INTRODUCTION
CENTENNIAL LOGO
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INCORRECT LOGO USE
The purpose of these guidelines is to explain the components of the Dave Brubeck Centennial visual identity program to define its graphic design standards, and to illustrate how these standards are applied.

Many of the standards depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic.

Adhering to these graphic design standards will ensure continuity, a high standard of quality, and a clear, consistent identity for the Dave Brubeck Centennial Office.

Please note that the name and likeness of Dave Brubeck are protected by trademark. For permission to use this logo on merchandise, for sale or giveaway, please contact licensing@davebrubeck.com.

The logo may be used on any and all Centennial-related promotional materials for events between:

1 June 2019 and 31 December 2021

The logo files may be downloaded by following the Dropbox link below.

Click here to download!

Please use the hashtag #Brubeck100 in your social media promotion and follow us.
**Logo Elements**
The centennial logo contains both wordmark and symbol, the former referring to text elements and latter referring to the classic Brubeck glasses icon. It should be presented only in the approved formats shown in this style guide.

**Note**
Always use the original and approved art. Do not redraw, alter, or recreate the logo in any way.
03 - 1  SPACING & SIZING

**Adequate Spacing**

Please allow clear space on all sides, two times the width of the letter “D” in the wordmark.

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**STANDARD VERSION**

*for use at .75” or larger*

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**SMALL SCALE VERSION**

*for use no smaller than .25”*
**Adequate Spacing**

Please allow clear space on all sides, at least the width of the letter “D” in the wordmark.
**Color Specifications**

HEX codes are provided to ensure the appearance of colored elements remains consistent.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>#ffffff</td>
</tr>
<tr>
<td>Brubeck Grey 1</td>
<td>#9b9b9a</td>
</tr>
<tr>
<td>Brubeck Grey 2</td>
<td>#4a4b4b</td>
</tr>
<tr>
<td>Brubeck Yellow</td>
<td>#ce9335</td>
</tr>
</tbody>
</table>
05 TYPOGRAPHY

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**Wordmark**

**Heiti TC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@&#$*()+-_

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**Sub-heading**

**DIN CONDENSED BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@&#$*()+-_

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**Body Copy for Print & Web**

**Open Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?@&#$*()+-_
Use in Varying Applications

When placing the logo over a solid color or photograph, make sure that the color of the logo is in sufficient contrast to the background to ensure visibility.

Examples
Select a logo variation with the best visibility against the chosen background color.
VARIATIONS

Use in Varying Applications
When placing the logo over a solid color or photograph, make sure that the color of the logo is in sufficient contrast to the background to ensure visibility.

Examples
Select a logo variation with the best visibility against the chosen background color.
Use in Varying Applications
When placing the logo over a solid color or photograph, make sure that the color of the logo is in sufficient contrast to the background to ensure visibility.

Examples
Select a logo variation with the best visibility against the chosen background color.
Please Refrain from the Following Uses
Always reproduce the logo from original artwork and avoid improper logo usage illustrated here.

- Do not use an alternative typeface
- Do not distort or stretch
- Do not shift logo elements
- Do not redraw the glasses
- Do not change symbol size
- Do not make outlines