



Lynchburg Symphony Youth Orchestra Logo and Visual Identity Usage Guidelines



General Guidelines

The Lynchburg Symphony Youth Orchestra logo is comprised of the LSYO logo. Use of the Lynchburg Symphony Youth Orchestra logo must follow the guidelines in this document. Any other use or derivation of the logo and/or its various elements is prohibited.

Questions about logo use should be directed to the LSYO at the contact email address or phone number listed below.

- The LSYO logo may only be used for official business, including LSYO-approved advertising, promotion, and by news media. Companies, individuals and organizations seeking to use the LSYO logo must first request permission.
- Placement of the logo on non-LSYO materials (physical or digital) does not constitute an association or sponsorship between the LSYO and entities that use the logo.
- The logo may not be used to suggest or imply that the LSYO endorses any product, company, individual, cause or organization.
- The logo may not be used to raise funds for any entities outside the Lynchburg Symphony Youth Orchestra.
- Only an official version of the logo may be used. Contact the LSYO office for file formats not provided on the website.
- The logo may not be used on merchandise other than that sponsored by the Lynchburg Symphony Youth Orchestra.
- When using the logo, ensure it is not crowded by text or other graphic elements.
- Do not add other graphic elements to the logo. It must be used as designed.

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Lynchburg, VA 24504

Phone: (434) 845-6604

Email: info@lynchburgsymphony.org

Logo Elements & Placement

Elements in the Lynchburg Symphony Youth Orchestra logo are illustrated below. Users may not substitute other fonts, alter the logo color, or change the placement of logo elements. For color printing, the logo must be displayed in the color indicated. Use of other colors for the logo is not permitted.

Font

Lynchburg Symphony Youth Orchestra — Futura Family



LSYO Color



Orange: C = 1 M = 47 Y = 77 K = 0

Approved Uses of Logo Versions

Use of any other background color than those illustrated here must have a high level of contrast with the logo color, while not conflicting with the main color. The proportions of all elements in any use of the logo must remain as illustrated.

LSYO with white box background



LSYO with transparent background



Examples of Prohibited Uses of the LSYO Logo

These are only a few examples of inappropriate uses of the logo. In general, the logo must not be skewed, filled with a texture or comprise any colors, shapes or styles than those illustrated for approved usage.

