

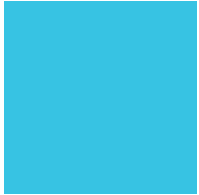


American Orff-Schulwerk Association

Branding Suggestions

Current Branding

Color Palette:



Top of logo
#19cae8



Accent yellow
#f7bb01



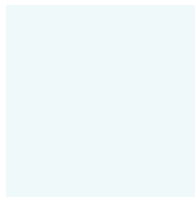
Bottom of logo
#024b88



Accent orange
#cf7b01



Core text
#013042



Background
#edf7f9

Typography:

Heading Font:

Crimson Pro

Longform BodyFont:

Inter

Updated Colors



Primary
#38b3e3



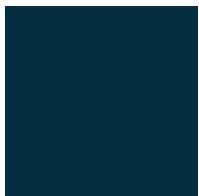
Primary
#fdb714



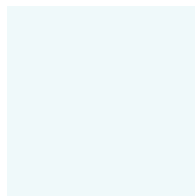
Secondary
#024b88



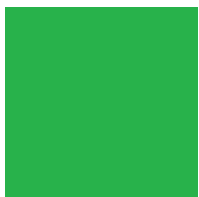
Accent
#f79432



Text/Borders
#003042



Background
#edf8f9



Accent
#1db24b



Primary
#f0493e

Creative Notes:

I would like to brighten the current color palette by making the blue, yellow, and orange more rich and vibrant. Adding a green and red will add a playful feel, improving the overall branding. Also, maintaining the original Text and Background colors will preserve the brand identity while adding a fresh, creative touch with the new colors.

Updated Typography

Display:

Playfair Display Bold
and
Poppins Bold

Accent/Quote:

Playfair Display Italic

Body:

Poppins Light

Creative Notes:

I would like to change up the current typography with some fonts that add visual interest. Sticking with the current idea of pairing a serif with a sans serif, I was able to grab this font pairing off of some designs currently on the AOSA Instagram. The stark thick/thin contrast on Playfair Display adds visual interest while still being easily readable at large sizes. Poppins is a geometric sans serif and adds a light hearted, playful feel into any design. Each of these typefaces offers a large font family to be chosen from for any of your needs.

Graphic Elements



Borders

- Can be used in any of the primary or border brand colors
- Use to frame images and quotes in social media posts
- Use to frame and add visual interest to print documents



Music Notes

- Can be used in any of the brand colors
- Use in the accent colors to create an accent graphic in any design
- Use to add dimension and visual interest to any social post or print design



Dancing Man

- Use only in the blue primary color
- Use as a large focal point in any design
- Use sparingly as it is a large element and key element of logo

Logo

