

# Brand Guide: **ROCO**



# Logo

To build brand awareness, it is critical that the ROCO 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 1



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

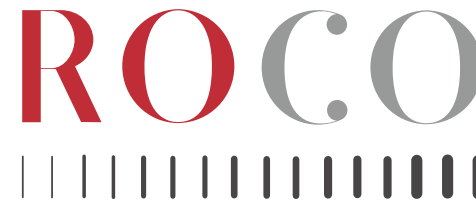


Reversing out of color

# Secondary Logos

There is a secondary logo, using two different colors in the lettering, that is available to use when applicable. All color and contrast rules apply to this version.

Full Color 2



# Logo With Taglines

The ROCO 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.



Prepare To Be Astounded

Prepare  
To Be  
Astounded



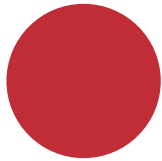
Prepare  
To Be  
Astounded



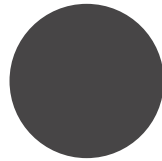
# Color Palette

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

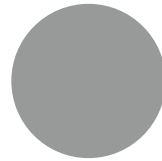
Below each color are the various breakdowns to easily create these colors on our own, whether for web or print use.



Red  
PMS 1805  
C=18, M=95, Y=83, K=7  
R=191, G=47, B=55  
Hex=#bf2f37



Dark Gray  
PMS Black 7  
C=66, M=61, Y=58, K=42  
R=71, G=69, B=70  
Hex=#474546



Medium Gray  
PMS Cool Gray 7  
C=43, M=35, Y=35, K=1  
R=153, G=153, B=153  
Hex=#999999



Light Gray  
PMS Cool Gray 1  
C=12, M=9, Y=9, K=0  
R=222, G=222, B=222  
Hex=#dedede

# 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. All fonts are available at [fonts.google.com](https://fonts.google.com).

## Source Serif Pro

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

## Sarabun

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

Source Serif Pro Light

*Source Serif Pro Semibold Italic*

*Source Serif Pro Italic*

**Source Serif Pro Black**

Source Serif Pro Semibold

***Source Serif Pro Black Italic***

Sarabun Thin

*Sarabun Italic*

Sarabun Medium

**Sarabun Bold**

***Sarabun Bold Italic***

**Sarabun ExtraBold**

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Example:

**Welcome to ROCO**

Sarabun Bold

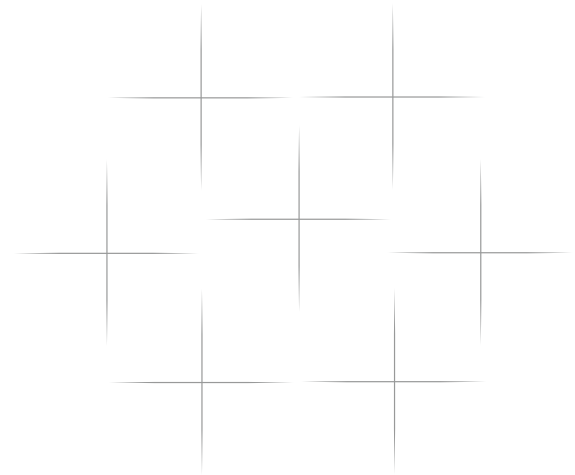
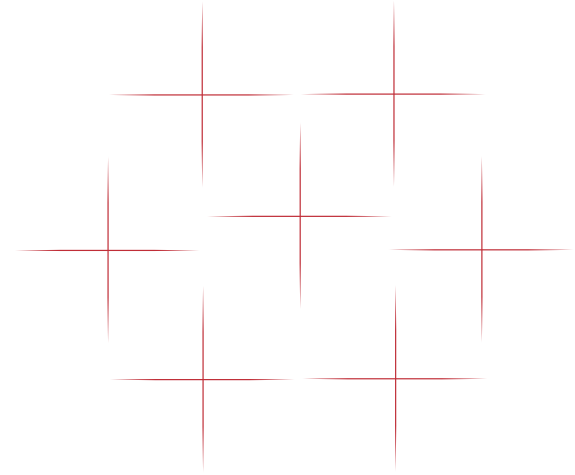
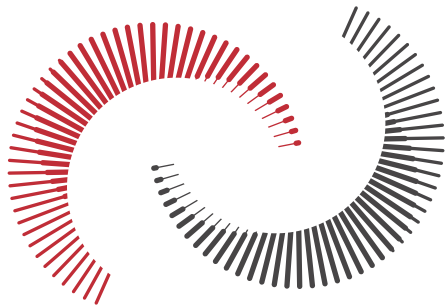
ROCO is changing how we experience classical music. Our people-centered performances open doors to discover and deepen connection among musicians and listeners. ROCO cultivates the future of classical music by investing in living composers, bringing new works alongside classics in unexpected ways, invigorating musicians, and providing unparalleled access to astounding moments in musical community.

Source Serif Pro

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# 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 IN**

### **Astounding Experiences**

ROCO transforms the concert tradition to create profound, personal encounters in music.

### **Creating Musical Community**

Relationships are the soul of ROCO, connecting people through the shared love and language of sound.

### **Curiosity and Discovery**

We foster wonder, ingenuity and exploration, uniting musicians and listeners eager for adventure.

### **Vanguard Vision**

Our culture channels artistry, innovation and connection, immersing anyone, anywhere in the world in new musical experiences.

### **Revolutionizing Orchestra**

Moving music forward, ROCO reenergizes traditional works and originates new classics by vibrant, living artists who speak to right now.



# Mission, Vision and Messaging

## **Tagline**

Prepare To Be Astounded

## **Our Mission**

We boldly transcend boundaries to curate profound personal connections, experiences and community in classical music.

## **Our Vision**

The classical music experience reinvented for the future through vanguard innovation, interpretation and performance of new and traditional works for a world-wide listening community.

## **Value Statement**

ROCO is changing how we experience classical music. Our people-centered performances open doors to discover and deepen connection among musicians and listeners. ROCO cultivates the future of classical music by investing in living composers, bringing new works alongside classics in unexpected ways, invigorating musicians, and providing unparalleled access to astounding moments in musical community.

**The ROCO Experience** is an evolution in engagement for a socially diverse world — a new way of inviting music makers and music lovers into a realm of profound and intimate connection, whether in-person or within the digital sphere.

Our experience lives beyond concert performance. It is nomadic in nature, cultivating a musical community where dynamic energy, ideas and interpretations move our artform forward. ROCO's mission and culture carve out spaces for people to create, feel and believe. To truly experience ROCO is to belong to a movement as transcendent as music itself.

## **Hashtags**

#PrepareToBeAstounded

#TheROCOExperience

#WhyNotOrchestra

#ROCOcurious