

One Voice Mixed Chorus BRANDING KIT (Internal Usage)

Usage requirements for One Voice Mixed Chorus print materials are created internally.
Please see external branding kit for public usage guidelines.
Contact marketing@ovmc.org with any questions.



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One Voice Mixed Chorus

732 Holly Avenue, Suite Q, St. Paul, MN 55104

Phone 651-298-1954, Fax 651-228-0927

Website: www.ovmc.org - Email: info@ovmc.org

Logo Usage



Minnesota's GLBTA Chorus

*Logo used for
FULL COLOR PRINT*



Minnesota's GLBTA Chorus

*Logo used for
2 COLOR PRINT*



Minnesota's GLBTA Chorus

*Logo used for
1 Color Pantone276*



Minnesota's GLBTA Chorus

*Logo used for
1 Color Pantone575*



Minnesota's GLBTA Chorus

*Logo used for (reverse)
BLACK/WHITE PRINT*



Minnesota's GLBTA Chorus

*Logo used for
BLACK/WHITE PRINT*

REQUIREMENTS FOR LOGO USAGE

1. Logo is not to be modified in any way. Tagline must not be separated from the logo or be re-typed.
2. Logo cannot be printed smaller than 0.25 inches tall.
3. Logos should have marginal white space equal to 1/8 of the logos width.
For example: Logo width = 2 inches, margin around entire logo should be 1/4 inches
4. Font usage: Warnock (serif) and Myriad Pro (non-serif)
5. Logo is provided in the following formats, JPG, PDF, EPS. If you need other formats, please contact marketing@ovmc.org.
6. Usage of the previous logo is allowed until January 1st, 2008.
7. Pantone 575 (olive green) and Pantone 276 (dark purple) are the required colors for the two-color logo. No deviation will be accepted.

Name/Text/Font Usage

REQUIREMENTS FOR NAME USAGE

One Voice Mixed Chorus

1. If no logo is used, the text should be changed to read: **One Voice Mixed Chorus**
Unacceptable substitutions: One Voice, OVMC
2. Address, website and phone number listed below are for public use. Please include Suite Q.
3. Please spell out Avenue and Suite, and abbreviate Saint Paul to St. Paul
4. EMAIL address to be used for the public is info@ovmc.org

One Voice Mixed Chorus
732 Holly Avenue, Suite Q
St. Paul, MN 55104 -7125
Phone 651-298-1954, Fax 651-228-0927
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REQUIREMENTS FOR MISSION STATEMENT USAGE

Building community and creating social change by raising our voices in song.

1. The mission statement should appear on all One Voice Mixed Chorus print and electronic materials.
2. The mission statement must always be punctuated with a period and NOT in italics.
3. The statement cannot be altered or shortened in any way.
4. Common use of the statement consists of first word capitalized only and no quotation marks.

REQUIREMENTS FOR FONT/TEXT USAGE

1. All internal printing should use Myriad and/or Warnock for consistent branding:

MYRIAD PRO (non-serif)

(bold, italics, bold italics)

One Voice Mixed Chorus
A B C D E F G H I 1 2 3 4 5

www.ovmc.org

WARNOCK PRO (serif)

(bold, italics, bold italics)

One Voice Mixed Chorus
A B C D E F G H I 1 2 3 4 5

www.ovmc.org

Editing Standards

EDITING STANDARDS FOR ONE VOICE PROGRAMS AND PRINT MATERIAL

Phrasing, Wording, Titles

- When abbreviating One Voice Mixed Chorus, always use “One Voice,” not “OVMC.”
- The tag line (“Minnesota’s GLBTA Chorus”) should always be included in the One Voice logo (as designed).
- “OVation” should appear in print materials and press releases with the tag line “the a cappella ensemble of One Voice Mixed Chorus” or “an ensemble of One Voice Mixed Chorus”.
- Jane’s surname always appears in full as “Ramseyer Miller.”
- Staff titles need to use an ampersand not “and” or a “/”. For example:
 - Artistic & Executive Director
 - Development & Public Relations Manager
 - Operations Manager

Content

- All content should be checked, if at all possible, with the responsible committee chair or individual. That includes lists of names (including the spelling of those names) and all information included in the article.

Punctuation & Typefaces

- The mission statement should use caps and punctuation consistently:

Building community and creating social change by raising our voices in song.

- Staff titles & volunteer titles should always be capitalized.
- The One Voice ensemble name should be written “OVation” — even if your spell-checker consistently tries to make the “v” lower-case!!
- Concert titles should be bold (e.g. **The Road Less Traveled**). Concert titles should use consistent capitalization and punctuation as determined by the Marketing Committee.
- Song titles should be in italics with no quotation marks (e.g. *Choose Something Like a Star*).
- If songs are part of a larger piece (like a musical or an opera), then the title of that larger piece should be in quotation marks (e.g. *A Girl’s Garden* from Randall Thompson’s “Frostiana”). Reasoning: We have lots of song titles and very few titles of larger works, so we are avoiding the “cluttery” use of quotation marks for every individual song.

Other logo Usage

OTHER LOGOS USED WITH ONE VOICE MIXED CHORUS PRINT



OVation logo



Recycled logo



Cabaret logo



Hearts in Harmony logo



One Voice Many Hearts logo



The Crescendo Society logo



GALA Choruses logo

USAGE OF ACCESSIBILITY AND SPECIAL NEEDS LOGOS



WEBSITE USAGE:

- Include accessibility symbols on the web page with the concert dates.
- Specific wheelchair info should be on the page with order tickets so they know wheelchair seating is available (which section) and know how to ask for it.

PRESS KIT USAGE:

- Postcard: Include front and back so accessibility info is visible
- Press releases: Include accessibility information

PRINT MATERIAL USAGE:

- Need to include symbols and/or accessibility information on all print material, including season brochure.