

OPUS XIX PIPE ORGAN

COMMUNICATION
GUIDELINES

AND

BRAND STANDARDS

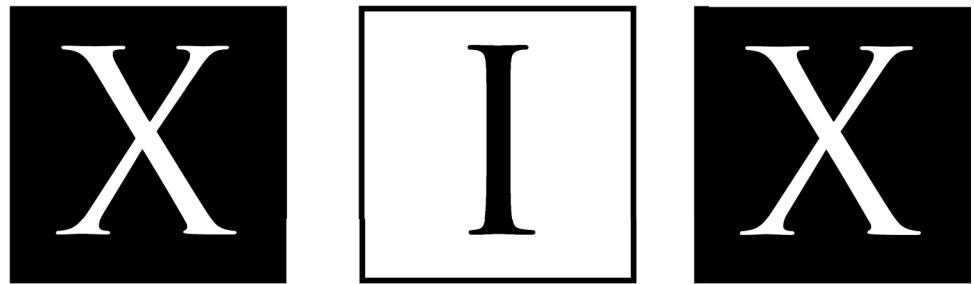
GV & A

Gilberto Velasquez
& Associates

SECTION 1: LOGO

The Official Logo for the Opus XIX Pipe Organ is as follows:

OPUS



The above logo will be made available as PSD, TIFF, PNG, and high resolution JPG for all who need it.

Please do not edit it, and if you must scale it, scale vertically and horizontally equally. *Please do not skew the scale irregularly (i.e., skew more on vertical than horizontal, etc.)!*

Spacing Around The Logo: always clear space around the logo to be equal to 25% of the width of the letter "O" as shown in the word "OPUS" - this includes spacing of the tagline, any other logos, any other entity names, etc.

SECTION 2: TAG LINE

The following tag line must always be placed below the logo in **Trajan Pro Font** as shown, and must be centered below the logo and *may not exceed* the width of the logo:

HAND CRAFTED BY MARTIN PASI
AND ASSOCIATES

If you are placing the above tag line to the right of the logo in flag style, use the **Trajan Pro Font** as follows, stacked, align text-left, and place to the right of the logo and the height should match the logo:

HAND
CRAFTED
BY
MARTIN PASI
AND ASSOCIATES

If using the above format, under no circumstances is the above tag line to be larger than the logo.

SEE APPENDIX A FOR SAMPLES OF THE ABOVE

SECTION 3: REFERENCING THE ORGAN

When referencing the pipe organ, refrain from using the numerical designation of “19” and use the Roman Numeral designation as shown in the logo.

As follows: Opus XIX Pipe Organ **NOT** Opus 19 Pipe Organ

This includes all letters, emails, or correspondence or any item referencing the pipe organ.

SECTION 4: CO-CATHEDRAL ITEMS

Please adhere to the Co-Cathedral brand standards when making artwork of any kind (be it electronic or print). As follows:

CO-CATHEDRAL *of the* SACRED HEART

The words “Co-Cathedral” and “Sacred Heart” are in **Trajan Pro Font, Bold**.

The words “of the” are in **Times New Roman Italics**. They are always to be the same point size.

If using a stacked format, as follows:

CO-CATHEDRAL *of the* SACRED HEART

IF FOR ANY REASON YOUR ORGANIZATION OR INSTITUTION LACKS THE TRAJAN PRO FONT, PLEASE CONTACT gil@gilbertovelasquez.com ON HOW TO OBTAIN THE FONT.

SECTION 5: CONCLUSION

Whatever happens, remember that brand unity, brand cohesion, and brand consistency are critical to preserving the legacy of the Opus XIX Pipe Organ. Pipe organs, by their very historical nature, last for centuries upon centuries, and as such, should be respected in every way possible.

This respect thusly extends to the actual brand itself, and allows a clear and universal showcase of the Opus XIX Pipe Organ, an instrument all of Houston is proud of.

Thus, please do not violate the brand.

This guideline and communication standards extend to Church bulletin printings, flyers, and so on. If there is any doubt that you are violating the brand, then chances are there is no doubt that you are. Call or email ahead.

Please refrain from using 'Word Art' or similar in print materials regarding the Opus XIX Pipe Organ. Likewise, under no circumstances is the Comic Sans font to ever be used in communications regarding the Opus XIX Pipe Organ.

If a question exists, contact me at:

gil@gilbertovelasquez.com

or

281.793.5928 Cellular

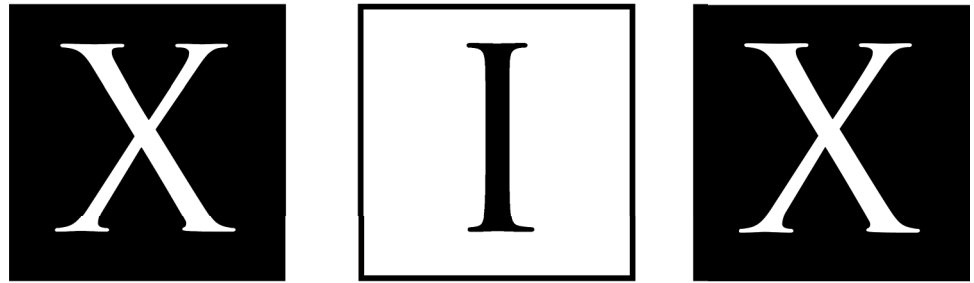
The logo consists of the letters 'GV&A' in a bold, serif font. The 'G' and 'A' are dark red, while the '&' is a dark grey color. The letters are set against a light blue rectangular background.

Gilberto Velasquez
& Associates

APPENDIX A

STANDARD FORMATION LOGO AND TAGLINE

OPUS



SPACING = 25% WIDTH OF THE LETTER "O"

HAND CRAFTED BY MARTIN PASI
AND ASSOCIATES

FLAG FORMATION
LOGO AND STACKED
TAGLINE

OPUS



SPACING = 25% WIDTH OF THE LETTER "O"

HAND CRAFTED
BY
MARTIN PASI
AND ASSOCIATES

TAG LINE
ALIGNED
LEFT - HEIGHT OF
LOGO

NEVER USE THE COMIC SANS FONT.
NEVER USE WORD ART.