



ÍC Indianapolis Children's Choir

2021-2022 BRAND GUIDE

BRAND COLORS

HOUSE TYPEFACES

LOGO VERSIONS

BRAND IMAGES

DESIGN ELEMENTS

Acceptable Typefaces And Brand Colors

MAIN TYPEFACES

Families in this typeface can be used.

Cambria

Lorem ipsum
dolor sit amet

Open Sans

Lorem ipsum
dolor sit amet

SEASON TYPEFACES (TBD)

Families in this typeface can be used.

Madina

*Lorem ipsum
dolor sit amet*

BEBAS

**LOREM IPSUM DOLOR
SIT AMET**

PRIMARY BRAND COLORS



Pantone 534 C
1c355e
C: 95 M: 74 Y: 7 K: 44
R: 27 G: 54 B: 93



Pantone Cool Gray 9 C
76777b
C: 56 M: 47 Y: 43 K: 10
R: 118 G: 119 B: 123



Pantone Cool Gray 5 C
b1b1b1
C: 32 M: 25 Y: 26 K: 0
R: 177 G: 177 B: 177

SECONDARY BRAND COLORS



Pantone 7409 C
e8b146
C: 100 M: 33 Y: 98 K: 0
R: 232 G: 177 B: 70



Pantone 369 C
60a511
C: 68 M: 12 Y: 100 K: 1
R: 96 G: 165 B: 17



Pantone 1795 C
0083c2
C: 83 M: 39 Y: 2 K: 0
R: 0 G: 131 B: 194



Pantone 1795 C
d8292f
C: 9 M: 97 Y: 92 K: 1
R: 216 G: 41 B: 47

TERTIARY BRAND COLORS



Pantone 7732 C
01783f
C: 89 M: 28 Y: 98 K: 16
R: 1 G: 120 B: 63



Pantone 269 C
522d6e
C: 81 M: 97 Y: 25 K: 12
R: 82 G: 45 B: 110



Pantone Violet C
413287
C: 91 M: 100 Y: 5 K: 1
R: 65 G: 50 B: 135



Pantone 527 C
8231a7
C: 61 M: 91 Y: 0 K: 0
R: 130 G: 49 B: 167



Pantone 2995 C
04a6e1
C: 73 M: 17 Y: 0 K: 0
R: 4 G: 166 B: 225



Pantone 1585 C
fc6c0f
C: 0 M: 71 Y: 100 K: 0
R: 252 G: 108 B: 115



Pantone 710 C
e53d51
C: 4 M: 91 Y: 65 K: 0
R: 229 G: 61 B: 81



Pantone Yellow C
fcd000
C: 3 M: 9 Y: 100 K: 0
R: 252 G: 220 B: 0

ANY OPACITY OF THESE COLORS IS ACCEPTED

Acceptable Versions Of Our Logo

ICC LOGOS

Í **Ε** Indianapolis
Children's
Choir

Í **Ε** Indianapolis Children's Choir

Í **Ε** Indianapolis
Children's
Choir

Í **Ε** Indianapolis Children's Choir

Í **Ε** Indianapolis
Children's
Choir

Í **Ε** Indianapolis Children's Choir

Additional Logos

CICC LOGO

CÍE Columbus Indiana
Children's Choir

CÍE Columbus Indiana Children's Choir
Preparatory Choir

CÍE Columbus Indiana Children's Choir
Descant Choir

CÍE Columbus Indiana Children's Choir
Concert Choir

PRIMARY COLOR



Black

ACCENT COLORS



Pantone 1795 C



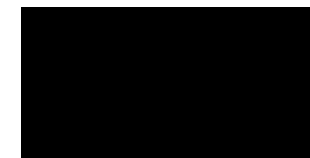
Pantone Cool Gray 9 C

AACC LOGO

 Anderson Area
Children's Choir
ARTISTICALLY ENRICHING LIVES

 Anderson Area
Youth Chorale
ARTISTICALLY ENRICHING LIVES

PRIMARY COLORS



Black



Pantone 534 C



Pantone 1795 C

Additional Logos

ICCAA LOGO



PRIMARY COLORS



Pantone 534 C



Pantone Cool Gray 9 C

ACCENT COLOR



Pantone 7409 C

PA LOGO



PRIMARY COLORS



Pantone 534 C



Pantone Cool Gray 5 C

ACCENT COLOR



Pantone 1795 C

Indianapolis Choir Logos

ICC CHOIR LOGOS

ÍE | Indianapolis Children's Choir
Early Childhood

ÍE | Indianapolis Children's Choir
Begining Level Choir

ÍE | Indianapolis Children's Choir
Kantorei

ÍE | Indianapolis Children's Choir
Foundations Choir

ÍE | Indianapolis Children's Choir
Octavo

ÍE | Indianapolis Children's Choir
Indy Voice II

ÍE | Indianapolis Children's Choir
Jubilate

ÍE | Indianapolis Children's Choir
Chamber

ÍE | Indianapolis Children's Choir
Indy Voice I

ÍE | Indianapolis Children's Choir
Preparatory Choir

ÍE | Indianapolis Children's Choir
Lyric

ÍE | Indianapolis Children's Choir
Master Chorale

Indianapolis Choir Location Logos

ÍÉ | Indianapolis Children's Choir
Preparatory Choir | Butler Level I

ÍÉ | Indianapolis Children's Choir
Preparatory Choir | Butler Level II

ÍÉ | Indianapolis Children's Choir
Preparatory Choir | Boone County

ÍÉ | Indianapolis Children's Choir
Preparatory Choir | Carmel

ÍÉ | Indianapolis Children's Choir
Preparatory Choir | Hendricks County

ÍÉ | Indianapolis Children's Choir
Preparatory Choir | Johnson County

ÍÉ | Indianapolis Children's Choir
Begining Level Choir | Boone County

ÍÉ | Indianapolis Children's Choir
Begining Level Choir | Carmel

ÍÉ | Indianapolis Children's Choir
Begining Level Choir | Fishers

ÍÉ | Indianapolis Children's Choir
Begining Level Choir | Hendricks County

ÍÉ | Indianapolis Children's Choir
Begining Level Choir | Johnson County

CHOIR BRAND COLORS



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 1585 C

CHOIR ACCENT COLOR



Pantone Violet C



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 710 C

CHOIR ACCENT COLOR



Pantone Yellow C



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 1795 C

CHOIR ACCENT COLOR



Pantone Violet C

BEGINING CHOIR BRAND COLORS



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 369 C

CHOIR ACCENT COLOR



Pantone 710 C



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 7732 C

CHOIR ACCENT COLOR



Pantone 710 C



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 7732 C

CHOIR ACCENT COLOR



Pantone 710 C

ADVANCED CHOIR BRAND COLORS



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 1795 C

CHOIR ACCENT COLOR



Pantone 7409 C



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 7409 C

CHOIR ACCENT COLOR



Pantone 2995 C



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 1795 C

CHOIR ACCENT COLOR



Pantone 7409 C

INTERMEDIATE CHOIR BRAND COLORS



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 527 C

CHOIR ACCENT COLOR



Pantone 7732 C



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone 269 C

CHOIR ACCENT COLOR



Pantone 7732 C



PRIMARY CHOIR COLORS



Pantone 534 C



Pantone Cool Gray 9 C



Pantone Cool Gray 5 C



Pantone Violet C

CHOIR ACCENT COLOR



Pantone 7732 C

Unacceptable Uses Of Our Logos

UNACCEPTABLE USES



Do not rotate the logo
in any direction



Do not use the logo
in other colors



Do not outline the logo
text



Do not add or remove
any element to the

Acceptable Brand Images



SEE ICC CONTACT FOR ADDITIONAL IMAGERY

Design Elements

