Brand Toolkit

Revised 9/2021

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.

N|E|C

New England
Conservatory
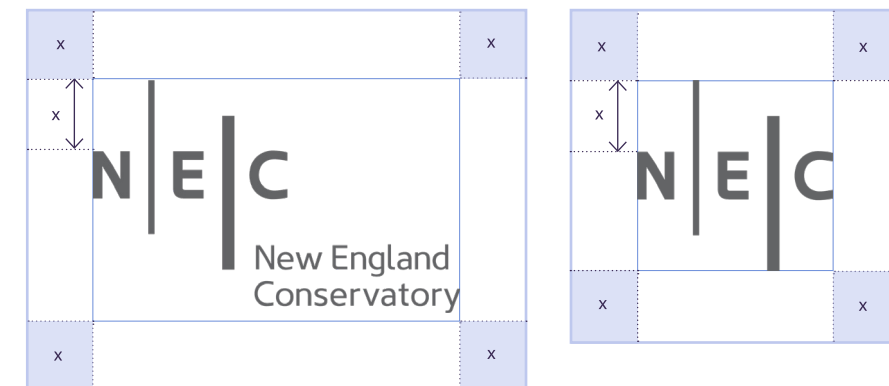
Icon & marks
lock-up variations

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.

New England
Conservatory

N|E|C
New England
Conservatory

N|E|C

N|E|C

New England
Conservatory

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.
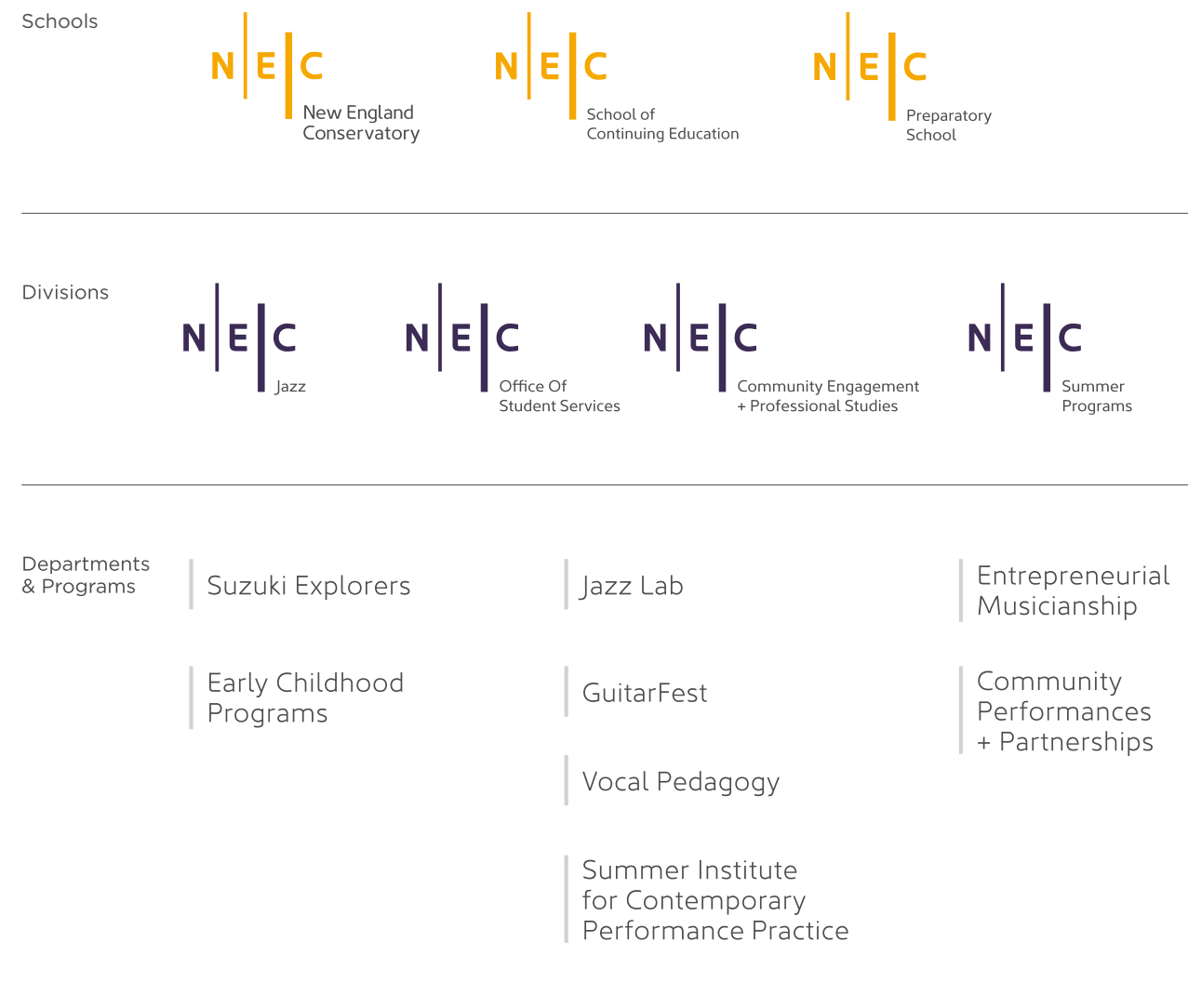
Clear space

x
x
N|E|C
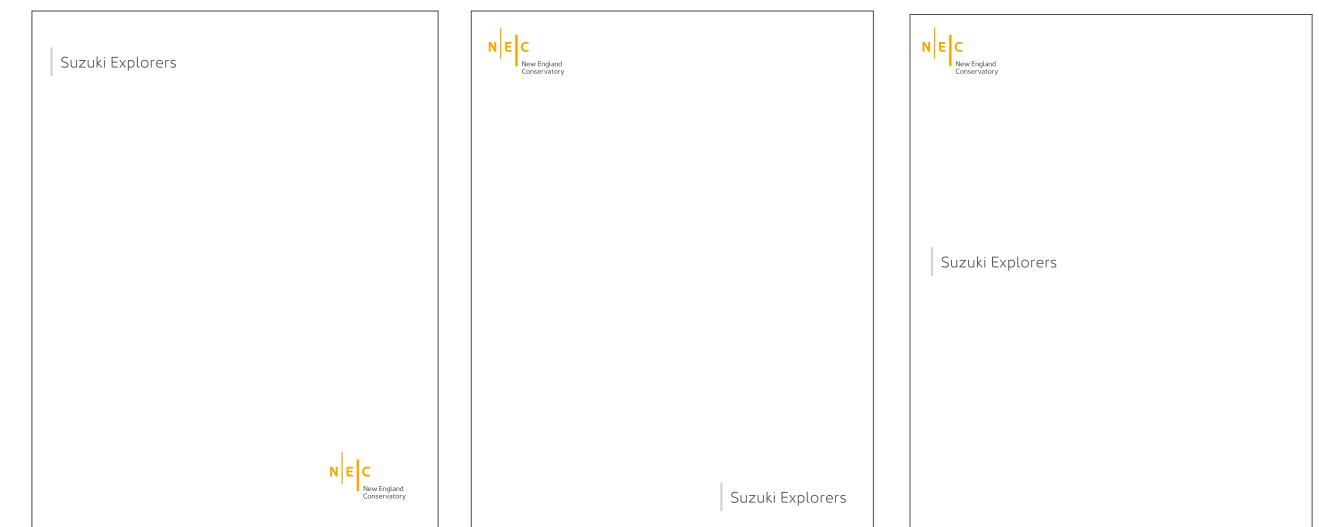New England
Conservatory
x
x

x
x
N|E|C
x
x

Minimum size

N|E|C
New England
Conservatory

1.25"/ 125

N|E|C

0.5"/ 65 px

Icon & marks
heirarchy map

Schools

N|E|C New England Conservatory

N|E|C School of Continuing Education

N|E|C Preparatory School

Divisions

N|E|C Jazz

N|E|C Office Of Student Services

N|E|C Community Engagement + Professional Studies

N|E|C Summer Programs

Departments & Programs

Suzuki Explorers

Early Childhood Programs

Jazz Lab

GuitarFest

Vocal Pedagogy

Summer Institute for Contemporary Performance Practice

Entrepreneurial Musicianship

Community Performances + Partnerships

Projects within departments & programs

No logo - program name should be included in text

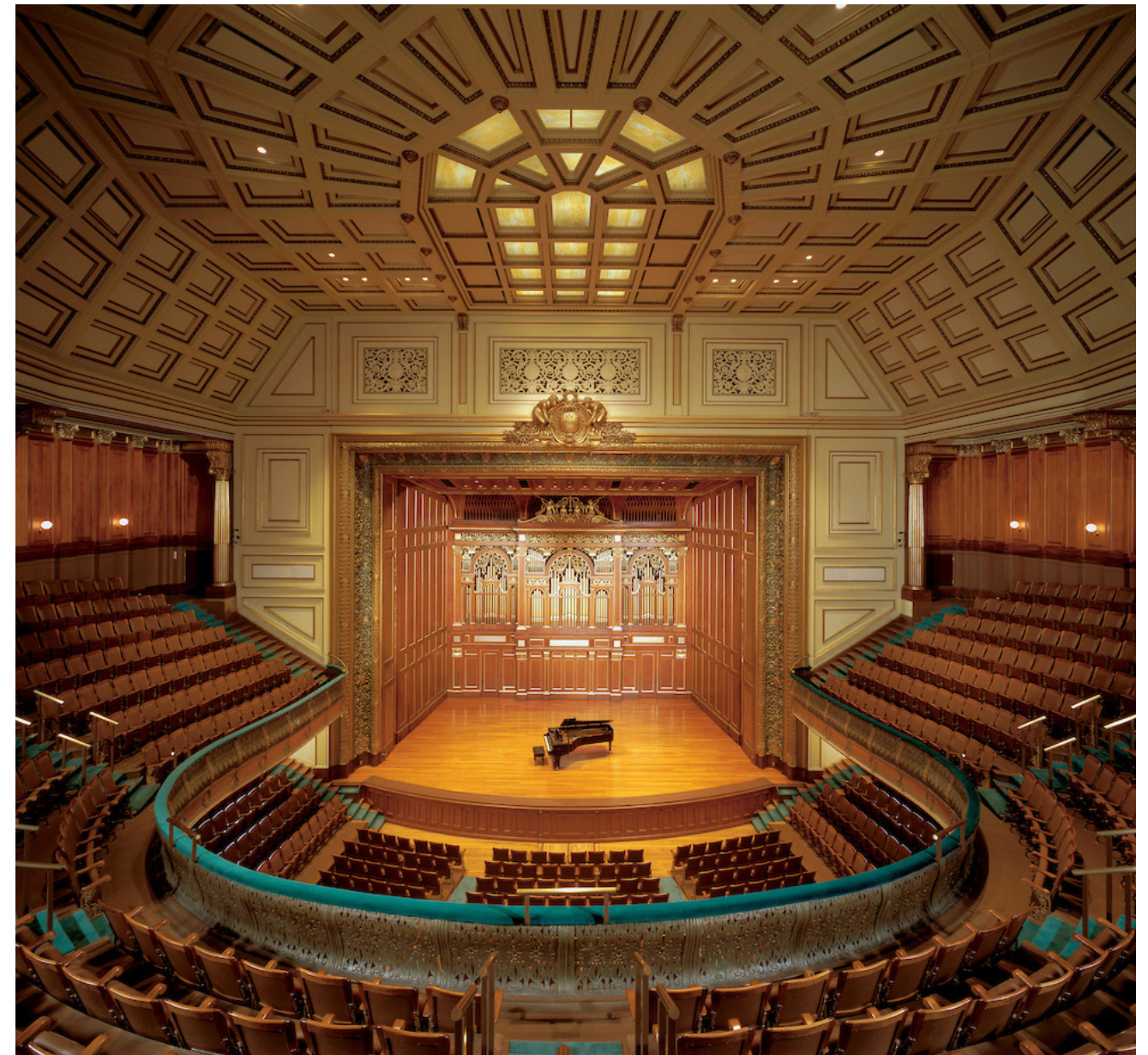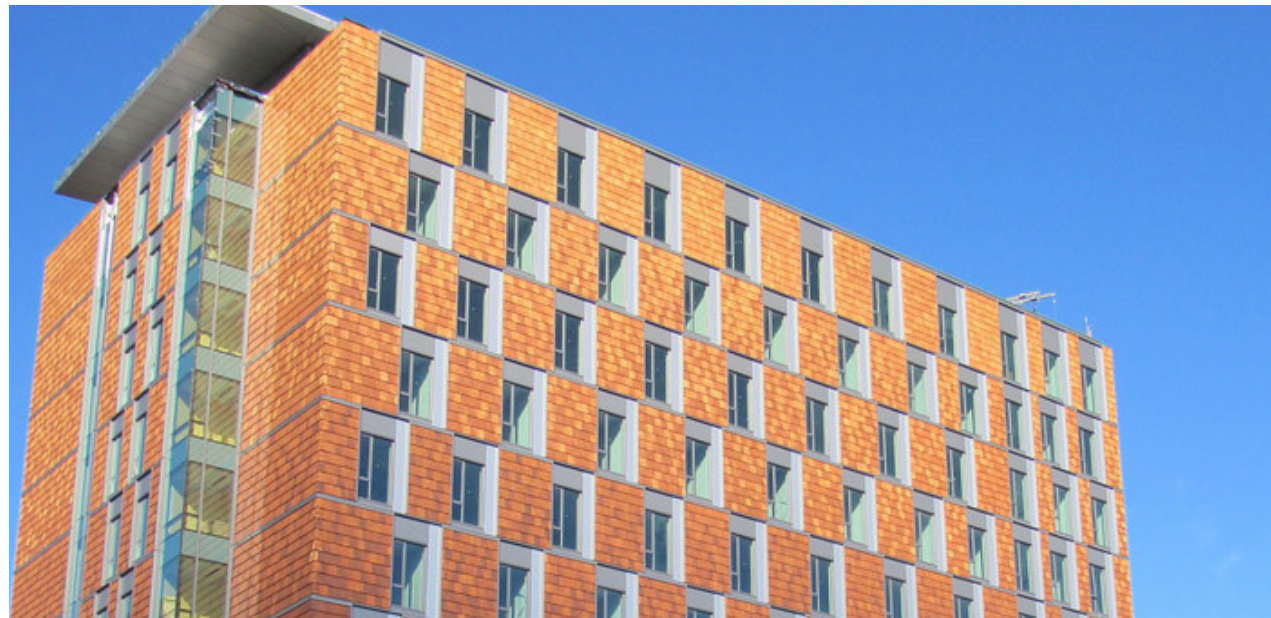# Icon & marks
tertiary identity and usage

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.

Suzuki Explorers

Entrepreneurial Musicianship

Summer Institute for Contemporary Performance Practice

Suzuki Explorers

N|E|C New England Conservatory

Suzuki Explorers

N|E|C New England Conservatory

Suzuki Explorers

N|E|C New England Conservatory

Suzuki Explorers

Color
inspiration

The gold is inspired by the warm color and light found throughout the conservatory, in Jordan Hall, in the wood and brassinstruments, in the light of a concert and now on the facade of the Student Life and Performance Center.

Color
palette

Primary

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.

PMS 124
CMYK* 0 30 100 0
RGB* 234 170 0
HEX #eaaa00

PMS 669
CMYK* 87 97 8 49
RGB* 63 42 86
HEX #3f2a56

Support

These colors support the primary colors. Avoid over 'colorizing', instead choose one or two colors that best support the application.

PMS 7599
CMYK*0 85 98 20
RGB* 179 61 38
HEX #b33d26

PMS 634
CMYK* 95 0 0 62
RGB* 0 102 130
HEX #006682

PMS 7711
CMYK* 90 3 24 5
RGB* 5 158 168
HEX #059EA8

PMS 7452
CMYK* 55 37 0 0
RGB* 128 148 221
HEX #8094dd

Black 85%
CMYK* 0 0 0 85
RGB* 38 38 38
HEX #4c4c4e

Black
CMYK* 0 0 0 100
RGB* 0 0 0
HEX #000000

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

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.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . ? ; ( ) ! @ # $ % &

LONG BODY TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud. lorem ipsum dolor sit amet,consectetur adipiscing elit,sed do eiusmod tempm, quis nostrud. lorem ipsum dolor sit amet,consecor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

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SHORT BODY TEXT

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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.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789.?;()!@#$%&

LONG BODY TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud. lorem ipsum dolor sit amet,consectetur adipiscing elit,sed do eiusmod tempm, quis nostrud. lorem ipsum dolor sit amet,consecor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

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SHORT BODY TEXT

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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

A.

N E C
New England
Conservatory

B.

N E C
New England
Conservatory

C.

N E C
New England
Conservatory

D.

N E C
New England
Conservatory

E.

N E C
New England
Conservatory

F.

N E C
New England
Conservatory

G.

N E C New England
Conservatory

H.

N E C
New England
Conservatory

I.

N E C
New England
Conservatory

J.

N E C New England
Conservatory

K.

N E C
New England
Conservatory