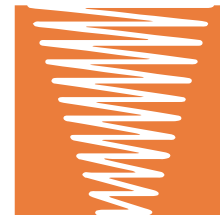
VIVA SINGERS youth main chorus
every voice matters



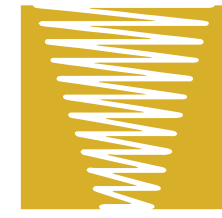
VIVA SINGERS youth junior chorus
every voice matters



VIVA SINGERS adult community choir
every voice matters



VIVA SINGERS youth senior treble chorus
every voice matters



VIVA SINGERS adult chamber singers
every voice matters

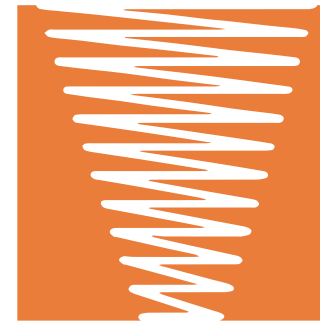
In addition to the alternate variation styles outlined for the main logo (which are also applicable for the sub brand), the sub brand logos may be broken down when required.

1. Contained Icon, Wordmark + Choir Name

2. Wordmark + Choir Name

3. Alternate Colour

1.



VIVA
SINGERS

youth
preparatory
chorus

2.

VIVA
SINGERS

adult
community
choir

3.



VIVA
SINGERS

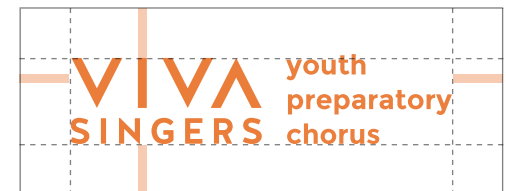
adult
community
choir

Adherence to clear zones is especially important for logo variations with text in order to allow breathing room between logo elements and any other document/graphic text.

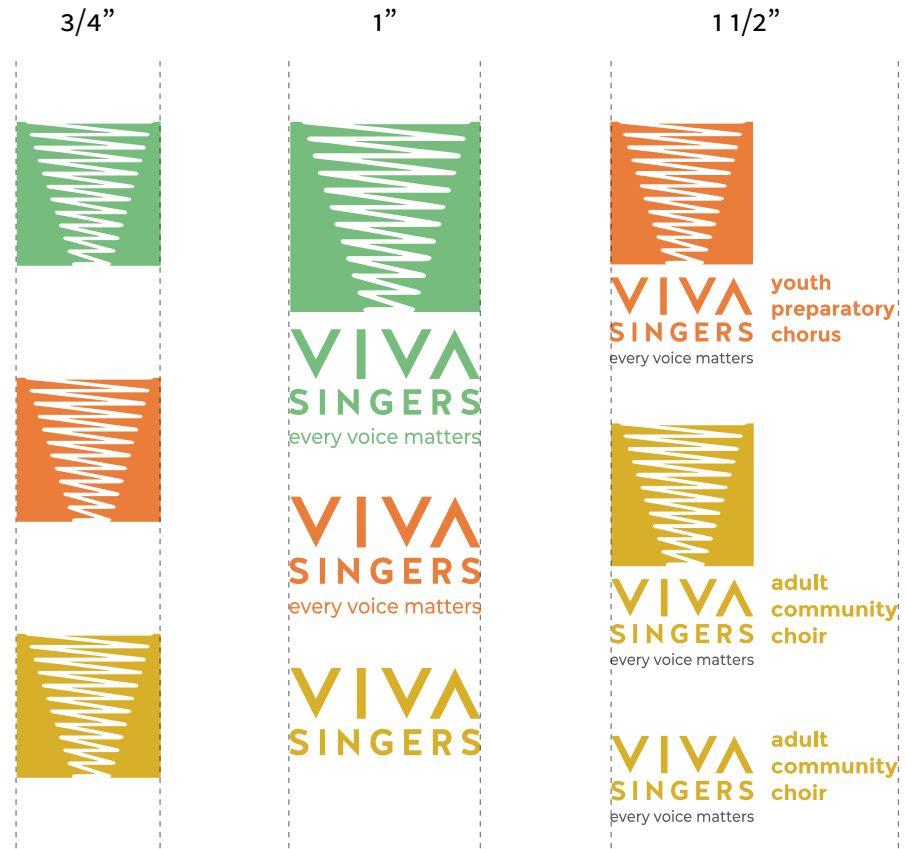
All variations of the main logo and sub brand logos should always have a clear zone around the full icon being used that is equivalent to at least one "I" from "VIVA".

Clear zones are represented by a solid line here.

A minimum clear zone is not required for icon only versions of the logo, but is recommended.



To ensure clear reproduction and legibility, the logos should not be used any smaller than the sizes shown here.



Shown are recommended mockups for printed and digital documents.

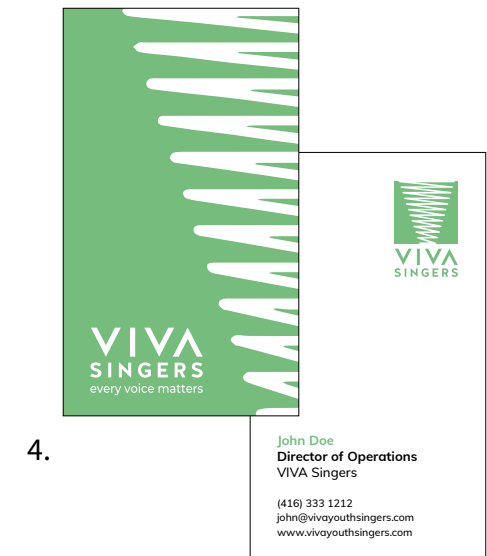
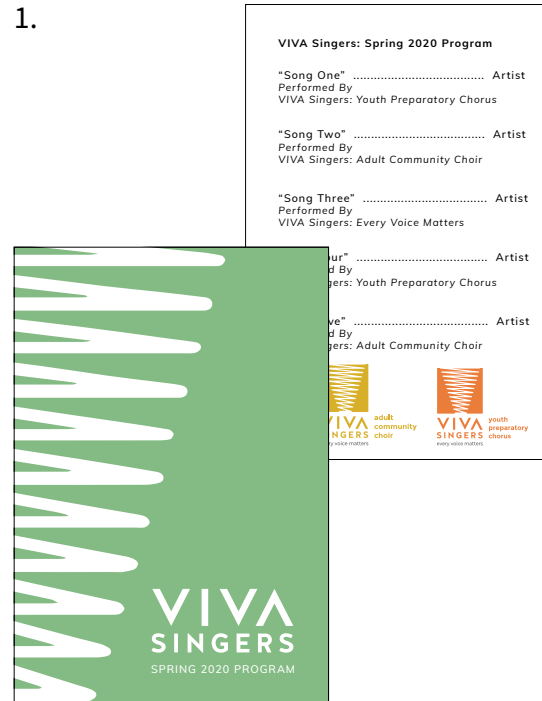
1. Program

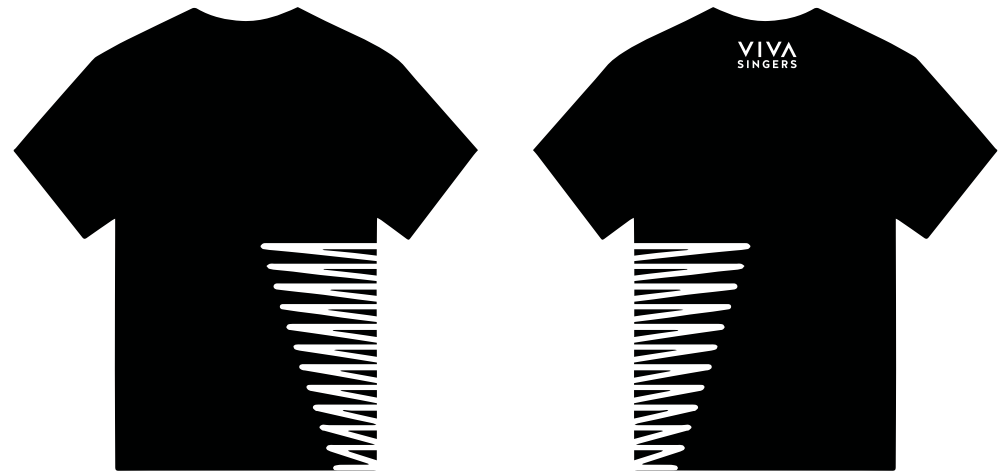
2. Email Signature

3. Letterhead

4. Business Cards

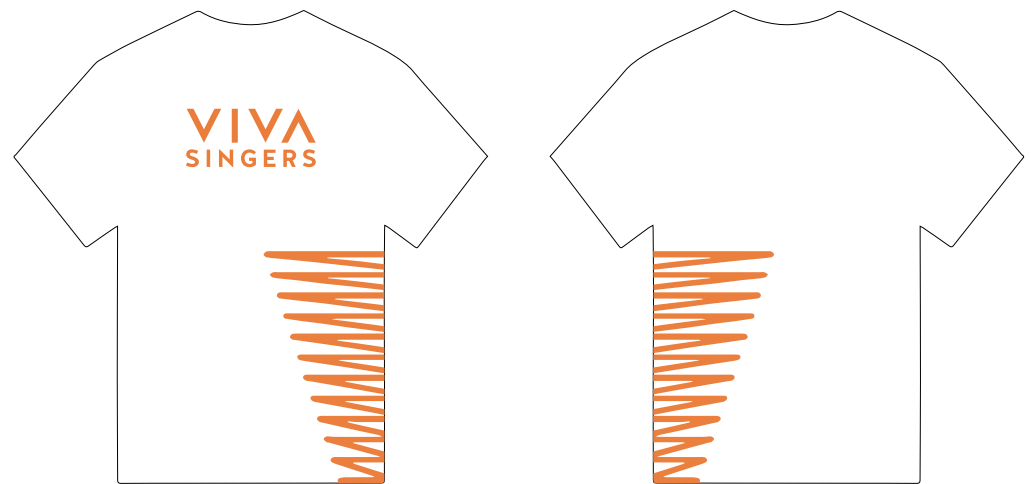
All logo requirements, colours, minimum sizes, clear zones etc. must continue to be adhered to on all stationery.





Shown are recommended mockups of apparel for choir members.

All logo requirements, colours, minimum sizes, clear zones etc. must continue to be adhered to on any piece of apparel.



Headings

Halis R Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Shown are recommended typefaces to use in print publications, signage, long documents, and graphic copy.

There should always be a contrast in typeface weight as well as typeface size between Headings and Body Copy.

As a general rule, Body Copy should never be less than 9pt in size, while Headings should never be less than 13pt in size.

Body Copy

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Source Sans Pro Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

For more information on graphic standards and best practices,
please contact us at:

**427 Bloor St West
Toronto, ON M5S 1X7**

(416) 788-8482

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info@vivayouthsingers.com

VIVA SINGERS

VIVA Youth Singers
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Prepared By Now Creative Group