

DCINY

**DISTINGUISHED
CONCERTS
INTERNATIONAL
NEW YORK**

Changing Lives Through the Power of Music

BRAND BOOK

**Distinguished Concerts International New York
250 W. 57th Street, New York, New York 10107**

www.DCINY.org



DCINY BRAND BOOK

August 2019

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About

About Distinguished Concerts International New York

[Distinguished Concerts International New York \(DCINY\)](#) is the leading producer of dynamically charged musical excellence. With its unforgettable concert experiences in renowned venues, empowering educational programs, and its global community of artists and audiences, DCINY changes lives through the power of performance.

Logo Identity

Final Logo

DCINY's logo identifies the company in its simplest form: with a modern treatment of five letters. Inspired by the classic Art Deco font "DecoTech", our logo invokes the classic style of a booming mid 1900's New York City while paying tribute to the minimalist design trends of the 21st Century.



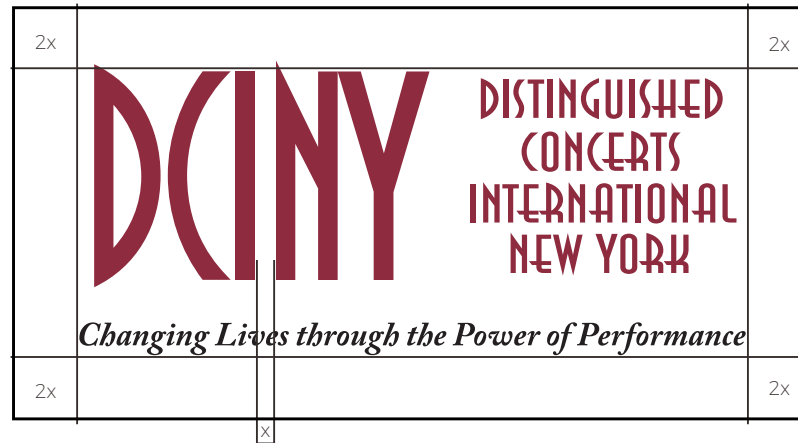
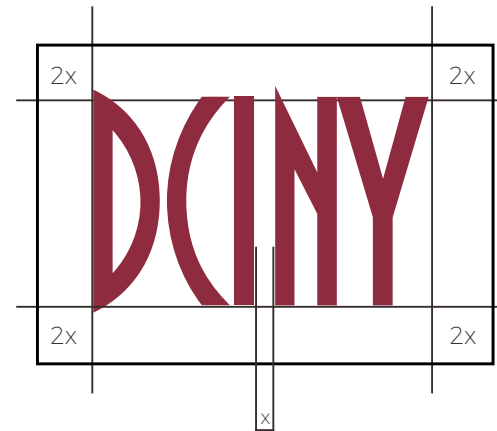
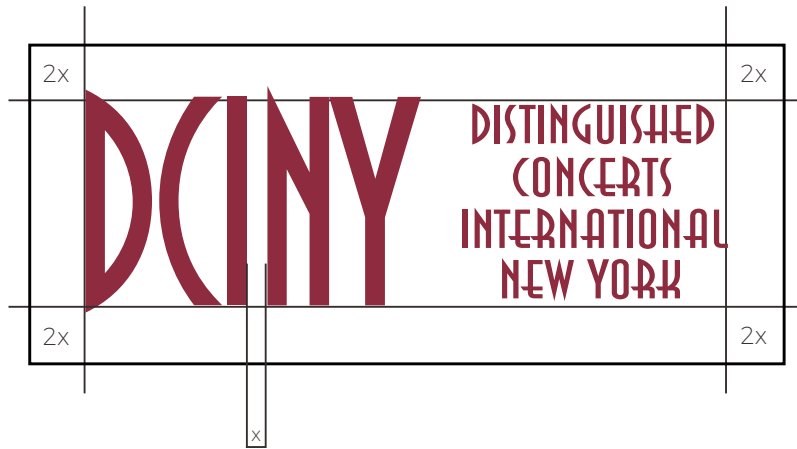
Logo Color Variations

Depending on the color of the material the logo is being used on, one of the three following color variations must be chosen that creates the most contrast with background elements.



Sizing and Clear Space

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space. 'x' is defined by the space between the "I" and the "N" in "DCINY".



Logo Variations

The DCINY logo has three variations. Usage depends on the context in which the logo is being displayed.

Logo with Company Name



This is the default and official DCINY logo, and this variation should be used wherever possible. All 3-sheets, 11x17s, and marketing collateral should contain this variation.

Logo without Company Name



This variation is used when the space provided is not large enough to support the other two variations adequately. This logo should also be used when allocated space is less than 150px wide.

Logo with Company Name and Tagline



Changing Lives through the Power of Performance

Sometimes, the official logo is combined with our official company tagline, "Changeing Lives through the Power of Performance". The tagline should always be the same width as the logo, and only used with the official logo, and not used with "Logo without Company Name".

Brand Colors

COLOR USING

The core of the DCINY brand is composed of two colors: Red and Black. For accents/highlights, we use a gold gradient. Examples of where to use the gold gradient include: when displaying important URL's, email addresses, call-to-actions, etc. Where a gradient is not allowed, using only one of the two gold colors that make up the two-tone gradient is acceptable.

DCINY Red



PANTONE 207 C

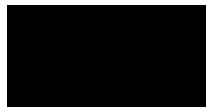
FOR WEB USE

R: 143 G: 0 B: 39 (#8f0027)

FOR PRINTING USE

C: 026 M: 100 Y: 080 K: 024

Black



PANTONE Process Black

FOR WEB USE

R: 00 G: 00 B: 00 (#000000)

FOR PRINTING USE

C: 070 M: 050 Y: 030 K: 100

Accent Gold



This Gradient uses two colors:

FOR WEB USE

R: 230 G: 147 B: 23 (#e69317)

R: 255 G: 217 B: 61 (#e69317)

FOR PRINTING USE

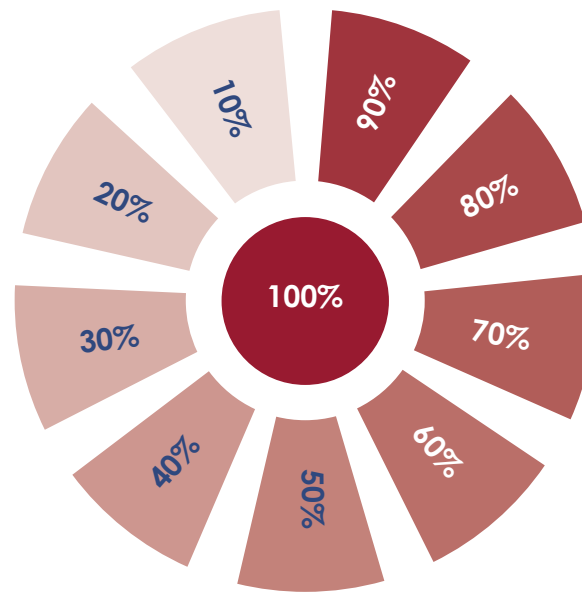
C: 010 M: 042 Y: 091 K: 010

C: 000 M: 015 Y: 076 K: 000

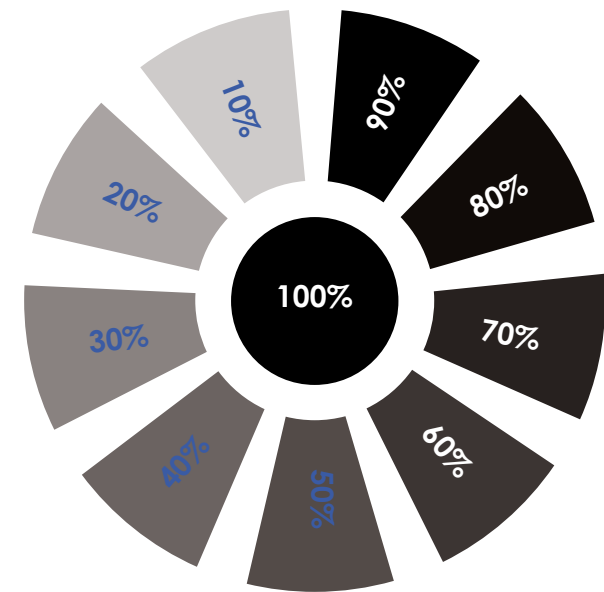
Breakdown

DCINY's colors were chosen to create a bold, confident impression. **DCINY Red** is paramount to our core branding. All print ads, marketing collateral, web assets, and social media assets must include this color somewhere, if possible. Considering special projects, there may sometimes be exception to this rule.

DCINY Red



Black



Brand Fonts

FONT/TYPOGRAPHY

Fonts/typography, when used consistently, unifies messaging and creates familiarity. The following guidelines will help ensure maximum legibility and reinforcement of the DCINY brand. Montserrat is our primary typeface, chosen to reflect the boldness and impact of DCINY. Cardo is our secondary typeface, chosen to reflect the humanity and inclusiveness of DCINY. When used together, Montserrat and Cardo help communicate DCINY's core principles.

Aa **Montserrat**
Primary Typeface
Default Weight

Aa **Cardo**
Secondary Typeface
Default Weight

[DOWNLOAD MONTSERRAT HERE](#)

[DOWNLOAD CARDO HERE](#)

Primary Font

MONTSERRAT

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name. It is a functional and contemporary typeface but it does not neglect design aspects and is able to combine this with happy and open character that gives it appeal and attractiveness. The result is a sans serif typeface with multiple variants and multiple possibilities of use, both in the publishing world as well as for branding, etc.

Montserrat is our primary typeface. Upper case is preferred for headlines and Sentence case is preferred for body copy. The default weight to use in headlines is Montserrat **BLACK**. The default weight to use in body copy is Montserrat Light. In cases where Montserrat is not available, use Century Gothic Regular.

USAGE SAMPLES

Large Main Headline

PERFORMING OPPORTUNITIES

Smaller Secondary
Headline

Performing Opportunities

Block of Copy

Distinguished Concerts International New York (DCINY) is the leading producer of dynamically charged musical excellence. With its unforgettable concert experiences in renowned venues, empowering educational programs, and its global community of artists and audiences, DCINY changes lives through the power of performance.

Secondary Font

Cardo

Cardo is a large Unicode font specifically designed for the needs of classicists, Biblical scholars, medievalists, and linguists. It also works well for general typesetting in situations where a high-quality Old Style font is appropriate. Its large character set supports many modern languages as well as those needed by scholars. Cardo also contains features that are required for high-quality typography such as ligatures, text figures (also known as old style numerals), true small capitals and a variety of punctuation and space characters.

Cardo is our secondary typeface. Title case preferred for headlines and Sentence case is preferred for body copy. The default weight to use in headlines is Cardo **Bold** with a kerning value of -40. The default weight to use in body copy is Cardo **Light**. In cases where Cardo is not available, use Garamond.

USAGE SAMPLES

Large Main Headline | **Performing Opportunities**

Smaller Secondary Headline | Performing Opportunities

Block of Copy | Distinguished Concerts International New York (DCINY) is the leading producer of dynamically charged musical excellence. With its unforgettable concert experiences in renowned venues, empowering educational programs, and its global community of artists and audiences, DCINY changes lives through the power of performance.

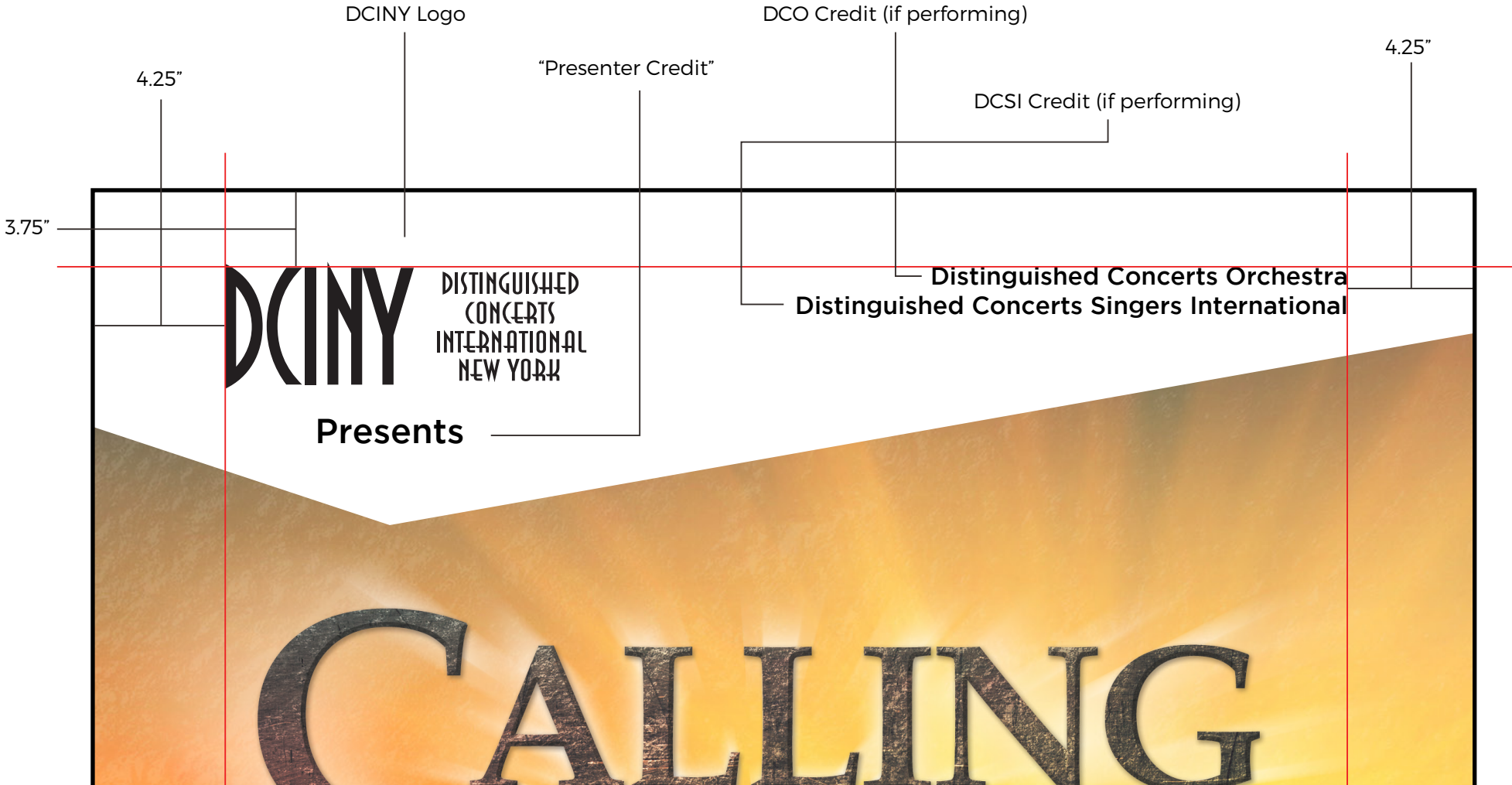
3-Sheets

Every mainstage Concert DCINY produces at Carnegie Hall or Lincoln Center will have an accompanying 40"x80" 3-sheet that is displayed outside the hall advertising the concert. In this section, we will break down the specifics surrounding their creation and what branding rules to follow.



3-SHEET HEADER

DCINY 3-Sheet designs follow a set a strict rules, as defined by ourselves and the Performance Venue (usually Carnegie Hall or Lincoln Center). The display cases at Carnegie Hall make the “safe zone” approximately 37”x77”. To ensure that all poster artwork is displayed correctly, we always build in a margin of 4.25” on the left and right sides, and a margin of 3.75” on the top and bottom. Artwork must never breach these margins.



CALLING ALL DAWNS



TIN: *Calling All Dawns*

CHRISTOPHER TIN, Composer/Conductor
Grammy Award Winner: Best Classical Crossover Album
Featuring "Baba Yetu" from Civilization IV

DeAnna Choi, Soprano; **Holly Sedillos**, Soprano; **Camille Brault**,
Mezzo-Soprano; **Jacqueline Horner-Kwiatek**, Mezzo-Soprano; **Michael O.**, Tenor;
Roopa Mahadevan, Indian Classical Vocalist; **Shobana Ram**, Indian Classical Vocalist;
Shiv Subramaniam, Indian Classical Vocalist; **Nathalie Pires**, Fadista; **David Jones**,
Maori Chanter; **Lewis Whitiri**, Maori Chanter

Concert Capsule

Title Artwork
~15% of poster height

Background artwork

Featuring Distinguished Concerts Singers International:

Easley Presbyterian Church (SC), Elmwood Concert Singers (NJ), Joy 'n' Glory (Germany), Junger Chor Münster (Germany), Lawrence Civic Choir (KS), Leland Community United Methodist Church Sanctuary Choir (MI), Lumen Christi Gospel Choir (Hungary), MAC Singers of Mineral Area College (MO), Madrijazz (Switzerland), The Marionettes Chorale (Trinidad & Tobago), Singing Earth Divine (France), St. Louis Park High School Concert Choir (MN), Summit Ensemble of the Colorado Springs Children's Chorale (CO), Swiss Gospel Singers (Switzerland), T.F. Riggs Chamber Choir (SD), Waimea Community Chorus (HI), and individual singers from around the globe.

**STERN AUDITORIUM/PERELMAN STAGE AT CARNEGIE HALL
SUNDAY, JUNE 9, 2019 AT 2:00 PM**

DISTINGUISHED CONCERTS INTERNATIONAL NEW YORK

Iris Derke Co-Founder and General Director

TICKETS FROM **\$20**

DCSI billing

Concert venue & date

**STERN AUDITORIUM/PERELMAN STAGE AT CARNEGIE HALL
SUNDAY, JUNE 9, 2019 AT 2:00 PM**

DISTINGUISHED CONCERTS INTERNATIONAL NEW YORK

Iris Derke, Co-Founder and General Director

Jonathan Griffith, Co-Founder and Artistic Director

www.DCINY.org | Concerts@DCINY.org



JOIN THE CONVERSATION: [@DCINY](https://twitter.com/DCINY) | [#CALLINGALLDAWNS](https://twitter.com/DCINY)

Changing Lives through the Power of Performance

TICKETS FROM **\$20**

THREE EASY WAYS TO BUY

- **Box Office:** 57th St. and 7th Ave.
- **CarnegieCharge:** (212) 247-7800
- **Online:** carnegiehall.org

• For information on VIP packages, group sales, subscriptions, and other special offers, please contact DCINY at (212) 707-8566 Ext. 307 or Boxoffice@DCINY.org
• Dates, repertoire, and artists subject to change

Company tagline

Social media tags

Contact information

Founders credit

Company credit

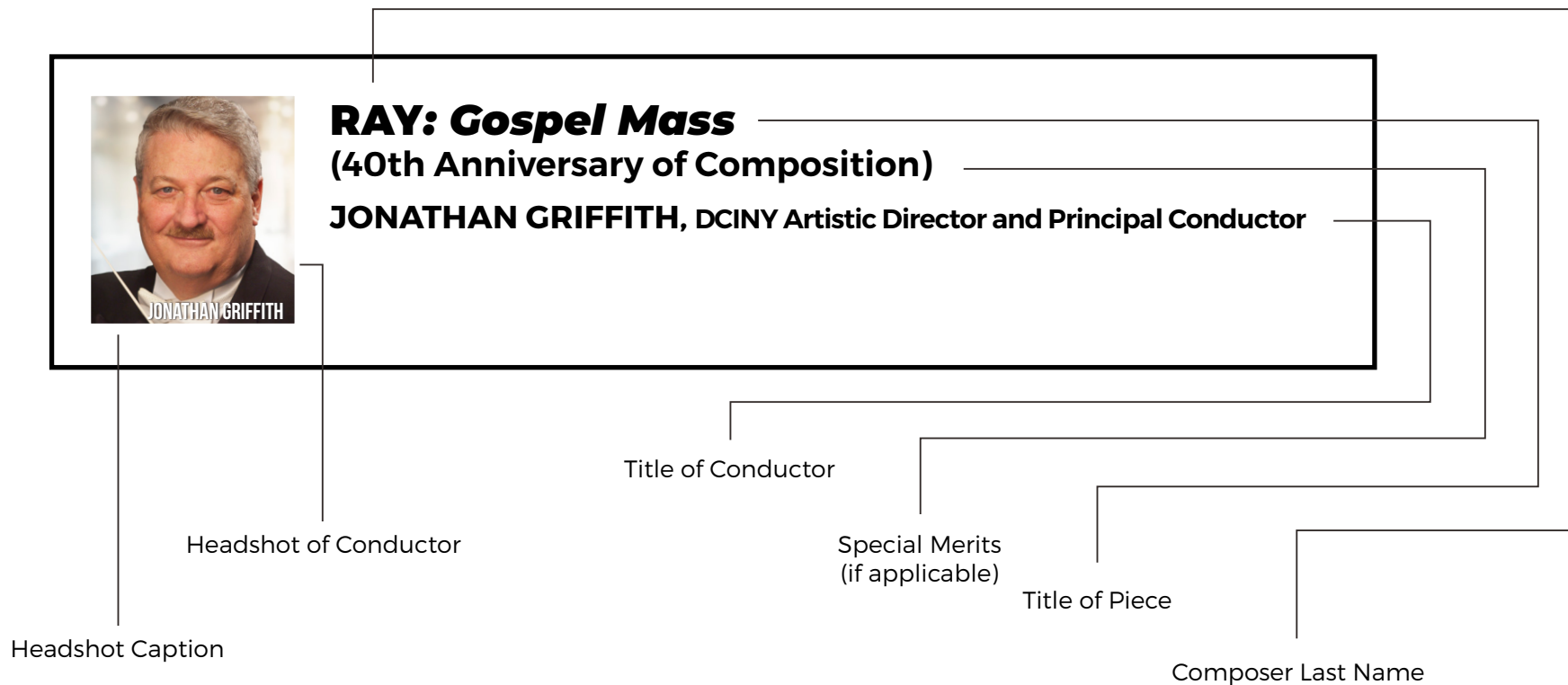
Additional info/Disclaimer

Box office information

Ticket price

SAMPLE CONCERT CAPSULES

Concert Capsules is the name given to the block of text, including headshot(s), that contains all of the information pertaining to one Act on the concert. A capsule should always include at least one headshot, titles of pieces performed, composer, conductor, and any soloists that perform on the Act. Below are some samples of Concert Capsules from various concerts and a breakdown of required elements.





BASS:

Carols from a Victorian Fireside, Mvmts II & III

(World Premiere)

Laus Nativitatis (World Premiere)

Symphony of Carols

Gloria

JONATHAN GRIFFITH, DCINY Artistic Director and Principal Conductor

RANDOL BASS, DCINY Composer-in-Residence



GJEILO:

Dreamweaver

Song of the Universal

FORREST:

Jubilate Deo

JAMES M. MEADERS, DCINY Conductor

OLA GJEILO, DCINY Composer-in-Residence, Piano

MEREDITH LUSTIG, Soprano

JESSICA GRIGG, Alto

Footers

For all marketing collateral and print materials, including magazine advertisements, DCINY uses our standard footer. If press accolades are prohibited by the event or venue, the footer may be rearranged to appropriately fill the space. The padding surrounding the footer contents must never be less than one-third of the height of the DCINY logo, as outlined below:



DCINY DISTINGUISHED
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Changing Lives through the Power of Performance

IRIS DERKE, CO-FOUNDER AND GENERAL DIRECTOR
JONATHAN GRIFFITH, CO-FOUNDER AND ARTISTIC DIRECTOR

Critics' Pick
by www.critics.com/awards

BBC music
"#1 NORTH AMERICAN
LIVE CHOICE"

Newsday
"TOP 10 BEST
THINGS TO DO"

250 WEST 57TH ST, NEW YORK, NY 10107 | WWW.DCINY.ORG | EMAIL: CONCERTS@DCINY.ORG | TEL: (212) 707-8566



DCINY DISTINGUISHED
CONCERTS
INTERNATIONAL
NEW YORK

C
IR
JO

Sample flyer,
demonstrating appropriate
treatment of the footer:



MESSIAH
REFRESHED

DCINY breathes new life into the Eugène Goossens/Thomas Beecham expanded orchestration of Handel's *Messiah*, conducted by Jonathan Griffith, with a new recorded version featuring The Royal Philharmonic Orchestra at Abbey Road Studios in London, England!

**With your support, we can reach our
Kickstarter goal to help support
the costs of the project.**

**KICK
STARTER**

BECOME A PROJECT BACKER AND RECEIVE REWARDS LIKE:

- Warm Up the Distinguished Concerts Orchestra On Stage at Carnegie Hall!
- Prime Tickets for Messiah...Refreshed! in New York City!
- Private Backstage Tour

AND MANY MORE...

www.DCINY.org/Kickstarter

SCARING DREAMS CHECK BACK FOR NEW REWARDS UPDATED FREQUENTLY

DCINY DISTINGUISHED CONCERTS INTERNATIONAL NEW YORK
Changing Lives through the Power of Performance
IRIS DERKE, CO-FOUNDER AND GENERAL DIRECTOR
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250 WEST 57TH ST, NEW YORK, NY 10107 | WWW.DCINY.ORG | EMAIL: CONCERTS@DCINY.ORG | TEL: (212) 707-8566

Listings

For online and print listings, DCINY has a certain protocol we follow to ensure consistency, reduce listing errors, and to strengthen our brand. Below are guidelines and sample listing.

FOR PRINTED POSTERS/FLYERS

All living and deceased composers will have only their last names listed
Individual works and song cycles will be italicized

FOR BLURBS

“Individual works are in quotes”

Concert titles are italicized

Performer names are bolded

EXAMPLE OF A BLURB

Grammy Award-winning composer and conductor Eric Whitacre returns with DCINY for a holiday-themed concert of new arrangements and original works. The Distinguished Concerts Singers and Orchestra perform a festive program that features new takes on classics such as “Carol of the Bells,” “O Christmas Tree,” “Christmas Time Is Here,” “Silent Night,” and many more

DCINY BOILER PLATE BIO

Founded in 2007 by [Iris Derke](#) and [Jonathan Griffith](#), with its first public performance in January 2008, DCINY is a leading producer of dynamic musical entertainment in renowned international venues. Over 50,000 musicians representing 49 countries and all 50 United States have participated in DCINY productions. Since the inception of the company, DCINY has produced 51 world premieres and more than 200 concerts for over 200,000 audience members.

With unforgettable, world-class concert experiences, empowering educational programs, and a global community of artists and audiences, DCINY changes lives through the power of musical performance. In addition to being selected four times for Inc. 5000, DCINY has received national recognition with multiple American Prizes: Jonathan Griffith, Founder and Music Director of Distinguished Concerts Orchestra (Winner 2014 American Prize in Conducting, Professional Orchestra Division), DCINY’s General Director and Co-Founder Iris Derke and the DCINY Team (Winner 2015 American Prize in Arts Marketing), and Distinguished Concerts International New York (DCINY) has been recognized by LUX Life Magazine as the Most Outstanding Musical Education Program 2019 - New York.



Distinguished Concerts International New York

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Tel: 212.707.8566 | **E-mail:** Concerts@DCINY.org | **Web:** www.DCINY.org