



Choirs

of Walla Walla University

Style Guide

Hello!

Welcome to the Choirs of Walla Walla University Style Guide! This guide is designed to help create a unified and harmonious visual and artistic identity for our choir. As a collective of passionate individuals coming together to create beautiful music, it's essential that our visual presentation reflects the same level of precision, unity, and excellence as our vocal performances.

In these pages, you will find guidelines on correct logo usage, preferred colors, and typography pairings. Our aim is to cultivate a cohesive and professional image that enhances our musical prowess and resonates with our audience.

By adhering to these style guidelines, we not only present a polished and cohesive image to our community but also strengthen our sense of unity and purpose as a choir. Consistency in our appearance and messaging fosters recognition, professionalism, and a sense of pride among our members.

Our choir works because we care about each member and recognize what they add to the group. Similarly, each detail of our brand works together to create a cohesive image. Let this guide be a tool to help us sing in harmony not only in sound but also in our visual and promotional representation.

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Our Mission.

The Choirs of Walla Walla University perform high quality choral music for local, national, and international audiences demonstrating strong musicianship and effectively fostering a love of choral music in both the singers and their listeners for a lifetime.

Our Target.

ICantori is dedicated to fostering a love of choral music in listeners of all ages. Our target audience applies to both classical music listeners but also dares to break the mold by changing this culture around live classical music concerts. Our target audience includes:

Choral Music Enthusiasts: We aim to captivate those who have a deep appreciation for choral music and are actively seeking high-quality live performances. This includes individuals of all ages who regularly attend concerts, recitals, and choral events.

Local Community: We aspire to connect with the diverse members of Walla Walla, from residents and students to families and seniors, who are interested in experiencing the beauty of music within the region.

Educational Institutions: We seek to engage students and faculty members from universities, colleges, and local schools who are interested in music education and performance opportunities.

Tourists and Visitors: We want to attract tourists and visitors exploring Walla Walla, including both those planning their trip in advance and spontaneous tourists looking for memorable cultural experiences.

Spiritual Seekers: Our performances often explore themes of spirituality and faith, making our choir appealing to individuals seeking a meaningful and spiritual connection through music.

*What do we
stand for?*

*Joy,
Harmony,
Professionalism,
Inclusivity,
& Love.*

Primary Logo

This is an interesting case study of main logos versus submarks. Because this branding represents two choirs, yet often just *I Cantori*, there are two main logos. Over the course of this section, we will only use one of the following logos to demonstrate a concept, yet the concept applies to both primary logos.



Choirs
of Walla Walla University

The logo features the word "Choirs" in a large, blue, blackletter-style font with custom lettering. Below it, the words "of Walla Walla University" are written in a smaller, black, sans-serif font. A thin grey line with a circular end points to the letter 'C' in "Choirs".

Blackletter font with custom lettering for clearer reading.



I Cantori
of Walla Walla University

The logo features the words "I Cantori" in a large, blue, blackletter-style font with custom lettering. Below it, the words "of Walla Walla University" are written in a smaller, black, sans-serif font. A thin grey line with a circular end points to the word "University" in the subtitle.

Sans Serif subtitle for easy recognition.

Primary Logo Variations

The primary logo is available in blue, black, and white as shown below:



Primary Logo Spacing

Leave adequate breathing room around logo for easy identification of hierarchy. If this logo is placed anywhere on your document, it should be the first thing that grabs your eye.



Primary Logo Color Pairing

Visibility is key. It is important to understand which background colors work with each primary logo color. As a rule, stick to using the blue logo with a white background, and the white logo with a blue background.

✓ *Acceptable Usage*



✗ *Unacceptable Usage*



Primary Logo Don'ts

Below are common improper uses of the primary logo:

- 1** Never use a color that is not in the approved logo colors.
- 2** Never use a different typeface for the logo type.
- 3** Never stretch the logo in a way that compromises its original shape.
- 4** Never use a logo file with a white box on a colored background.
- 5** Only use one version of the primary logo on a document.
- 6** Do not spell out ICantori or leave a space: I Cantori.

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ICantori
of Walla Walla University

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ICantori
of Walla Walla University

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ICantori
of Walla Walla University

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ICantori
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ICantori
of Walla Walla University



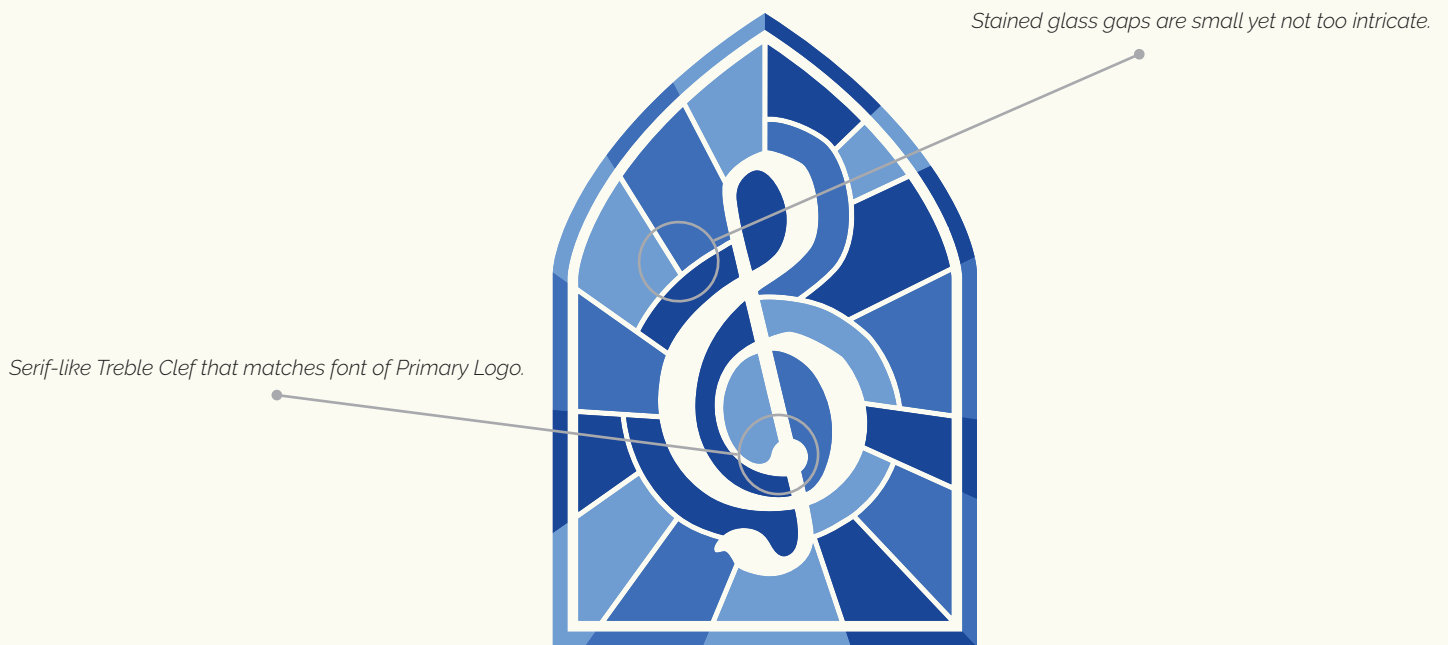
Choirs
of Walla Walla University

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I Cantori
of Walla Walla University

Submark

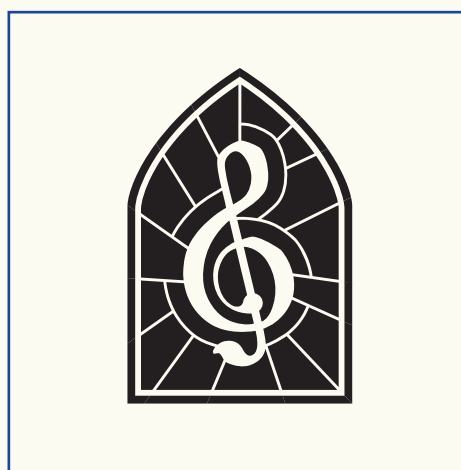
This is the "full" version of the logo, but because of simplicity and usability, this is now the submark, only used if space allows.



ICantori
of Walla Walla University

Submark Variations

The submark is also available in blue shades, white, and black.



Submark Spacing

Leave adequate breathing room around logo for easy identification of hierarchy. On a document, this logo should be placed in the bottom right corner. If this space is not available, it can be placed in the top right cover.



Submark Color Pairing

Again, visibility is key. It is important to understand which background colors work with each primary logo color. As a rule, stick to using the blue logo with a white background, and the white logo with a blue background.

✓ *Acceptable Usage*

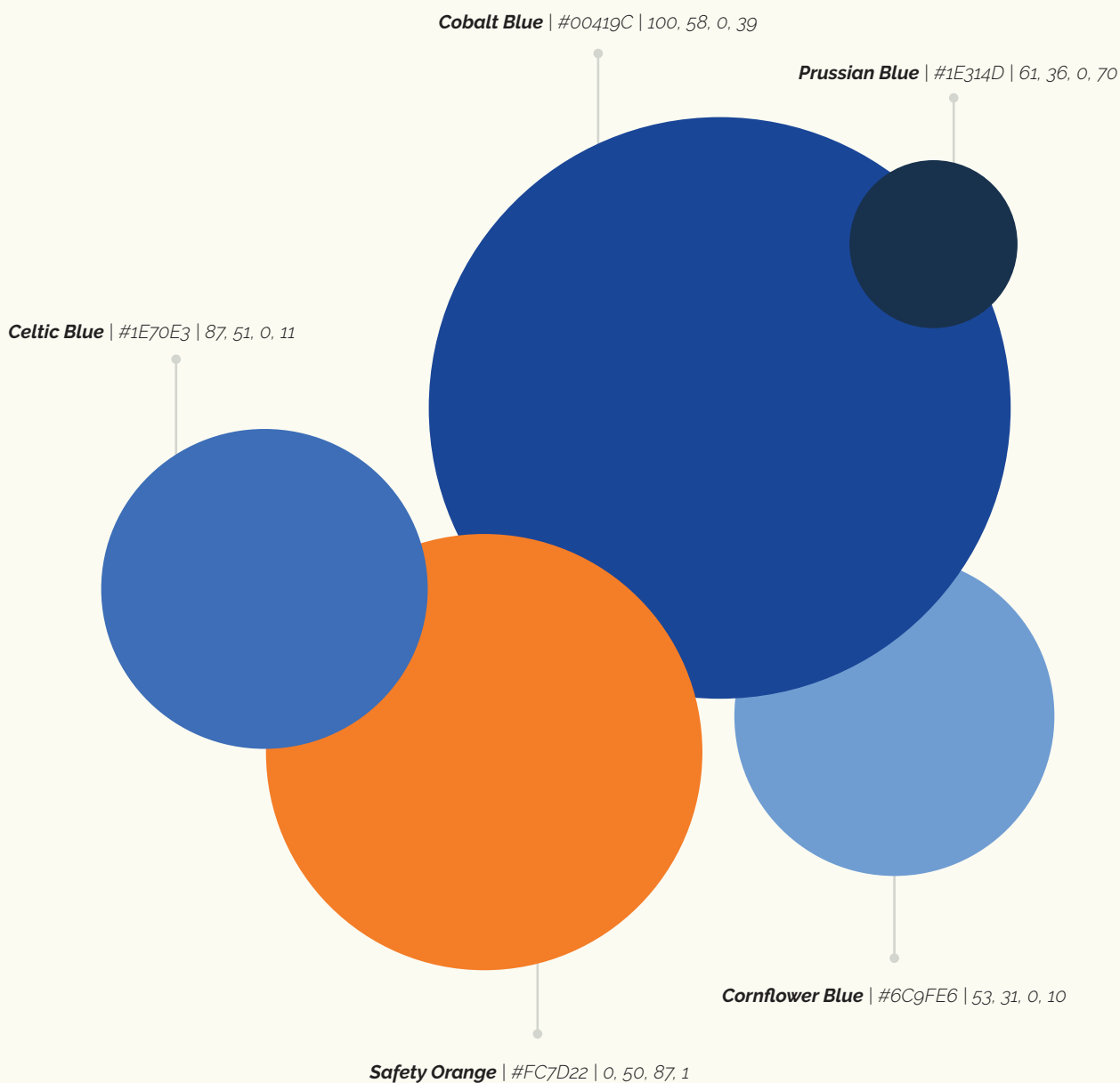


✗ *Unacceptable Usage*



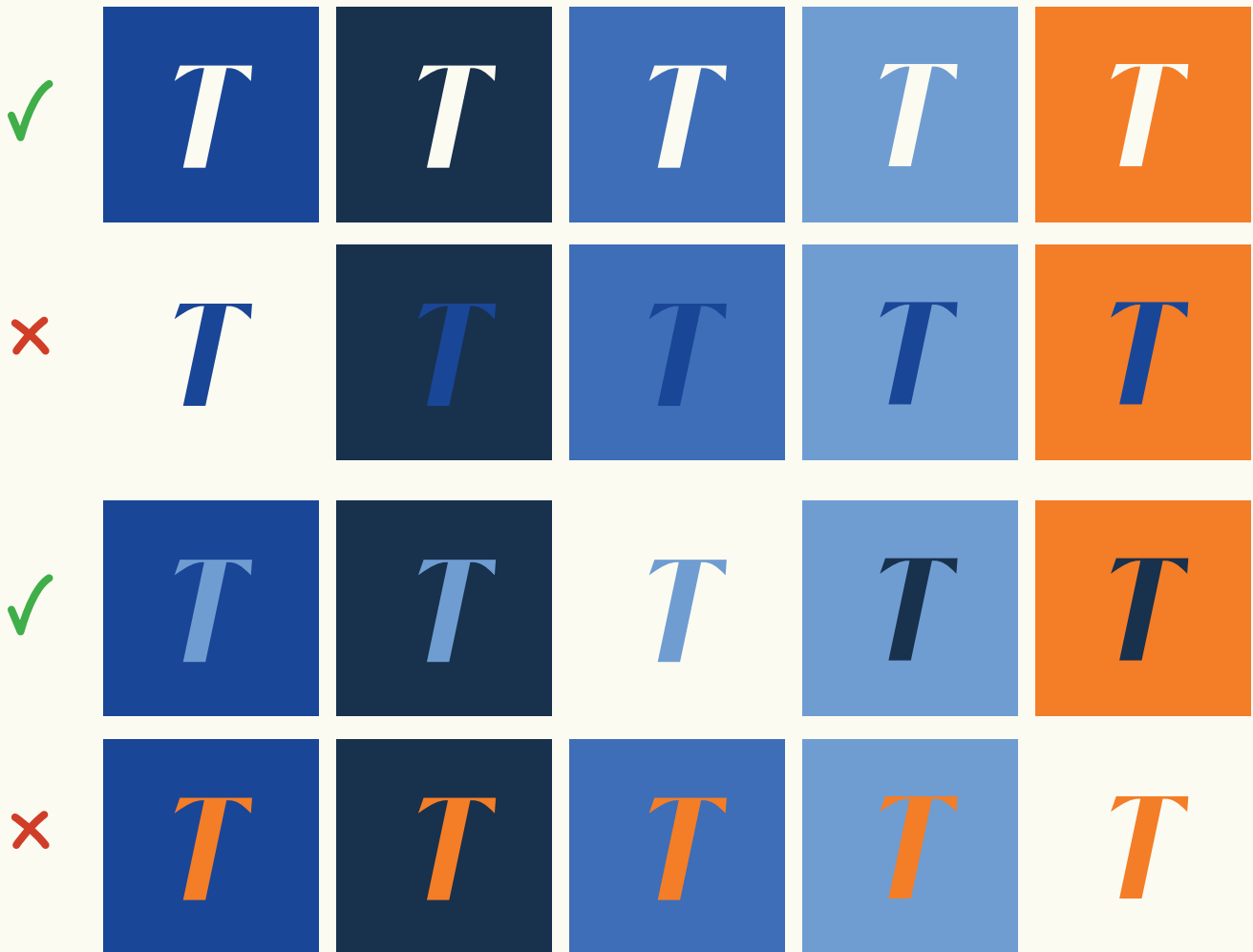
Color Palette

Cobalt Blue is the primary color with Safety Orange as our main contrasting color. For reading contrast, use Prussian Blue with either Cornflower Blue or Celtic Blue



Color Palette

There are many variations of readability with this color palette. Follow the guidelines below to choose the best color pairs from this palette.



Ivy Mode

SemiBold Italic

Primary Font | Can be used as All Caps or regular case | Heading 1, Heading 2

Raleway Bold

Raleway Bold Italic

Raleway SemiBold

Raleway SemiBold Italic

Raleway Medium

Raleway Medium Italic

Raleway Regular

Raleway Regular Italic

Raleway Light

Raleway Light

Body Font | Regular Case | Heading 3, Regular Text

Rotunda Veneta

Decorative Font | Regular Case | Decorative Use Only, Heading 1

Legibility

When creating a document, make sure that the text is legible. The following techniques allow for the most readable copy.

Change the leading of all headings to two more than the size of the font.

Ivy Mode
SemiBold Italic

Heading!

If there is an issue with contrast, create a "highlighter" effect by placing a colored box behind text.

Use a slight drop-shadow element to create depth that helps with readability.

