

ALL CITY BAND

Identity Manual

2023

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1. Overview

Positioning Statement

For Seattle Public High School musicians, the All-City Band is the only summer ambassador for music school programs that lets you join an amazing community of students from all over the greater Seattle area, to uphold musical excellence and provide an exceptional public service, all thanks to a distinguished reputation and enthusiastic staff.

Background

Established in 1951, the Seattle All-City Band allows high school musicians to improve their marching and playing abilities, as well as meet others from the greater Seattle area. Students have the oppourtunity to participate in many parades and performances, while also providing the public with exciting entertainment. The program is subject to public funding, but has maintained a significant presence and has provided resources for anyone interested in joining.

Audiences

- | | |
|----------------------|--------------------------------|
| — Parents and Family | — General Public |
| — Press and Media | — Musicians |
| — Students | — Educators and Band Directors |

Tone/Key Words

- | | |
|------------|-----------|
| —Fun | —Dynamic |
| —Welcoming | —Prideful |
| —Legacy | —Playful |
| —Community | |

2. Brand Marks

Primary Mark

The primary mark has been specifically sized for standard applications for both print and digital formats.

Print Application

Print logos are delivered as a CMYK build with corresponding formulas included in the palette of each file.

File Format: EPS in CMYK format
Applications: letterhead, business card, handbook

Digital Application

Digital logos are delivered in RGB format at 300 dpi to be scaled down across various formats where applicable.

Digital: SVG in RGB format
Applications: website, digital marketing

ALL CITY BAND

Print:

Standard size:
2.5" w × 0.2276" h

Digital:

Standard size:
240 px w × 21.8496 px h

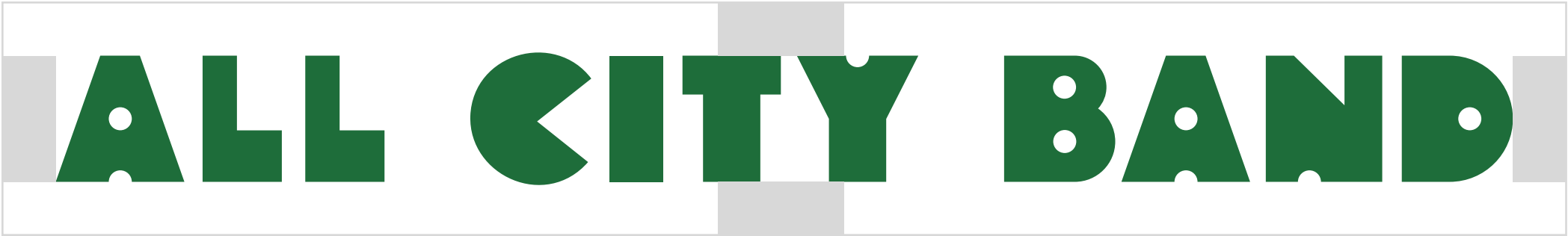
Colors:

Ink, Black, White

Spacing

The All City Band brand mark should always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not compromise the presence of the logo.

The area is defined by using the height of the “I” letterform from the logo mark. A margin of clear space equivalent to this height is drawn around the logo to create an invisible boundary that separates the brand application from other visual elements.



Additional Marks

These marks can be sized for any application.

The monogram can be used in both print or digital applications, and can be scaled to any size. The standard size is given for some stationary applications.

The stacked version of the brand mark is only suitable for print applications, both large and small.

Monogram



Print:

Standard size:
0.7142" w × 1" h

Digital:

Can be scaled to any size

Colors:

Ink, Black, White

Stacked Format



Print:

Can be scaled to any size

Colors:

Ink, Black, White

Usage Tips

In order to maintain a consistent, unified, and compelling brand identity, it is important to adhere to the preceding logo guidelines. The following page includes examples of incorrect logo usage.

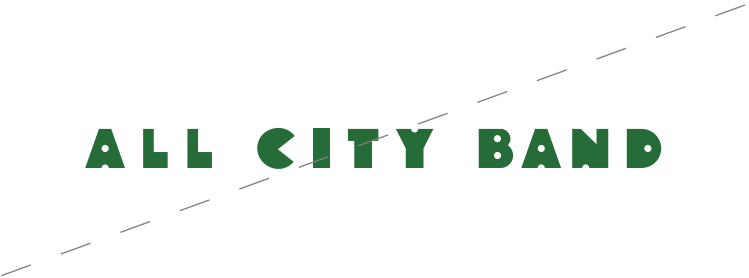
V.1

Do not stretch the logo. To maintain the correct height to width ratio when scaling the vector artwork, hold the Shift key while dragging the anchor points.



V.2

Do not freely move the letter forms, they have been created to maintain proportion and a specific spaces between them.



V.3

Do not cut off the logo and do not let it bleed off the page. Be sure to keep a margin that is the size of the corresponding “l” letterform. For the standard print size, this margin should be at least 0.0913” so it does not get cut off when printing.



V.4

Do not change the logo structure.



V.5

Do not rotate the logo. The logo should always remain in its upright position.



V.6

Do not change the typography.



3. Color

Brand Palette

When used correctly, these colors reinforce the All City Band brand identity. Formulas for CMYK builds should be treated as approximations and, due to inconsistencies across formats and stocks, all print projects should be proofed, and modified accordingly. Background colors can reference the paper stock sourcing, and be used as paper colors.

- Hero Color: featured in prominent brand elements like the brand mark, text, and iconography.
- Background Colors: used primarily in backgrounds.

Background colors may not have close pantone color matches, therefore, paper stock substitute color codes are provided. Paper stock colors are sourced from Jam Paper & Envelope.

Link to purchase:
www.jampaper.com/

Forest Green

Hero Color

PMS: P 148-16 U, P 147-15 C
CMYK: 85, 33, 96, 24
HEX: #256c39

Light Yellow

Background Color

PMS: P 1-3 U, P 1-4 C
PMS (paper stock): P 1-12 U, P 166-3 C
CMYK: 1, 0, 21, 0
HEX: #ffffd2
HEX (paper stock): #f0e79d

Light Pink

Background Color

PMS: 9286 U, 7436 C
PMS (paper stock): P 72-1 U, 503 C
CMYK: 0, 8, 0, 0
HEX: #ffecfc
HEX (paper stock): #eccdcf

Light Green

Background Color

PMS (paper stock): P 145-2 U, P 142-3 C
CMYK: 16, 0, 9, 0
HEX: #cffff2
HEX (paper stock): #b1d9a7

Application

Examples of color combinations using tones from the brand palette.



4. Typography

Typeface

Whether displaying event information, policies, or personal narrative, typography is critical for the All City Band brand voice. In order to create connection between the brand mark and written communications, visual harmony, and to generate a perception that aligns with the All City Band’s policies and procedures, we use the type family Sofia Pro.

Display: Sofia Pro Black

Aa 123

Text: Sofia Pro Family

Aa 123

Display: Sofia Pro Black

Sofia Pro pairs perfectly with the bold graphic brand mark representing the All City Band. This font will be used to effectively communicate important announcements to band members or to the general public.

- Suggested use:
- Pull quotes
 - Testimonials
 - Important dates/events
 - Call-outs
 - Titles

Link to purchase:
fonts.adobe.com/fonts/sofia

Text: Sofia Pro Family

This typeface further represents the fun, welcoming voice of the All City Band. It will be used for more general use such as body text, information, and captions.

- Suggested use:
- General body text
 - Policies and procedures
 - Data and statistics
 - Information-centric content
 - Captions

Sofia Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?+="/@&

Sofia Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?+="/@&

Sofia Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?+="/@&

Sofia Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?+="/@&

Sofia Pro Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?+="/@&

System Alternates

The Arial system font has been provided for use in applications where the All City Band brand typeface is not available such as emails, newsletters, permission slips or letterhead.

- Arial is the substitute for the entire Sofia Pro family, and should be used for headers, titles, body copy, captions, pull quotes, call outs, etc.

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?+=/@&

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?+=/@&

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?+=/@&

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?+=/@&

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?+=/@&

Text Styles

Provided here is a basic set of text styles for general use in digital applications.

Established in 1951, the All-City Band has been developing student leadership, showmanship, and musicianship for 70 years!

ABOUT US

Established in 1951 by the Seattle Public Schools, the All-City Band has a reputation for excellence in music education, student leadership, and entertainment. The band brings together students from schools throughout the greater Seattle area to entertain in upwards of 20 parades and community celebrations each summer. Its energetic performances and choreography has garnered hundreds of first place and sweepstakes awards and entertained audiences throughout the Puget Sound region as well as in British Colmbia, California, Hawaii, and Washington D.C.

Statement:
Sofia Pro Black 40/60

Header:
Sofia Pro Bold 32/37

Body:
Sofia Pro Regular 12/16

5. Extended Identity

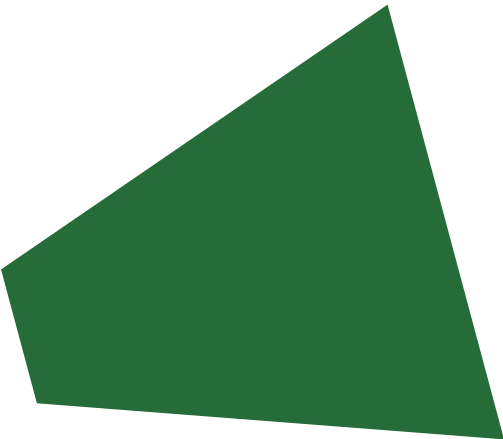
Shapes

The following abstract shapes can be used to hold images in a variety of ways to extend the All City Band identity in digital formats. These forms reference the typographic brand mark, and offer a fun, playful, and effortless way to represent the All City Band. Shapes provided in vector formats give users the ability to mix and match forms with the brand color palette options to create custom compositions, as well as celebrate members of the band.

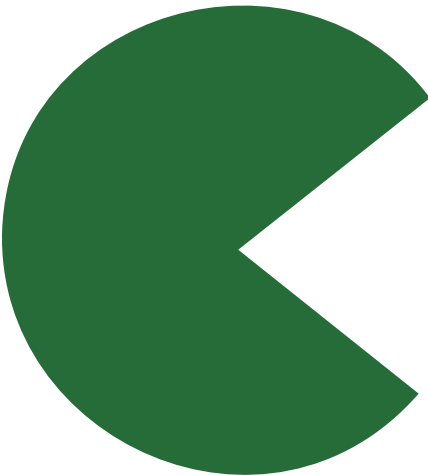
FORMAT

SVG files

Shape 1



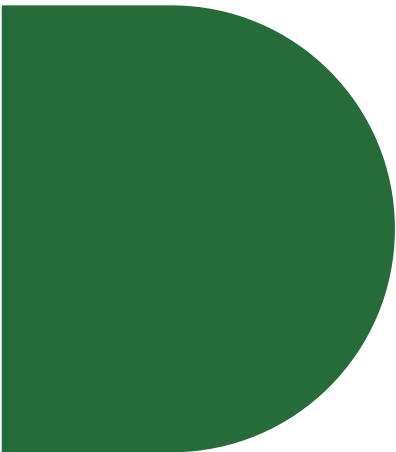
Shape 2



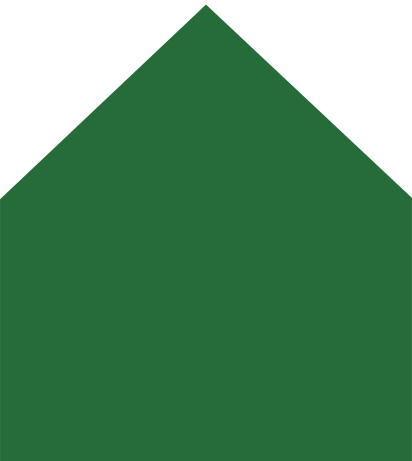
Shape 3



Shape 4



Shape 5



Shape 6

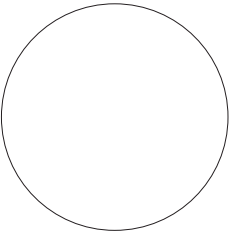


7. Social Media

Social Media Avatar

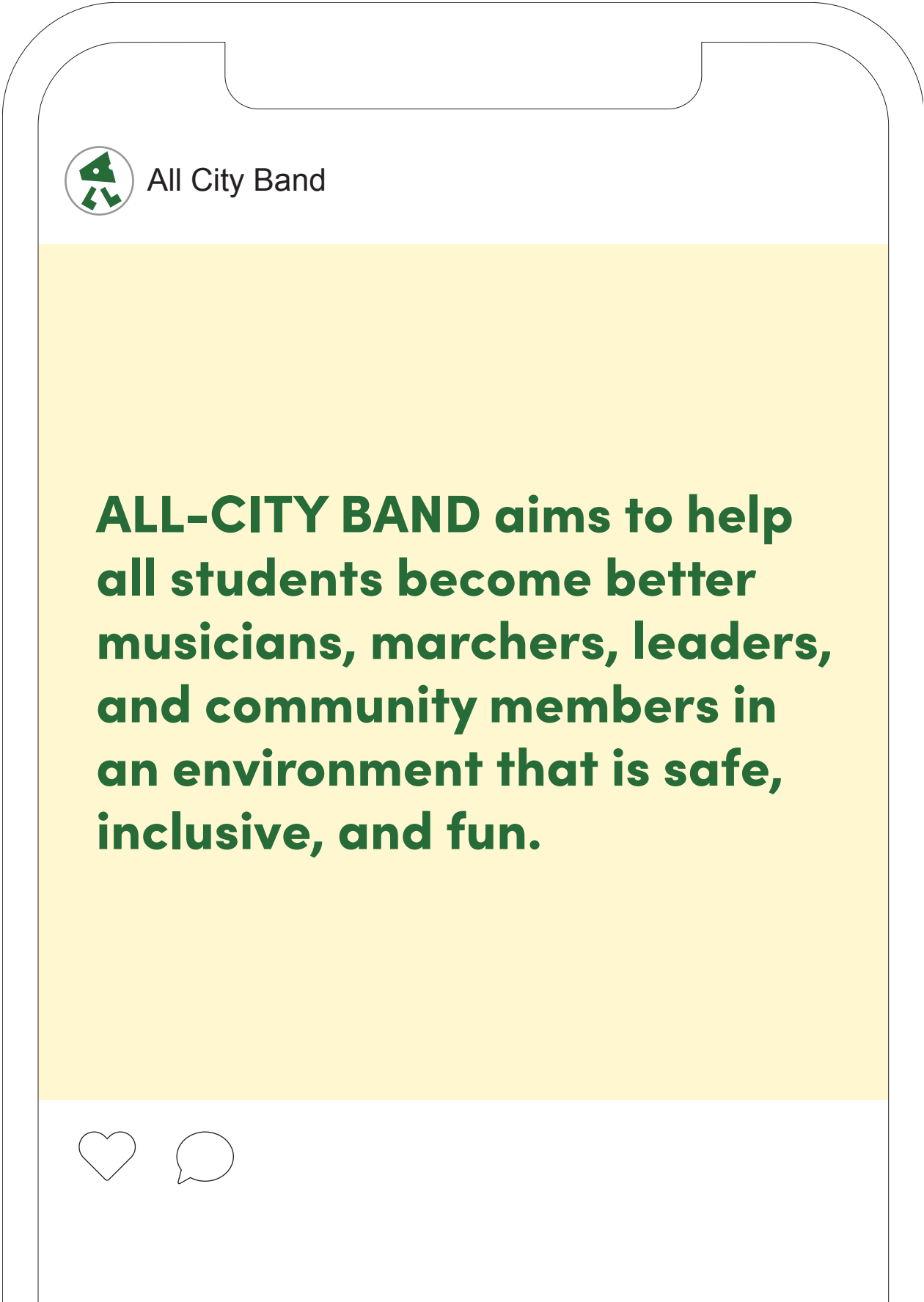


Details

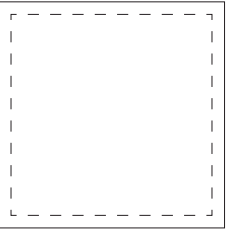


Format
Circle
Size
400 x 400 px
Template File Type
PNG

Social Media Template 1



Details

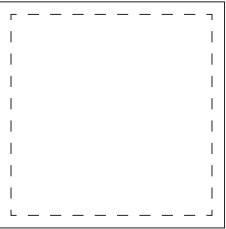


Format
Square
Size
900 x 900 px at least 40 px of margin
Featured Content
Statement/ Announcement
Template File Type
AI

Social Media Template 2

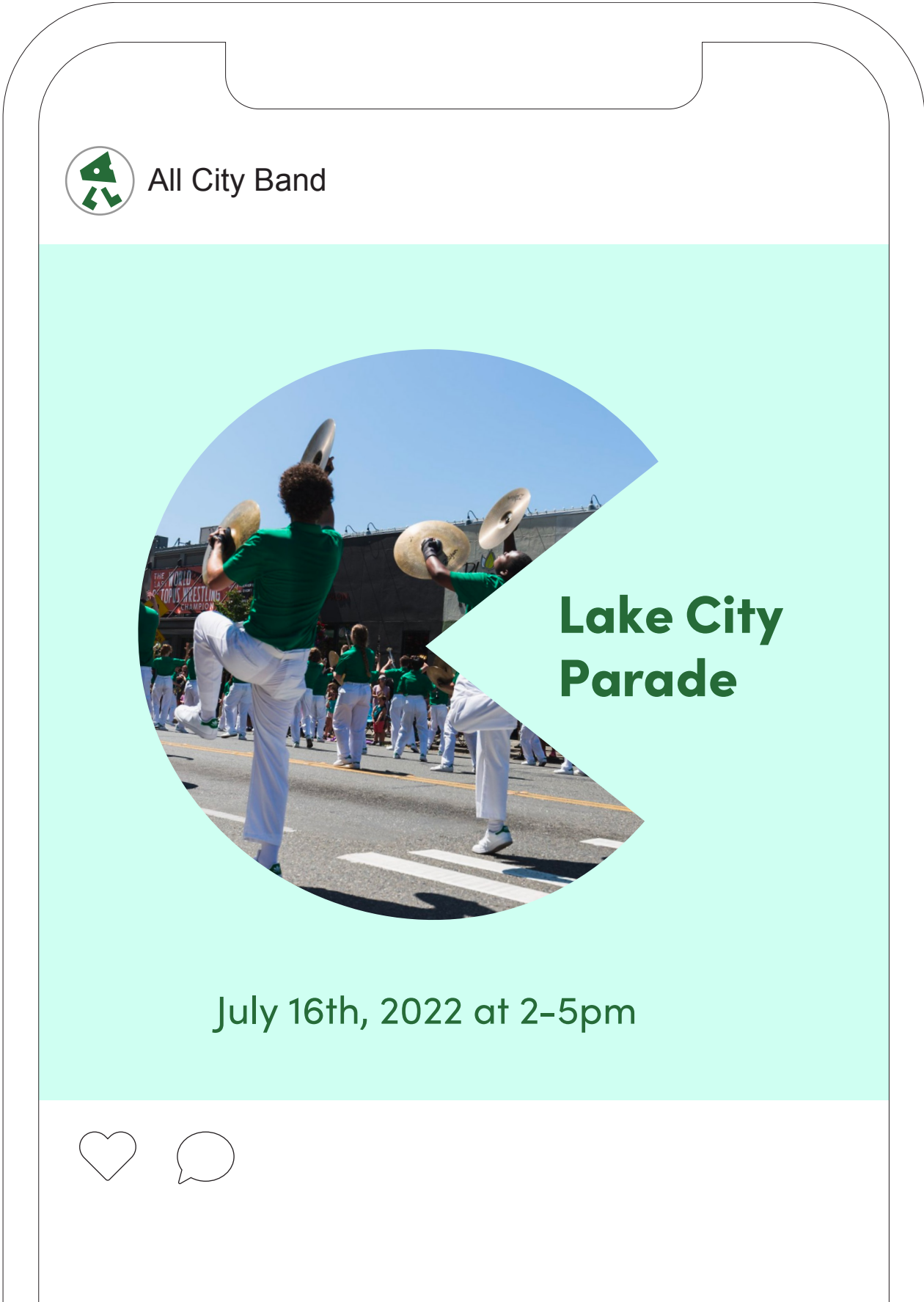


Details

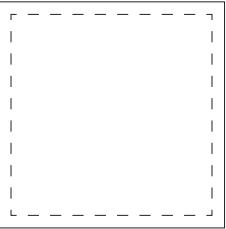


Format
Square
Size
900 x 900 px at least 40 px of margin
Featured Content
Student Feature
Template File Type
AI

Social Media Template 3

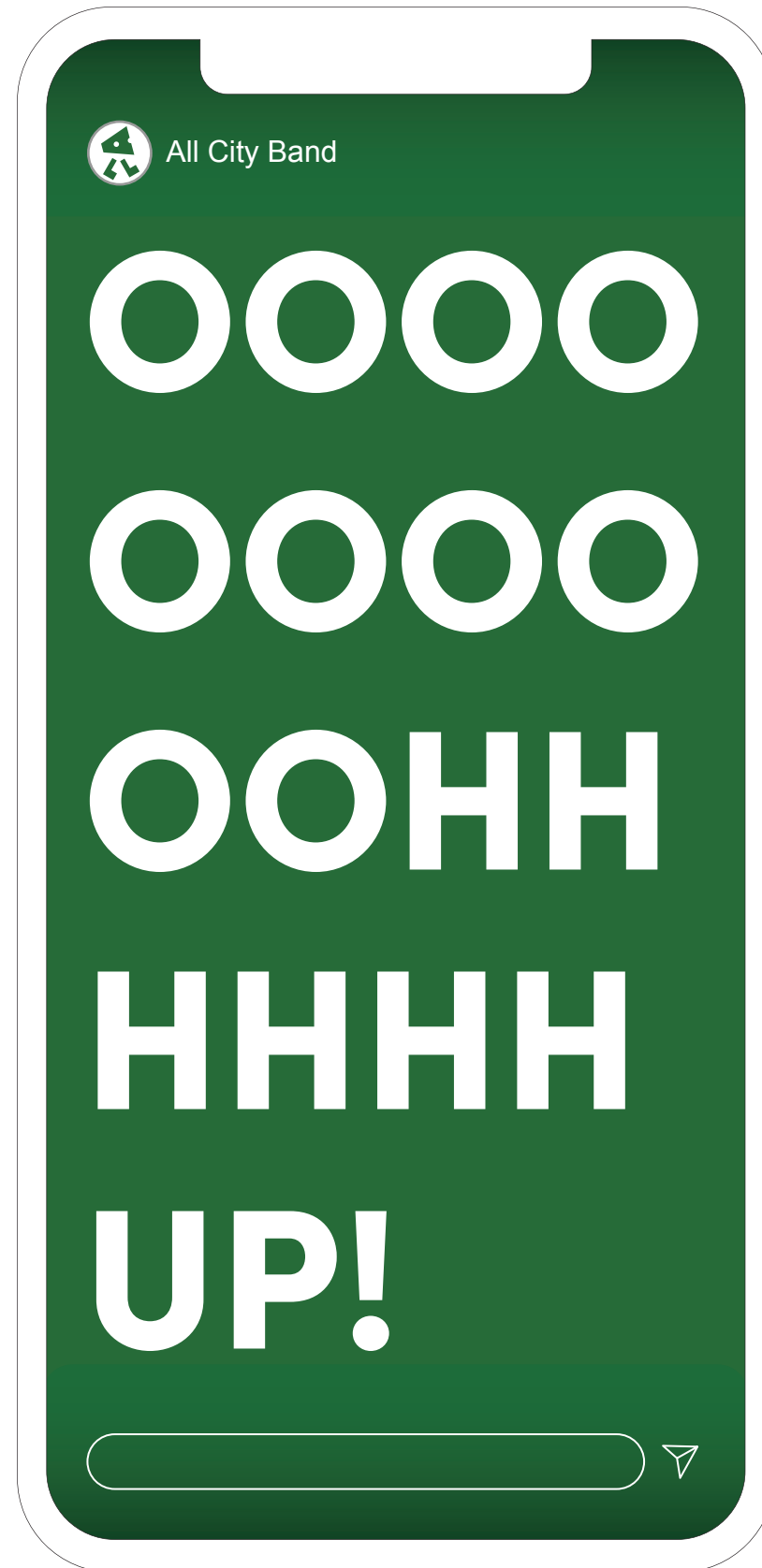


Details

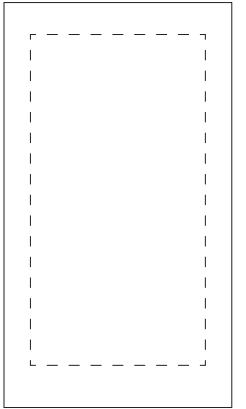


- Format**
Square
- Size**
900 x 900 px
at least 40 px of margin
- Featured Content**
Event
- Template File Type**
AI

Social Media Template 4



Details



Format

Instagram Story

Size

1080 x 1920 px

Top margin: at least 30 px

Lateral margin: at least 24 px

Bottom margin: at least 30 px

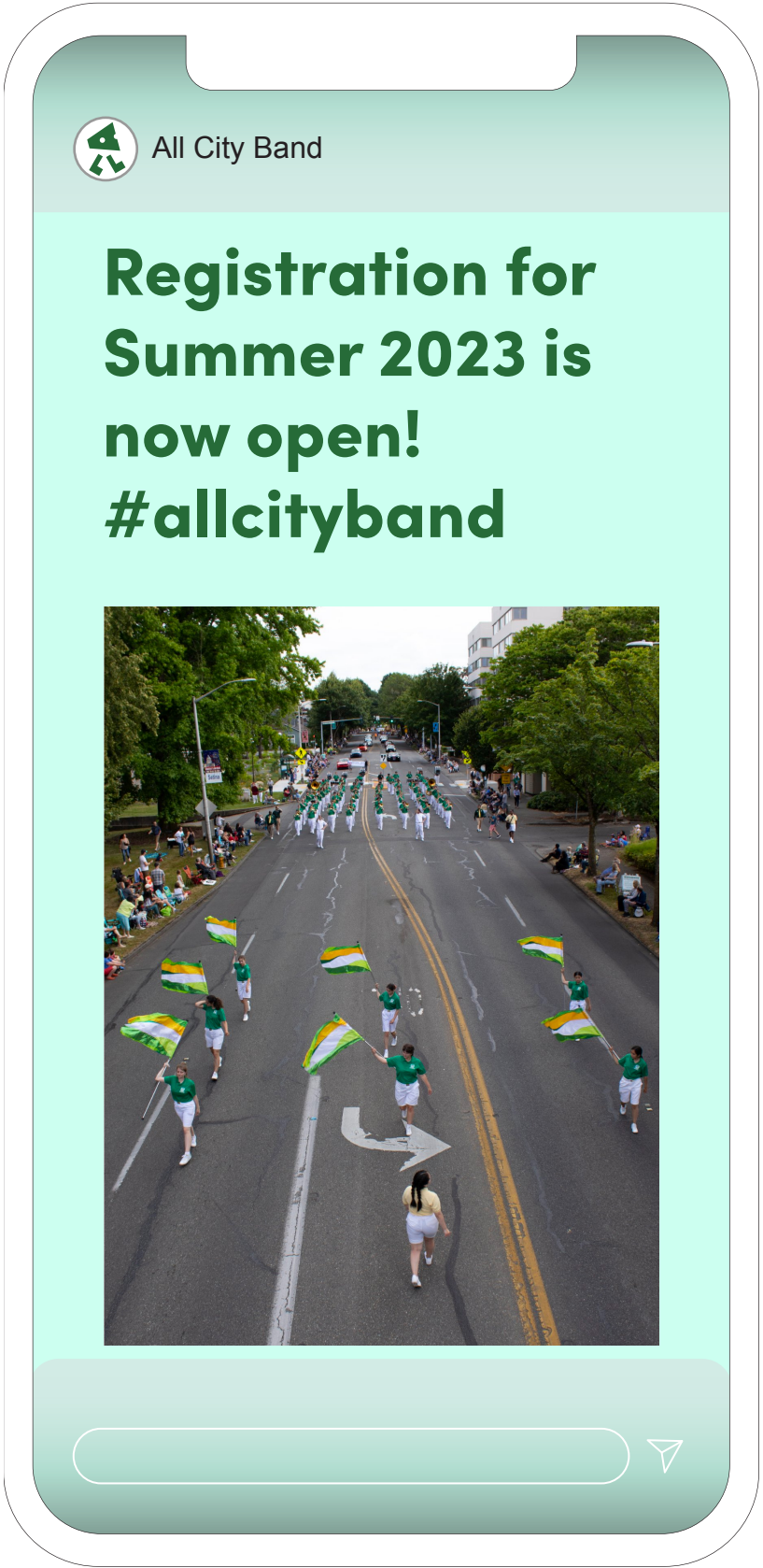
Featured Content

Saying/ Pull Quote

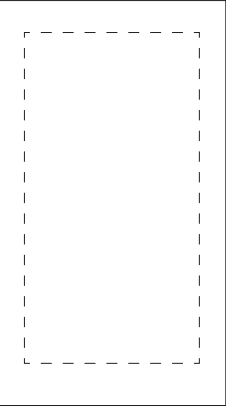
Template File Type

Al

Social Media Template 5



Details



Format

Instagram Story

Size

1080 x 1920 px
Top margin: at least 30 px
Lateral margin: at least 38 px
Bottom margin: at least 30 px

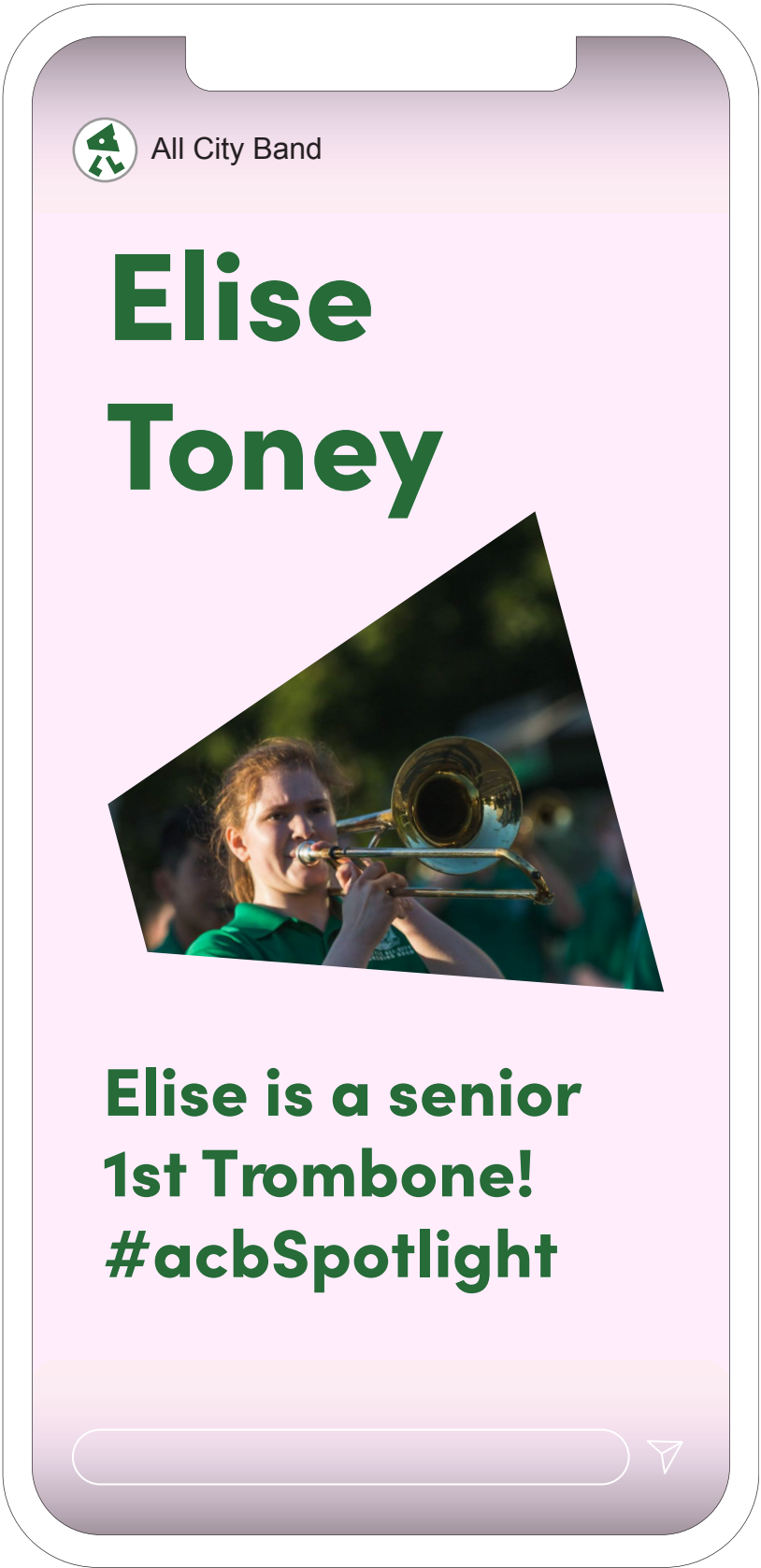
Featured Content

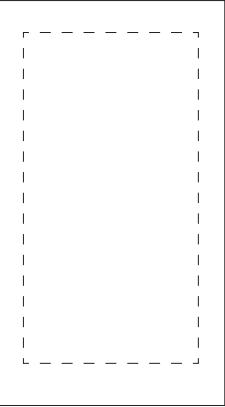
Statement/ Announcement

Template File Type

AI

Social Media Template 6



Details

Format
Instagram Story
Size
1080 x 19200 px Top margin: at least 30 px Lateral margin: at least 38 px Bottom margin: at least 30 px
Featured Content
Student Feature
Template File Type
AI or PSD

8. Stationary

Business Cards

We have provided a basic template for printed business cards. The featured information can be altered and expanded on as needed.

Format

Size: 3.5” w x 2” h
Paper stock: Mohawk Superfine, Soft White, 100 lb cover
File format: PDF (with bleed if applicable)

Front



Back



Letterhead

We have provided a basic template for letterhead. The featured information can be altered and expanded on as needed.

Format

Size: 8.5” w x 11” h
Paper stock: Mohawk Superfine, Soft White, 80 lb text
File format: PDF



March 3, 2023

Friends of All City
1410 NE Campus Parkway
Seattle, WA 98195-2100

Dear Friends of All City Band,

Tur mi, omnis autem. Utati occullu ptemp oraepratem aut faccus suntiis provit, ut odicimenihit officab orerumPa dolupta nonsedistiis aria invendi tatquunt max-
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isquat hiliquis aute

All City Band

ALL CITY BAND
PO Box 2872, Seattle, WA 98111
allcityband.org

Grid View



March 3, 2023

Friends of All City
1410 NE Campus Parkway
Seattle, WA 98195-2100

Dear Friends of All City Band,

Tur mi, omnis autem. Utati occullu ptemp oraepratem aut faccus suntiis provit, ut odicimenihit officab orerumPa dolupta nonsedistiis aria invendi tatquunt max-
imagnis quidit laut enda cus doluptatur?

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nis asi ni core

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isquat hiliquis aute

All City Band

ALL CITY BAND
PO Box 2872, Seattle, WA 98111
allcityband.org

Thank You