



NYCOS

Brand Guidelines

LOGOMARK & DESIGN ASSETS



Version 1.0 - October 2019

OVERVIEW OF DESIGN ELEMENTS

Opposite is an overview of all design assets — the fundamental building blocks of the National Youth Choir of Scotland (NYCOS) brand identity.

Master logo

3 - 4



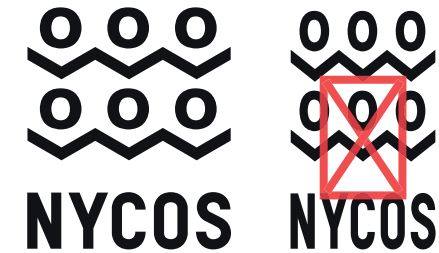
Secondary Logo

5 - 6



Logo Restraints

7



Marks & Dividers

8



Fonts

9

T-Star Heavy

T-Star Regular

T-Star Light

T-Star Light Italic

Proxima Nova

Typography

10

Title

Stand first. Cras dapibus nisi purus, eu egestas purus pulvinar non.

SUB TITLE

Body copy. Cras dapibus nisi purus, eu egestas purus pulvinar non. Etiam eros neque, laoreet sed diam ut, tincidunt sagittis nunc.

Colours

11 - 12



Photography

13



Application

14 - 19



MASTER LOGO

This is the master NYCOS logo and should primarily be used throughout all materials.

It is strong, clean and easily recognisable logo, with a prestigious tone and contemporary treatment which the members can be proud of.



Master Logo



Reverse Version



SECONDARY LOGO

This secondary linear version of the logo should be used when a horizontal format better suits the available space.



Secondary Logo



Reverse Version



LOGO RESTRAINTS

SAFE AREA

Leave a safe area equivalent to the width of one chevron in the logo mark around the NYCOS master logo.

For secondary logo the safe area is dictated by the width of the letter Y on the horizontal axis and the height is dictated by one chevron.

SIZING

The minimum print width for the master logo is 20mm and for the secondary logo is 30mm wide.

DO'S & DO NOTS

Do not distort* the logo by stretching, compressing or skewing it.

* When resizing the logo in Word or PowerPoint, do not drag the corner of the picture box as this can distort the logo. Hold down Ctr and then drag the box from the corner.



20mm



30mm

MARKS & DIVIDERS

SOLO SINGER

The Solo Singer Icon should never be used in place of a logo but as a supporting element such as a website favicon.



Solo Singer icon



Zig-Zag line



Single chevron



Thick chevron



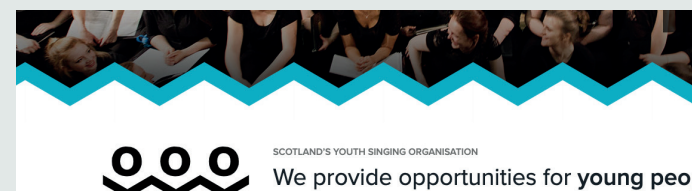
Double chevron

- Bullet point
- Another bullet point
- Third bullet point

Bullet points example (fig 3)




Photograph clipping mask (fig 1)



Header divider on website (fig 2)

24
MAY

➤



Event Title Goes Here

EVENT TYPE

LOCATION, TOWN

19.00 - 23.00

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis dolor mi, commodo vitae erat ut...

[FIND OUT MORE >](#)

Event listing on website (fig 4)

Fonts

T-Star is the primary font family for NYCOS branded materials.

Proxima Nova Family is a web font alternative and should only be used for online purposes when T-Star is not available.

T-Star

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£\$&@") 0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£\$&@") 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£\$&@") 0123456789

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£\$&@") 0123456789

Proxima Nova

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£\$&@") 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£\$&@") 0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£\$&@") 0123456789

TYPOGRAPHY

LEADING

Leading throughout should be set to a 12pt baseline grid. For example body copy at 9pt will have 12pt leading. Ascenders and descenders should never touch.

SIZING

The minimum size is 6pt but this should only be used for small print such as the NYCOS charity or company number. There is no upper size limit.

SETTING BODY COPY

Body copy should always be ranged left. Please don't manipulate or distort the typefaces. Stretching, condensing, outlining and drop shadows should never be used.

T-Star Heavy
25em kerning

T-Star Heavy

T-Star Light

T-Star Light Italic

T-Star Heavy
25em kerning

T-Star Heavy
25em kerning

T-Star Regular

T-Star Light

T-Star Heavy

BY LINE

Title Date

Stand first. Cras dapibus nisi purus, eu egestas purus pulvinar non. Etiam eros neque.

SECTION TITLE

SUB TITLE

Body copy. Cras dapibus nisi purus, eu egestas purus pulvinar non. Etiam eros neque, laoreet sed diam ut, tincidunt sagittis nunc.

Pull out information. Cras dapibus nisi purus, eu egestas purus pulvinar non. Etiam eros neque, laoreet sed diam ut, tincidunt sagittis nunc.

Small print. Cras dapibus nisi purus, eu egestas purus pulvinar non. Etiam eros neque, laoreet sed diam ut, tincidunt sagittis nunc.

COLOURS

PRIMARY

The primary brand colour is NYCOS Blue and should be used for all global elements and materials.

SECONDARY

Secondary colours to support the NYCOS Blue colour are White, NYCOS Black and NYCOS Grey. NYCOS Black should be used for all text with the exception of sub titles, small print and text on coloured backgrounds.

BRANCH SPECIFIC

A wider colour palette has been developed for each branch of the organisation. These branches are as follows; The National Choir (Purple), Boys Choir (Navy), Girls Choir (Red), Regional Choirs (Green) and Mini Music Makers (Pink). These colours should be used in place of NYCOS Blue for any elements or materials specific to these branches only.

NYCOS Blue

CMYK 80 / 4 / 22 / 0
RGB 32 / 168 / 196
Pantone 631c
HEX #20A8C4

NYCOS Black

CMYK 75 / 66 / 60 / 81
RGB 29 / 29 / 29
Pantone 6c
HEX #1D1D1D

NYCOS Grey

CMYK 50 / 40 / 40 / 25
RGB 121 / 121 / 120
Pantone 424c
HEX #797978

NYCOS Light Grey

CMYK 10 / 5 / 7 / 0
RGB 234 / 237 / 237
Pantone 663c
HEX #eaded

National Choir

CMYK 74 / 77 / 0 / 0
RGB 93 / 86 / 161
Pantone 7678c
HEX #5D56A1

Colours

Boys Choir

CMYK 60 / 13 / 0 / 57
RGB 56 / 102 / 128
Pantone 7699c
HEX #386680

Girls Choir

CMYK 0 / 93 / 75 / 0
RGB 229 / 52 / 71
Pantone 032c
HEX #E53447

Regional Choirs

CMYK 28 / 10 / 97 / 0
RGB 215 / 210 / 60
Pantone 583c
HEX #D7D23C

Mini Music Makers


CMYK 20 / 95 / 20 / 0
RGB 200 / 38 / 116
Pantone 227c
HEX #C82674

COLOUR COMBINATIONS

For materials aimed towards current or potential participants and their families, these should retain a balance between NYCOS Blue (or the relevant branch colour), NYCOS Black and White.

EVENT MATERIALS

For materials aimed towards paying audience attendees, a more sophisticated and 'serious' tone should be implemented by favouring NYCOS Black as a background colour.




INTRO

THE BASICS

1

FUN TIMES

The national girls choir perform Maecenas sed lorem vel justo viverra dictum nec et urna. Mauris placerat scelerisque lacus, ac tincidunt dolor. Sed mattis varius sapien, eu rutrum ligula volutpat et. Suspendisse id mauris nulla. Fusce et leo congue, lacinia mauris eget, dictum sem. Maecenas sed lorem vel justo viverra dictum nec et urna. Mauris placerat scelerisque lacus, ac tincidunt dolor. Sed mattis varius sapien, eu rutrum ligula volutpat et. Suspendisse.



FRIENDSHIPS FOREVER



INTRO

THE BASICS

1

SAINTE CHAPELLE

The national girls choir perform Maecenas sed lorem vel justo viverra dictum nec et urna. Mauris placerat scelerisque lacus, ac tincidunt dolor. Sed mattis varius sapien, eu rutrum ligula volutpat et. Suspendisse id mauris nulla. Fusce et leo congue, lacinia mauris eget, dictum sem. Maecenas sed lorem vel justo viverra dictum nec et urna. Mauris placerat scelerisque lacus, ac tincidunt dolor. Sed mattis varius sapien, eu rutrum ligula volutpat et. Suspendisse.



ST BASEL'S CATHEDRAL

The national girls choir perform Maecenas sed lorem vel justo viverra dictum nec et urna. Mauris placerat scelerisque lacus, ac tincidunt dolor. Sed mattis varius sapien, eu rutrum ligula volutpat et. Suspendisse id mauris nulla. Fusce et leo congue, lacinia mauris eget, dictum sem. Maecenas sed lorem vel justo viverra dictum nec et urna. Mauris placerat scelerisque lacus, ac tincidunt dolor. Sed mattis varius sapien, eu rutrum ligula volutpat et. Suspendisse.

With Musical Director Christopher Bell (pictured above)

PHOTOGRAPHY

For global materials and those aimed towards current or potential participants and their families, a balance between candid and fun interactions as well as singing photographs should be used. Light, bright and optimistic in feel, images should convey inclusivity and professionalism.

EVENT MATERIALS

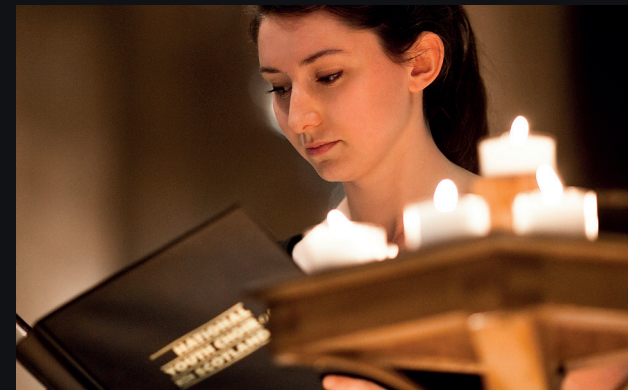
For materials aimed at paying audience attendees or peer organisations, staged images, singing shots and emphasis on size and context of the event(s) should be used.

IMAGE USE

Fully informed and signed consent should always be documented before public use of photographs.



Friendlier and more relaxed tone

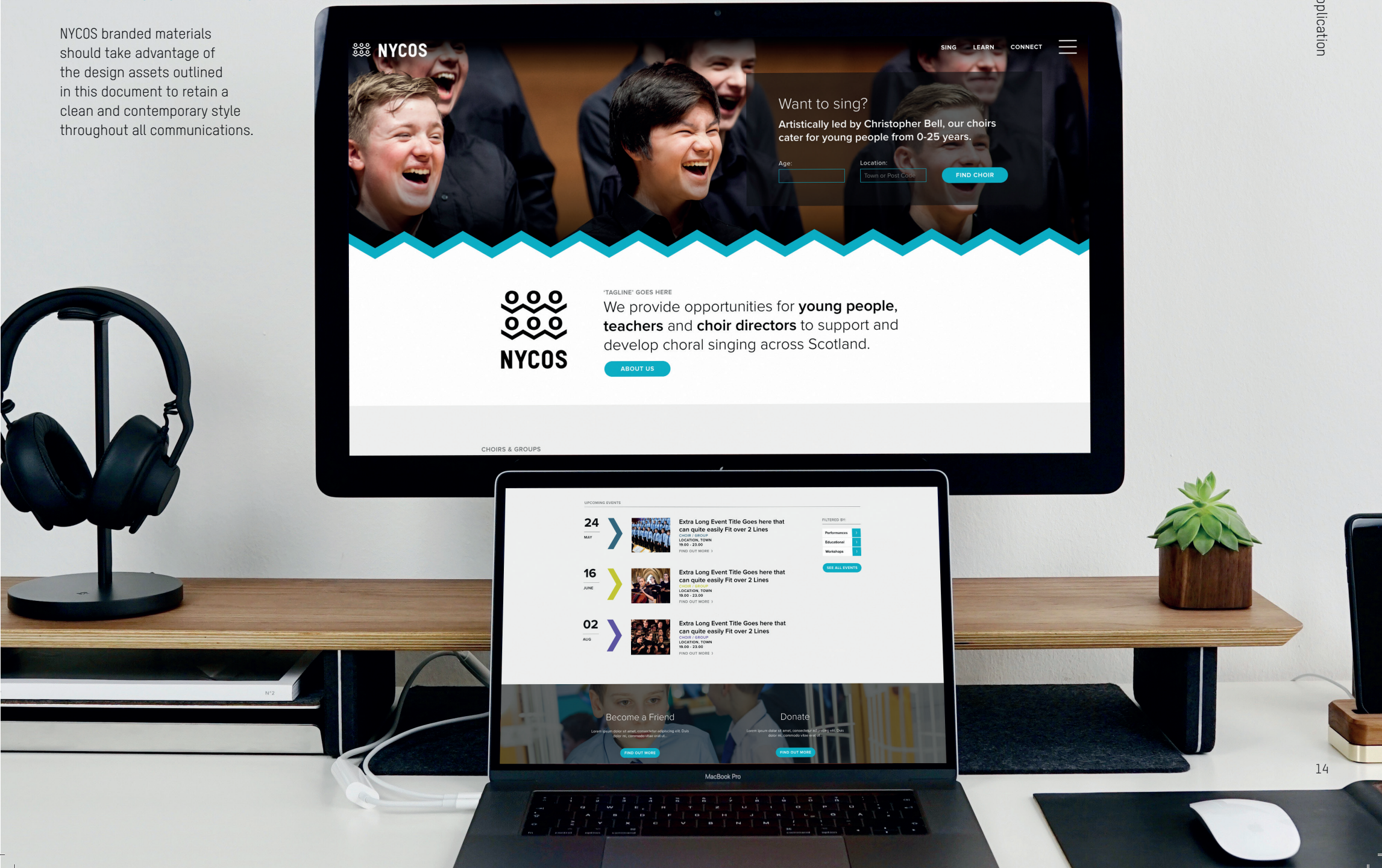


Professional and prestigious tone

BRAND APPLICATION EXAMPLES


NYCOS branded materials should take advantage of the design assets outlined in this document to retain a clean and contemporary style throughout all communications.


Application
















NYCOS ✓
@NYCOSScotland


- Home
- Posts
- Events
- Photos
- Videos
- Reviews
- Locations
- Fundraisers
- Community
- Email List
- About
- Groups



Create post




Posts



NYCOS
14 August · 🌐

"Everyone's part of the family with a shared goal to create the best sound that we can."

Applications for National Choirs 2020 are now open. Now is your chance to join one of Scotland's best choirs – don't miss out!



APPLY ONLINE NOW nycos.org.uk/joinus

5.0 5 out of 5 · Based on the opinion of 14 people

Community [See all](#)

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4,491 people like this

4,714 people follow this

About [See all](#)

0141 287 2856

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www.nycos.co.uk

Youth organisation · Arts and entertainment · Non-profit organisation

Hours 09:00 - 17:00
[Open now](#)

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Page created – 2 October 2009



APPLY ONLINE NOW
nycos.org.uk/joinus

JOIN US

National Youth Choir of Scotland 2020

The National Youth Choir of Scotland, led by world-renowned conductor Christopher Bell, is an outstanding choir for young people aged 16-25. One of the UK's leading choirs, it was recognised in 2012 with the Ensemble award from the Royal Philharmonic Society.



BURSARIES AVAILABLE
includes fees and travel

THE CHOIR IS MADE UP OF TWO SECTIONS:

NYCOS TRAINING CHOIR <ul style="list-style-type: none"> » Gives enthusiastic singers the experience and vocal coaching required for progression. 	NATIONAL YOUTH CHOIR OF SCOTLAND <ul style="list-style-type: none"> » Gives experienced choral singers prestigious performance opportunities.
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NYCOS

National Youth Choir of Scotland (previously as NYCOS) is a registered Scottish charity, SC024899. NYCOS is a company limited by guarantee registered in Scotland with company number SC202148. Registered office: Capella Building (North Floor), 85 York Street, Glasgow G2 8JL.

f t @NYCOSScotland



APPLY ONLINE NOW
nycos.org.uk/joinus

JOIN US

NYCOS National Boys Choir 2020

NYCOS National Boys Choir, led by world-renowned conductor Christopher Bell, is for boys aged 10-17 with both changed and unchanged voices. Members sing with other boys to the highest standard, receive expert vocal tuition and develop musicianship skills.



BURSARIES AVAILABLE
includes fees and travel

THE CHOIR IS MADE UP OF THREE SECTIONS:

TRAINING CHOIR <ul style="list-style-type: none"> » For boys with unchanged voices who could benefit from a little more time to develop and gain the experience needed for progression. 	NATIONAL BOYS CHOIR <ul style="list-style-type: none"> » For more experienced singers with unchanged voices who can cope with the increased musical and vocal demands of a national choir. 	CHANGING VOICE CHOIR <ul style="list-style-type: none"> » For older boys with changing voices; this choir supports singers through the stages of vocal development.
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f t @NYCOSScotland



APPLY ONLINE NOW
nycos.org.uk/joinus

JOIN US

NYCOS National Girls Choir 2019

NYCOS National Girls Choir, led by world-renowned conductor Christopher Bell, is for ambitious singers aged 12-17 who show vocal and musical potential. Members sing with other girls to the highest standard, receive expert vocal tuition and develop musicianship skills.



BURSARIES AVAILABLE
includes fees and travel

THE CHOIR IS MADE UP OF TWO SECTIONS:

TRAINING CHOIR <ul style="list-style-type: none"> » For girls who show potential, and need time for their voices to develop or the choral experience required for progression. 	NATIONAL GIRLS CHOIR <ul style="list-style-type: none"> » For more experienced singers who can cope with the increased musical and vocal demands of a national choir.
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f t @NYCOSScotland



JOINING THE CHOIR INVOLVES:

- attending an informal audition
- attending the week-long residential course
- performing at engagements throughout the year

AUDITIONS

Members of the National Youth Choir are amongst the most promising young vocalists in the country and are selected by the choir in the autumn. We are looking for a mix of voices, so we will be looking for both boys and girls. It is hoped that you will be able to sing a wide range of songs, from simple tunes to more complex pieces. We will decide whether you are ready for membership of the National Youth Training Choir or National Youth Choir.

WHAT TO SING AT THE AUDITION

You should bring a song that you have learned and can sing well. It should be a song that you are confident in singing and that you can sing with confidence. We will be looking for a mix of voices, so we will be looking for both boys and girls. It is hoped that you will be able to sing a wide range of songs, from simple tunes to more complex pieces. We will decide whether you are ready for membership of the National Youth Training Choir or National Youth Choir.

ADDITION LOCATIONS & TIMES

Depending on numbers, auditions may be held in Aberdeen, Dundee, Edinburgh, Glasgow and Inverness. This opportunity to audition by video link may be available to some schools.

Time and location of your audition will be confirmed by the end of October 2018.

RESIDENTIAL COURSE

The activities for the year all stem from the six-day residential course, where the repertoire is learned. Members will have vocal coaching, musicianship training and full choir rehearsals with highly qualified music staff who are experts in their field.

The school is set in extensive grounds and, as well as providing for all our musical needs, has sports facilities. The timetable includes recreational activities supervised by our house staff.

COSTS & FINANCIAL ASSISTANCE

Costs are inclusive of membership, full-board accommodation, provision of music, additional engagements and all activities for the residential course:

TRAINING CHOIR
3 instalments of: **£130**

NATIONAL GIRLS CHOIR
3 instalments of: **£160**

Don't be put off by the cost as there is financial assistance available for both fees and travel. For more information, see the **Funding Information** page on our website or contact us.

HIGH-PROFILE PERFORMANCES HAVE INCLUDED:

BBC Proms in the Park
Edinburgh International Youth Festival
Aberdeen International Youth Festival
Lammermuir Festival

APPLY ONLINE
Apply by: 14 October 2018
nyco.org.uk/joinus

AUDITIONS
November 2018

RESIDENTIAL COURSE
8 - 13 April 2019

CONCERTS & ADDITIONAL ENGAGEMENTS

The Choir will take part in exciting additional engagements, full details of which will be advised prior to your audition. Girls will be expected to take part in both the residential course and additional engagements.

COURSE FINALE
13 April 2019
Perth Concert Hall

The course finishes with a concert for both sections of the Choir, where friends and family can experience the spectacular results of your hard work.



Any questions, contact:
info@nycos.co.uk

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Brand identity created by BOLD, Glasgow (bold-studio.co.uk)