Introduction to the Leonard Bernstein at 100 Logo Guide

In an effort to assemble all of the events of the Leonard Bernstein Centennial under one unifying image, we engaged designers at Chermayeff & Geismar & Haviv to create a logo for the celebration.

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

25 August 2017 and 25 August 2019

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

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

[Click here to download!]

Please use the hashtag #BernsteinAt100 in your social media promotion and follow us on Facebook.com/LeonardBernstein and Twitter @LennyBernstein.
1. Centennial Logo
2. Color Palette
3. Use on Various Backgrounds
4. Incorrect Logo Use
1.1 Centennial Logo
Horizontal and Vertical Lockup

Symbol
The Symbol is a combination of a bold red “B”—representing Bernstein’s name—and a specially drawn G-clef. The symbol creates a close association between the Bernstein name and the field of music.

Wordmark
The wordmark for the centennial logo comprises his name and the phrase “at 100.” After the centennial, the phrase will change to “office” (see page 1.2).

Centennial Logo
The centennial logo is the combination of the symbol and wordmark with the phrase “at 100.” It should be presented only in the approved horizontal or vertical lockup as shown at right.

Note: Always use the original and approved art. Do not redraw, alter, or recreate the logo in any way.
1.1

**Centennial Logo**

**Spacing and Sizing**

**Clear Space**
To ensure its integrity and visibility, the logo should be kept clear from competing text, images, and graphics. It must be surrounded on all sides by an adequate clear space, two times the cap height of the letter “L” in the wordmark.

**Small Scale Version**
For use in small scale, an alternate logo with a thicker clef has been developed. Use this version for all situations when symbol height is less than 0.5” high, but no smaller than 0.3125” high.

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**Clear Space**
To ensure its integrity and visibility, the logo should be kept clear from competing text, images, and graphics. It must be surrounded on all sides by an adequate clear space, equal to the height of the top half of the B shape of the symbol.

**Small Scale Version**
For use in small scale, an alternate logo with a thicker clef has been developed. Use this version for all situations when symbol height is less than 0.5” high, but no smaller than 0.3125” high.

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**Clear Space**
To ensure its integrity and visibility, the logo should be kept clear from competing text, images, and graphics. It must be surrounded on all sides by an adequate clear space, two times the cap height of the letter “L” in the wordmark.

**Small Scale Version**
For use in small scale, an alternate logo with a thicker clef has been developed. Use this version for all situations when symbol height is less than 0.5” high, but no smaller than 0.3125” high.

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**Standard Version:**
For use only when symbol height is .5” and larger.

**Small Scale Version:**
For use only when symbol height is less than .5” but no smaller than .3125”.

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**Standard Version:**
For use only when symbol height is .5” and larger.

**Small Scale Version:**
For use only when symbol height is less than .5” but no smaller than .375”.
The use of color is an important aspect of the Leonard Bernstein identity. The primary colors are Bernstein Red and Bernstein Black. The wordmark color should be shown in Bernstein Gray when the background color is dark or black. These make up the logo colors and should always be used whenever possible.

**Color Specifications**
Pantone® Spot Colors, as well as 4/C process colors, are specified for print use. RGB and HTML specifications are for use with on-screen and web applications, and are provided for a consistent appearance.

### Bernstein Red
- PMS: 485
- CMYK: 0, 95, 95, 0
- RGB: 230, 43, 30
- HEX: E62B1E

### Bernstein Black
- PMS: Black
- CMYK: 0, 0, 0, 100
- RGB: 0, 0, 0
- HEX: 000000

### Bernstein Gray
- PMS: 428
- CMYK: 12, 6, 6, 12
- RGB: 195, 200, 200
- HEX: C3C8C8
Logos Use on Solid Backgrounds
The full color version of the logo should be used whenever possible. When it is not possible to use a full color version of the logo, because of background color, material, or limited production, it may be reproduced as black, or knocked out to all white.

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

Logos Use with Photography
Shown are examples of the correct way to use the Bernstein logo with photography. The full color version of the logo should be used wherever possible. When there is not sufficient contrast between the full color version and the background, it may be reproduced as black, or knocked out to all white.

Because every image is different, be sure to choose a color with a strong contrast to the background. Place the logo in an area of the image that is not busy in order to avoid competition.
For maximum impact and overall consistency, it is important to protect the integrity of the logo. Always reproduce the logo from original artwork and avoid improper logo usage illustrated here. These examples apply to all lockup varieties.

## Incorrect Logo Use

<table>
<thead>
<tr>
<th>Incorrect Use</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Leonard Bernstein at 100" /></td>
<td>Do not remove the clef</td>
</tr>
<tr>
<td><img src="image2" alt="Leonard Bernstein at 100" /></td>
<td>Do not fill the clef</td>
</tr>
<tr>
<td><img src="image3" alt="Leonard Bernstein at 100" /></td>
<td>Do not redraw the clef</td>
</tr>
<tr>
<td><img src="image4" alt="Leonard Bernstein at 100" /></td>
<td>Do not change the positioning of the symbol to the wordmark</td>
</tr>
<tr>
<td><img src="image5" alt="Leonard Bernstein at 100" /></td>
<td>Do not use an alternative typeface</td>
</tr>
<tr>
<td><img src="image6" alt="Leonard Bernstein at 100" /></td>
<td>Do not use @ sign</td>
</tr>
<tr>
<td><img src="image7" alt="Leonard Bernstein at 100" /></td>
<td>Do not make outlines</td>
</tr>
<tr>
<td><img src="image8" alt="Leonard Bernstein at 100" /></td>
<td>Do not change the color of the logo elements</td>
</tr>
<tr>
<td><img src="image9" alt="Leonard Bernstein at 100" /></td>
<td>Do not change symbol size</td>
</tr>
<tr>
<td><img src="image10" alt="Leonard Bernstein at 100" /></td>
<td>Do not distort or stretch</td>
</tr>
<tr>
<td><img src="image11" alt="Leonard Bernstein at 100" /></td>
<td>Do not add shadows</td>
</tr>
<tr>
<td><img src="image12" alt="Leonard Bernstein at 100" /></td>
<td>Do not rotate the logo</td>
</tr>
<tr>
<td><img src="image13" alt="Leonard Bernstein at 100" /></td>
<td>Do not insert a photo into the symbol</td>
</tr>
<tr>
<td><img src="image14" alt="Leonard Bernstein at 100" /></td>
<td>Do not add bevel or emboss</td>
</tr>
<tr>
<td><img src="image15" alt="Leonard Bernstein at 100" /></td>
<td>Do not create a 3D mark</td>
</tr>
</tbody>
</table>