

Leonard Bernstein at 100
Centennial Logo Guide



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
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1.1

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.

Centennial Logo

Horizontal and Vertical Lockup



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.



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".



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.



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".



1.2

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.



Color Palette

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

1.3

Logo Use on Various Backgrounds

Logo 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.



Logo 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.



1.4

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



Do not remove the clef



Do not fill the clef



Do not redraw the clef



Do not change the positioning of the symbol to the wordmark



Do not use an alternative typeface



Do not use @ sign



Do not make outlines



Do not change the color of the logo elements



Do not change symbol size



Do not distort or stretch



Do not add shadows



Do not rotate the logo



Do not insert a photo into the symbol



Do not add bevel or emboss



Do not create a 3D mark

