

MN  
OPER  
A

**BRAND BOOK**

MAY, 2017

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# TELLING STORIES. TAKING RISKS.

Trailblazing. Risk taking. Love-inspiring. Lauded on the national stage. Minnesota Opera unites world-class artists, audiences and the greater community under one roof for unforgettable experiences of sound and vision. We push boundaries to take our form to new heights of creativity, innovation and sophistication, season after season.

Minnesota Opera. We reimagine opera.

MN  
O P E  
R  
A

THE LOGO

MN  
OPERA

## LOGO CONCEPT

The MN OPERA logo is built on a system of flexibility. The rotation of key letters within the logo shows that MN OPERA is always looking to present opera in unexpected ways.

A number of different logo orientations have been designed to work within this system, ranging from simple to complex.



## LOGO RANGE LEVEL 1

The logo orientations in this level feature the rotation of only the 'R'. These logos are the simplest and most readable orientations within the system.

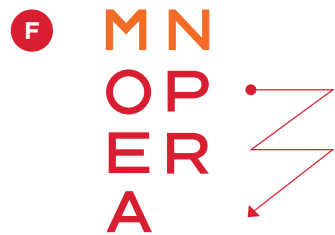
The choice to use these logos would focus on materials targeted towards audiences not familiar with the MN OPERA. It may also be chosen to be used on materials for traditional productions of familiar titles.

## LOGO RANGE LEVEL 2

The logo orientations in this level feature the rotation of the 'R' and the 'P'. These logos offer a bit more surprise.

The choice to use these logos would focus on materials targeted towards audiences who are familiar with the MN OPERA but less familiar with our reputation of pushing the boundaries of opera.





## LOGO RANGE LEVEL 3

The logo orientations in this level are the most ambitious, and some of the most fun. In each of these logos the word 'OPERA' reads in multiple directions.

The use of these logos offers something fresh on materials targeted towards MN OPERA enthusiasts. It also fits well when associated with productions and programming that pushes the boundaries of what's expected of the opera art form, such as the New Works Initiative.

*Note: in every logo orientation 'MN' is always paired together and never rotated.*



MN  
OPEQA

*2 - color version Pantone XXX  
and Pantone XXX*

MN  
OPEQA

*1 - color version Pantone XXX  
and Pantone XXX*

MN  
OPEQA

*Black only version*

## LOGO COLOR VARIATIONS

The logo has been designed to work in multiple color options which can be used based on the visual application of the logo, and printing limitations.

When the logo appears on a field of color or photograph the reversed (white) version should be used.



*Reversed version*



*Reversed version*

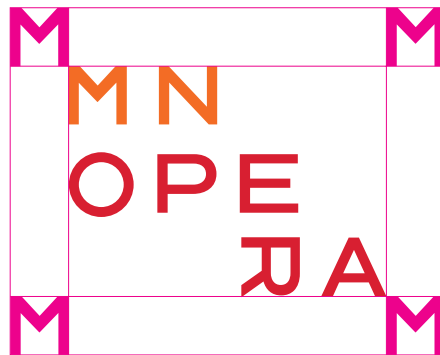
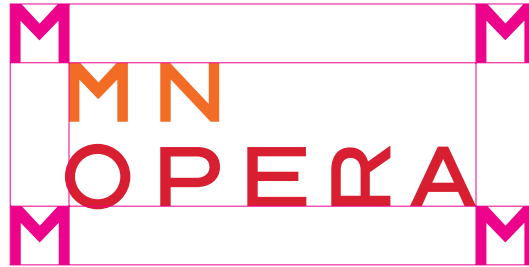


*Reversed version*

## LOGO CLEAR SPACE

The logo should be given clear space upon which other text and graphic elements cannot occupy. This is done to prevent unintended lock-ups with other elements and confusion.

A clear space equal to the width and height of the “M” should be kept around the logo in all applications.



*Examples above show the appropriate amount of clear space for 2 logo orientations. The same principle should be applied to all logo orientations.*

MN  
OPERA

620 North First Street, Minneapolis, MN 55401

MN  
OPERA

mnopera.org | 612-333-6669

MN  
OPERA

mnopera.org

*The examples shown above are the only exceptions to the logo clear space rule. All other elements must respect the logo clear space rule.*

## LOGO ADDRESS LOCK UPS

In applications where the logo needs to stand alone or used as a return mailing address, the address lock ups should be used.

The examples shown are the only approved address lock ups. Do not create new address lock ups.

*For application examples see pages 26, and 27.*





*The logo should not have all characters right-reading*



*Do not rotate other letters in the logo.*



*Do not use any part of the logo on its own.*



*Do not rotate the logo.*



*Do not use colors other than those prescribed in this document.*



*Do not recreate the logo. The logo letters have been specifically designed to work in multiple orientations. Use only the provided logo files.*

## UNAPPROVED LOGO USAGE

With the flexibility afforded by the identity system, it's important to maintain consistency. Do not alter the logo or use it in anyway not specified in these guidelines. If you have a question about a specific usage, contact the Communications Department for approval.

0.5"  
or less



## LOGO MINUSCULO

For very small applications measuring 0.5" or less the 'Minusculo' logo version can be used. This logo should be used sparingly so that it doesn't compete with the primary logos.

When possible, the use of the Minusculo logo should be reserved for audiences that are already familiar with the MN OPERA identity.

*For application example see page 31.*

## “ARIA” LOGO PLACEMENT

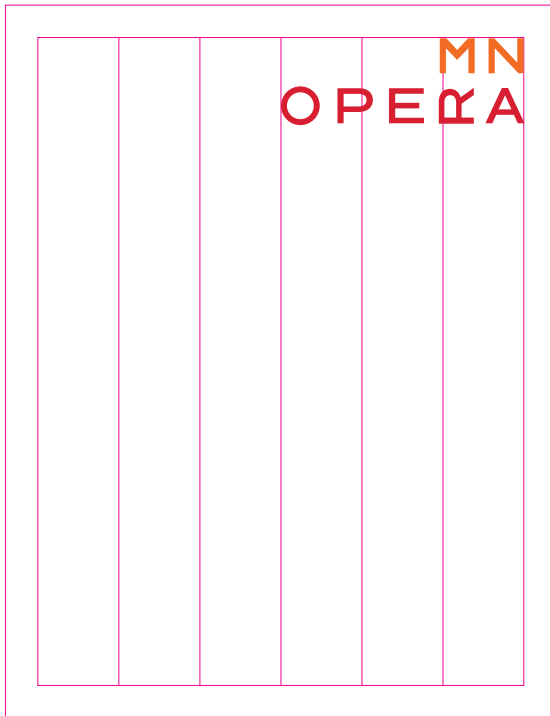
For materials that feature MN OPERA center stage, the ‘Aria’ page position should be used.

This page position always features the logo prominently at the **top of the page**. The logo size can vary **between 1/2 and 1/3 the width of the page**. The logo can be positioned **either on the left or right side of the page**.

*For application examples see pages 27, 28, and 31.*



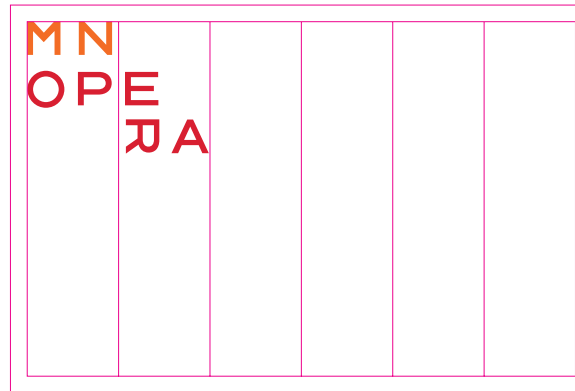
1/2 of width



8.5" x 11"

Top of page, left or right side placement

1/3 of width



6" x 9"

## “ENSEMBLE” LOGO PLACEMENT

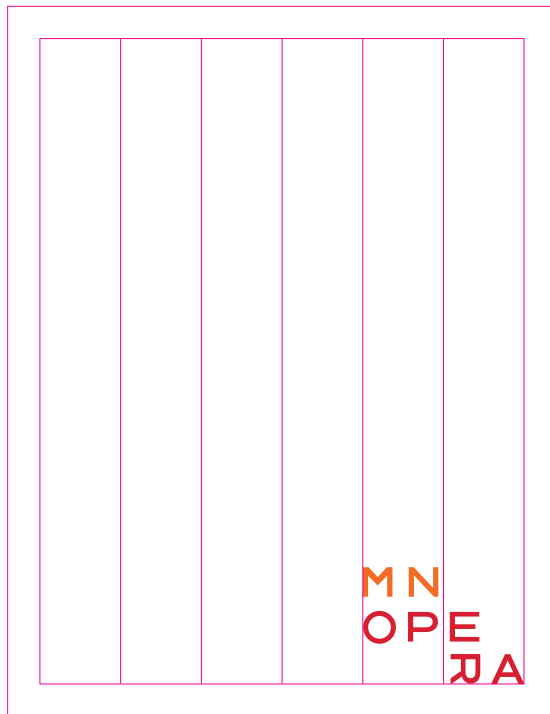
For materials that use the MN OPERA identity in a supporting role, or for materials focused on a specific production and its own unique branding, the ‘Ensemble’ page position should be used.

This page position always features the logo at the **bottom of the page**. The logo size should be **1/3 the width of the page**. The logo can be positioned **either on the left or right side of the page**.

*For application examples see pages 25 and 26.*

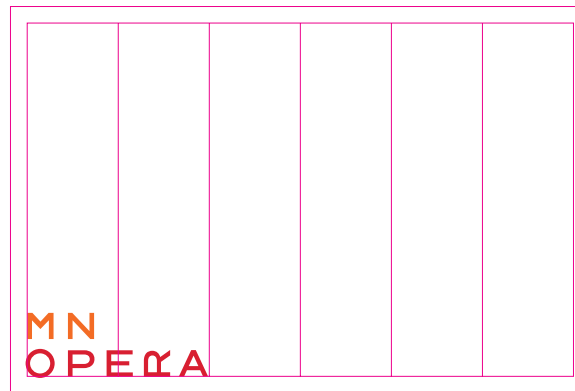


8.5" x 11"



1/3 of width

6" x 9"



1/3 of width

*Bottom of page, left or right side placement*

**COLOR**



## Primary Brand Palette



**Opera Red**  
Pantone: 2347  
CMYK: 0c 90m 90y 0k  
RGB: 216, 31, 49  
Hex: d81e31



**Opera Orange**  
Pantone: 144  
CMYK: 0c 50m 100y 0k  
RGB: 243, 110, 37  
Hex: f26e25

## Accent Palette



**Accent Yellow**  
Pantone: 2004  
CMYK: 0c 20m 80y 0k  
RGB: 252, 203, 79  
Hex: fccb4f



**Accent Blue**  
Pantone: 2199  
CMYK: 70c 17m 20y 0k  
RGB: 66, 166, 191  
Hex: 42a6bf



**Accent Slate**  
Pantone: 2377  
CMYK: 80c 60m 50y 30k  
RGB: 57, 79, 90  
Hex: 394f5a



**White**



**80% Black**  
Pantone: Cool Gray 11  
CMYK: 0c 0m 0y 80k  
RGB: 65, 65, 65  
Hex: 414141



**VIP Black**  
Pantone: Black  
CMYK: 0c 0m 0y 100k  
RGB: 0, 0, 0  
Hex: 000000

## COLOR PALETTE

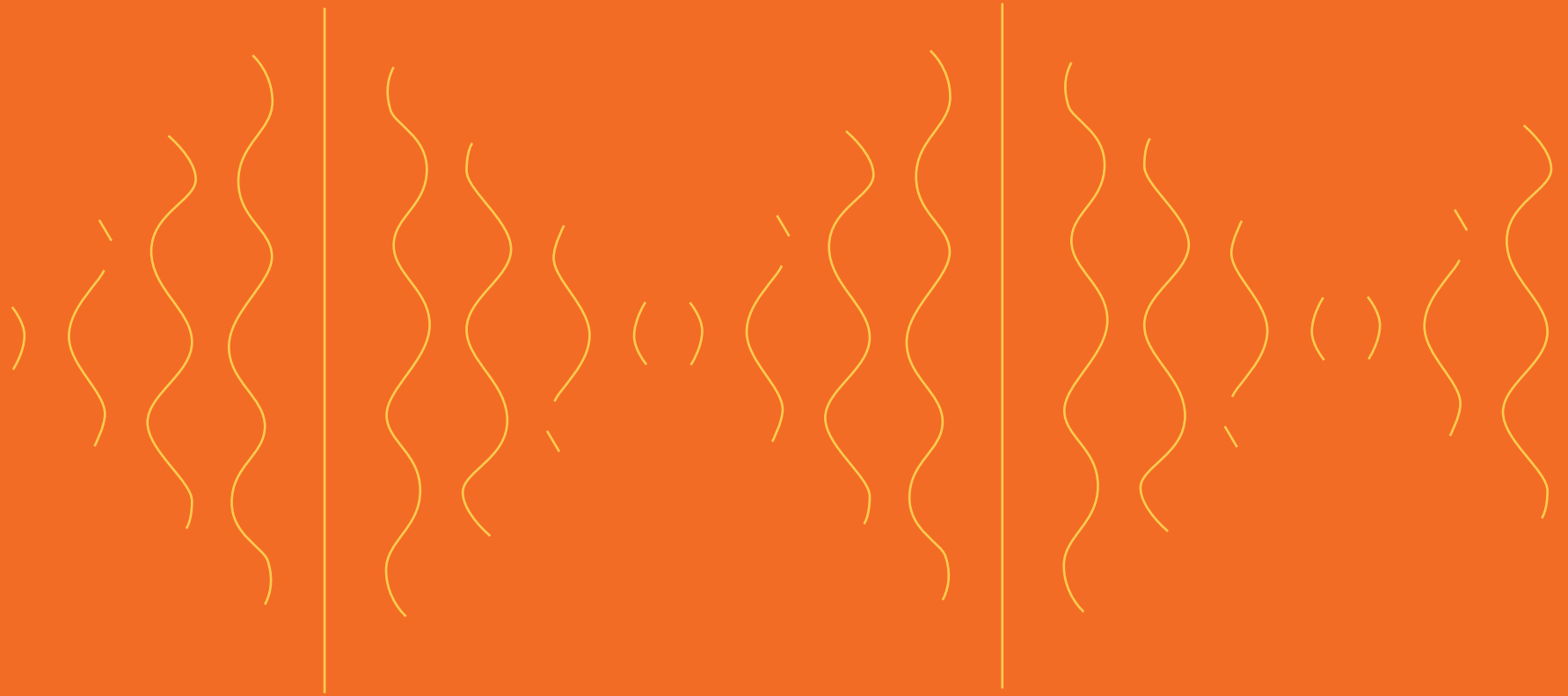
The primary brand palette of Opera Red and Opera Orange is directly associated with the logo. These strong vibrant colors may be used as backgrounds for brand materials.

The accent palette should be used only with the Accent Figures. These colors should not be used as backgrounds.

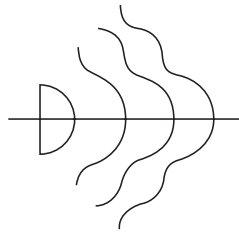
VIP Black should be used sparingly and only for materials and events for large donors and special events.

**A note on additional color palettes.**  
*Often times MN OPERA productions will have their own branded identity and color palettes. In these cases it is advisable to reverse the MN OPERA logo out of a color to white.*

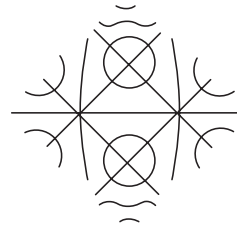
*For examples see the Applications section.*



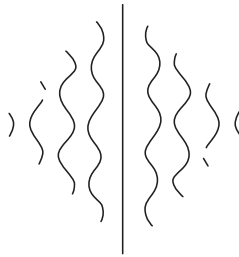
**ACCENT  
FIGURES**



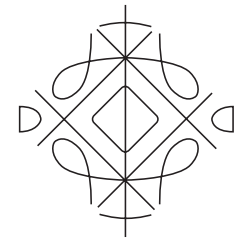
1000 Hz



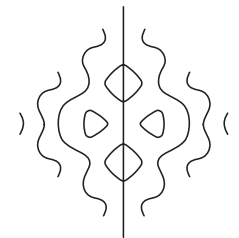
4000 Hz



2000 Hz



5000 Hz



3000 Hz

## ACCENT FIGURE SET

This palette of visual elements can be used to create additional visual interest for MN OPERA applications. Each figure is based on the vibration pattern of a surface resonating at a specific frequency. As the frequency increases, the patterns become more complex.

These figures are sound made visual. For more information watch this video.

These figures should not be combined with the branding for specific productions.

*For examples see the following page and the Applications section.*



Figure used large as visual accent.

Figures used large to create a pattern.

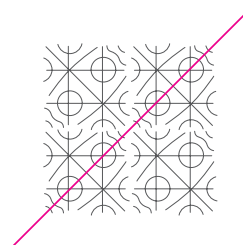
3 figures used together as a visual accent.

## ACCENT FIGURES USAGE

The usage of these figures is meant to be flexible. They can be used individually or as a pattern. Accent Figures can also utilize the accent color palette from page 16.

*Note: Accent figures do not need to be applied to all materials. They should be used thoughtfully and intentionally.*

*For more usage examples see the Applications section.*



*Figures should not be rotated for patterning. This creates a 'bathroom' tile effect and it should be avoided.*

**TYPOGRAPHY**

# GOTHAM

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

---

**GOTHAM BLACK**

**GOTHAM BOLD**

**GOTHAM MEDIUM**

**GOTHAM BOOK**

**GOTHAM LIGHT**

**GOTHAM EXTRA LIGHT**

**GOTHAM THIN**

## TYPEFACES FOR PRINT

Gotham has been chosen as the primary typeface due to its large set of available weights and its high legibility, even at smaller sizes.

***A note on using other typefaces:** There are allowances for using additional typefaces for the branding of a specific production. However, Gotham should still remain the primary informational typeface.*

*For examples of typography usage see the Applications section.*



# MONTERRAT (WEB ONLY DISPLAY)

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

**MONTERRAT BOLD**  
MONTERRAT REGULAR

Arial Regular (web only body copy)

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## TYPEFACES FOR WEB

Montserrat should be used on the web as the alternative to Gotham. Montserrat is available from Google fonts.

For web body copy, Arial regular should be used. It's a widely available system font.

# LARGE HEADER GOTHAM XLIGHT 100PT TRACKING

## SMALL HEADER GOTHAM BOLD 100PT TRACKING

### Subhead Gotham Black 9/16pt

Body copy. Gotham Book 9/16pt.

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Proin luctus facilisis leo.

In hac habitasse platea dictumst. Sed  
in mauris sed justo venenatis egestas.

Interdum et malesuada fames ac ante  
ipsum primis in faucibus.

“Pull quote  
Gotham XLight  
22/30pt”

— Attribution Gotham Book Italic 9/16pt

## CALL TO ACTION GOTHAM BLACK 10/16PT

\*Caption/footnote Gotham Book Italic 7/10pt

## TYPEFACE USAGE

The typographic samples shown at left should be used as a guide for the design of text based communication. These standards should be used to give an overall look and feel of consistency to all typography.

Large and small headers should use the specified typefaces, weights and tracking. Sizing is flexible based on the application, as long as the overall hierarchy is maintained.

Subhead, body copy, pull quote, attribution, call to action, and captions should utilize the specified sizing and leading for consistency and readability.

### **A note on using other typefaces:**

*There are allowances for using additional typefaces for the branding of a specific production. However, Gotham should still remain the primary informational typeface.*



**APPLICATIONS**

## FAMILIAR/ TRADITIONAL PRODUCTION POSTCARDS



Level 1 logo in Ensemble placement.  
Production branding (typeface and color palette) is primary.



Level 1 logo in Aria placement  
for return address panel.

Production branding (typeface and color palette) is primary. However, the Gotham typeface is still used for body copy and informational content.

# NEW WORKS/ NON-TRADITIONAL PRODUCTION POSTCARDS



*Level 3 logo in Ensemble placement. Production branding (typeface and color palette) is primary.*

*Level 1 logo in Aria placement for return address panel.*



*Production branding (typeface and color palette) is primary. However, the Gotham typeface is still used for body copy and informational content.*

# SEASON MATERIALS



Accent figures used for visual interest.



Level 3 logo in Aria placement with unique seasonal branding (typeface and color palette).



Gotham typeface is primary for interior informational content

**BROCHURE**

*Accent figures used for visual interest.*

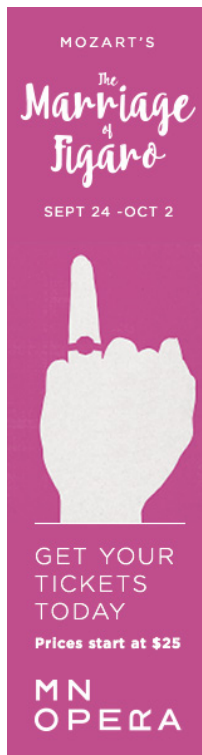


*Level 3 logo in Aria placement reversed from photo.*

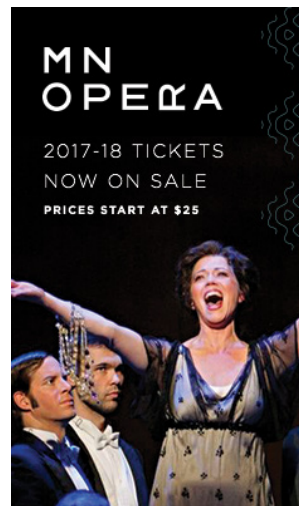
## WEB BANNERS



*Level 1 logo in Ensemble placement.  
Production branding (typeface and color palette) is primary.*



*Level 1 logo in Ensemble placement. Production branding (typeface and color palette) is primary.*



*Level 1 logo in Aria placement reversed from photo. Accent figures used to add visual texture.*

# TICKETS

Level 3 logo used in  
Aria position.



Accent figures used for  
visual interest.



## LAPEL PIN

Use of small 'Minusculo' logo.



## VIP MATERIALS

*Level 2 logo in Aria  
placement on VIP  
Black background.*



*Accent figures used for  
visual interest.*

## **OPERA (UMBRELLA)**

Telling stories. Taking Risks.

Forging the future of opera.

Breaking conventions.  
Setting new standards.

Igniting passion with passion.

Making love sing.

## **PROGRAMMING**

### **New Works**

New works for now.

Pioneering works for the present.

### **Resident Artist Program**

Tomorrow's stars on today's stage.

### **Education**

Explore beyond the stage.

Hear new ways to listen.

Reveal new relevance.

### **Editorial**

Opera for all.

Programs with depth.

Performances with range.

## **KEY MESSAGING EXAMPLES**

These lines capture the power, relevancy and emotion of the MN OPERA brand, while telling the story of the MN OPERA. Their tone reflects the Opera's rightful place as a world-class opera stage, right here in the heart of the Midwest. Broken out into separate execution opportunities, these lines are to be referred to for direction for each type of communication.

### **Brand voice:**

Passionate

Confident

Modern

Accessible

Sophisticated

Witty

## PERFORMANCES

Timeless stories. Fearless productions.

Vital works revisited.

Love. Sex. Death. Repeat.

## SPECIAL EVENTS

(Gala, Cabaret, special donor events)

There can be only one opening night.

Celebrating loyalty.

A celebration of loyalty.

Indulge in the affair.

## COMMUNITY

Nationally acclaimed with a Minnesota accent.

Proud to be the prima donna voice of Minnesota.

Your invitation to exaltation.

Embrace the state of opera.

Passion ignites passion.

## AUDIENCE DIRECTIVE (CTA)

Believe it when you feel it.

Never listen to life the same way again.

Start the revelation.

### Donate

Forge the future of opera.

Support the state of opera.

## KEY MESSAGING EXAMPLES

These lines capture the power, relevancy and emotion of the MN OPERA brand, while telling the story of the MN OPERA. Their tone reflects the Opera's rightful place as a world-class opera stage, right here in the heart of the Midwest. Broken out into separate execution opportunities, these lines are to be referred to for direction for each type of communication.

### Brand voice:

Passionate

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Sophisticated

Witty