

Brand Guide: Triangle Youth Music



Logo

To build brand awareness, it is critical that the Triangle Youth Music logo appear on every form of communication that comes from our program. This includes all marketing, promotional, advertising, educational and event-related print and digital communications, including email and other correspondence.

Full Color



There are occasions when our full color logo is not applicable. Below are other ways to use our logo: as black and white, as one color (in one of the colors in our palette) or on a contrasting background. If used this way, there must be enough contrast to be readable. The logo should never be represented in any other way.



Black and White



One Color



Reversing out of color

Logo With Taglines

The Triangle Youth Music logo can stand alone or with the tagline as a unit. The tagline can also be used alone as a graphic element, and in different palette colors and orientation.



Shaping the Future of Music.

Shaping the Future of Music.

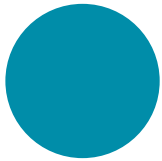
Shaping
the Future
of **Music.**

Shaping
the Future
of **Music.**

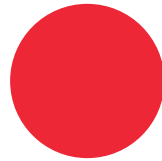
Color Palette

Consistent use of color is vital in maintaining our brand. Any material created in-house should use only the following colors.

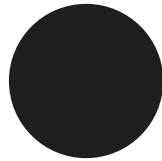
Below each color are the various breakdowns to easily create these colors on our own, whether for web or print use.



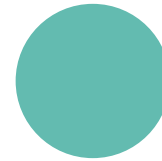
PMS 3135
C=91, M=28, Y=30, K=1
R=0, G=139, B=164
Hex=#008BA4



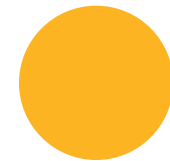
PMS 1788
C=0, M=96, Y=100, K=0
R=238, G=45, B=36
Hex=#EE2D24



Black
C=0, M=0, Y=00, K=100
R=35, G=31, B=32
Hex=#231F20



PMS 563
C=62, M=0, Y=49, K=0
R=92, G=193, B=159
Hex=#5CC19F



PMS 1235
C=0, M=31, Y=100, K=0
R=253, G=183, B=20
Hex=#FDB714

Font Usage

We use specific brand fonts in all marketing materials, including email. These fonts offer several weights and specific examples are shown here to guide use and choices. Fonts can be used as both headline or copy weight.

Poppins

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

Poppins Extralight

Poppins Extrabold

Poppins Italic

Poppins Thin Italic

Poppins Semibold

Poppins Black Italic

Example:

Poppins Extrabold

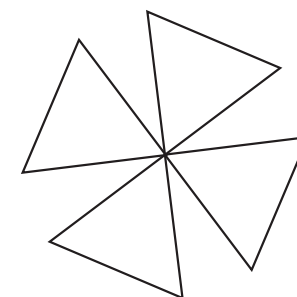
Welcome to Triangle Youth Music

We are the heart of youth music in the Triangle communities, connecting young musicians with exceptional opportunities in classical and jazz music education and performance, and fostering an aspirational level of teamwork, talent, diversity and creativity.

Poppins Regular

Graphic Elements

This page shows the types of graphic elements used in our collateral pieces. Patterns and graphics can be used in any palette color.



Core Values

WE BELIEVE:

Music Connects Us

Music education and performance builds lasting bonds through the joy of musicianship, friendship, and sharing the powerful experience of making music together.

Youth Are the Future of Music

Young musicians keep traditional music alive, renewing it through their own inspired interpretation.

Opportunity Shapes Us

New experiences and perspectives challenge us to grow as musicians, performers and people.

Music is Inclusive

Music doesn't discriminate.
We thrive on diversity of knowledge, talent and creativity, reflecting our individual and collective expression.

Music Speaks

Music is the abstract art of emotion through sound — uniting musicians and audience, whose message is heard even in the silences.

The Power of Performance

We honor the powerful effect of musical performance on our community and ourselves, drawing us into moments of magic and meaning.

Brand Messaging

Tagline

Shaping the Future of Music.

Our Mission

We provide open space and opportunities for young musicians to create, excel and connect to others through the experience of making exceptional music.

Our Vision

Knowing the world through a life-long love of music.

Value Statement (boilerplate)

We are the heart of youth music in the Triangle communities, connecting young musicians with exceptional opportunities in classical and jazz music education and performance, and fostering an aspirational level of teamwork, talent, diversity and creativity.

Official Hashtags

#FriendshipMusicianship

#ShapingTheFutureOfMusic

#YouthPoweredPerformance

#TYMConnection

#OpportunityPerformance

#ClassicalAndJazzConnection

#NextGenOrchestra

#NextGenJazz