



## BRAND IDENTITY GUIDE

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## INTRODUCTION

This Brand Identity Guide is intended to help define and maintain the brand's consistency and integrity. We have covered basic usage rules for design and identity elements, however not every use or situation can be defined in this document.

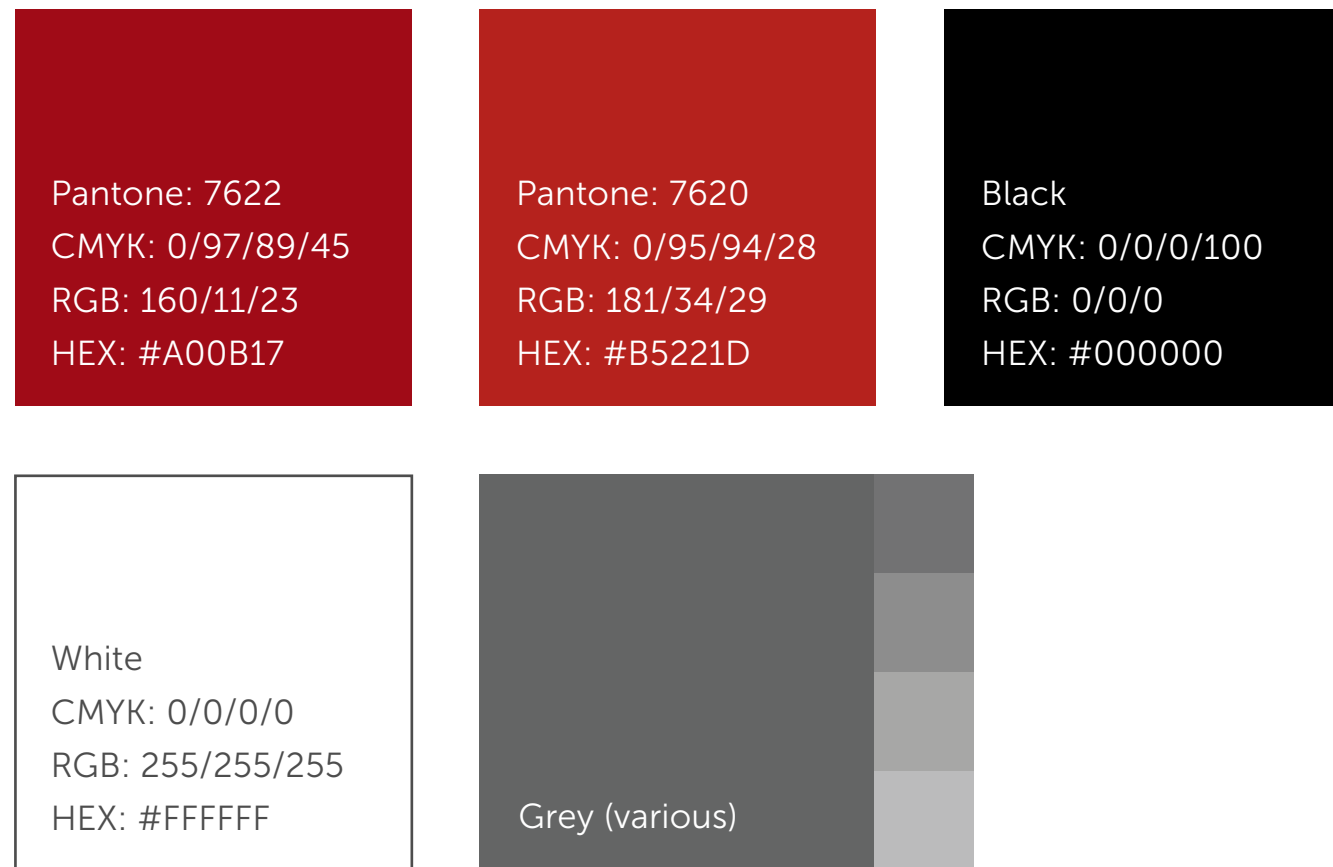
If you have any questions or require additional instruction, please contact original branding agency:

**Hiilite Creative Group Inc.**

1.888.303.3444 / [studio@hiilite.com](mailto:studio@hiilite.com)

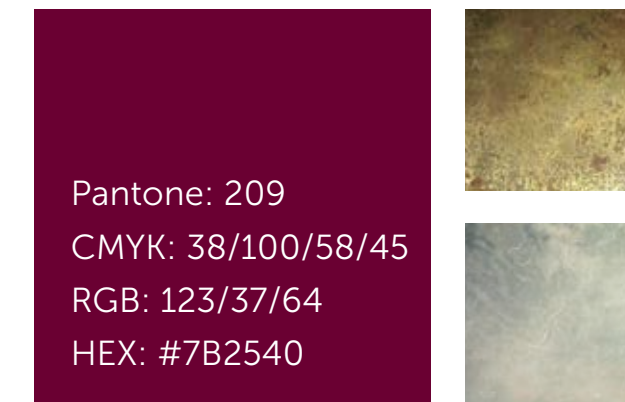
## MAIN COLOUR PALETTE

Red, Black, White, and Grey are the brand's official colour palette. These colours will remain consistent throughout the main branding, including the paintings. White backgrounds should be used whenever possible, and red should be used sparingly as an accent colour.



## ADDITIONAL / SEASONAL

An additional secondary accent colour(s) may be added to the colour palette for a single season's theme. For example, burgundy and gold & silver textures were added to the 16 | 17 season "La bohème".



LOGO



## LOGO MINIMUM SAFETY ZONE

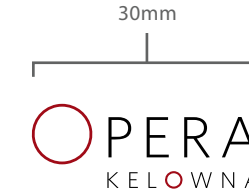
Adequate space must be maintained around the logo to set it apart from other design elements, and to maintain legibility and visual integrity. The safety zone should be at minimum equivalent to the width of the "O" in "OPERA".

The minimum safety zone should be at minimum equivalent to the width of the "O" in "OPERA".



## LOGO MINIMUM SIZE

The recommended minimum size is 30mm measured horizontally.



## LOGO INCORRECT USE

The logo should never be stretched, redrawn, recoloured or altered in any way so that the integrity of the Opera Kelowna brand is maintained. Some examples have been included below which demonstrate possible incorrect uses of the logo:



Never stretch, condense or distort.



Never tilt, flip, or rotate.



Never change the colour or add textures.



Never add a box or border around the logo.



Never add outlines, obvious drop shadows, emboss or other effects.



Never put the logo on top of a background that makes it hard to read.

## TYPOGRAPHY

Brandon Grotesque Medium and Museo Sans are the fonts used in the Opera Kelowna visual brand. Brandon Grotesque Medium is used for headers, and Museo Sans 500 is used for body copy.

### PRIMARY HEADER FONT (LARGEST)

BRANDON GROTESQUE MEDIUM (ALL CAPS, 25 TRACKING)

ABCDEFGHIJKLMNOPQRSTUVWXYZ012QUE3456789

### Body Copy Font

Museo Sans 500 (5 tracking)

abcdefghijklmnopqrstuvwxyz012que3456789

### SECONDARY HEADER FONT 1 (SMALLER SIZE)

BRANDON GROTESQUE MEDIUM (ALL CAPS, 100 TRACKING)

ABCDEFGHIJKLMNOPQRSTUVWXYZ012QUE3456789

### Secondary Header Font 2

Brandon Grotesque Medium (5 tracking)

abcdefghijklmnopqrstuvwxyz012que3456789



## TYPOGRAPHY (EXAMPLE)

# 16 | 17 SEASON: LA BOHÈME

## **DEC** A Bohemian Christmas

**2 & 3** CHRISTMAS CONCERT | CATHEDRAL OF SAINT MICHAEL AND ALL ANGELS

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## **MAY** A Bohemian Masquerade

**13** FASHION FUNDRAISER EVENT | OPERA KELOWNA

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## SEASONAL THEME

A secondary typography-based logo may be added as a visual tagline when referring to the season's theme - in the case of 16 | 17 Season "La bohème". The season's year should always be written in this format with only the last two numbers of the year separated by a vertical bar. See example below:

