Icon & marks

Icon
The updated mark is created using a customized weight of the sans serif font Kyrial. The line weights are relational to the letters to provide rhythm and balance.

Wordmark
The wordmark is built using the font Kyrial and can be used individually or locked-up with the icon. See examples on page 18.

New England Conservatory
Icon & marks
lock-up variations

The intention is that the logo mark and the name appear on one page or view, but the scale and lock-up may vary. We have shown a few of those variations.

Icon & marks
clear space & size

The wordmark and icon should be isolated from competing text, images and graphics by surrounding it on all sides by an adequate amount of clear space that is equal to the height from the upper line to the top of the 'N'. To ensure legibility, minimum sizes are provided for print and digital use.

Clear space

Minimum size
**Icon & marks**

**heirarchy map**

<table>
<thead>
<tr>
<th>Schools</th>
<th>Divisions</th>
<th>Departments &amp; Programs</th>
<th>Projects within departments &amp; programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEC</td>
<td>NEC</td>
<td>NEC</td>
<td>NEC</td>
</tr>
<tr>
<td>New England Conservatory</td>
<td>School of Continuing Education</td>
<td>Preparatory School</td>
<td></td>
</tr>
<tr>
<td>Jazz</td>
<td>Office of Student Services</td>
<td>Community Engagement + Professional Studies</td>
<td>Summer Programs</td>
</tr>
<tr>
<td>Early Childhood Programs</td>
<td>Jazz Lab</td>
<td>Entrepreneurial Musicianship</td>
<td></td>
</tr>
<tr>
<td></td>
<td>GuitarFest</td>
<td>Community Performances + Partnerships</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vocal Pedagogy</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Summer Institute for Contemporary Performance Practice</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

No logo - program name should be included in text

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**Icon & marks**

**tertiary identity and usage**

These identifying wordmarks use Kyrial to echo the clean look of the main NEC brand. The vertical line anchors the wordmark and also ties back to the main brand. These would always be used in tandem with the main NEC or Sub-brand logo mark. They should be placed separately on the layout and not become too “locked-up.” A headline/program image should be the dominant design focus, with the marks as supporting elements.
Color inspiration

The gold is inspired by the warm color and light found throughout the conservatory, in Jordan Hall, in the wood and brass instruments, in the light of a concert and now on the facade of the Student Life and Performance Center.
Evoking the warmth and glow of Jordan Hall, the gold is complemented by a deep plum. Together, they provide a bright and upbeat palette that is at home in both classical and contemporary environments and applications.

* RGB and CMYK value may need to be adjusted for web and print based on technology and printer specifications. Always test color before production.

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**Support**

These colors support the primary colors. Avoid over ‘colorizing’, instead choose one or two colors that best support the application.
Color icon

The primary icon and wordmark colors are gold and dark plum but may also be used in support colors as appropriate. The logo can also be dropped out of any solid color from the color palette and photography.

* The black logo should be used for black and white printing only.
Typography

**Gotham**
A geometric sans-serif typeface family. From the lettering that inspired it, Gotham inherited an honest tone that’s assertive but never imposing. It has many different weights, and is very versatile.

**Sentinel**
Sentinel is a fresh take on a familiar and practical typographic genre. A well-rounded family with clear and expressive gestures, the self-possessed Sentinel is practical at small sizes and engaging at large ones.
Misuse of icon

Do not alter the icon or marks in any way. Avoid physical distortions and special effects such as drop shadows. Below are some examples of misuse.

A. Use other color than the primary and secondary palette
B. Combine the colors
C. Use a color gradient
D. Apply a drop shadow
E. Change the font
F. Warp the logo
G. Rotate the logo
H. Stretch the logo
I. Place the logo on a gradient background
J. Change the placement of the wordmark
K. Outline the logo or the wordmark