



LOGO AND STYLE GUIDE

REVISED 22 JULY, 2016

ABOUT THIS GUIDE

In order to present a uniform, consistent appearance, the Pride of San Antonio Showband has created a set of logo and style guidelines that should be applied whenever we interact with the outside community to enhance and maintain our brand identity.

This style guide is intended to provide you a reference for using our logo, our typefaces and how to reference us when communicating with the outside community.

The centerpiece of these style guides is the Pride of San Antonio Showband logo. The logo is designed to be a versatile system with variations that should cover most, if not all, situations we will encounter.

The care and stewardship of these guidelines are the sole purview of the Board of Directors of the Pride of San Antonio Showband. Their chosen delegates in the enforcement and maintenance of these guidelines are the Marketing Committee.

This guide is a work in progress; there are always exceptions to the rules. If you have any questions, or a new situation not addressed in this guide arises, contact the marketing committee and we can assist in creating a solution.

TREATMENT OF THE NAME

An easy way for the Pride of San Antonio to maintain its brand integrity is through proper usage of the name. On first reference, the organization is to be referred to as the **Pride of San Antonio Showband**. There are no exceptions to this rule. Any other usage is incorrect. On secondary reference, the **Pride of San Antonio**, the **Showband** or **POSA** is an acceptable reference.

When the Showband performs together as a combined ensemble with one of its sub-groups (i.e. the colorguard), the correct reference is the Pride of San Antonio Showband and NOT the Pride of San Antonio Showband and Pride of San Antonio Colorguard. **There are NO exceptions to this rule.**

THE LOGO

The Pride of San Antonio Showband logo is the primary visual mark for the organization. This is our biggest identifier and as such, we must take care to apply and use this logo when appropriate. Several variations of the logo have been created to cover a multitude of situations where the Showband logo will appear.

PRIMARY MARK

This is the primary logo of the Pride of San Antonio. The logo incorporates the colors of the LGBT rainbow flag and a stylized silhouette of the Alamo to signify our hometown of San Antonio.

This should be your first choice when selecting a logo for usage.



PRIMARY MARK - REVERSED

This is the primary logo reversed on a dark background. Use this version if the logo is to appear on a dark (or black) background.



PRIMARY MARK - SINGLE COLOR

Situations may arise when a single color version of the logo is necessary to use. Here are the light and dark versions of the logo for usage.



SECONDARY LOGOS

Secondary logos have been created for situations where the primary mark is unsuitable for usage. **Clearance from the marketing committee is needed for their usage.**

ALTERNATE HORIZONTAL LOGO



ALTERNATE STACKED LOGO



LOGO ELEMENTS

In some special situations, it may be appropriate to use only the icon of the Pride of San Antonio logo to the right of this paragraph. Prior approval **must be obtained from the marketing committee before its usage.**



While it is sometimes appropriate to use the icon without the wordmark, it is never acceptable to use the wordmark without the icon as shown to the left.

In situations where a wordmark is more appropriate than the full logo, a wordmark without the icon has been developed and can be seen to the right. Prior approval **must be obtained from the marketing committee before its usage.**

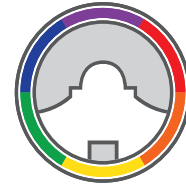
PRIDE OF SAN ANTONIO
SHOWBAND

SMALL ENSEMBLE LOGOS

The Pride of San Antonio Showband often has smaller performing ensembles associated with it. Versions of the logo have been created for their materials. Examples follow below.



PRIDE OF SAN ANTONIO
COLOR GUARD



PRIDE OF SAN ANTONIO
SAXOPHONE QUARTET

It should be noted that **under no circumstances** will a small ensemble within the Showband be permitted their own visual identity. We are one band; we have one look.

If you need a version for your ensemble, **you must contact the Board of Directors for their approval** before you request a new logo from the marketing committee.

LOGO USAGE NOTES

As stated previously, the primary mark is the preferred usage in every situation. In those situations where it is not feasible or inappropriate to use, use one of the secondary marks with approval from the marketing committee is permissible.

In situations where a small ensemble is the only performing group, it is permissible to use a small ensemble logo. All usage should be reviewed by the marketing committee to ensure that our brand integrity is maintained.

The logo should never appear smaller than 1.5” in any publication. The logo must always appear proportionate—DO NOT stretch or resize it to alter its proportions.

The logo can be supplied in any format necessary for reproduction, however, to preserve the integrity of the mark, we prefer to deliver the print-ready art in .pdf or .eps format.



<-- 1.5”-->

If you have any questions on the logo usage not covered in this guide, feel free to contact the marketing committee with those concerns.

LOGO COLORS

Colors for the logo follow the colors of the LGBT rainbow flag. The specific shades used in the Showband logo are as follows:



Green

Pantone: 362
CMYK: 74, 15, 100, 2
RGB: 77, 156, 45
Hex: #4d9c2d



Violet

Pantone: 513
CMYK: 48, 94, 5, 0
RGB: 48, 152, 140
Hex: #4d9c2d



Orange

Pantone: 165
CMYK: , 74, 94, 0
RGB: 255, 102, 27
Hex: #ff661b



Blue

Pantone: 286
CMYK: 100, 84, 11, 3
RGB: 0, 50, 160
Hex: #0032a0



Red

Pantone: 199
CMYK: 7, 100, 85, 1
RGB: 20, 0, 49
Hex: #dc0031



Yellow

Pantone: 102
CMYK: 4, 5, 100, 0
RGB: 253, 227, 0
Hex: #fde300

In addition, the logo uses a grey color for the wordmark portion of the logo.



Grey

Pantone: Black/80%
CMYK: 0, 0, 0, 80
RGB: 0, 50, 160
Hex: #0032a0

TYPEFACE

To maintain our brand consistency, typefaces have been selected that both accentuate and compliment the primary logo. Care was taken in the selection of these typefaces to present a professional, yet friendly, appearance. Use these typefaces when communicating with the outside community whenever possible.

COLUMBIA TITLING

The primary logo is set with a typeface called Columbia Titling. The logo uses the bold variant of the face. In other locations, the light, standard or medium variants of this typeface may be used. This typeface is suitable for headlines and headings only. Do not use it for body text. A specimen of the typeface in all its weights follows below.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

MERRIWEATHER/GEORGIA

Body text in communications should be set in Merriweather or Georgia. Merriweather is a free font available from Google Fonts; Georgia is supplied as a system font on most computers. Preference is given to Merriweather as a body font for communications. Georgia should only be used when Merriweather is unavailable. Both Merriweather and Georgia feature italic, bold, and several weights. Specimens of the standard weight for text follow below.

Merriweather

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#\$%^&*()
abcdefghijklmnopqrstuvwxyz

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!@#\$%^&*()
abcdefghijklmnopqrstuvwxyz

