TREEFORT MUSIC FEST

Brand Guidelines

Version 1.0 / Last Updated: 10.16.2021

Using The Logo Appropriately

APPROPRIATE LOGO USAGE	MINIMUM SIZING OF THE LOGO	CLEAR SPACING REQUIREMENTS
When applying the Logo, refer to the information below for guidance on using each Logo.		As shown in the example, the minimum clear space around the logo should be 1/2 the height of the Symbol. This formula applies to all logo variations with the exception of the Favicon, and the Wordmark.

THE FAVICON
The Favicon should only be used on the tab of the website, in the nav of the Treffort App or any digital applications where The Symbol breaks the minimum sizing requirements. (Internal Use Only, Do Not Use)

16 pixles wide (Digital) | Do Not Use for Print

THE SYMBOL
The Symbol can be used in any situation. It has the most flexability in that it can be used on its own in almost any logo use

60 pixles wide (Digital) | 0.5 inches wide (Print)

1/2 the height of the Symbol

THE WORDMARK
The wordmark should only be used in rare instances where the symbol is already being represented and the wordmark needs to be used for clarification. (Internal Use Only, Do Not Use)

60 pixles wide (Digital) | 2 inches wide (Print)

THE PRIMARY LOGO
The Primary Logo is the most common representation of the brand and should be used in most cases. In instances where the wordmark becomes illegible due to size or when the logo needs to be left justified, use the Secondary or Tertiary Logo.

160 pixles wide (Digital) | 2 inches wide (Print)

THE SECONDARY LOGO
The Secondary Logo is used in instances where The Primary Logo does not fit or does not work with the design.

200 pixles wide (Digital) | 2 inches wide (Print)

THE TERTIARY LOGO
The Tertiary Logo is used in instances where The Primary Logo does not fit or does not work with the design and when the Secondary logo is too long to fit within a left aligned design.

200 pixles wide (Digital) | 2 inches wide (Print)

Using The Logo Appropriately

MAINTAINING BRAND INTEGRITY

The primary visual presentation of the brand is the logo. The following examples illustrate some possible misuses that should be avoided. Altering the logo in any way weakens brand impact and can jeopardize trademark protection.
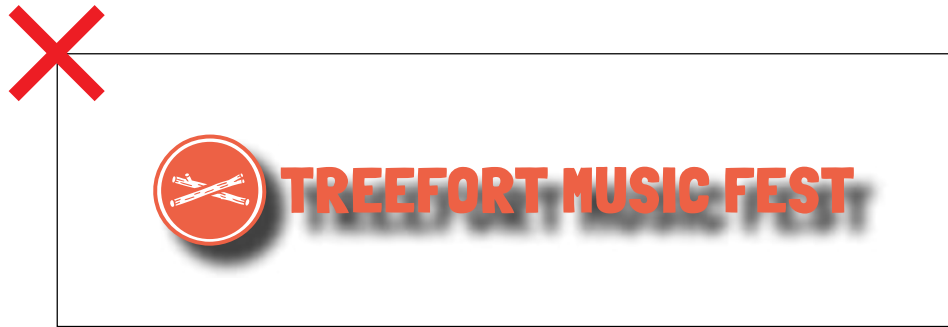
DO NOT:
distort, stretch, or alter the scale of the logo in any way

DO NOT:
change the color of any of the logos
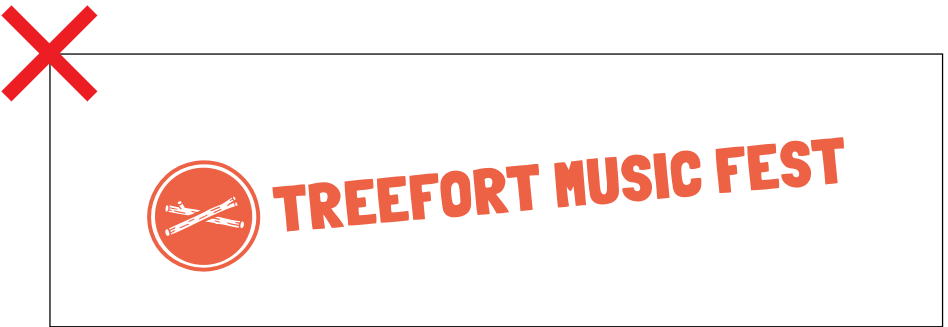
DO NOT:
change the orientation of the logo by rotating it any way

DO NOT:
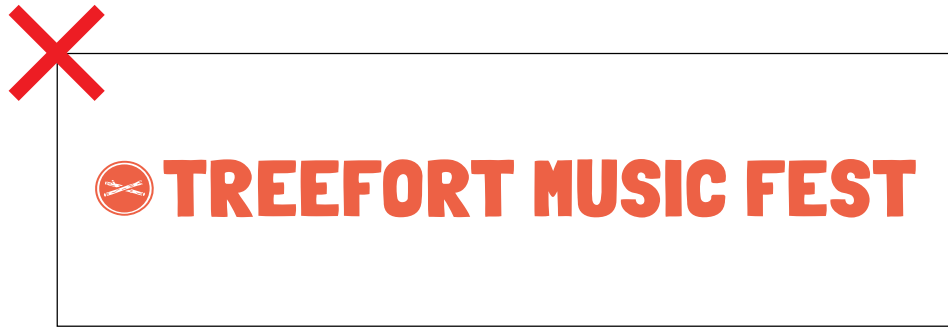add any kind of effects such as gradients or drop shadows

DO NOT:
place the logo on patterns or textures that obscure clarity

DO NOT:
separate the Symbol from the wordmark

DO NOT:
change the size of the wordmark

DO NOT:
change the size of the letters in the wordmark
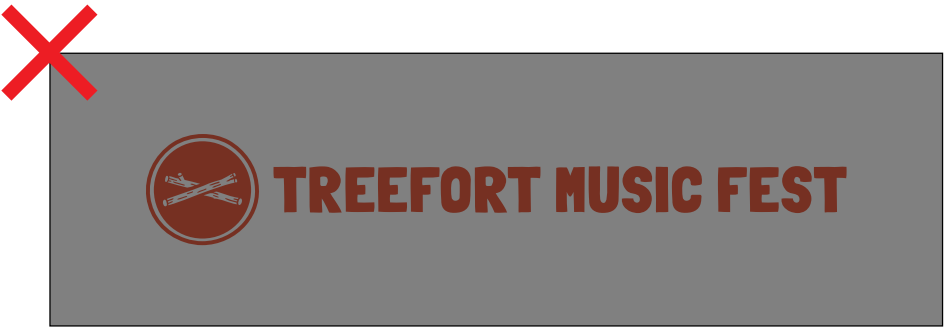
DO NOT:
add a stroke to the logo

DO NOT:
add a stroke around the logo

DO NOT:
add a transparency over the logo

DO NOT:
add a transparency over the logo

Using The Logo Appropriately

COLORING THE LOGO

Be sure to use the version of the logo that provides the best contrast and legibility for the background. The various color options for the Logo are listed below.

On photography, textured or darkened backgrounds, a white wordmark should typically be used. Do Not change the colors of the symbol.
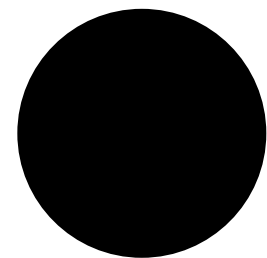
DO NOT ALTER THE COLORS IN THE LOGO.

CORE COLOR PALETTE

The Core palette consists of the foundational colors that represent the brand. To maximize brand recognition, the logo should never be presented using colors other than those found in the Core Color Palette.
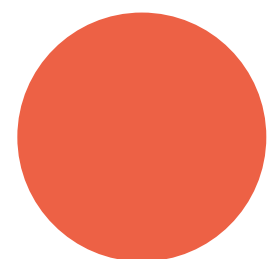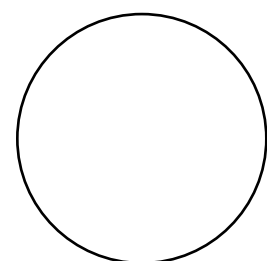
TREEFORT ORANGE
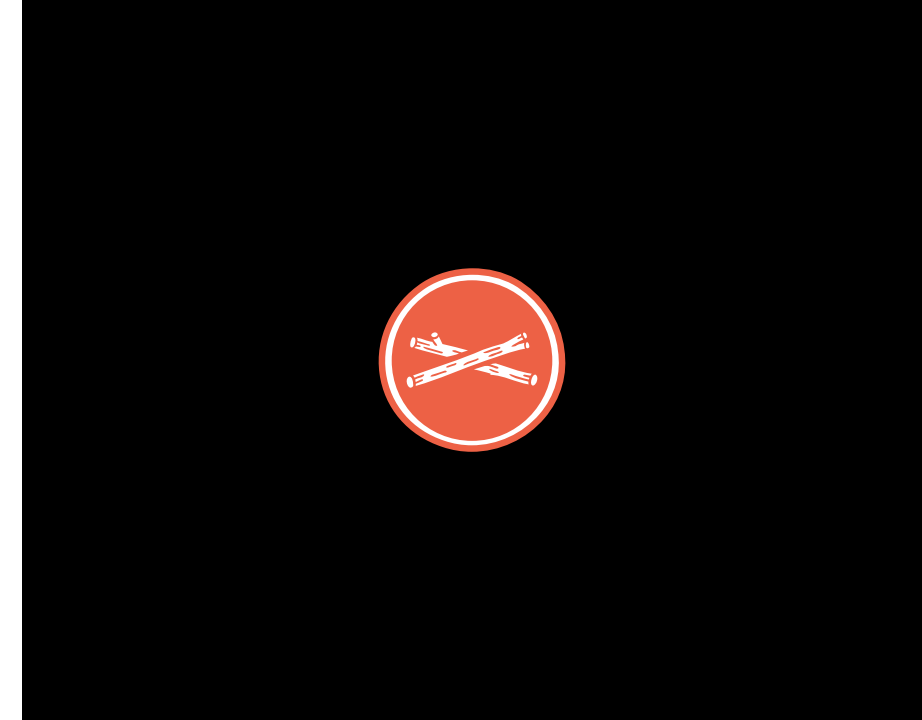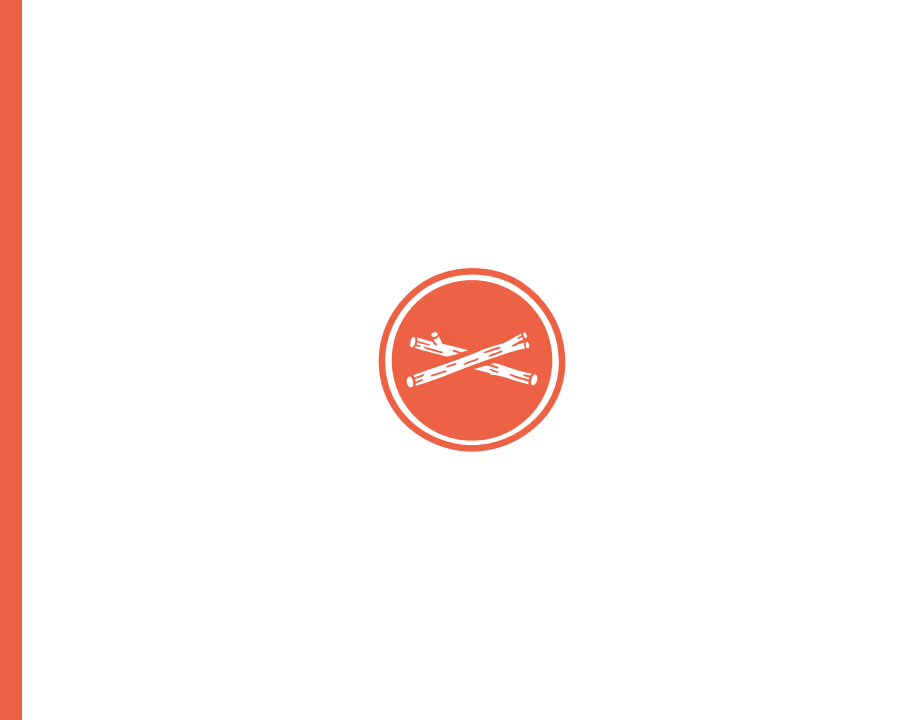HEX: #ED6145
RGB: 237 | 97 | 69
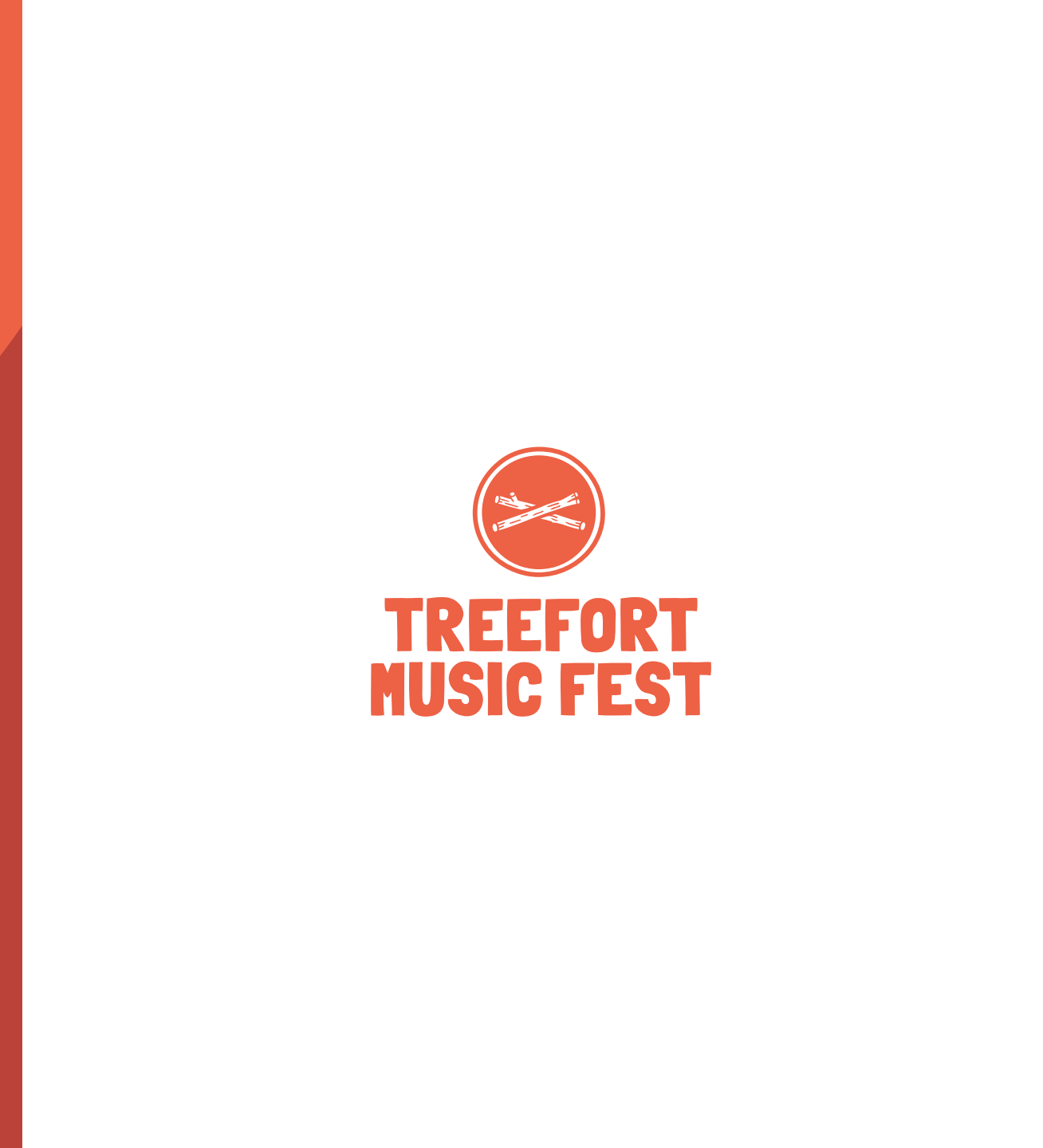CMYK: 2 | 77 | 77 | 0
PMS: 171-C

BLACK FOREST
HEX: #000000
RGB: 0 | 0 | 0
CMYK: 75 | 68 | 67 | 90
PMS: Black 6-C

WINTER WHITE
HEX: #FFFFFF
RGB: 255 | 255 | 255
CMYK: 0 | 0 | 0 | 0
PMS: Not Applicable

Typography

Use the sizing, leading, and tracking examples below to dermine the proportionate scale and size of each font while being used together.

1 **MAIN HEADER**

Font: Lodrina Solid Black
Case: UPPERCASE
Size: 40pt
Leading: 42pt
Tracking: 25pt

2 **SUB HEADING**

Font: Roboto Black
Case: Title Case
Size: 21pt
Leading: 26pt
Tracking: 10pt

3 **BODY COPY**

Font: Roboto Regular
(Can use Bold + Italic as needed)
Case: Sentence case
Size: 21pt
Leading: 26pt
Tracking: 10pt

4 **CALLS TO ACTION**

Font: Lodrina Solid Black
Case: UPPERCASE
Size: 24pt
Leading: Not Applicable
Tracking: 25pt

5 **DISCLAIMERS**

Font: Roboto Italic
Case: Sentence case
Size: 11pt
Leading: 14pt
Tracking: 10pt

1 MAIN HEADING: LODRINA SOLID BLACK

2 Subheading: Roboto Black

3 Body Copy: Roboto Regular
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt est laborum.

4 LODRINA SOLID

5 *Disclaimer font: Roboto italic.*
Disclaimer font size requirements vary dependent upon medium, but as a generally accepted rule,
Disclaimers should be no smaller than 7 point for print and no smaller than 9 pixels for web.

1 MAIN HEADING: LODRINA SOLID BLACK

2 Subheading: Roboto Black

3 Body Copy: Roboto Regular
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt est laborum.

4 LODRINA SOLID

5 *Disclaimer font: Roboto italic.*
Disclaimer font size requirements vary dependent upon medium, but as a generally accepted rule,
Disclaimers should be no smaller than 7 point for print and no smaller than 9 pixels for web.

Brand Guidelines

Version 1.0 / Last Updated: 10.16.2021