

ORANJE

INDULGE YOUR SENSES

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ORANJE

1. MAINTAINING A BRAND

The overall feeling that supporters take away from the ORANJE experience constitutes the organization's brand. The experience itself may be relatively short-lived, but the brand impression has vital staying power.

The ramifications for this are important. Your brand is your biggest asset. It represents all the promises, perceptions, experiences and expectations of your organization. It's how people think of you after the fact. It's the way they describe you to their friends.

As a result, clearly defining and consistently reinforcing your brand can significantly add to your success over time. Powerful brands find a way to instill their "essence" into virtually all aspects of everything they do- from the services they provide to the way the receptionist answers the phone.

Ensuring your brand is clearly communicated, internally and externally, and finding ways to leverage it in every aspect of your operation will gradually but inexorably increase your organization's awareness and success.

The Identity Standards Guide is designed to provide graphic, art and application standards that should be followed in the design and production of identity products and marketing pieces for ORANJE. Please bear in mind this is not a "how to design" booklet.

2. THE ORANJE LOGO

The ORANJE logo consists of a modified all capital type treatment of the word "ORANJE".

When possible, the ORANJE logo should be reproduced using a four-color process or two-color process. When it is not cost effective to reproduce the logo in four-color process, the logo can be produced in grayscale. For these situations, please refer to the GRAYSCALE section of this guide.

To maintain legibility of the ORANJE logo, the minimum size of the logo use is .5" tall. In some cases the logo may be used at a very large size.

A large, stylized version of the word "ORANJE" in a bubbly, rounded font. The letters are filled with a gradient from light yellow to orange and have a thick white outline with a slight drop shadow.

MINIMUM
SIZE: .5" TALL

A smaller version of the stylized "ORANJE" logo, maintaining the same bubbly, rounded font style and yellow-to-orange gradient with white outline.

3. TAGLINES

Primary Tagline

Indulge Your Senses

Secondary Tagline

An Interactive Experience of Art & Music

How and When to use ORANJE Taglines

Two versions of the ORANJE logo are available for use. One with the primary tagline and one without. Whenever design and layout permit, use the logo with the tagline. When using the logo without the tagline, make sure the primary tagline is represented in another format in all marketing materials.

4. HOW TO DESCRIBE ORANJE

One Sentence Description

"ORANJE is an interactive experience of art & music which showcases progressive artists and musicians and is presented in a stimulating and social urban environment in Indianapolis every September."

4. HOW TO DESCRIBE ORANJE (continued)

Paragraph Description: History

ORANJE began as an idea for a small gathering of friends to share emerging art and music in the spring of 2002. The brain-child of Adam Crockett and Ryan Hickey, two young men with a passion for art, music, experience and creativity, ORANJE first took place in September 2002 and, from there, has quickly grown into a major and highly anticipated cultural event in the Midwest. Since 2002, ORANJE has continued to develop and grow by broadening its horizons to include more and different types of art and music and by evolving the idea of what an art & music event can truly be. Over the past nine years, ORANJE has showcased the talents of over 350 fine artists, 200 music acts over 50 independent film makers to over 20,000 patrons with annual attendance of over 3,500! ORANJE has become one of the premier contemporary culture events in the Midwest and regularly features contemporary artists and progressive musicians from all over the region. ORANJE continues to explore the boundaries of art, music and culture and presents them to the public in an exciting, interactive and stimulating environment where you can truly 'indulge your senses'.

Paragraph Description: Event Overview

ORANJE is an interactive experience of art and music that, for one night each year, brings together the best of emerging and progressive art & music talent from all over the Midwest and showcases them in a funky, urban, industrial venue that creates a stimulating, social and interactive environment. For this,

4. HOW TO DESCRIBE ORANJE (continued)

our 10 year anniversary, ORANJE 2011 will present over 40 fine artists in individually, custom designed booths, over 30 music acts presented on 5 stages, multiple "enviro-lounges," an Indie Film Lounge, a Fashion Design competition, a live graffiti exhibition and food and beverage service all in a 60,000 square foot, two-story industrial building in downtown Indianapolis.

5. GENERAL GUIDELINES

- Do not refer to as "ORANJE Festival, ORANJE Fest, ORANJE Party, ORANJE Fair, The ORANJE, ORANJE Art & Music Festival, Club ORANJE, ORANJE Indy, etc. Please refer to the events only as "ORANJE" or "ORANJE: An Interactive Experience of Art & Music"
- ORANJE is copyrighted and trademarked and any use of the word ORANJE or ORANJE logo is strictly prohibited by law without the written consent of ORANJE, LLC.
- When written in plain text, ORANJE should be written in all capital letters.
- Participants, Sponsors, Volunteers and the General Public in ORANJE are not to create event pages for ORANJE on any online or social media sites in order to maintain the integrity of ORANJE branding and so as not to confuse patrons (see above for authorized ORANJE event link on Facebook)

6. STAGING AREA

In order to maintain the visual presence of the ORANJE logo, it should be kept clear of other elements. The distance to be kept clear around the logo is the same as the distance from the height of the logo. Please keep any type or graphics at least .5" away from the logo.



7. COMMON MISTAKES

Do not try to re-create the logo. Common mistakes that may occur if the logo is re-created are shown. Such mistakes include changing the logo proportions, stretching the type, changing the font and using incorrect colors or type sizes. These and other alterations are specifically prohibited.

- Do not alter the fonts.
- Do not change the color.
- Do not outline.
- Do not alter or emphasize specific elements.
- Do not stretch or alter proportions.

Contact ORANJE to acquire the proper logo.



DO NOT CHANGE COLOR



DO NOT OUTLINE



DO NOT STRETCH OR SQUEEZE



8. GRAYSCALE LOGO

At times, usage of the ORANJE logo will be limited to black-and-white printing. In these instances, use the grayscale logo. Do not create a grayscale logo from the color logo. Contact ORANJE to acquire the proper logo.



9. TWO COLOR LOGO

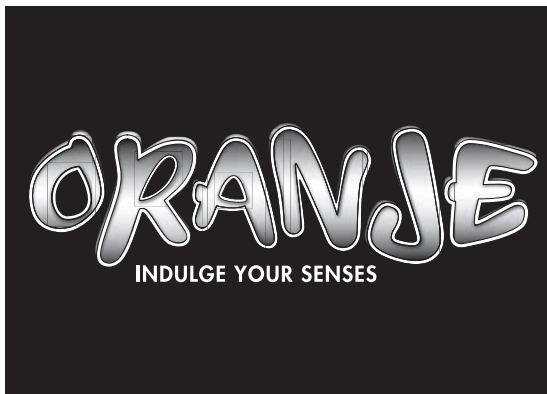
At times, usage of the ORANJE logo will be limited to two color printing. In these instances, use the two color logo. Do not create a two color logo from the full color logo. Contact ORANJE to acquire the proper logo.



10. REVERSING THE LOGO

In order to maintain the visual presence of the ORANJE logo, it should be printed or reproduced on solid white backgrounds.

When the ORANJE logo is placed on top of a background color, the issue of reversing the logo must be addressed. This means, in cases where the background color is black or a very dark color, the reversed logo should be used. In these cases, use your best judgment. Contact ORANJE for the appropriate reversed logo.



11. CORPORATE COLORS

The ORANJE corporate color palette consists of ORANJE light orange and ORANJE dark orange. Color breakdowns and equivalents are shown below.

When printing on coated stock, specify the ORANJE light orange as PMS 7404C and the ORANJE dark orange is PMS 165C. When printing on uncoated stock, specify the ORANJE light orange as PMS 7404U and the ORANJE dark orange is PMS 165U. The CMYK mix breakdown is listed below.

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INDULGE YOUR SENSES



PMS: 151 U
PMS: 716 C
CMYK: 0/60/100/0



PMS: 108 U
PMS: 7404C
CMYK: 2/16/95/0