



THE PHILLY POPS BRAND BRIEF

The official logo, typographic styles, and colors are all part of a unique identity system created exclusively for The Philly POPS. When used in a consistent manner, they provide a unified image that promotes the organization and brand as a whole. As official symbols, these graphic elements should not be manipulated or modified in any way.

To obtain logo files, or for questions and additional information, please contact us at marketing@phillypops.org



ABOUT THE PHILLY POPS

The Philly POPS®, the largest stand-alone pops orchestra in the United States, delights audiences with the inspired performance of American popular music. The POPS celebrates this distinctive musical heritage through an expanding repertoire of innovative concert presentations and a robust set of educational and engagement initiatives.

The Philly POPS Logo Family



Standard Full Color Logo (Primary)



Salute Series Logo



POPS Presents Logo

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Created by Eastern Standard



The Philly POPS Primary Logo

The Philly POPS logo, used in color, black, or “knocked-out” to the page color, is The Philly POPS primary logo, and should be used in all print and web applications in order to maintain brand representation.



Standard Full Color Logo
Primary

Standard Logo



Standard Black Logo



Metallic Silver Logo
Internal Use Only



Metallic Gold Logo
Internal Use Only

Knocked-out Logo



Standard Knocked-out Logo

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On dark backgrounds, the white knocked-out logo should always be used. In special cases only, an adjusted color version of the knocked-out logo is available. Please contact us for usage guidelines.



The Philly POPS Salute Series Logo

Here at The Philly POPS, we believe in celebrating our country's longstanding commitment to traditions, values, and service through the transformative power of music.

To that end, we've created The Philly POPS Salute Series, a collection of fun-filled, small- and large-scale performances that feature selections from the great American Songbook, often presented in partnership with various organizations, community centers, and schools.



Salute Series Full Color Logo



Salute Series Black Logo



Salute Series Knocked-out Logo

Custom Performance Example Application



This section is interchangeable and can be customized per performance. This graphic will be created and supplied by our designer and should always remain unaltered.

POPS On Independence Logo Lockup (Example)

Additional Performance Example Applications



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These additional performance applications will be created and supplied by Eastern Standard.



The Philly POPS Presents

POPS Presents events expand The Philly POPS reach into a variety of genres and with guest artists of ever-greater reputation and talent, including Andrea Bocelli and Deana Martin.

These logos are exclusive to POPS Presents events and should never be used elsewhere.



Presents Full Color Logo

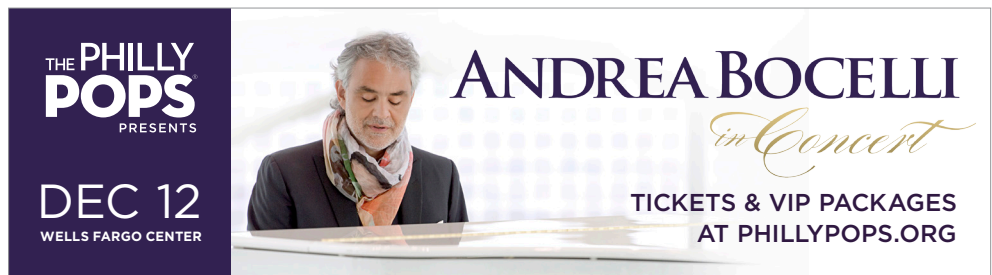


Presents Black Logo



Presents Knocked-out Logo

Example Logo Application (Digital Billboard)



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The Philly POPS *Christmas Spectacular*

The Philly POPS *Christmas Spectacular* logos are exclusive to these performances and should never be used elsewhere.

CHRISTMAS SPECTACULAR

Christmas Spectacular Red Logo



The Philly POPS logo should be used in either knocked-out white or gold for Christmas materials.



Christmas Spectacular Knocked-out Logo



Christmas Spectacular Knocked-out Gold Logo

Special Case Use for Christmas Spectacular (Salute Series Event)



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Example logo lockups for Salute Series Christmas performance, can be used in either gold or white.



Typography

The fonts used in all of our materials, from letters and e-mail signatures to our brochures and website, should always be consistent. The choice of fonts lends an important tone and consistency to our materials and reinforces our brand.

NEUTRA (House Industries)

Use of this font is primarily for headlines, but it can also be used for dates and other show information. Not to be used in body copy.

A B C 1 2 3
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

GOTHAM (Hoefler & Co.)

A hard-working, timeless, and versatile font, Gotham is ideal for paragraphs and body copy. This font can also be used for dates and show information. If you are unsure about which font to use, Gotham should be used as the default.

A B C 1 2 3
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

GOTHAM NARROW (Hoefler & Co.)

Gotham Narrow is a partner to Gotham and can also be used for paragraphs and body copy.

A B C 1 2 3
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

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Approved Alternative Fonts: **Futura** and/or **Arial**

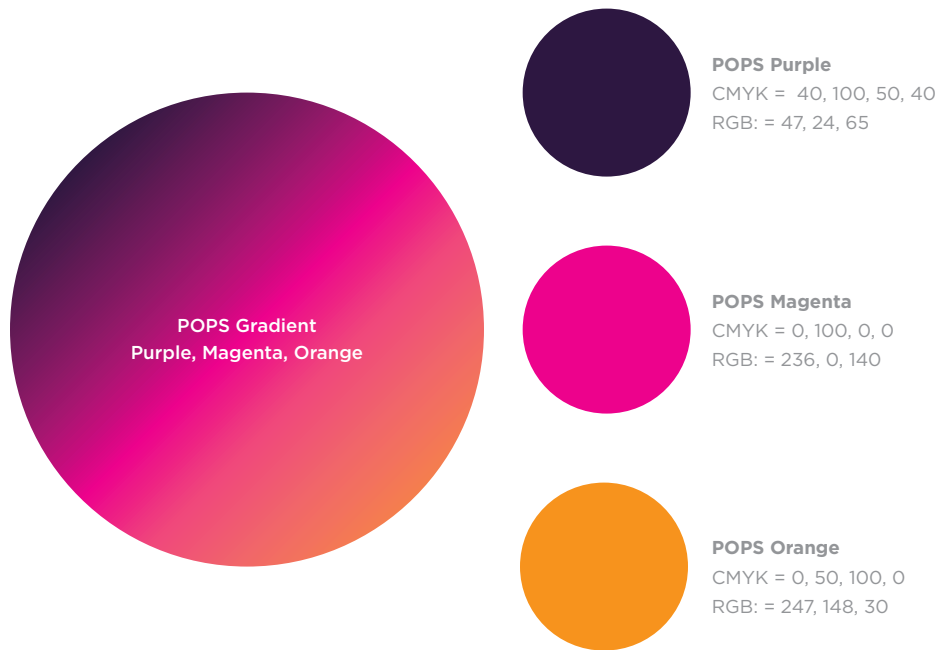
These fonts are only to be used if primary fonts are unavailable.



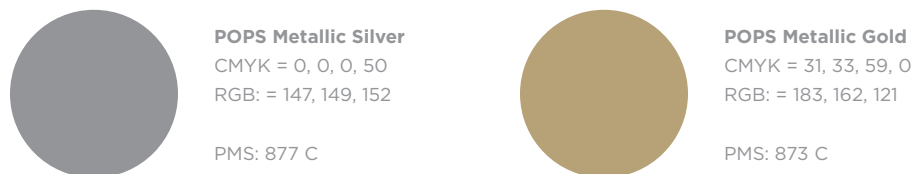
Primary Colors

Color is inextricably linked to The Philly POPS brand and should always be considered. It offers an instantaneous method for conveying meaning and message without words.

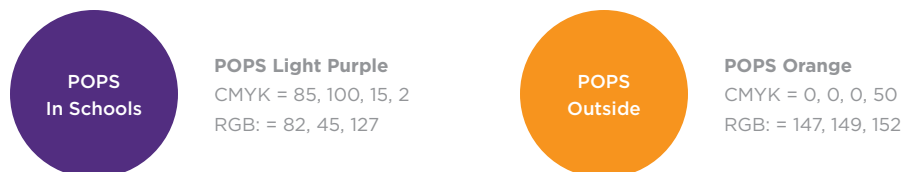
Color may be printed using solids or 4-color process builds, as appropriate. For web use, always use RGB color. Alternate colors should not be used. This document may not always reflect a completely accurate representation of color.



Spot Metallics (Internal Use Only)



Program Colors (Internal Use Only)



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