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**Master Piano Recital Series**  
**Branding Guide Proposal**

# Table of content

<b>Logotype</b> .....	<b>3</b>
Typeface & graphic element.....	3
Original & reversed versions .....	4
Superimposed version .....	5
<b>Typography</b> .....	<b>6</b>
Headings & running text.....	6
<b>Color</b> .....	<b>7</b>
CMYK & hex triplet values.....	7
<b>Supporting elements</b> .....	<b>8</b>
Linework, border & other graphic elements .....	8
<b>Images</b> .....	<b>9</b>
Photographic treatment.....	9
<b>Branding</b> .....	<b>10</b>
Practical applications .....	10

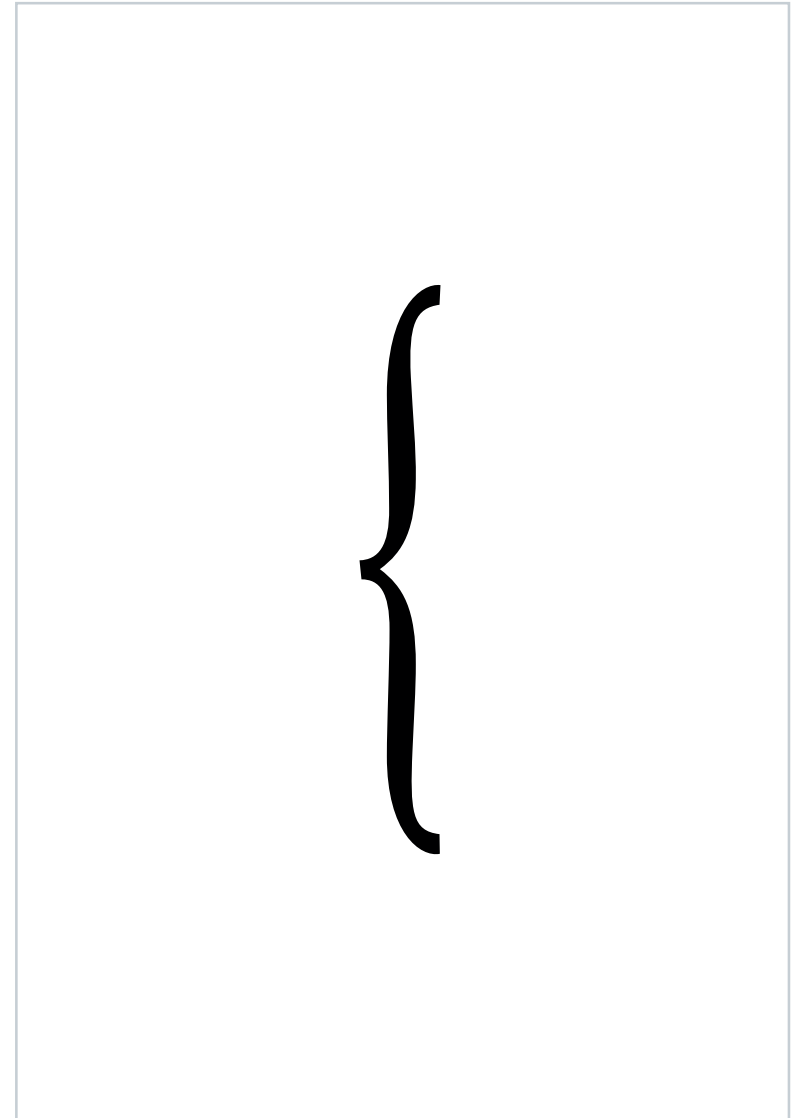
# Logotype

— Typeface & graphic element



Typeface: Playfair Display Bold

+



Graphic element: Musical bracket

# Logotype

— Original & reversed versions

**Master  
Piano  
Recital  
Series**

Original

**Master  
Piano  
Recital  
Series**

Reversed

# Logotype

— Superimposed version



Master  
Piano  
Recital  
Series

# Typography

— Headings & running text

Font: Kepler Std Semicondensed .....

## Roland Graham

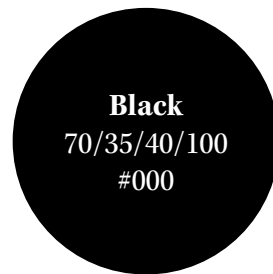
Supporting element: double bar .....

A gifted artist with an array of creative talents, ROLAND GRAHAM is an accomplished pianist, composer, conductor and impresario. In addition to the Master Piano Recital Series, he is the Artistic Director and Producer of the popular Doors Open For Music at Southminster series, which also takes place in Ottawa, Ontario. He additionally works as a choral conductor, church organist, piano teacher and composer.

Font: Nimbus Sans Light .....

# Color

— CMYK & hex triplet values



# Supporting elements

— Linework, border & other graphic elements



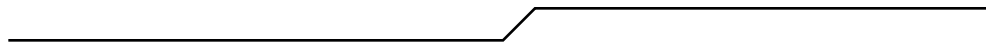
System



Double bar



Bracket



Piano pedal notation



# Images

— Photographic treatment



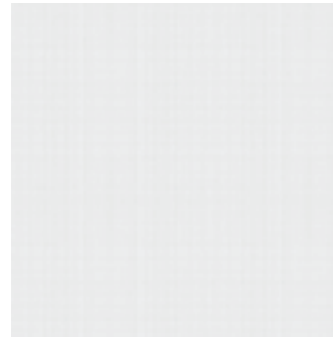
B&W photo

+



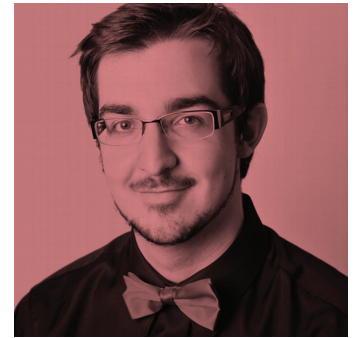
Color filter

+



Fabric texture

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# Branding

— Practical applications

