



Estd. 1891





BRAND IDENTITY MANUAL

About

The idea for what is now La Tranquill came from Joël Romuald, the conductor of Oratorio Society of France and the French Symphony Society. Though Romuald died in 1885, his son Bérenger Onésime Damrosch pursued his father's vision for a new music hall.

From this germ of an idea grew a legendary concert hall whose allure has drawn the world's greatest artists to its stages, setting the standard for excellence in music for more than a century.

Vision

Whether inside the four walls of its iconic building or beyond, La Tranquill's mission is to bring the transformative power of music to the widest possible audience.

La Tranquill has since set the international standard for musical excellence, welcoming artists and audiences from around the world.

Established as a nonprofit organization in 1960, the Hall has continuously reaffirmed its commitment to serving diverse audiences.

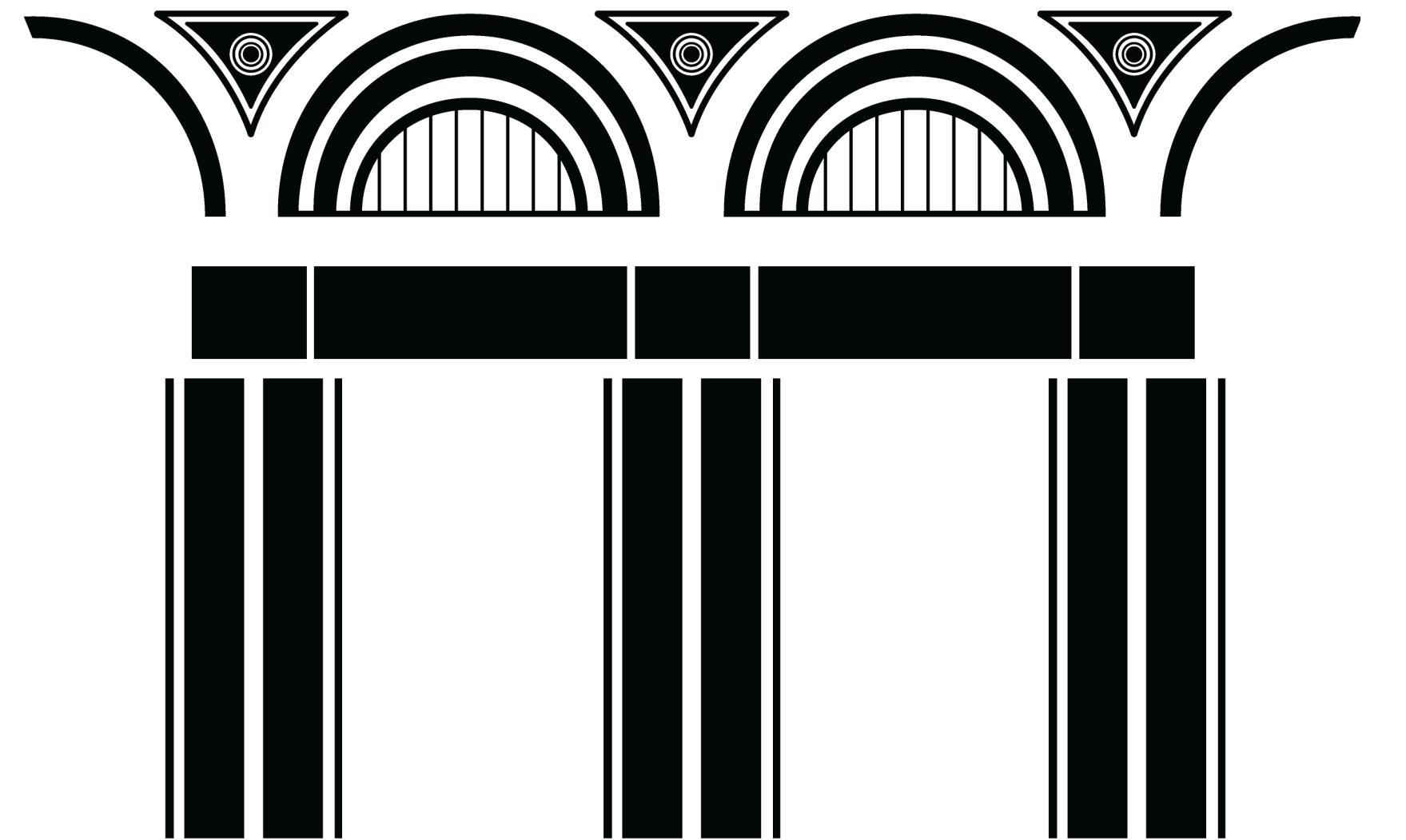
“

For me, Carnegie Hall was the Holy Grail, the be-all and end-all of musical life in this country for all performing artists. No other place we played in had its unique history. The whole measure of American musical performance was created at Carnegie Hall.

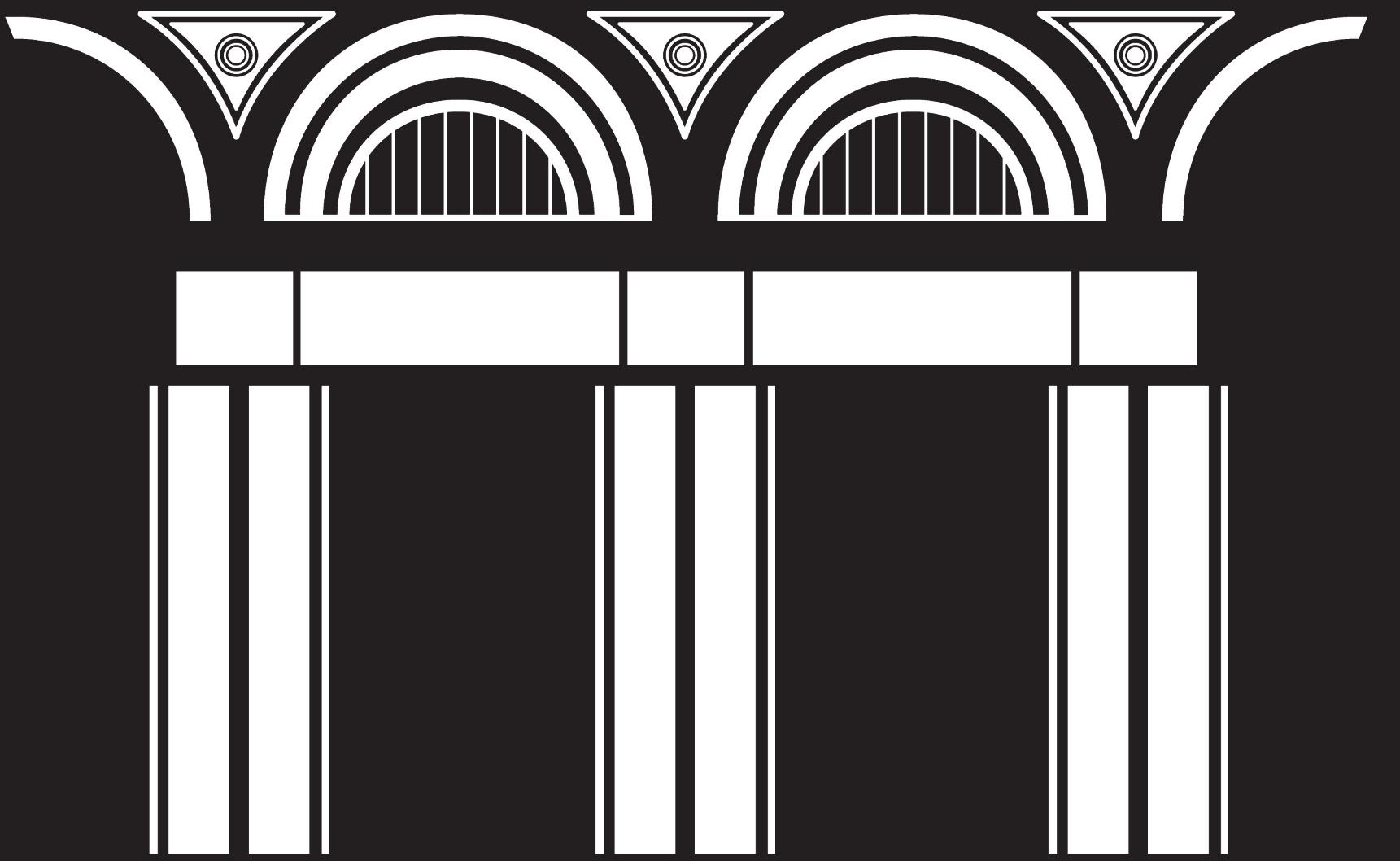
— Isaac Stern, President, Board of Trustees, 1960–2001

Mission

La Tranquill's mission is to present extraordinary music and musicians on the three stages of this legendary hall, to bring the transformative power of music to the widest possible audience, to provide visionary education programs, and to foster the future of music through the cultivation of new works, artists, and audiences.



La Tranquill



La Tranquill



La Tranquill

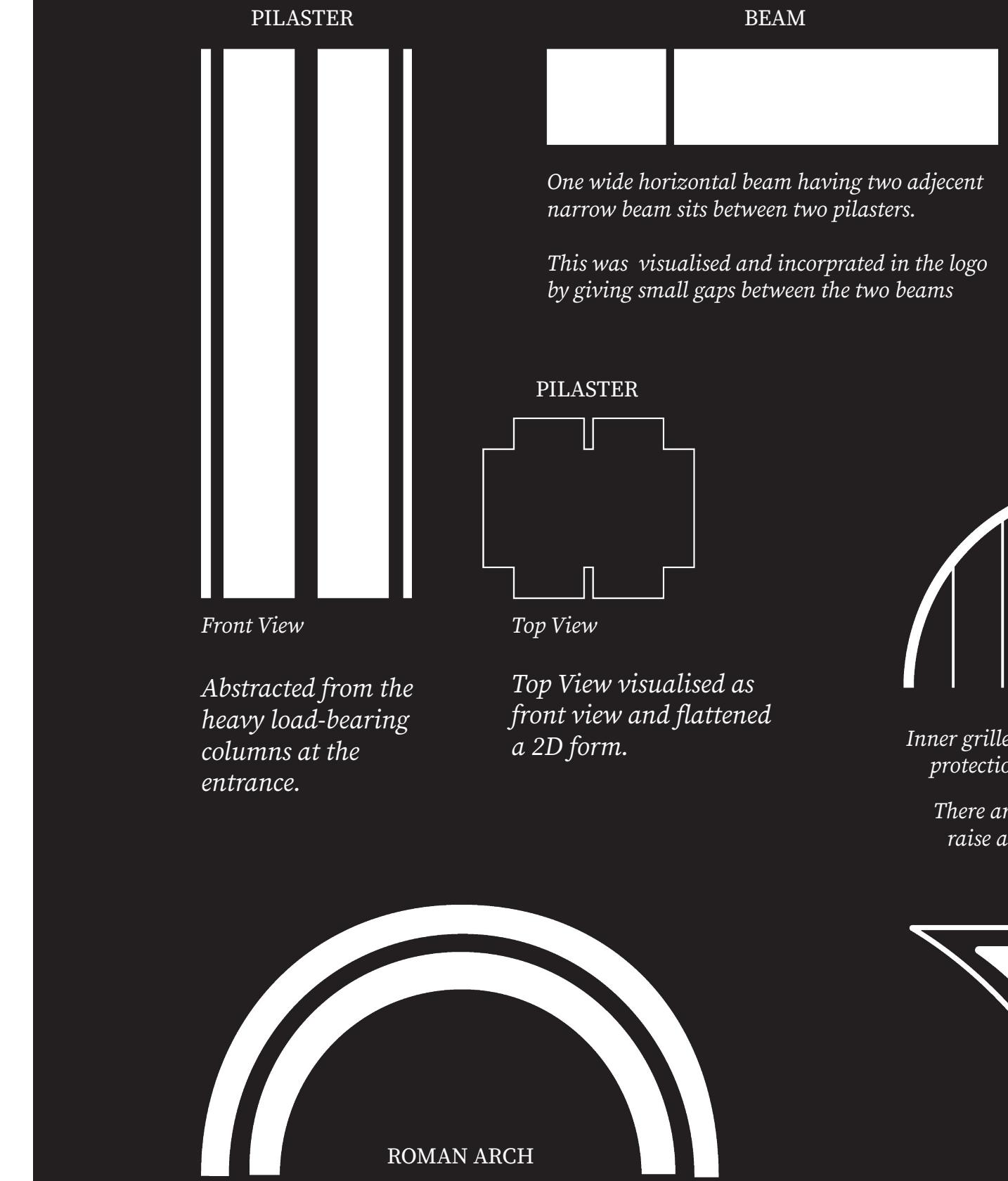


La Tranquill



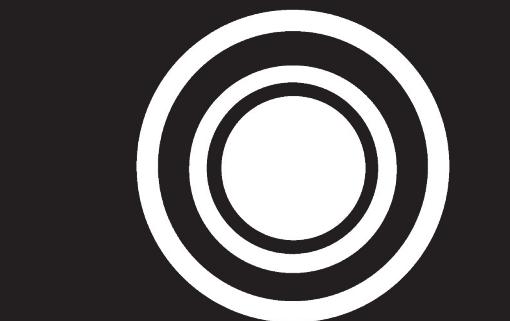
Architecturally, La Tranquill is influenced from the Italian Renaissance-Revival times. The building's front entrance is one among many anatomical structures reflecting the style.

Apart from the building's front, elements like arches, decoration, brackets etc., are also influenced from it.
La Tranquill adapted the late nineteen-century French architecture with load-bearing walls

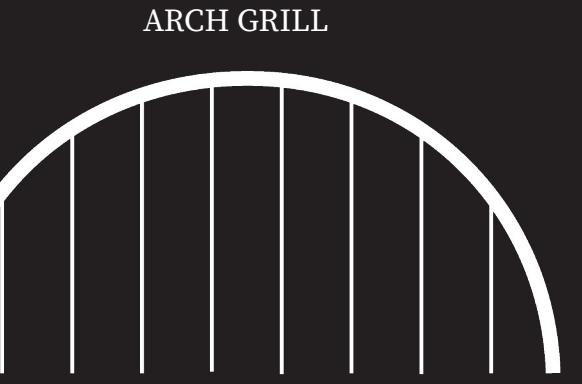


The lower portion of the Arch on either side is called the springer while the upper known as extrados.

The bottom and the upper half of the arch is slightly hunched to bring out structural resemblance.

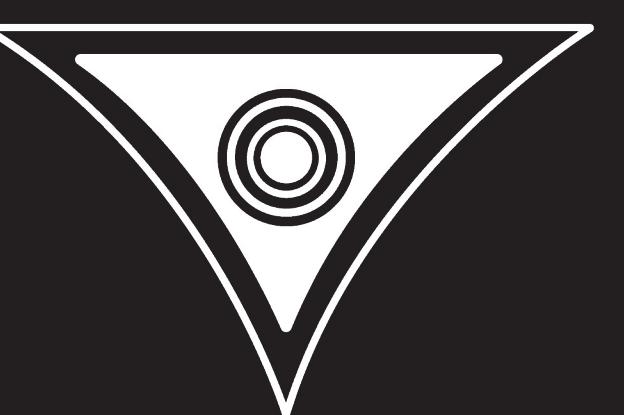


The concentric rings that boundaries the inner-most circle was constructed to mimic the depth of the decorations.

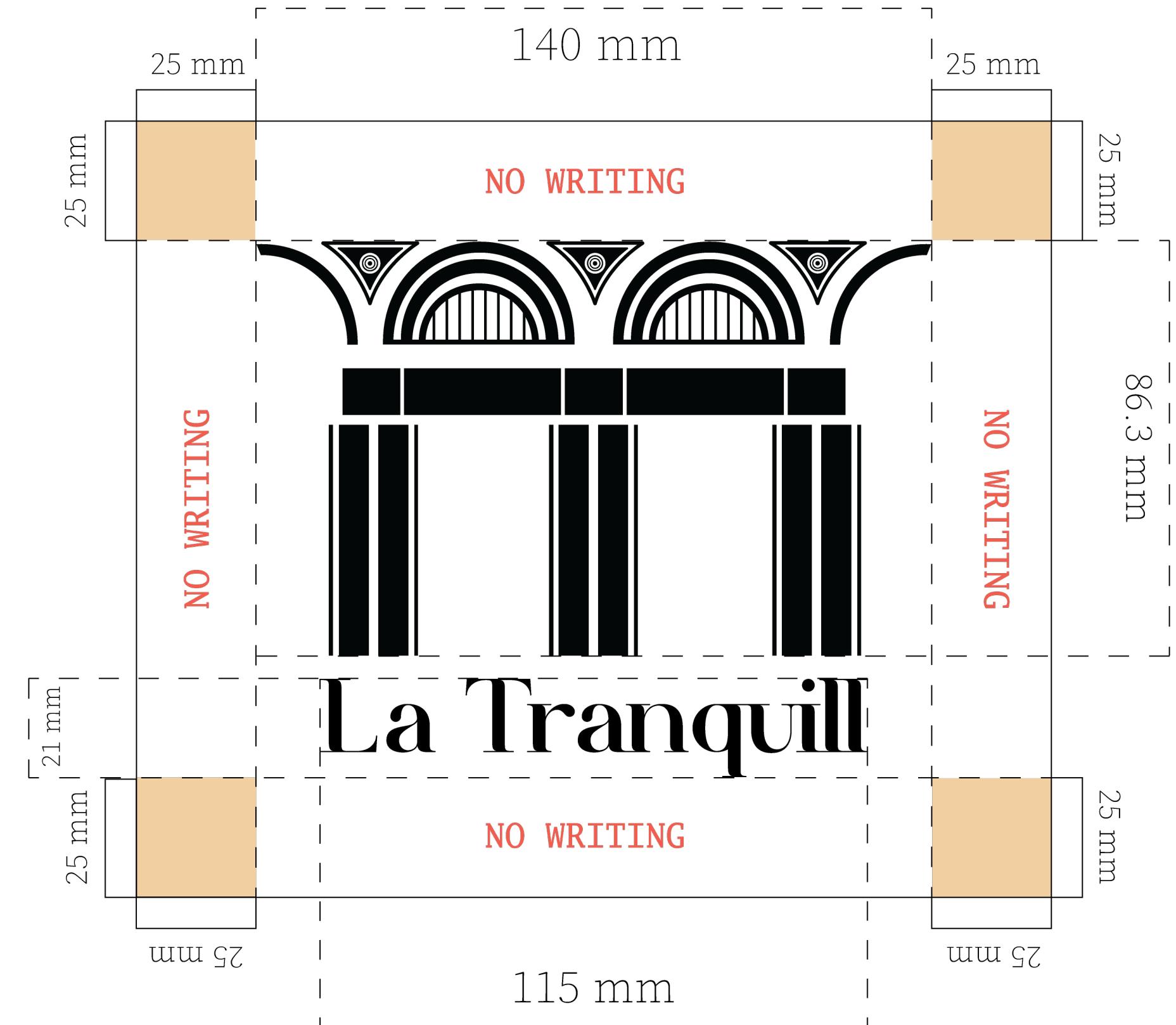
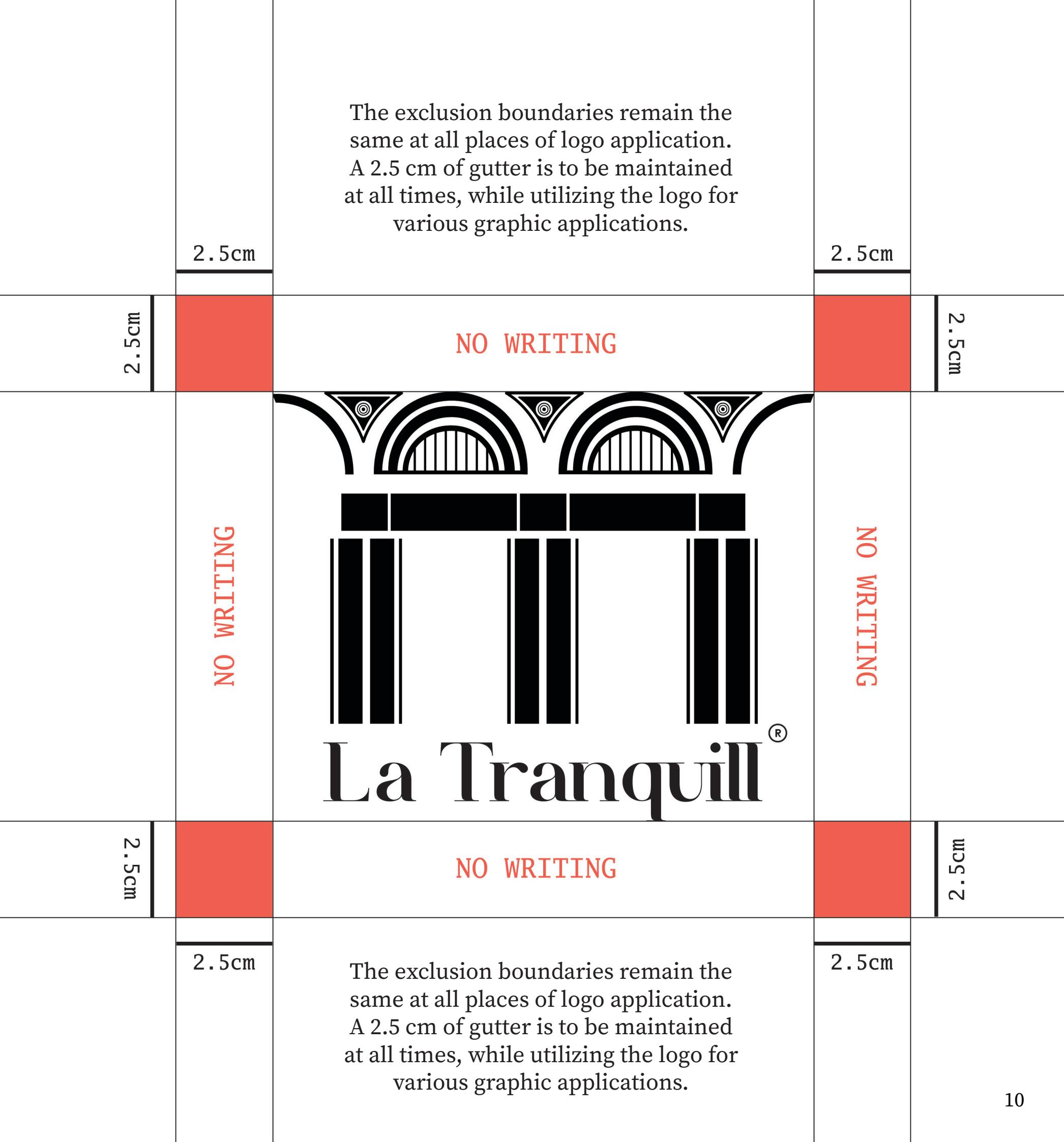


Inner grille of the Roman Arch which acts as a protection to the glass covering behind it.

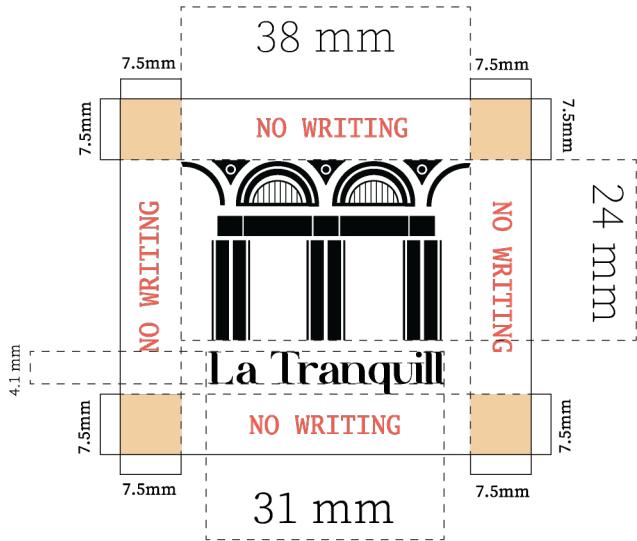
There are eight vertical lines equal to the raise and evenly split along the span.



Decorative elements between consecutive Roman Arches for aesthetics. Roman Architecture portrays depth which was brought out here.

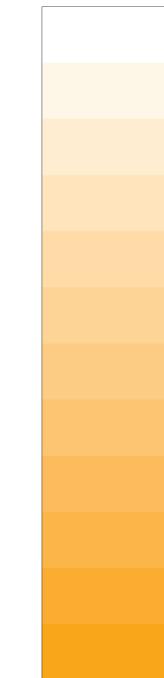


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NAME - 21 x 115 mm



SIZE B

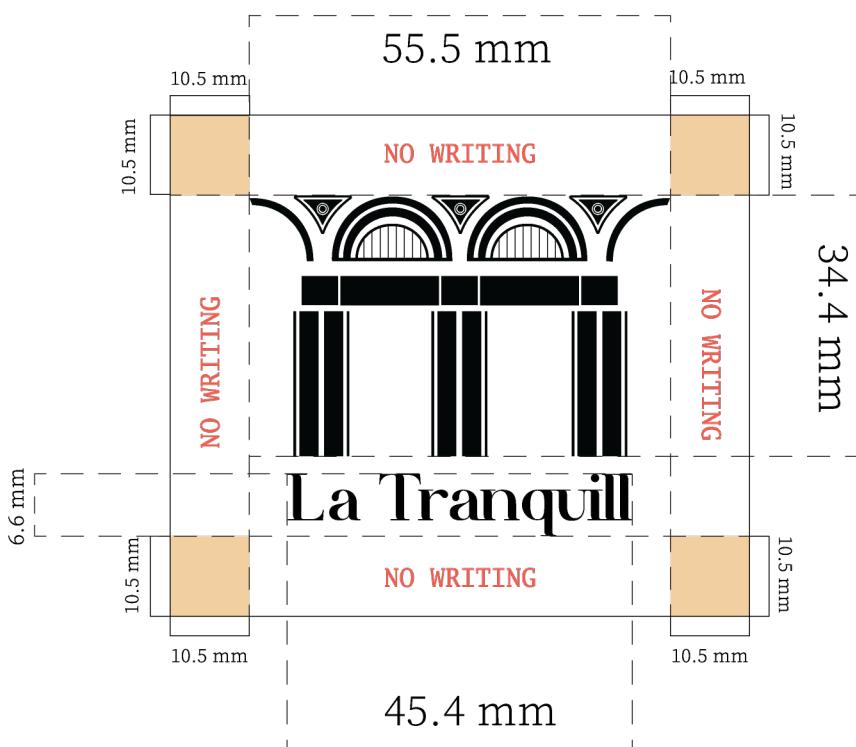
LOGO - 38 x 24 mm
NAME - 4 x 31 mm



AURATE
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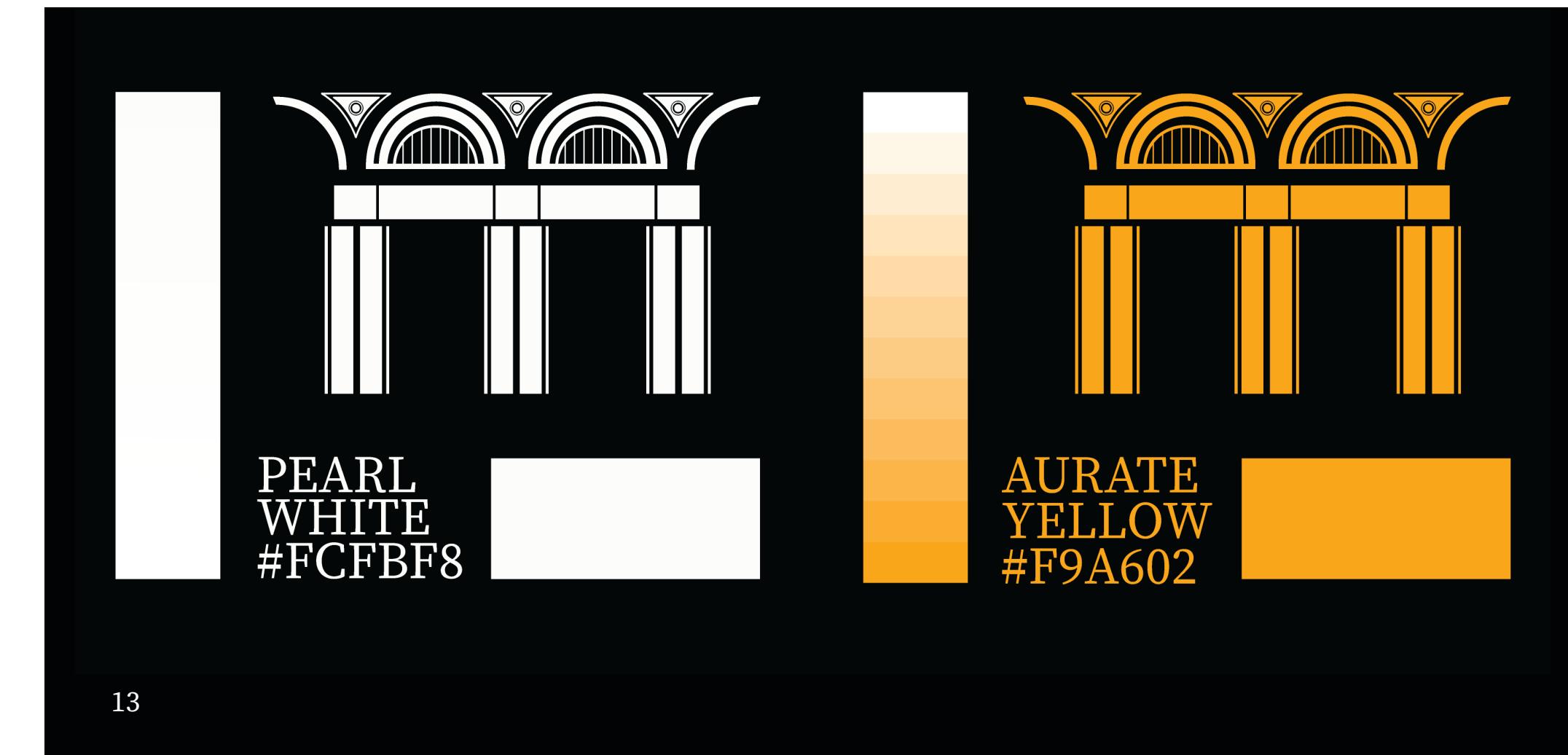


EBONY
#080402



SIZE C

LOGO - 55.5 X 34.4 mm
NAME - 6.6 X 45.4 mm



Aa Bb
Cc Dd
Ee Ff

USAGE
TYPEFACE
STYLE
FONT

LOGO
MANGSI
SERIF
REGULAR

Aa Cc Bb
Ee Dd Ff
Gg Hh Ii

USAGE
TYPEFACE
STYLE

FONT

BRAND COLLATERAL
SOURCE SERIF VARIABLE
SERIF

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RrEeGgUuLlAaRr
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LlIiGgHhTt
EeXxTtRrAa LlIiGgHhTt

Aa Bb Cc

Dd Ee Ff

Gg Hh Ii

TYPEFACE
STYLE

FONT

ITC Avant Garde Gothic Std
SANS SERIF

BOOK

Aa Bb Cc

Dd Ee Ff

Gg Hh Ii

TYPEFACE
STYLE

FONT

LUXI MONO
SLAB SERIF

RrEeGgUuLlAaRr
BbOoLlDd

Feb 27th, 2023



To,

Andrew Tran

#221, Brigade Avenue,
Broadway street, South
Manhattan, NYC, 334007.

From,

La Tranquill

Dear Mr. Andrew,

This is with reference to your application for the internship and the subsequent discussion you had with us at the interview on February 20th, 2020, on the following terms and conditions. iquip ex ea commodo consequat. Duis autem vel eum.

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View on February 20th, 2020, on the following terms. Nulla facilisis at vero eros et accumsane iuriure dolor in hendrerit in vulputate.

Yours Sincerely,

#2197, Champ de mars, 5th avenue,
Gros-Ciallou, 75007, Paris, France.

+33 - 3873 - 4421
latranquill1891@gmail.com

SOURCE SERIF VARIABLE SERIF

RrOoMmAaNn
RrEeGgUuLlAaRr
BbOoLlDd
LlIiGgHhTt
EeXxTtRrAa LlIiGgHhTt

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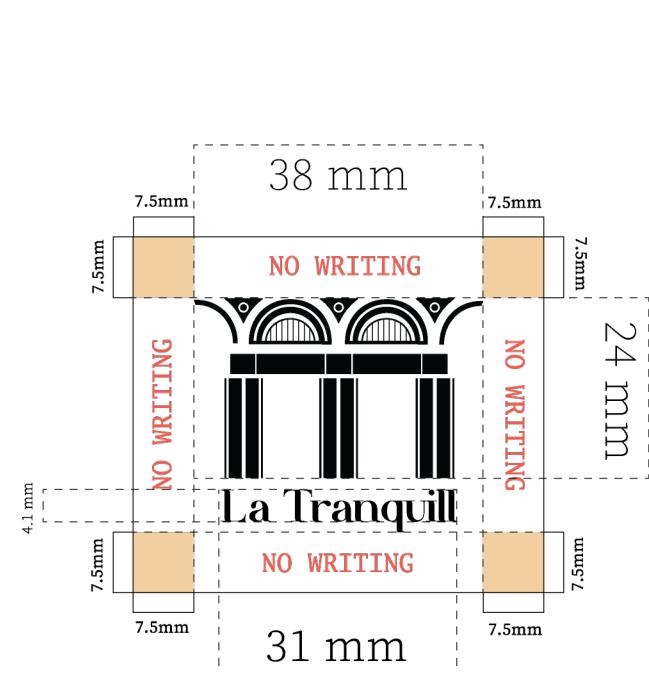
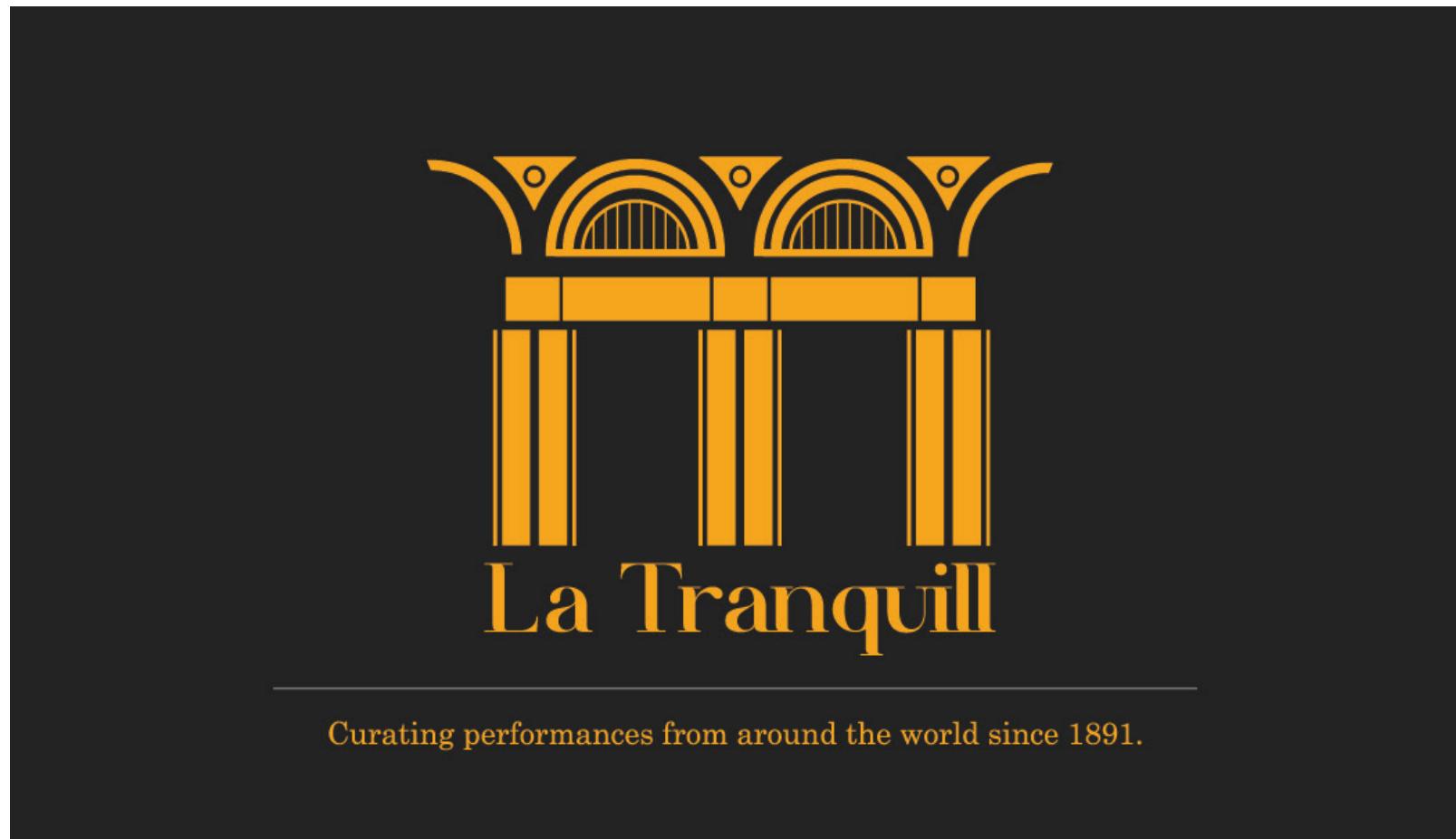


La Tranquill

MANGSI
SERIF
REGULAR

SIZE B

LOGO - 38 x 24 mm
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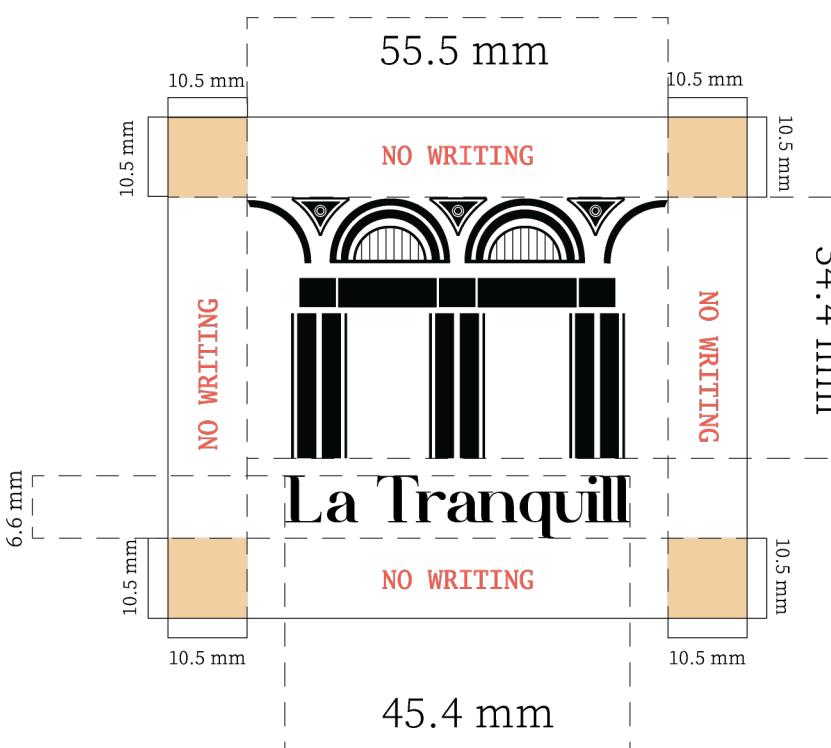
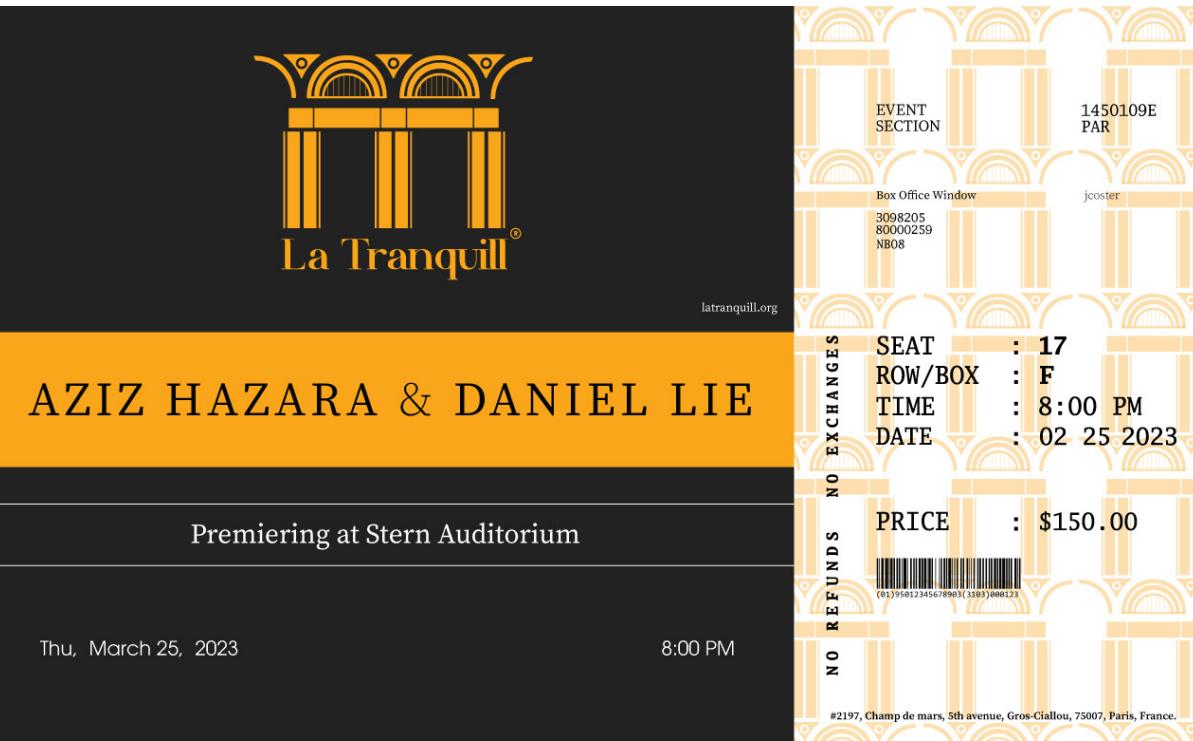
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REGULAR



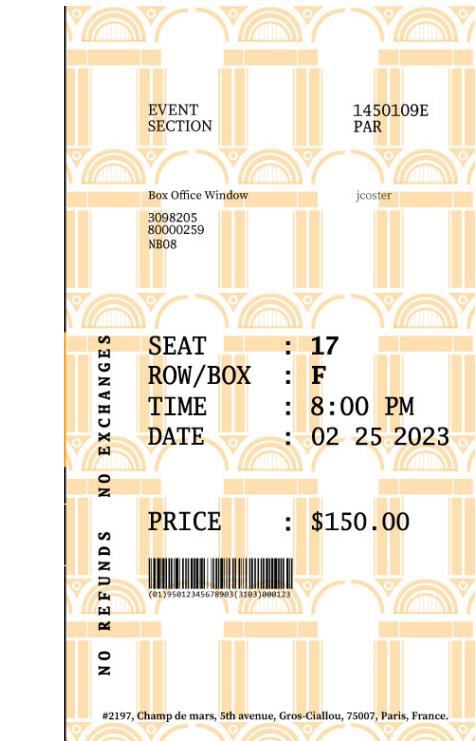
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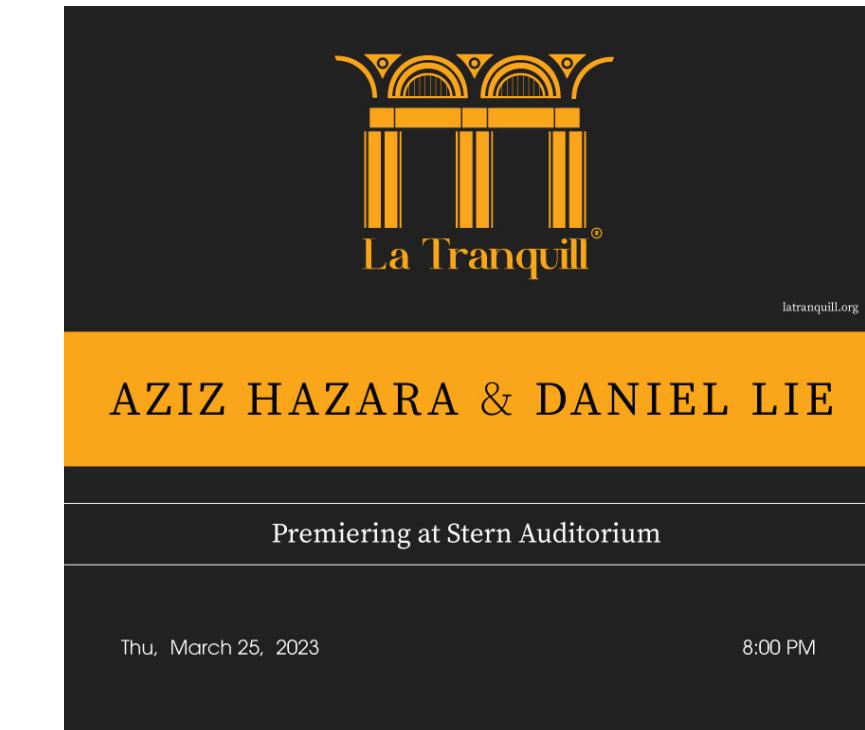
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LUXI MONO
SLAB SERIF
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SERIF

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BbOoLlDd
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EeXxTtRrAa LlIiGgHhTt

