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VOL. III

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# THE IDENTITY IMAGERY

## COMMUNICATION

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VISUAL IDENTITY  
GUIDELINES

version 1.0  
06.12.19

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BESIDES ITS CORPORATE LANGUAGE DEDICATED TO THE INSTITUTIONAL SIDE OF THE UNIVERSITY, UMFC DEVELOPS, ACROSS ITS CURRICULAR YEAR, DIFFERENT EVENTS THAT SHOULD ALWAYS BE COMMUNICATED USING UMFC'S IDENTITY SYSTEM AND ELEMENTS.

IT IS IMPORTANT TO KEEP CONSISTENCY BETWEEN THE COMMUNICATION ELEMENTS BUT ALSO UNDERSTAND THIS AS A PIECE OF A LARGER IDENTITY SYSTEM, STRUCTURALLY DEFINED AND PERCEIVED BY ITS VISUAL COHERENCE.

THIS DOCUMENT SHOWS HOW UMFC SHOULD VISUALLY SPEAK IN ITS MOST IMPORTANT MEDIUMS.

VOL. III

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COMMUNICATION

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COMMUNICATING FOR A BROADER AUDIENCE, VISUALLY REACHING NEW AND DIFFERENT PUBLICS, MAKES THE COMMUNICATION DESIGN ONE OF THE MOST IMPORTANT ASPECTS OF THE VISUAL BRANDING SYSTEM.

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# GRID SYSTEM

Grid is the invisible design element that connects all the pieces of the UMFC's identity system.

It is one of the defining parts that gives recognition to the University, but also an element that gives order and hierarchy to the information.

UMFC's grid is divided in 1+4 columns

The first one is defined by the Monogram size, and the extra 4 start at the Wordmark, using Y dividing Monogram and Wordmark to set the gutter. The +4 columns can also be subdivided, depending on the medium and content.

Horizontally the layout is also divided by 5 major lines, like a music sheet. A total of 5 rows to help structure the content.

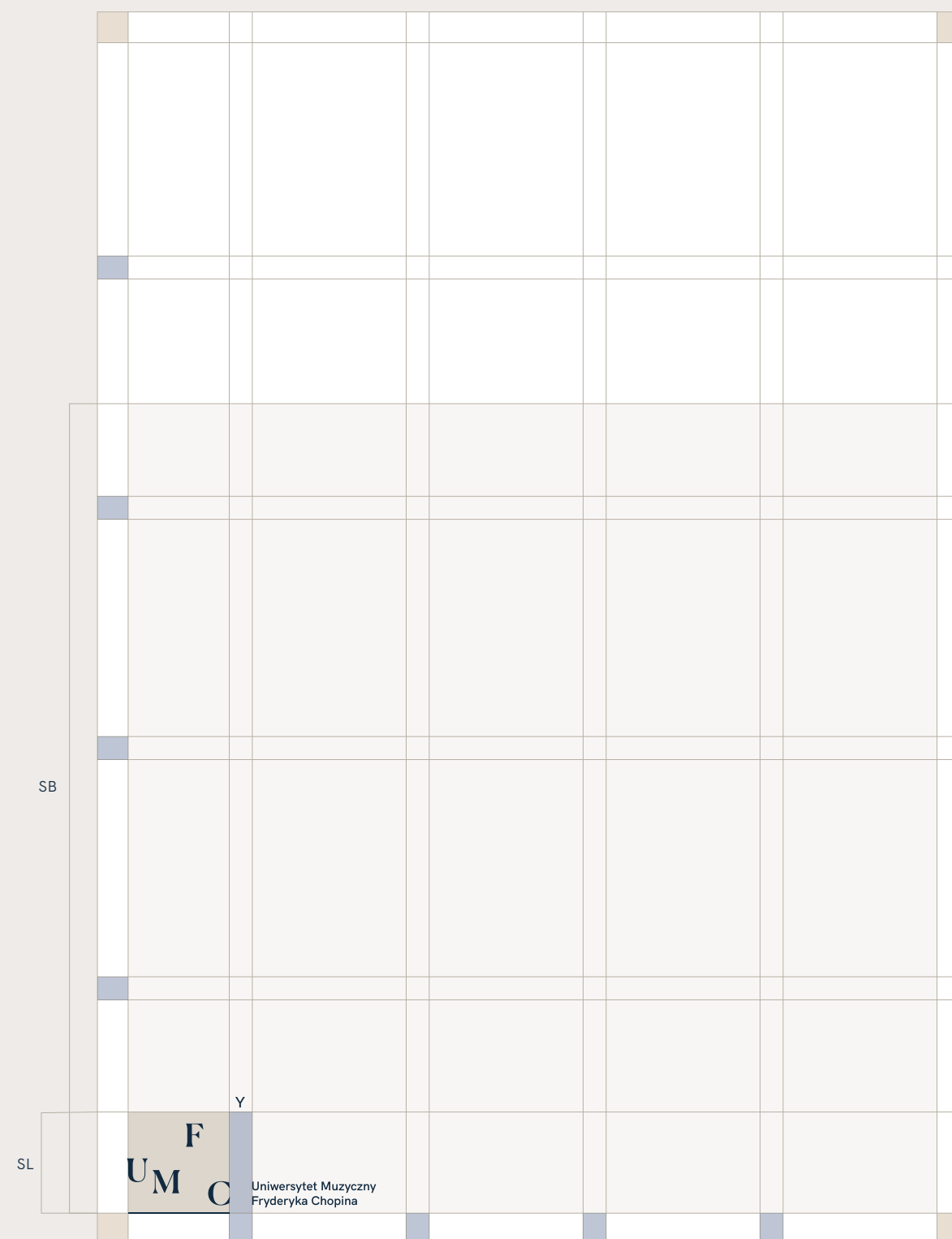
This grid system should be applied and adjusted to all UMFC's communication supports, independently of the mediums proportions.

## Logo size

Logo square area - SL, is a 12,5% reduction of a square area positioned in the background - SB. This proportion should be used across additional communication elements such as an outdoor.

## Horizontal layouts

In extremely wide horizontal layouts, the grid system should be made trough the adjustment of the number of columns, making it 1+8 columns instead of 1+4, but keeping the same 5 rows.



# GRID SYSTEM

## Composition basis

The Logo Box encloses the logo and its top line and it is a structural element of all UMFC's communications and also part of the University's poster events.

It defines and fits the column system horizontally, and can be adjusted vertically considering the volume of content.

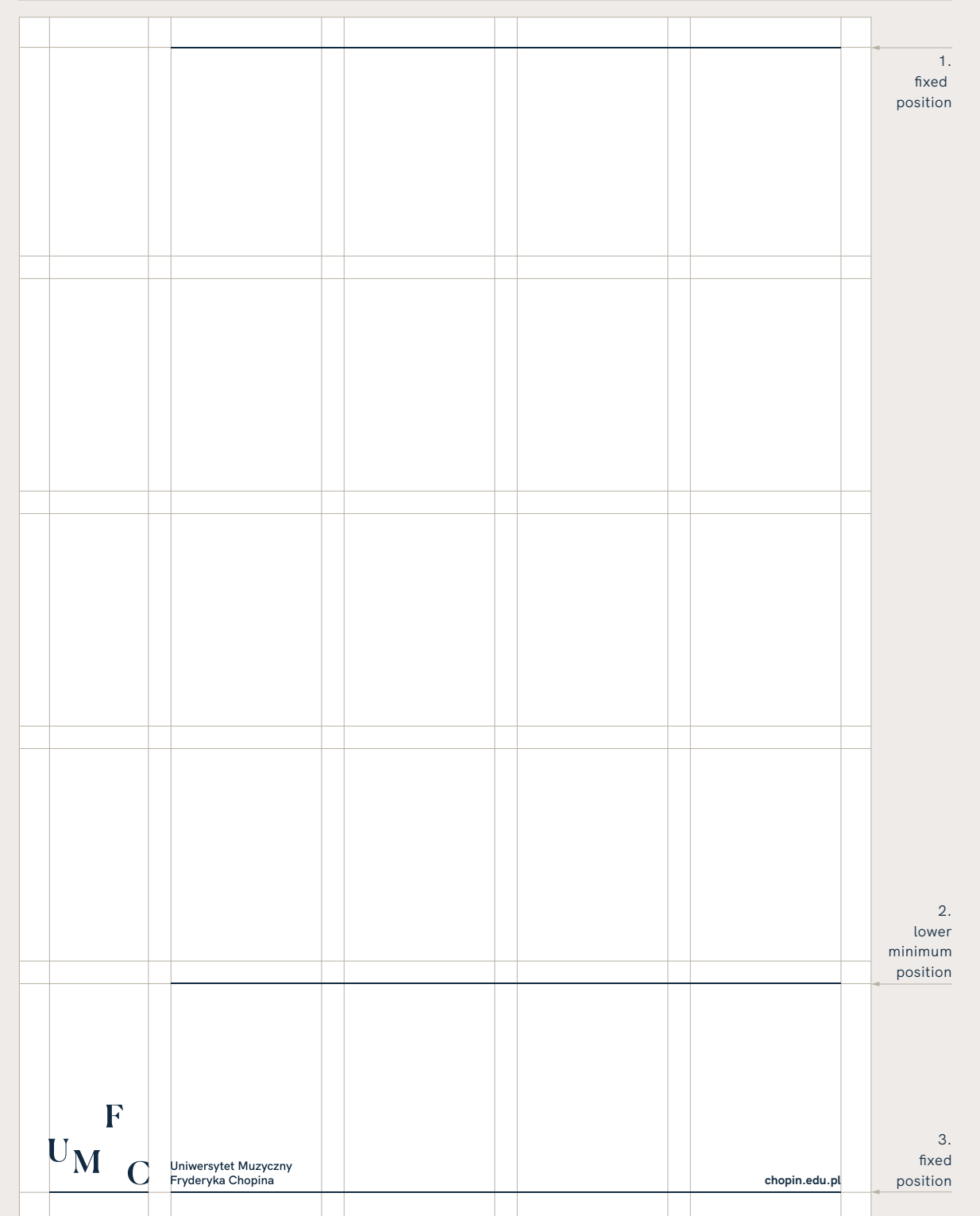
Normally it is a clear space area, but it can exceptionally hold small texts with technical and secondary information.

The Logo box should always be on the bottom of all key visuals.

## Main structure

There are three main fixed elements in the construction of a key visual, that have an important role in the grid system, and also define the base structure of the layout:

1. top line, should always be present, in a fixed position at the top of the key visual, aligned vertically with the Wordmark.
2. The Box top line, working as a divider between content and the Logo Box's clear area. It's minimum position should never be below one row height, but it can move up, defining the content end, leaving more clear space for Logo Box. The distance between content and the Box should be used as represented.
3. The Logo, always aligned on the left side of the background. It's position should be fixed through most key visuals.



# MONTHLY EVENTS POSTER B

For the monthly poster besides the Logo Box, there is also a fixed content area that contains the month information. This area is always kept in the same position for the 12 months.

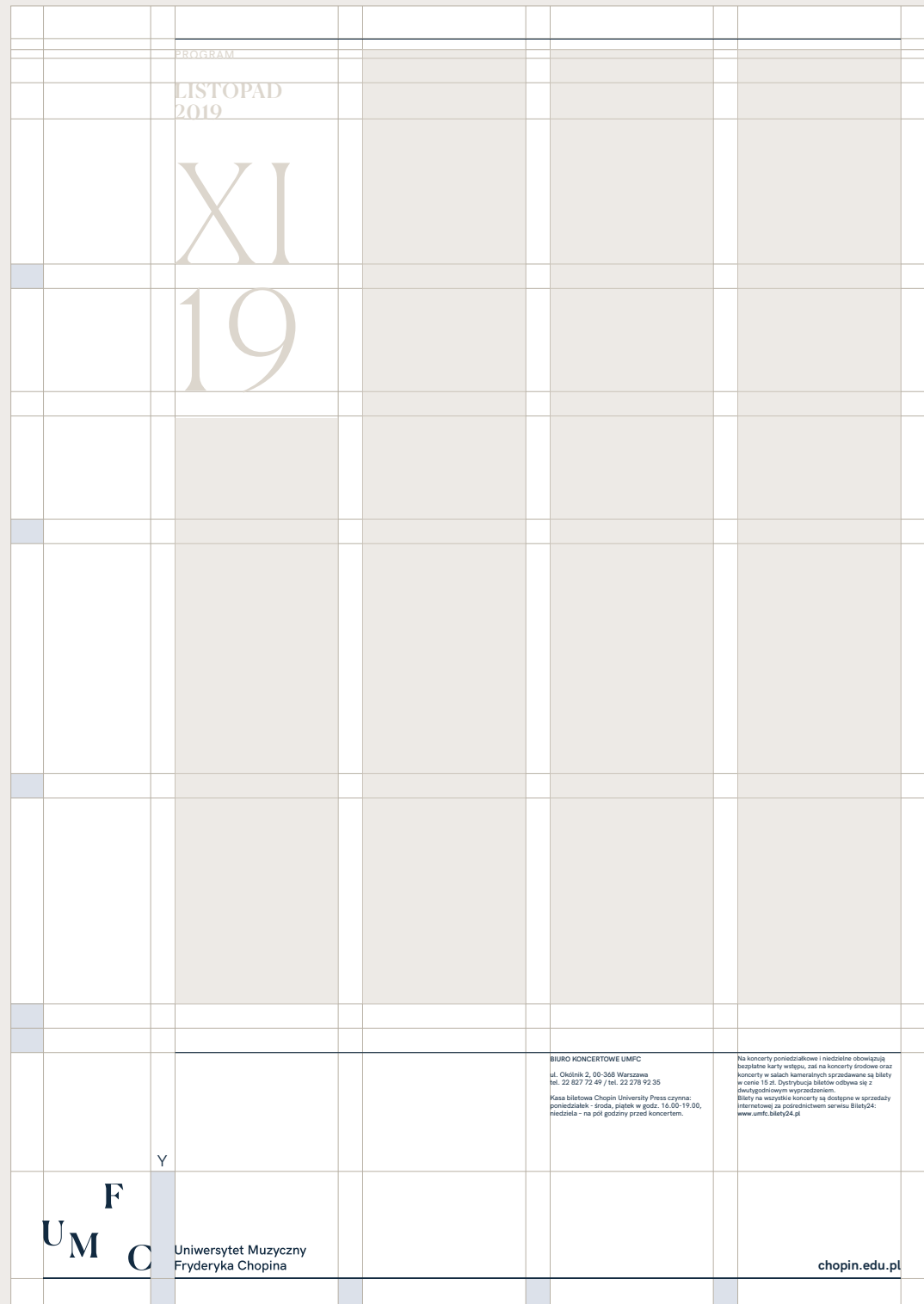
Lighter color shades are recommended for the monthly events backgrounds. Follow the color guidelines section, in Vol. I, to set color combinations.

Each event name/title is headed by the day number and a line above it.

Ideally each event full content should never be split between columns.

Spacing between elements should be used as presented.

Use the supplied template file to prepare monthly event posters.

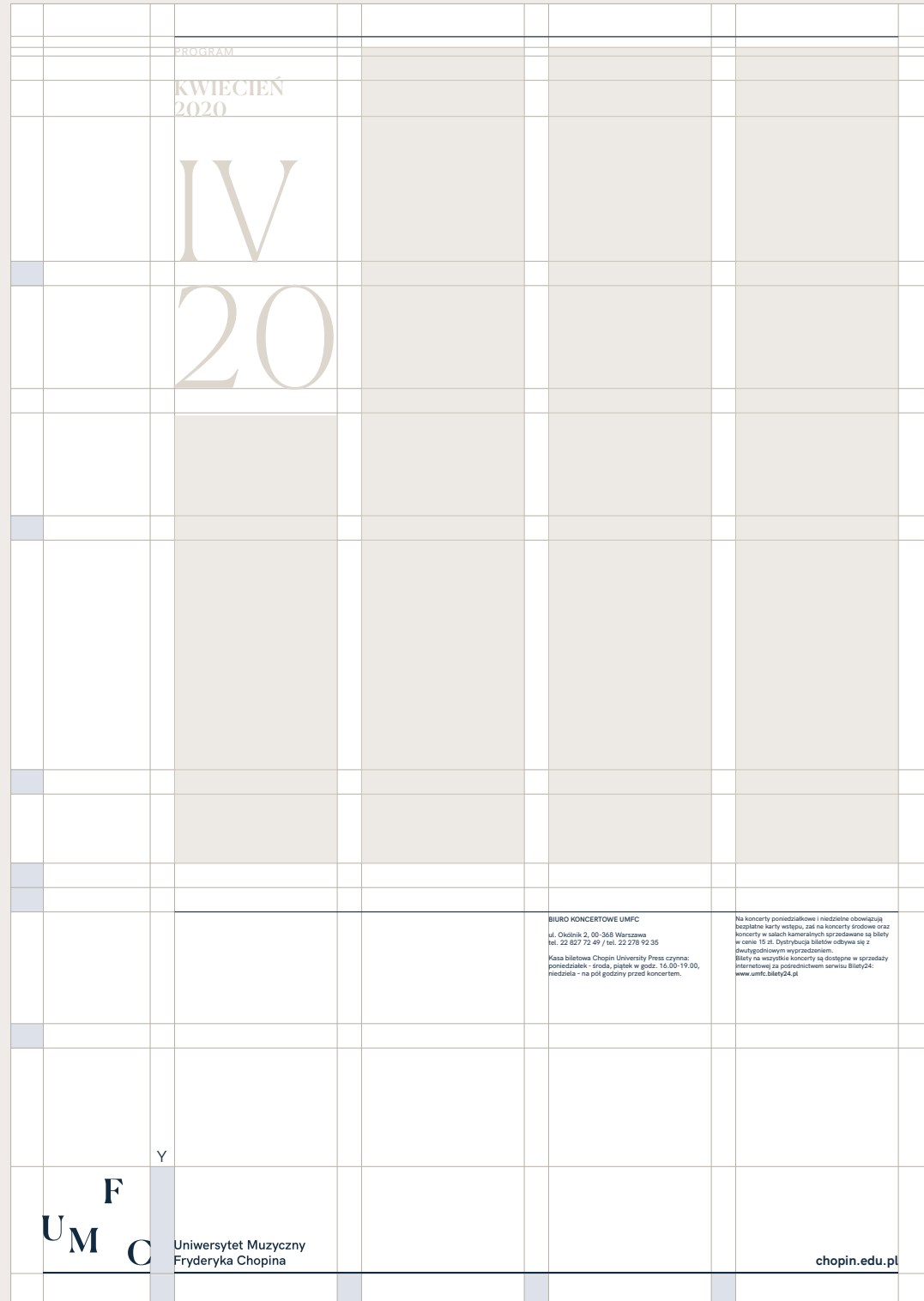




# MONTHLY EVENTS POSTER

## Logo box adjustment

Example of how to increase the Logo Box height, adjusted to the amount of content for each month.



# SINGLE EVENT POSTER C

Like the monthly poster, besides the Logo Box there's also a fixed content area for the date and time information, in this case arranged with a different typographic style. This content is always kept in the same position in every event poster.

Color also plays an important role in posters layout. Follow the color guidelines section, in Vol. I, to set color combinations.

Photos can also play an important role in event posters. They should be appealing and have a focus on music being played, like in the examples provided.

The colors of the background should be paired following the photo color scheme.

Use the supplied template file to design additional single event poster.





# SINGLE EVENT POSTER C

## Composition

Different compositions can be achieved by using the grid structure, combining typography, color and photo. Making use of a diverse image positioning and orientation, helps to create a recognizable identity of UMFC events, by giving them visual rhythm and a musical feeling.



## Title typography

There is no mandatory rule for the title size of the event poster or its position in the layout, for each event title, typographic size should be considered avoiding word breaks and balance between all elements. The main typeface is Canela Light, in any size and with tracking adjustments.



# SINGLE EVENT POSTER C

## Exceptional displacements

In some specific cases, date area can be displaced to accommodate additional logos or special elements.



# SINGLE EVENT POSTER C

## Colors

Events posters color arrangements usually use 2 colours, in the same tones or in complementary lighter tones shades:

1. Background color.
2. Complementary color for all graphic elements (Logo, lines and typography).

## Color pairings

The choice of each poster colors set, should be made in visual harmony with the photo color scheme and follow pairings featured in the guidelines.

Follow the color palette guidelines section, in Vol. I, to set color combinations.

18 XI 2019  
poniedziałek,  
godz. 19.00

# ZAGRANICZNI GOŚCIE



Andrzej Brzoska reżyseria dźwięku  
Leszek Lorent, Tamara Kurkiewicz,  
Michał Bator, Jan Gralla perkusja  
Ignacy Zalewski dyrygent  
Chopin University Modern Ensemble

BIURO KONCERTOWE UMFC  
ul. Okólnik 2, 00-368 Warszawa  
tel. 22 827 72 49 / tel. 22 278 92 35  
Kasa Biletowa Chopin University Press czynna:  
poniedziałek - sobota, piątek w godz. 18.00-19.00,  
niedziela - na pół godziny przed koncertem.

Na koncerty poniedziałkowe i niedzielne obowiązują  
szczególnie niskie ceny, zaś na koncerty środowe oraz  
koncerty w salach kameralnych sprzedawane są bilety  
w cenie 19 zł. Dostępność biletów odbywa się z  
dyskrecją w zależności od zapotrzebowania.  
Bilety na wszystkie koncerty są dostępne w sprzedaży  
internetowej za pośrednictwem serwisu bilet24.pl

**UMC** Uniwersytet Muzyczny  
Fryderyka Chopina  
chopin.edu.pl

18 XI 2019  
poniedziałek,  
godz. 19.00

# GWIDON CIĘŻAREK

skrzypce



# MAREK CZECHK

altówka

BIURO KONCERTOWE UMFC  
ul. Okólnik 2, 00-368 Warszawa  
tel. 22 827 72 49 / tel. 22 278 92 35  
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# SINGLE EVENT POSTER C

The grid should always be taken in consideration when creating the photo layout and framing.



18 XI 2019  
poniedziałek,  
godz. 19.00

# KONCERT POLSKIEJ PIEŚNI ARTYSTYCZNEJ

Koncert w wykonaniu studentów  
Wydziału Wokalno-Aktorskiego

BIURO KONCERTOWE UMFC  
ul. Okólnik 2, 00-368 Warszawa  
tel. 22 827 72 49 / tel. 22 278 92 35  
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Na koncerty poniedziałkowe i niedzielne obowiązują bezpłatne karty wstępu, zaś na koncerty środowe oraz koncerty w salach kameralnych sprzedawane są bilety w cenie 19 zł. Dostępność biletów odbywa się z dwutygodniowym wyprzedzeniem.  
Bilety na wszystkie koncerty są dostępne w sprzedaży internetowej za pośrednictwem ser. www.bilet24.pl

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Fryderyka Chopina

chopin.edu.pl



18 XI 2019  
poniedziałek,  
godz. 19.00

# KONCERT KAMERALNY

Andrzej Brzoska reżyseria dźwięku  
Leszek Lorent, Tamara Kurkiewicz,  
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Ignacy Zalewski dyrygent  
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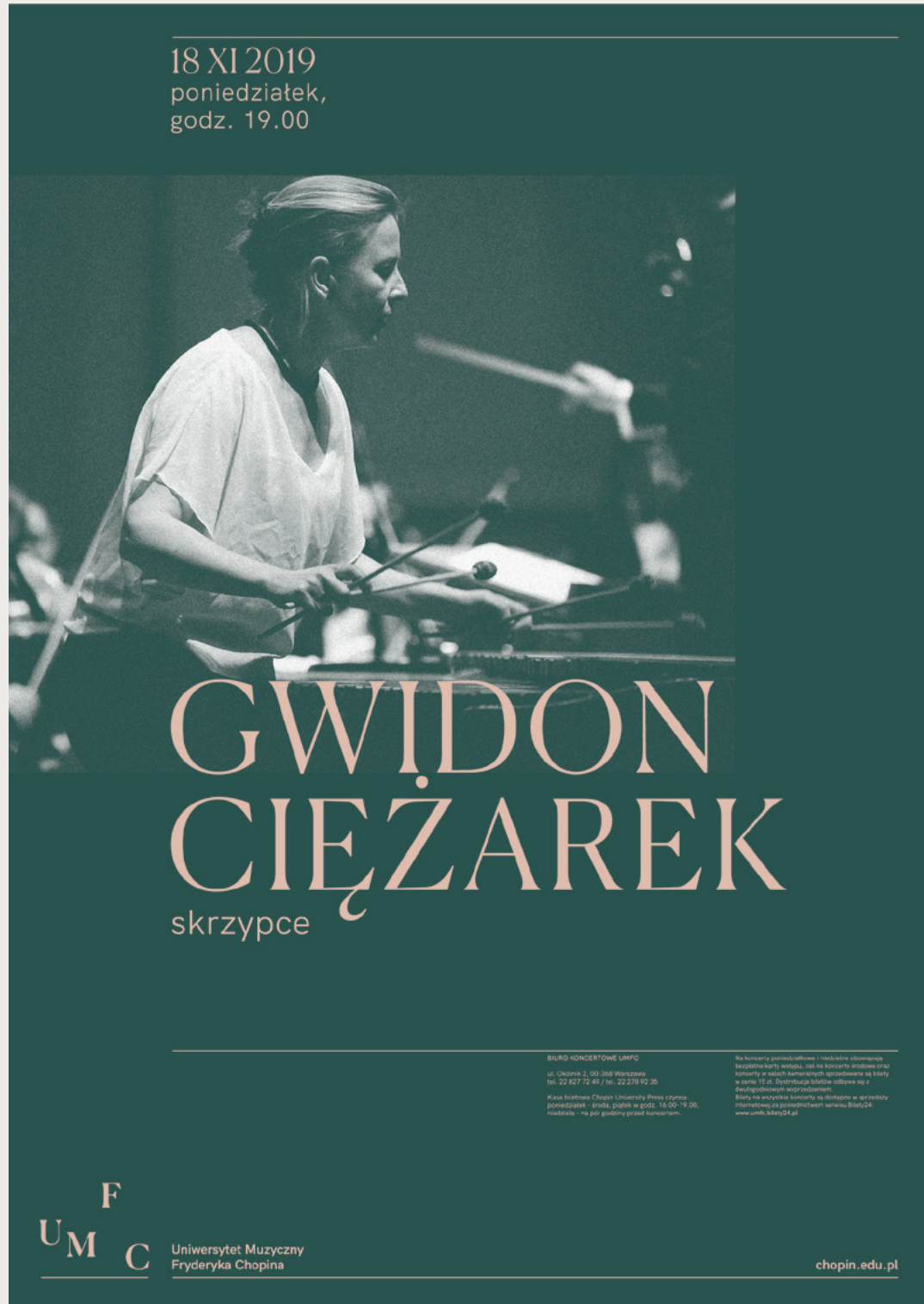
# SINGLE EVENT POSTER C

## Photographic editing

When photos available don't have enough quality to be used as is, after adjusting the size and resolution, convert to grey scale and make it Monotone. Use a noise filter, if needed. Always match the background Pantone with the monotone pantone.

## Use of white

You can use white in type, to highlight information, when the other colors of the light shades later don't have enough contrast with the photo, and only when photo editing isn't enough.

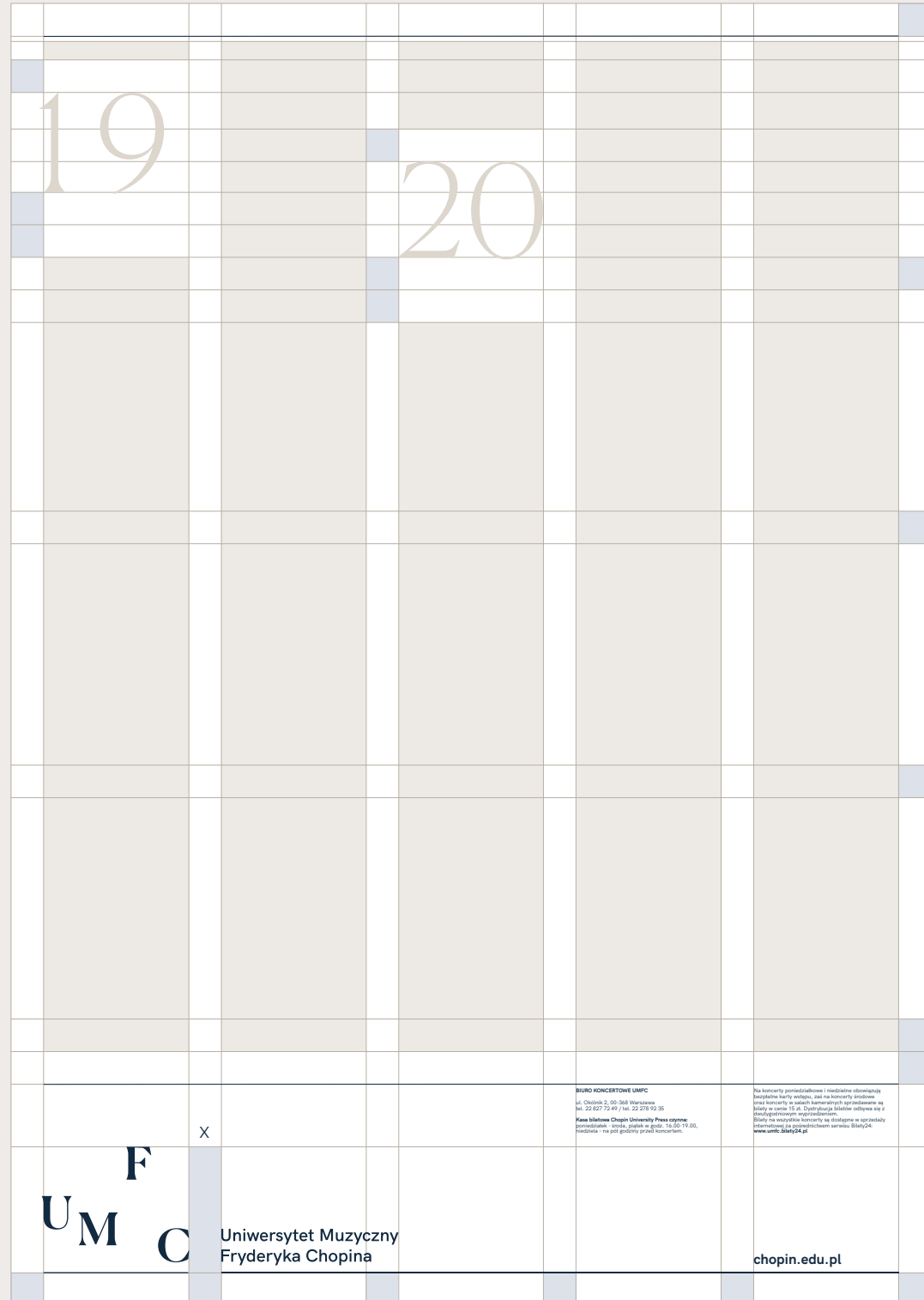




# SEASON CALENDAR POSTER A

Exceptionally in the Season poster layout, all columns are divided equally, to give more highlight to the Monogram and also accommodate more content.  
Take always in consideration the spacing between content elements.

Use the supplied template file to design additional season calendar posters.

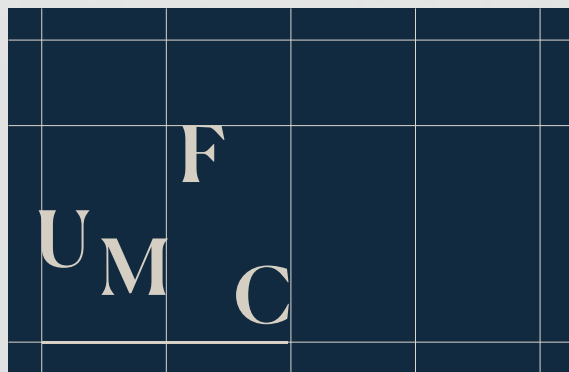




# SEASON TICKET

The tickets exemplifies how the grid was reshaped to a new format, but still maintaining coherence and its structural identity.

Use the supplied template file to design additional season tickets.



KARNET KONCERTOWY	RZĄD MIEJSCE
SEZON 2019/2020	Prosimy o potwierdzenie obecności najpóźniej na tydzień przed koncertem.
Biuro koncertowe UMFC tel. 22 827 72 49 / 22 278 92 35	ul. Okólnik 2 00-368 Warszawa
Uniwersytet Muzyczny Fryderyka Chopina	chopin.edu.pl

# SINGLE EVENTS TICKET

The tickets exemplifies how the grid was reshaped to a new format, but still maintaining coherence and its structural identity.

Use the supplied template file to design additional tickets.

The ticket layout should reflect by color and typography size the event communication elements, like for instance the poster or the social media posts.



					Rząd		
					Miejsce		
					ul. Okólnik 2 00-368 Warszawa		
					Biuro koncertowe UMFC tel. 22 827 72 49 / 22 278 92 35		
	<b>F</b>						
	<b>UM</b>	<b>C</b>	Uniwersytet Muzyczny Fryderyka Chopina		<a href="http://chopin.edu.pl">chopin.edu.pl</a>		



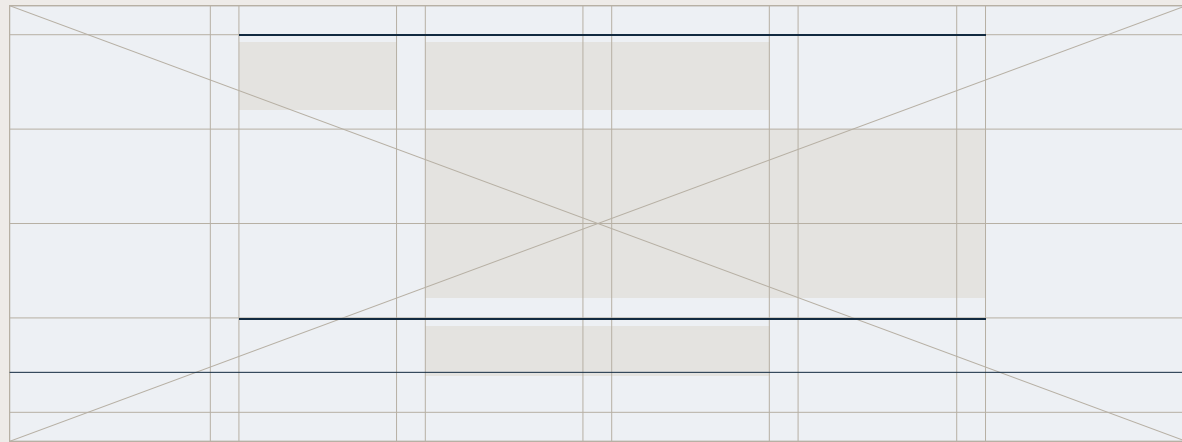
# SOCIAL MEDIA

Social media is today one of the most important vehicles of communication. Graphic coherence should also be complying with the identity system.

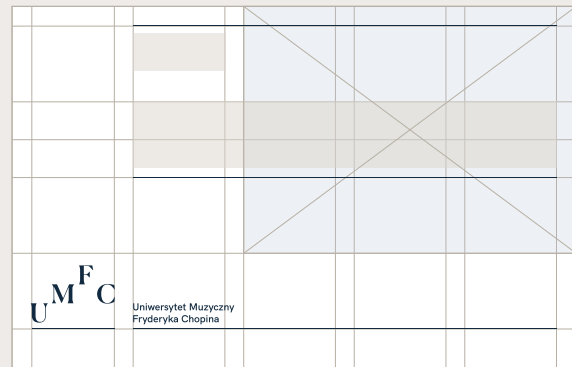
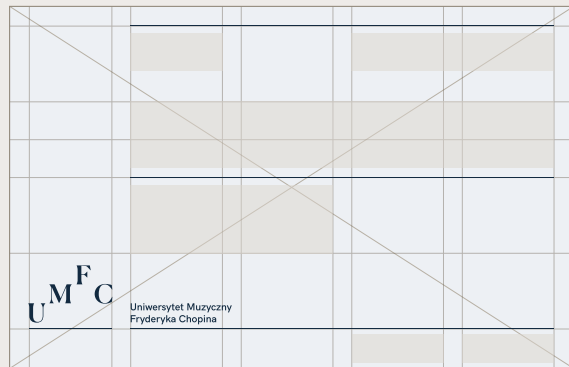
Social media posts can be incorporated with different levels of information, ranging from a full information concert event to a simple image. Here are presented some examples how these levels of information could work.

For an event that combines other communication mediums it is important to keep consistency between all elements, namely font sizes, layout and color.

Use the supplied template file to design additional social media elements.



Layout example for Facebook cover, considering that the Logo profile picture is at its side, it doesn't require the logo integration.



Social media post using just an image and the logo, that can be used full bleed or framed.

Social media posts can also be used without the logo if the image already has an identifiable UMFC graphic element.

