GRAPHIC STANDARDS



HANDCRAFTED ARTISAN FESTIVAL

~ EST. 2013 · APPLETON, WISCONSIN ~

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!



Primary Logo



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AUGUST 7-10, 2014

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Logo and Tagline

Logo, Date and Tagline

LOGO VARIATIONS

LOGO VARIATIONS





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



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



CMYK: 0. 0. 0. 0

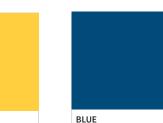
RGB: 255, 255, 55



PMS: 123C

CMYK: 0. 18, 85, 0

RGB: 47, 67, 95



PMS: 540C





BLACK PMS: Pantone Process K CMYK: 100, 65, 20, 24 CMYK: 0, 0, 0, 100 RGB: 0. 0. 0 RGB: 36, 77, 120

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

Primary Mile of Music Brand Colors



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



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

Additional Blues



CMYK: 00, 100, 95, 0 RGB: 204, 34, 45



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

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

ABCDEF GHIJKLMNOP GRSTUWXYZ abcdef ghijk/mnopgrstuvwxyz 1234567890 ~1.0~#%&* &@?";

Additional Font: Notepad

MILE OF MUSIC GRAPHIC STANDARDS 2/2014

Additional questions and requests may be directed to:

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