



Logo and Visual Identity Usage Guidelines

General Guidelines

The Lynchburg Symphony Orchestra logo is comprised of the LSO lettering, cello and title wording. Use of the Lynchburg Symphony 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 LSO at the contact email address or phone number listed below.

- The LSO logo may only be used for official business, including LSO-approved advertising, promotion, and by news media. Companies, individuals and organizations seeking to use the LSO logo must first request permission.
- Placement of the logo on non-LSO materials (physical or digital) does not constitute an association or sponsorship between the LSO and entities that use the logo.
- The logo may not be used to suggest or imply that the LSO endorses any product, company, individual, cause or organization.
- The logo may not be used to raise funds for any entities outside the Lynchburg Symphony Orchestra.
- Only an official version of the logo may be used. Contact the LSO 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 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.

Lynchburg Symphony Orchestra

621 Court Street
Lynchburg, VA 24504

Email: LSO@Ntelos.net

Phone: (434) 845-6604

Logo Elements & Placement

Elements in the Lynchburg Symphony Orchestra logo are illustrated below. Users may not substitute other fonts, alter the logo colors, or change the placement of logo elements.

For color printing, the logo must be displayed in the three colors indicated. Use of other colors for the logo is not permitted.

Font

Lynchburg Symphony Orchestra — Futura Bold



LSO Colors



L (dark orange) — C=0 M=70 Y=100 K=0



S (red) — C=0 M=100 Y=90 K=0



O (light orange) — C=0 M=35 Y=85 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 three logo colors, while not conflicting with the three colors. Only the cello and title wording may be used without the LSO lettering, but they must be used together. The proportions of all elements in any use of the logo must remain as illustrated. The components of the logo must be enlarged or reduced as a unit. See the next page for prohibited uses of the logo.

Color LSO with black cello and title (on white background only)



Gray scale LSO with black cello and title (on white background only)



Color LSO with white cello and title (on black background only)



Black cello and title (on white or very light solid background only)



White cello and title (on black or dark solid background only)



White entirely (on black or dark solid background only)



Examples of Prohibited Uses of the LSO 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 on approved usage page.

Slanted or stretched



White on low-contrast background



LSO lettering by itself



Elements enlarged by themselves

