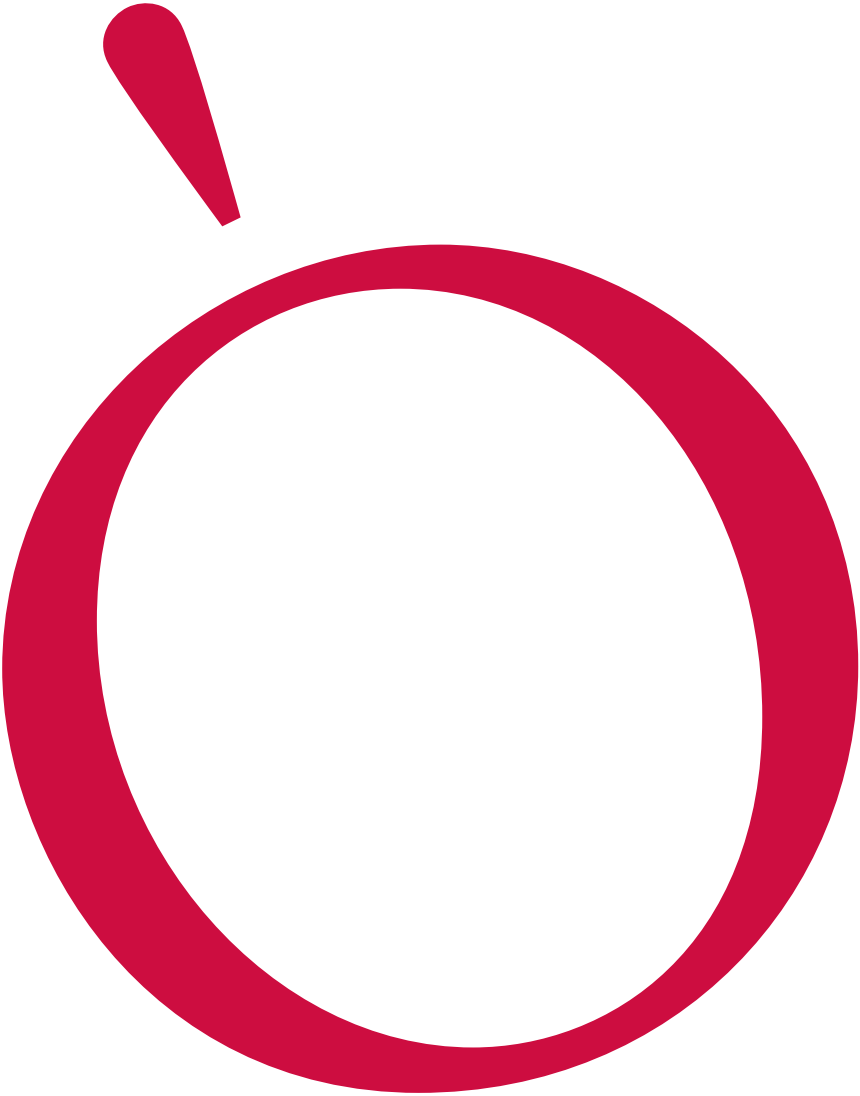


**Symbol**

The accent 'O' is the official symbol for the Festival. It appears alone, as illustrated here, or combined with a rule and full Festival name, as the corporate signature. (See page 2.1.)



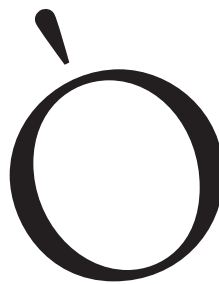
red

**Primary Colors**

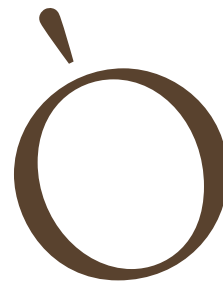
The accent 'O' is used in five primary colors, including the Festival red, black, white, grey and silver.



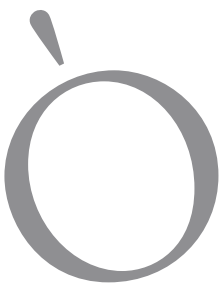
red



black



gray



silver



white

**Secondary Colors**

(lighter values for *Prologue* and Membership Campaign only)

Secondary colors are used exclusively for the creation of two-color pieces, in which the second color is black. These colors include orange, green, light blue and light purple.



yellow



orange



yellow green



green



dark green



light blue



dark blue



light purple



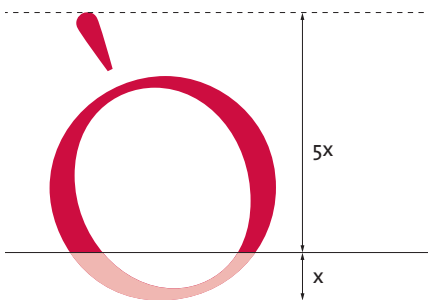
dark purple

### Symbol in Cropped Version

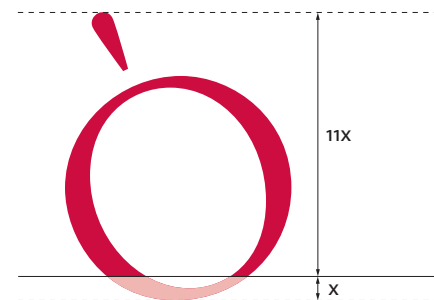
The alternate application of the accent 'O' is the cropped version, shown in two slight variations. This version is only used when bleeding the symbol off the bottom edge of a document, as illustrated in the examples.



Accent 'O' Cropping  
Version A (*Envelope*)



Accent 'O' Cropping  
Version B (*Business card*)



**Color Palette**

The Festival color palette was created to express the full breadth of the brand, with a range of colors established to address different functions.

The primary color of the identity is Festival red, which serves as both the dominant color and centerpoint of the various color palettes.

Corporate Signature Colors

The expression of the Corporate Signature is limited to a palette of OSF black, grey or silver combined with Festival red.

Dark Colors

The dark color palette, matching in weight/value to the Festival red, consists of dark blue, dark purple and dark green. These are effective for the use of color over large areas.

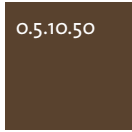
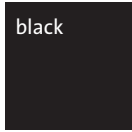
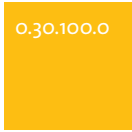



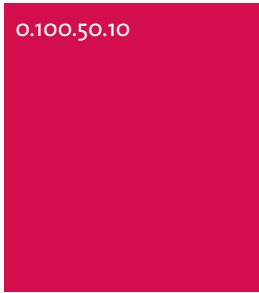
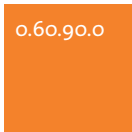

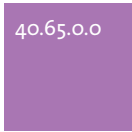

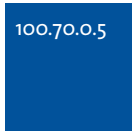
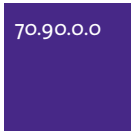
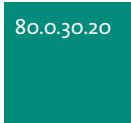
Light Colors

A light palette of colors, especially important for use in small amounts such as type or small solids, are yellow, yellow green, orange, green, light purple and light blue.

Palette in PMS Colors (match colors)

				
				
<b>Corporate Signature Colors</b>				
			<b>Light Colors</b>	
	<b>Dark Colors</b>			
				

Palette in CMYK Colors (four color process)

				
				
<b>Corporate Signature Colors</b>				
			<b>Light Colors</b>	
	<b>Dark Colors</b>			
				

**Corporate Signature**

The corporate signature is the combination of the accent 'O' symbol, the vertical rule and the full name, arranged as shown. This configuration is the only approved version, and it is provided as a digital artwork file in each of the approved color versions.

**Version A**

The alternate configuration, used only for applications of an extremely horizontal configuration, arranges the full Festival name to the right of the symbol in a single line, as illustrated.

**Version B**

long, non-fixed height (*ticket*)



long, fixed height (*pencil*)



**Primary Applications**

(Positive)

The primary color applications for the corporate signature are illustrated at right.



Red/grey is to be used for all applications printed in two-color or four-color process.



Red/black is to be used for all applications printed in two-color or four-color process.



Red/red is to be used in applications printed in the Festival red only.



Black/black is intended for all one-color black applications, including items to be desktop printed or faxed.

**Primary Applications**

(Reverse)

The corporate signature can be used in various colored backgrounds, as illustrated here.

The 2-color (red/white) signature can be placed on a black background. In all other uses, a 1-color signature, white or black, should be used.



White on black background.



Red/white on black background.



White on colored backgrounds: red, dark blue, dark green and dark purple.



Black over light photograph.

**Secondary Applications**

The secondary color applications of the corporate signature are created for two-color documents, in which one of the secondary colors and black are to be printed. In each case the secondary color replaces the Festival red, the rule and Festival name remain in black. Only five of the secondary colors are approved for this use.

**Dark Colors**



Dark Blue/Black



Dark Green/Black



Dark Purple/Black

**Light Colors**



Light Blue/Black



Yellow/Black



Orange/Black



Yellow Green/Black



Green/Black



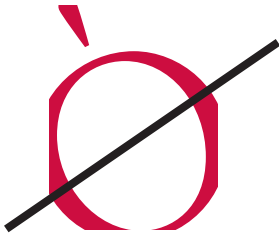
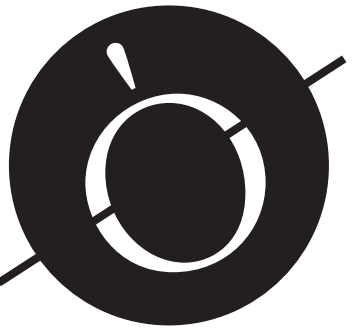
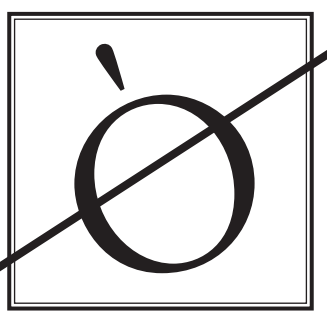
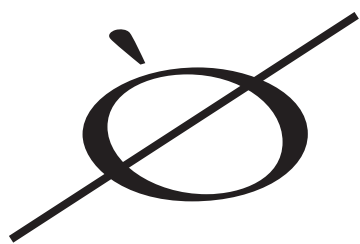
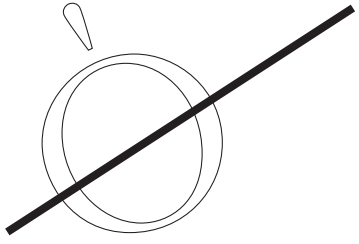
Light Purple/Black



**Unacceptable Applications**

The corporate signature has been created in a specific configuration as the primary component of building a unified brand for the Festival. Reconfiguration, distortion and cropping of the identity are not allowed. Examples of unacceptable identity forms are illustrated at right.

All acceptable forms of the identity are available as digital artwork files, in files for offset printing, fabrication and internet uses. Files are available from the Marketing Department.

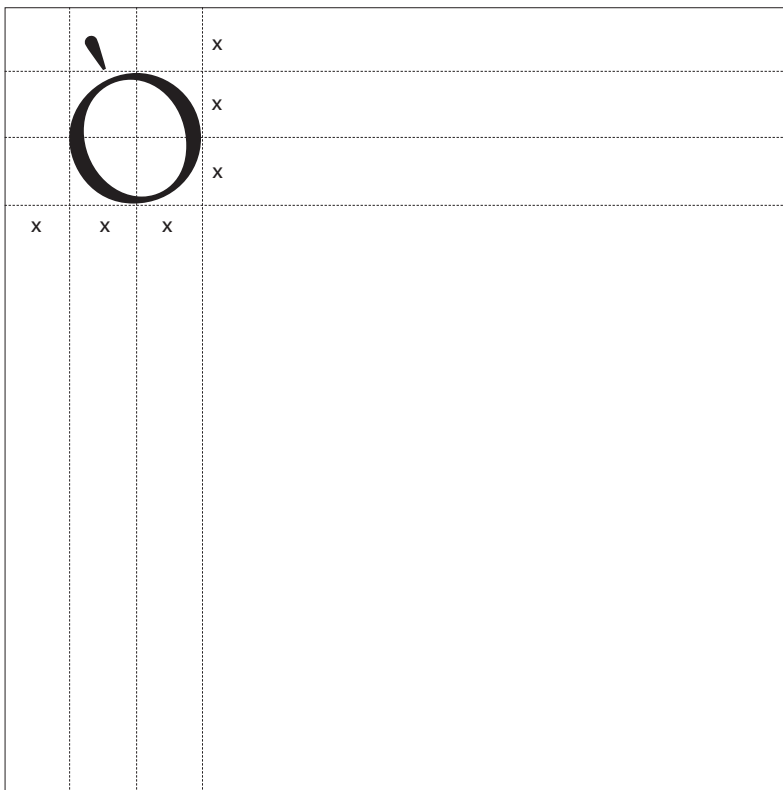


**Symbol Placement**

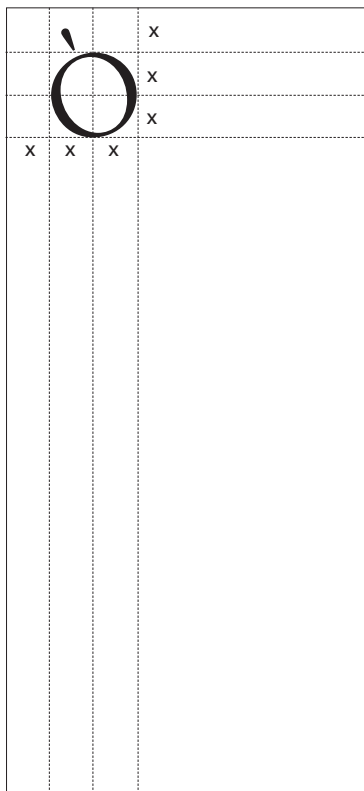
The corporate symbol can be used alone in limited locations, with a single, upper left location established for each format.

Spacing is indicated proportionally, enabling the same relative position to be achieved in documents of various sizes.

**Square Format**



**Vertical Format**



**Landscape Format**

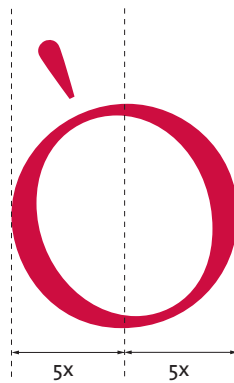


**Symbol Placement Alternates**

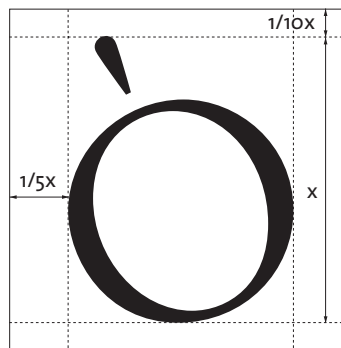
In addition to the placement of the symbol on standard surfaces, several alternative applications have arisen.

**Two Surfaces**

The symbol can be applied to two adjacent surfaces, when the combined surface can be viewed as a single surface. This application has been established primarily for use in adjacent banners.

**On Two Surfaces****Minimum Background**

For applications requiring maximum symbol visibility, such as flags or banners, the symbol can appear in a square or rectangle as large as indicated.

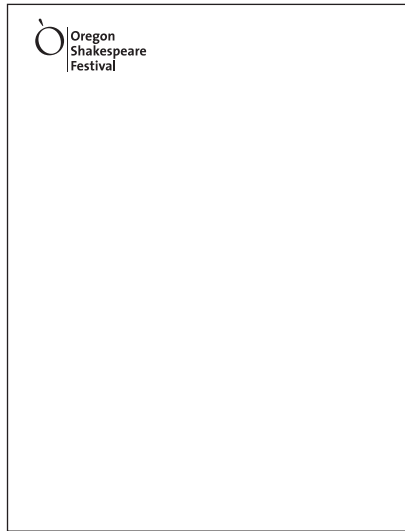
**Minimum Background**

### Corporate Signature Placement

The corporate signature is intended to be placed in a limited number of locations in order to achieve a consistent impression. The primary location is upper left, with upper right the secondary location. Each of these locations has been diagrammed for the various formats of Festival documents.

#### Primary Position, Upper Left

Standard brochure (8 1/2" x 11"), rack brochure, postcard and landscape invitation.

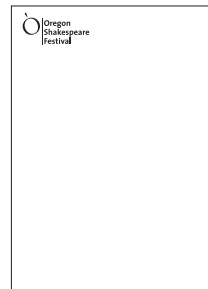


*Illuminations, Prologue*



Invitation Card

Season Brochure, Membership Brochure

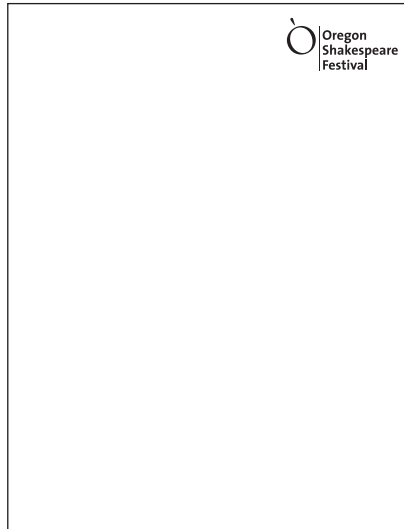


Postcard



**Secondary, Upper Right**

Standard brochure (8 1/2" x 11"), and small format vertical brochures are the only documents which use an upper right position for the corporate signature.



*Souvenir Program, Prologue, Presentation Folder*



Letterhead



Playbill