

GRAPHIC STANDARDS



HANDCRAFTED ARTISAN FESTIVAL

~ EST. 2013 • APPLETON, WISCONSIN ~

BRAND OVERVIEW

MILE OF MUSIC is an annual music festival featuring original music hosted in Downtown Appleton, Wisconsin. Established in 2013, Mile of Music takes place in August and draws hundreds of original artists and thousands of attendees from the Midwest and the national and international music scene.

Appleton native, national recording artist and singer/songwriter Cory Chisel serves as music curator for Mile of Music, not to mention performer and all-around host.

The Mile of Music brand is built on the authentic, original music that is the heart of the festival and on the location of Downtown Appleton. The overall feel of all materials focuses on music and community.

SPECIAL NOTE

Profits from the Mile of Music Festival support two funds:

The Mile of Music Education Fund, within the Appleton Education Foundation, funds more music opportunities within the Appleton public schools.

A Creative Downtown Fund will provide seed money for projects that will help color a creative economy and keep Downtown Appleton strong, vibrant and creative!

LOGO SPECIFICATIONS



Primary Logo

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Logo and Tagline

LOGO SPECIFICATIONS



AUGUST 7-10, 2014
HANDCRAFTED ARTISAN FESTIVAL
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Logo, Date and Tagline

LOGO VARIATIONS



Shaded logo with reflection
For use on medium colored/image backgrounds

LOGO VARIATIONS



Text Only Logo
White on Blue Background is Preferred



Text Only Logo
White on Black Background or a Dark Image is Acceptable



Text Only Logo
Blue on Yellow Background or Light to Medium Image is
Acceptable, but not preferred

COLOR PALETTES

TYPOGRAPHY

WHITE

PMS: N/A
CMYK: 0, 0, 0, 0
RGB: 255, 255, 55

YELLOW

PMS: 123C
CMYK: 0, 18, 85, 0
RGB: 47, 67, 95

BLUE

PMS: 540C
CMYK: 100, 65, 20, 24
RGB: 36, 77, 120

BLACK

PMS: Pantone Process K
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

DEEP BLACK

PMS: Pantone Black 6C
CMYK: 60, 60, 60, 100
RGB: N/A

Primary Mile of Music Brand Colors

ACCENT BLUE

PMS: N/A
CMYK: 85, 50, 0, 0
RGB: 70, 117, 184

DEEP BLUE

PMS: N/A
CMYK: 89, 73, 25, 33
RGB: 50, 64, 101

RED

PMS: N/A
CMYK: 00, 100, 95, 0
RGB: 204, 34, 45

DEEP BURGUNDY

PMS: N/A
CMYK: 58, 100, 81, 30
RGB: 88, 35, 50

Additional Blues

Accent Reds

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!&*?;,:.<>/~

Primary Font: A LOVE OF THUNDER
(available as all caps only)

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!& ?;: /

Secondary Font: Frank Lloyd Wright
(available as all caps only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ~!@#\$%&* <>?";:

Additional Font: Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ~!@#\$%&* <>?";:

Additional Font: Gothic 821 BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abc'defghijklmnopqrs'tuvwxyz
1234567890 ~!@ ~\$%&* p@?";:

Additional Font: Notepad

MILE OF MUSIC
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2/2014

Additional questions and requests may
be directed to:

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