



DAVE  
BRUBECK

100 YEARS • VISIONARY MUSICIAN

## STYLE GUIDE

DAVE BRUBECK CENTENNIAL • LOGO & BRANDING

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03	SPACING & SIZING
04	COLOR PALETTE
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# 01 INTRODUCTION

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](mailto: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.



## 02 CENTENNIAL LOGO

Horizontal & Vertical Lockup

### *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.



DAVE  
BRUBECK  
100 YEARS



LOGO COLOR

DAVE  
BRUBECK  
100 YEARS

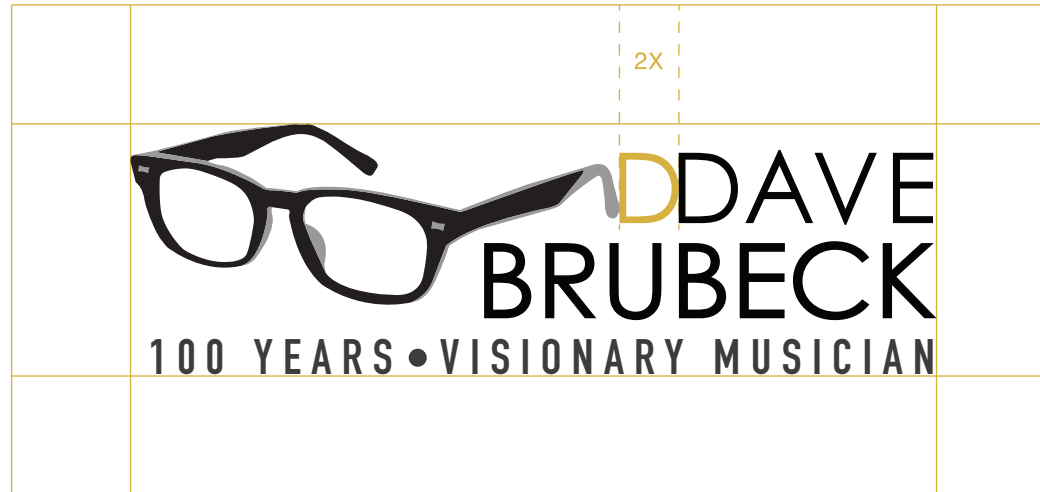


LOGO B&W



INCLUDING  
WEB ADDRESS

# 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*



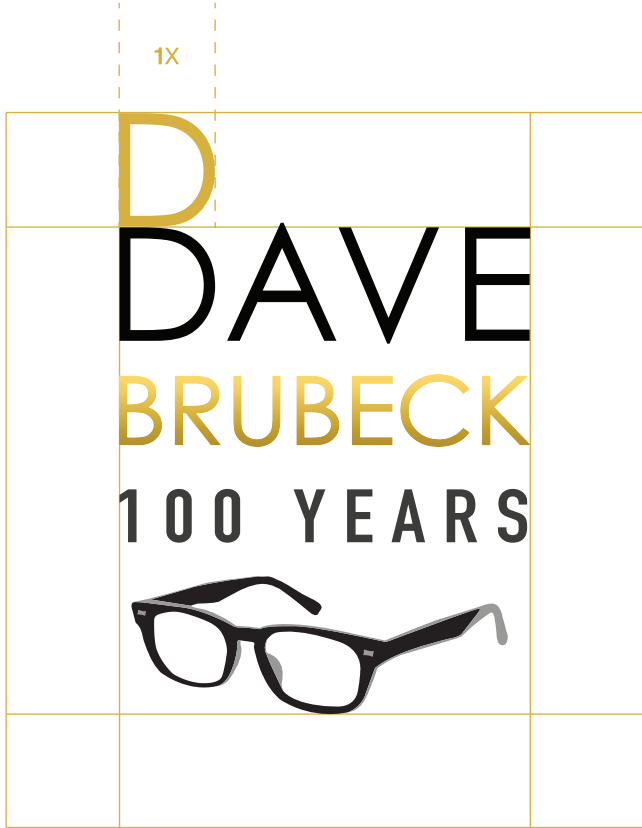
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### SMALL SCALE VERSION

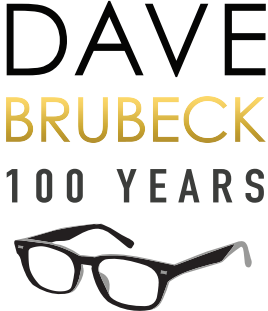
*for use no smaller than .25"*



# 03-2 SPACING & SIZING



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



**STANDARD VERSION**  
*for use at .5” or larger*

## 04 COLOR PALETTE

### *Color Specifications*

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

White  
#ffffff

Brubeck Grey 1  
#9b9b9a

Brubeck Grey 2  
#4a4844

Brubeck Yellow  
#ce9335

## 05 TYPOGRAPHY

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Wordmark

Heiti TC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@&#\$(\*)+ -\_

---

Sub-heading

**DIN CONDENSED BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@&#\$(\*)+ -\_**

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Body Copy for Print & Web

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

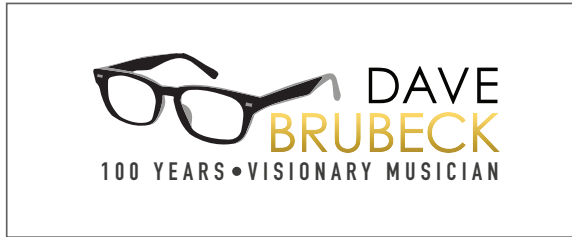
1234567890!@&#\$(\*)+ -\_



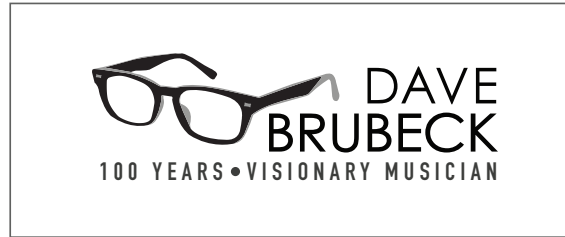
# 06-1 VARIATIONS

## 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.



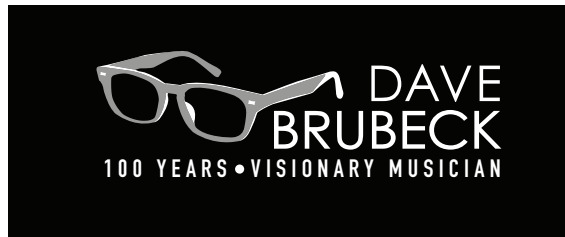
Horizontal - Color



Horizontal - B&W



Horizontal - Light Color



Horizontal - Light



Horizontal - White



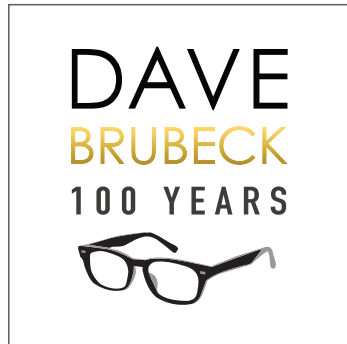
## Examples

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

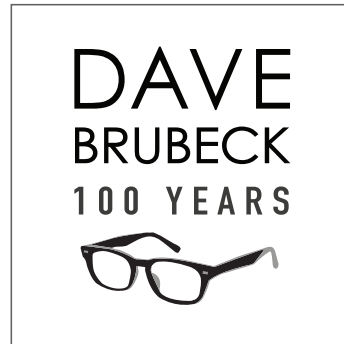
## 06-2 VARIATIONS

### *Use in Varying Applications*

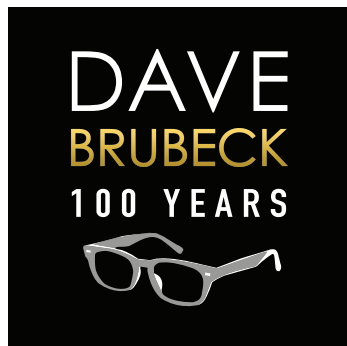
When placing the logo over a solid color or photograph, make sure that the color of the logo is in sufficient contrast to the background to ensure visibility.



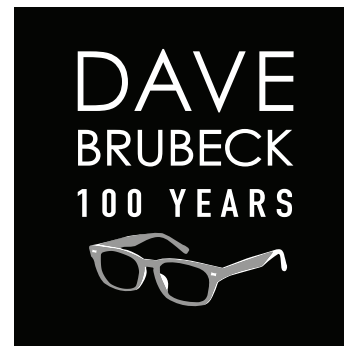
Vertical - Color



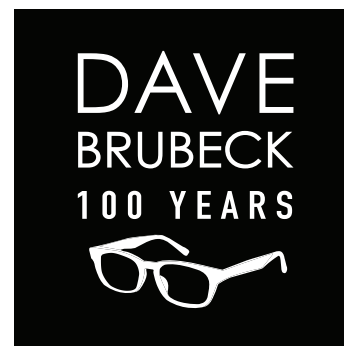
Vertical - B&W



Vertical - Light Color



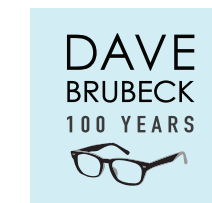
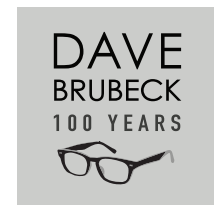
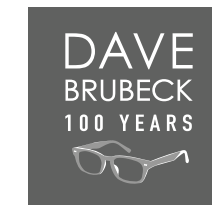
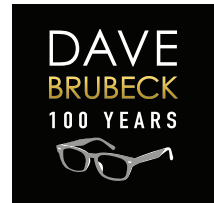
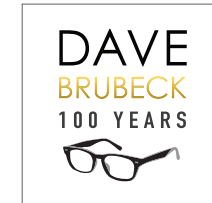
Vertical - Light



Vertical - White

### *Examples*

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



## 06-3 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.



Glasses - Dark



Glasses - Light



Glasses - White

### *Examples*

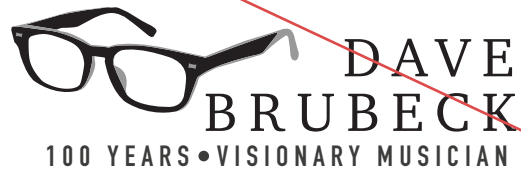
Select a logo variation with the best visibility against the chosen background color.



## 07 INCORRECT LOGO USE

### *Please Refrain from the Following Uses*

Always reproduce the logo from original artwork and avoid improper logo usage illustrated here.



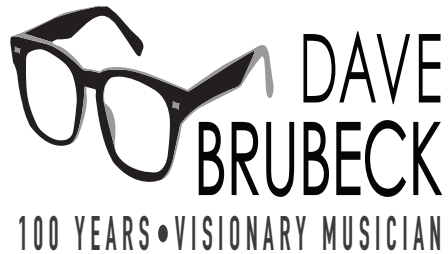
Do not use an alternative typeface



Do not shift logo elements



Do not redraw the glasses



Do not distort or stretch



Do not change symbol size



Do not make outlines