



GRAPHIC
STANDARDS
MANUAL

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Graphic Identity Standards

The standard and preferred Society identity is shown to the right. The identity consists of three graphic elements: a set of four faces of different color to represent four men singing, a set of lines meant to call to mind a music staff, and the name of the Society in the Trajan typeface. This mark should appear on any and all publicly available materials associated with the Barbershop Harmony Society.

In order to keep a consistent and professional graphic identity for the Society, all producers of printed and electronic materials should follow the guidelines presented in this manual for the use of this new brand. Diligent consistency is the key to establishing a powerful new identity. Your help and cooperation in the use of these standards is necessary to ensure consistent application of our brand to the public.

All Society districts, chapters, and quartets are encouraged to use the Society logos for promotional, advertising, and marketing materials, on signage, displays, merchandising, uniforms, stationary and any other printed materials to establish association with the Barbershop Harmony Society. Use of the Society logos is reserved exclusively for Society districts, chapters, and quartets in good standing.

To preserve the integrity of the logo, all reproduction must be made from high-resolution files available for download from the Society Web site at www.barbershop.org, or emailed from the Barbershop Harmony Society. Care should be taken to ensure the quality of all printed material bearing the Society logo.

Use of Society logos by non-Society members is strictly prohibited. Any misuse or infringement of any Society logo should be reported to Society's marketing department.



The Barbershop Harmony Society Signature

Proper Usage of the Society Name

The official and complete name of the Society is “Barbershop Harmony Society.” This complete form should be used when the organization is first referenced in a document. Thereafter, the organization may be referred to as simply “the Society.” The direct article should be lower case in either the shorthand or full name, unless it appears at the beginning of a sentence. The word “barbershop,” when used in body copy and not part of the Society name (e.g.: “There is no more beautiful sound than good barbershop harmony.”), should be one word and should not be capitalized.

Incorrect:

Barbershop Society
the Harmony Society
The Barbershop Harmony Society
The Society

Correct:

Barbershop Harmony Society
the Barbershop Harmony Society
Society
the Society

The Society Signature Logo

A logo is a specific graphic treatment of an organization's name or trademark. The Society logos must be used in the manner specified. In this way, no matter who uses the logos, they will instantly be recognizable as the identifying symbols of the Barbershop Harmony Society.

The Signature is the primary identifying logo for the Society and should be used on *all* public materials.

The Signature is a unique piece of artwork created for the Barbershop Harmony Society. Therefore, it cannot be reproduced correctly by typesetting. In other words, do not attempt to re-create the Signature logo. Always use one of the supplied electronic graphic files. The Society home office is the only approved source for digital artwork.

The single, solid color Signature can be used in any situation. The full color version of the logo can be used in four-color process professional printing, and when printing to a color printer.

Federally Registered Trademark

These logos and the Society name are federally registered trademarks of the Barbershop Harmony Society, and are thus protected from improper use or unauthorized alteration. The Barbershop Harmony Society has the sole authority to dictate the terms of usage of its logo. As the logo has federally registered trademark status, it should not be reproduced without the registered trademark symbol (®).



Full color for 4-color process printing



Single, solid color for any application

Proper Usage of the Signature

Incorrect:



Do NOT stretch the logo.



Do NOT rotate the Signature



Do NOT use a low resolution image, such as one from a Web page, for print.



Do NOT use the Signature in place of the Society name in body copy.

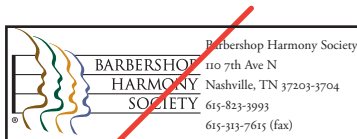
Any reproduction of the official logo must be true to the original in terms of relative size, shape, placement and completeness of the letters and symbols. No additions, deletions, substitutions or modifications of the logo or official logo-variations are permitted. It is not permitted to compress, extend, slant, distort or alter the existing relationship of the combined elements.

The Signature must always be surrounded by a “safe zone” of white space that acts as a buffer between the logo and surrounding graphics or text. The illustration below demonstrates the minimum allowable space around the logo. The measurement is based on the height of the capital letters in the name. Space to the left or right should be a distance of twice the cap-height. Space on the top and bottom should be a distance of three times the cap-height (measured from the top and bottom lines).

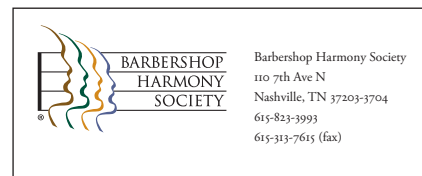


When placing copy to the left or right of the Signature, align the top of the copy to the top line rather than the top of the silhouettes.

Incorrect:



Correct:



The Signature should never be used as body copy in place of the Society name. Instead, place the Signature somewhere else and spell out the Society name in the body copy.

The Emblem

The Emblem is the fundamental mark to represent the Barbershop Harmony Society, signifying the essential unique quality of our art form: four men singing without accompaniment. Each face is a different color to represent diversity. It can be used informally as a graphic element in just about any design application: page or sign background, writ large on the back of a T-shirt, on a golf ball, beach towel, etc.

The emblem should not be distorted in any way by stretching or skewing. It should have nothing added to it and it should not be used to make a different logo for the Society.

It is permissible to display the emblem either in whole or cropped. It may be used in any color to fit the color scheme of the given design.

The Emblem should not appear on its own, but should always be accompanied by the Signature.



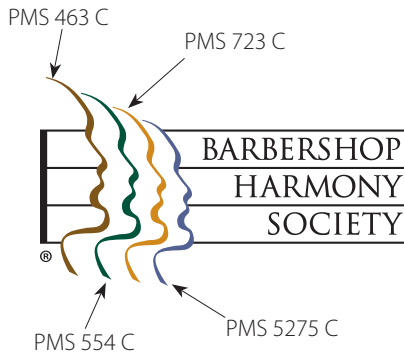
Do NOT use the Emblem to create a new logo for the Society



Do NOT trivialize or demean the emblem, or distort it in any way..

Print Color Specifications

The base PANTONE colors for the full-color Barbershop Harmony Society logo are PMS 463 C, PMS 554 C, PMS 723 C and PMS 5275 C. The CMYK (cyan, magenta, yellow, black) equivalents for four-color process printing are as follows:



Logo colors for a light background



PMS 463 C
 C 30%
 M 56%
 Y 100%
 K 37%



PMS 554 C
 C 78%
 M 0%
 Y 63%
 K 67%



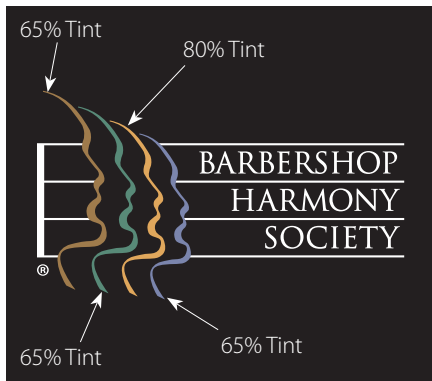
PMS 723 C
 C 0%
 M 43%
 Y 97%
 K 17%



PMS 5275 C
 C 60%
 M 47%
 Y 0%
 K 30%

Light Color Variants

The colors above are meant to be used on a light background, but are too dark for a dark background such as black. On a dark background, use the same PANTONE colors, but apply the following tint values:



Colors tinted for a dark background



PMS 463 C
 65% Tint



PMS 554 C
 65% Tint



PMS 723 C
 80% Tint



PMS 5275 C
 65% Tint

Typefaces

Official Society materials should use either Adobe Garamond Regular or Adobe Myriad Light typefaces (and associated families). If Adobe Garamond is not available any version of the Garamond typeface is an acceptable substitute.

Body copy should be typeset in 11 pt Adobe Garamond with 16.5 pt leading (as this document demonstrates).

Adobe Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adobe Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Web and On-screen Usage

On-screen applications, such as Web pages, Macromedia Flash, and PowerPoint require resolutions and colors quite different from print. Consequently, a completely separate set of graphics files is available specifically for on-screen use. EPS and TIFF files made for print should never be used for on-screen applications—the colors will not be correct. Instead, use the appropriately sized GIF file.

The Signature is available from the Society in a wide range of sizes. If you need a different size, do NOT resize a GIF—this will distort the image. Instead, download the Photoshop master file from the Society's Web site and resize it to the desired width or height. Be sure to maintain the proportions when resizing. If you do not have Photoshop, then resize from the largest copy of the Signature and convert it to 24 bit color before resizing to eliminate distortions.

Do not import the EPS files made for print into Macromedia Flash. Flash files of the Signature in the RGB color space are available specifically for this purpose.

Web and On-screen Color Specifications

Because colors are produced differently on a computer screen, the color settings are not the same as for print. Print uses the CMYK (cyan, magenta, yellow, black) color space because it deals with *reflected* light on inks. Computer screens, however, use the RGB (red, green, blue) color space because (like television) they produce *radiated* light. Below are the RGB color specifications for the base colors.



PMS 463 C
R 127
G 86
B 26
7F561A



PMS 554 C
R 0
G 84
B 8
005408



PMS 723 C
R 202
G 124
B 10
CA7C0A



PMS 5275 C
R 83
G 67
B 136
534388

Light Color Variants

The light color variants for use on dark backgrounds can be used anywhere on a Web page. The color specifications for all of the light color variants are shown below.



PMS 463 C
R 153
G 120
B 72
997848



PMS 554 C
R 77
G 136
B 83
4D8853



PMS 723 C
R 213
G 150
B 59
D5963B



PMS 5275 C
R 117
G 105
B 160
7569A0

Examples

New Member Folder Cover



Examples

Singing Valentines Flier

Singing Valentines

CHORDBUSTERS
CHORUS

Looking for a Valentine's gift for that special lady in your life? Haven't a clue what to get? Another Valentine's Day doesn't have to mean another card and box of chocolates. Instead, give her something unique, something meaningful, something just for her. Send her a *Singing Valentine*. It's a sweet serenade she'll never forget.


The Chordbusters Chorus will be delivering Singing Valentines on Friday, February 13th and Saturday, February 14th. A quartet will serenade your sweetheart with a beautiful love song and present her with a long-stem, red rose and box of chocolates.

For more details,
or to place an order,
visit www.ChordbustersChorus.org,
or call John Doe at 555.666.7777.



Examples

Holiday Show Flier



**CHORDBUSTERS
CHORUS**

*Twenty-third
Annual
Holiday Show*

Get into the holiday spirit by listening to the Chordbusters Chorus perform Christmas songs like you've never heard them before. Hear classics such as Silent Night, Have Yourself a Merry Little Christmas and Frosty the Snowman. Bring the whole family.



Special guest quartet:
The Heartones

For tickets, please call John Doe at 555-666-7777.
\$15 for adults, \$5 for children under 12.

For more information about the Chordbusters Chorus, visit www.ChordbustersChorus.org

December 10, 2005
Matinée: 2:00 P.M.
Evening: 7:30 P.M.

Browns University
Wyatt Theatre
2001 Newburg Road
Lewisburg, MA 12345



Examples

Newspaper Advertisement

Do you **SING?**

Did you sing in high school?

Were you a member of a chorus or vocal ensemble in college?

Do you miss those days?

Or maybe you currently sing in a church choir or classical group and would like a more challenging vocal experience with a more varied style of music.

If this describes you, then you're just the kind of guy we're looking for. The Chordbusters Chorus is a thriving Barbersop chorus in the Lewisburg area and we're looking for a few good men.

If you (or any male singer you know) are interested in performing some fun and challenging music, please visit our Web site at **www.ChordbustersChorus.org** or call John Doe at **555.666.7777**.


CHORDBUSTERS
CHORUS


The Chordbusters Chorus
is a chapter of the
Barbershop Harmony Society



Examples

Business Card



CHORDBUSTERS
CHORUS

www.ChordbustersChorus.org
1-800-555-6666

Producing
beautiful
harmony
since 1972

*A chapter of the
Barbershop Harmony Society*



BARBERSHOP
HARMONY
SOCIETY

The business card is enclosed in a thin black border. The text is arranged in a clean, professional layout. The logo for the Barbershop Harmony Society is located in the bottom right corner of the card area.