

#### WELCOME!

This guide is your one-stop resource for best practices to maintain brand fidelity across all external Ellis Marsalis Center for Music materials. By referencing these guidelines internally and sharing them with our creative partners, we present our work to the world in a manner that is consistent, thoughtful, and reflective of our values and priorities.

## THE ELLIS MARSALIS CENTER FOR MUSIC BRAND: MUSIC AS A CATALYST FOR SOCIAL CHANGE

Ellis Marsalis Center for Music has cultivated a trusting relationship with our audience and our community through arts accessibility, quality teaching, responsive services, and investing in local people and culture. This relationship—based on trust, creativity, responsiveness, and inspiration to act—is at the heart of our brand and our ability to leverage music as a catalyst for social change.

#### BRANDING AND BRAND FIDELITY: WHEREVER WE ARE, WE ARE US

Branding is how we shape our visual assets to leverage and deepen the perceptions and emotions our audience associates with the Ellis Marsalis Center for Music. Because our organization operates multiple programs and serves multiple populations, we rely on brand fidelity to ensure we are consistent and recognizable wherever we show up in the world.

#### **VISUAL IDENTITY: A SYSTEM FOR SUCCESS**

Ellis Marsalis Center for Music's visual identity system captures the essence of our brand by combining colors, typography, photography, and graphic elements. By design, this system is flexible and versatile, allowing us to maintain brand fidelity, whether working alone or in partnership, and across a variety of contexts.

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#### **PUNCTUATION**

Use an Oxford comma before the conjunction when listing more than two items in a sentence.

Ex: Some of our summer field trips include laser tag, swimming, and library excursions.

When setting off an example, explanation, or additional fact, you may choose to use an em-dash instead of a comma for visual emphasis. Close em-dashes by removing space between the word preceding and following the emphasized phrase.

Ex: Some of our summer field trips—including laser tag, swimming, and library excursions—require transportation by bus.

Always use the suffix "Jr." when referencing Harry Connick, Jr., and Ellis Marsalis, Jr. The suffix should be preceded by a comma.

Ex: The Center is named for Ellis Marsalis, Jr.

If words follow the person's name, add a period and a comma after the suffix.

Ex: Harry Connick, Jr., is one of three co-founders of the Ellis Marsalis Center for Music. The word "musicians" in our context is almost always plural. When writing about the Musicians' Village, the apostrophe should always go outside the "s."

Yes: Musicians' Village

No: Musician's Village

However, if you are making possessive a proper name that ends in "s," add an apostrophe and an additional "s."

Ex: Branford Marsalis's illustrious career has taken him all over the world.

#### OTHER USAGE RULES

When copywriting for emails, fundraising, or the website, use the "Ellis Marsalis Center for Music," not the "Ellis Marsalis Center."

When abbreviating the Ellis Marsalis Center for Music in writing, use "the Center" in most cases. Reserve the use of the acronym "EMCM" for space-limited settings such as social media captions or lower-thirds on videos.

Always use title case (Ellis Marsalis Center for Music) in documents and presentations. Do not use upper case letters (ELLIS MARSALIS CENTER FOR MUSIC) in any editorial materials.

For citations and other style considerations, refer to refer to the MLA Style Guide.





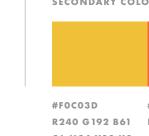


PRIMARY LOGO



R60 G175 B228 C66 M13 Y0 K0

#3CAFE4







DISPLAY TYPOGRAPHY HEADLINES, DECKHEADS AND SUBHEADS

Futura PT

**Futura PT Bold** 

Chronicle Display **Chronicle Display Bold** 

#### TEXT WEIGHT TYPOGRAPHY

Chronicle text. A vigorous hybrid of time-honored forms and contemporary design strategies, Chronicle Text is a suite of *high-performance text faces* that brings strength and utility to the classic serif.

#### DISPLAY TYPOGRAPHY

Futura PT. Futura is a classic geometric sans serif, one of the crucial typefaces of the 20th century. It remains relevant today and is widely used in logos, headings, web and print. Futura was designed by Paul Renner for Bauersche Gießerei (Bauer) in 1927. The typeface is based on simple geometric forms and is close in the aesthetics to 1920s-30s constructivism and the Bauhaus.



The Ellis Marsalis Center logo consists of two parts: symbol and wordmark. In this document, specific parts of the logo may be referred to separately. The symbol is multicolor panels based on the transformational power of music. The primary wordmark is 'Ellis Marsalis Center' set in black.



Clear space is the protected area around the logo that no other graphics, text, or other elements should touch. The size of the space will always be proportional to the size of the logo you are using. The clear space around the Ellis Marsalis Center logo should always be 100% of the height of the primary wordmark.



PRIMARY LOGO



**KNOCKED OUT** 



To maintain the integrity and consistency of the Ellis Marsalis Center logo, always use approved artwork and do not alter the logo in any way. This page shows examples to avoid when working with the Ellis Marsalis Center logo.



Do not warp, stretch, or otherwise distort the logo. Always scale proportionately.



Don't obscure the text or letterforms so that they cannot be read.



Do not introduce new colors into the logo. Use approved artwork and color variations.



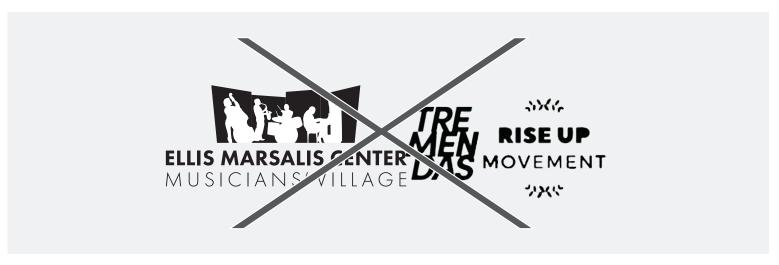
Do not use the logo on backgrounds with insufficient contrast–especially for text.



Do not add drop shadows, filters or other 3D effects to the logo.



Do not rotate, skew, or angle the logo.



Do not place the logo without sufficient clear space – especially near partner logos.



#### **CORE BRAND PALETTE**

#### **PRIMARY**



#3CAFE4 R60 G175 B228 C66 M13 Y0 K0

#### **SECONDARY**



#F0C03D R240 G192 B61 C6 M24 Y88 K0



#F3693F R243 G105 B63 C0 M73 Y82 K5

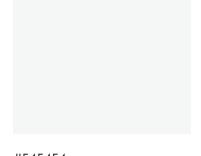


#832AB7 R131 G42 B183 C62 M88 Y0 K0

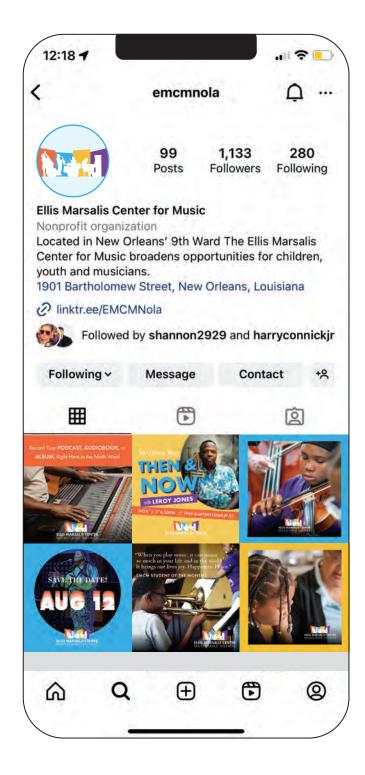


#372E60 R55 G46 B96 C90 M92 Y32 K24

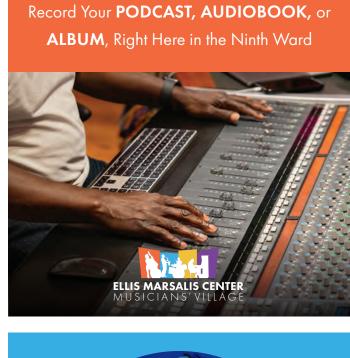
#### **NEUTRAL**



#F4F4F4 R224 G244 B244 C3 M2 Y2 K0













**Futura PT** is the primary typeface for Ellis Marsalis Center. It is a clean, modern sans-serif font with a variety of weights. Futura PT should be primarily used for headlines and subhead face. **Chronicle** is the secondary typeface for Ellis Marsalis Center. It is a friendly, sophisticated serif font. It should primarily be used for body copy, captions, and deck heads. Use Futura PT and Chronicle together for maximum legibility on long documents and presentations.

**ELLIS MARSALIS CENTER SANS-SERIF TYPEFACE** 

This is FUTURA PT, a sans-serif typeface used for headlines, subheads and display copy.

ABCDEFGHIJKLNOPQRSTUVWXYZ abcdefghijklmnopqrstvwxyz 01234 56789&,.:?!(@+=/\*)

**ELLIS MARSALIS CENTER SERIF TYPEFACE** 

This is CHRONICLE, a serif typeface used for body text and captions in long-form publications.

ABCDEFGHIJKLNOPQRSTUVWXYZ abcdefghijklmnopqrstvwxyz 01234 56789&,::?!(@+=/\*)

Futura PT Light Chronicle Text Roman

Futura PT Book Chronicle Text Italic

Futura PT Bold Chronicle Display Bold

Futura PT Extra Bold Chronicle Display Black

### **Our Programs**

The Ellis Marsalis Center for Music houses performance spaces, practice rooms, studio facilities, and classrooms for music education and community development. It also serves as the centerpiece for the Musicians' Village.

FUTURA PT EXTRABOLD WITH CHRONICLE TEXT G2 ROMAN

# HEADLINE FUTURA PT EXTRABOLD 32 PT. — Ellis Marsalis Center After-School and Summer Programs

- programs that are available to all.

   As a community hub, the Center offers a variety of programs that are available to all.
  - power to transform young lives. We see arts education as a tool to help young people learn discipline and explore their creativity.
- **BODY COPY CHRONICLE TEXT G2 ROMAN** 15 PT. In the Fall and Spring, we operate an after-school and Saturday program that focuses on teaching the fundamentals of instrumental music, dance, and music theory, in addition to computer instruction and homework help.

In the Summer, we engage our youth through a wide variety of music, dance, audio, video, and lighting production, as well as reading and math enrichment.

#### SUBHEAD FUTURA PT EXTRA BOLD 15 PT. — Course Offerings

Enrolled students are provided with an instrument; all have the opportunity to take beginner, intermediate, and advanced lessons in:

- Music Theory and Piano
- Strings
- Percussion
- Woodwinds & Brass
- Vocal
- Jazz Band (traditional big band, improvisation, and New Orleans jazz)
- Orchestra

Graphic elements add visual interest to Ellis Marsalis Center for Music's assets and allow us to highlight subtle aspects of our work. These elements should align with our visual identity system based on the concepts of harmony, impact, cultural preservation, and community responsiveness.

For example, the shape of our logo is based on the transformational power of music. The coloring is evocative of lights reflecting off the stage in our listening room and our New Orleans heritage. The angle of the panels evokes movement, and indicates the strength of many hands and voices working together to continually respond to the needs of our community.

Our visual assets layer stunning photography with brand elements inspired by the musicians who live in the Village and the technical mastery of our studio and our stage. Whenever possible, avoid tropes such as musical notes or instruments.

NOTE FOR INSTAGRAM When designing and planning content for Instagram, regularly include images with neutral background colors and ample space at the margins to avoid overcrowding the grid.



















## ELLIS MARSALIS CENTER FOR MUSIC BRAND STANDARDS | 2023-24

This document is the property of Ellis Marsalis Center and should only be shared outside the organization to aid in the creation of branded materials and campaigns.

www.ellismarsaliscenter.org

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