

# BRAND & GRAPHIC STANDARDS MANUAL

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## Purpose & Intent

A brand is a living thing. Enormously powerful. Enormously fragile. Building a brand takes vision. It takes passion and sweat. And perhaps most importantly, it takes discipline. The discipline to never waiver from your brand's DNA and what your message to the world will be. These brand guidelines were created so the tenets of the BHS brand are not just in the hearts and minds of a few, but in the hundreds or even thousands of people who will touch the brand and share it with the world.

It is impossible to overemphasize the importance of brand consistency and strategic alignment. Endless studies prove consistency increases awareness and helps cement an emotional connection to a brand. The more single-minded we are, the more cohesive and consistent, the more powerful the BHS brand will be. It's that simple.

The following brand guidelines are designed to provide a framework, the tools and ideas for the Society and its outside resources to use in promoting and communicating the BHS brand. By staying true to the guideline's intent, we will continue to enhance and build the power of the BHS brand for many years to come.

# Brand Strategy & Strategic Architecture

## *The BHS Brand*

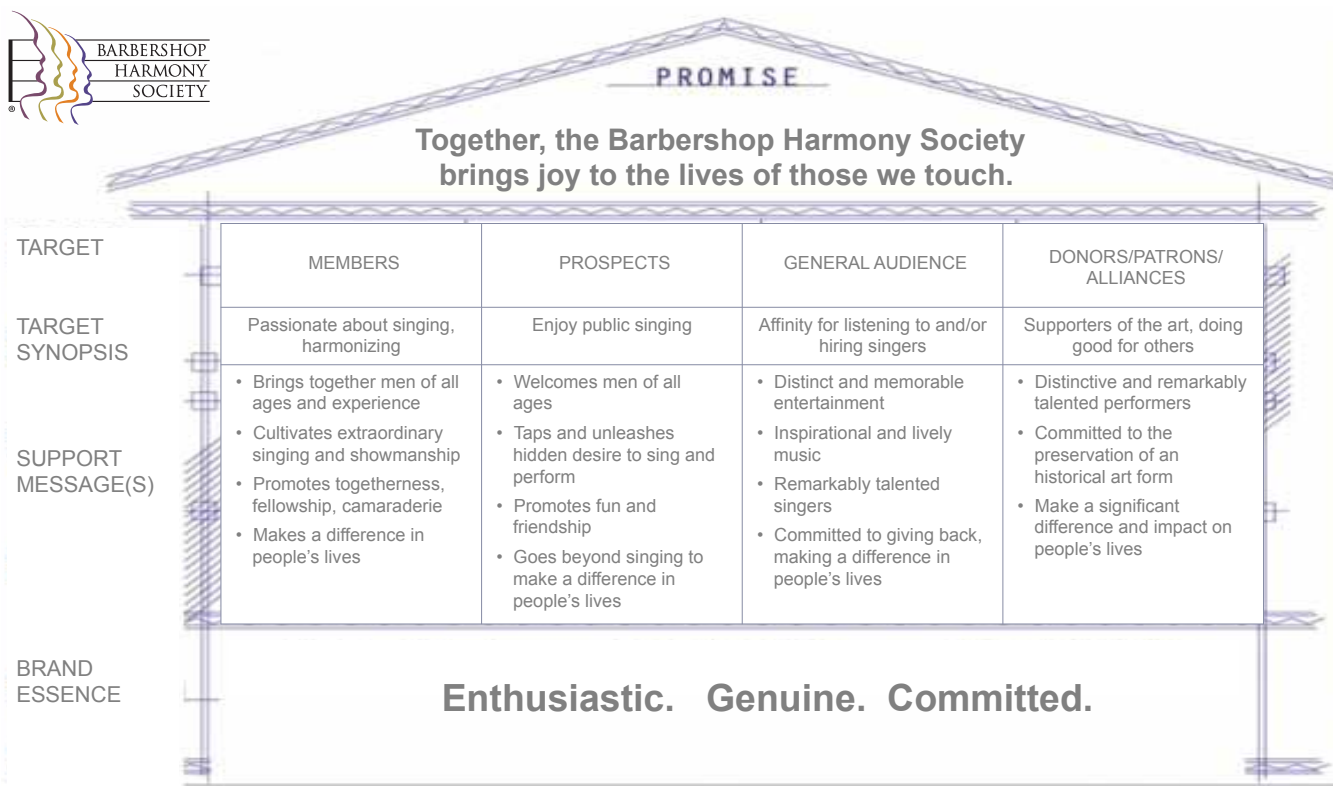
In order to maximize the brand’s power and provide consistency, we must all treat and present the BHS brand in the same manner. This consistency is defined and emanates from the BHS Brand House shown below. The Brand House is comprised of three key elements: the brand promise, brand essence and key brand messages.

**Brand Promise** – defines our commitment, our promise, to the people who interact with the BHS brand.

**Brand Essence** – articulates our brand’s personality traits or characteristics; how the BHS brand should act and be perceived.

**Brand Messages** – the simple, core messages we use to describe our brand and benefits to our key audiences.

By referencing, evaluating and aligning whatever you do against the elements of BHS Brand House, you will better ensure the BHS brand is viewed and perceived consistently among those who interact with it.



## Graphic Identity Standards

The standard and preferred Society identity is shown to the right. The identity consists of three graphic elements: a set of four faces of different color to represent four men singing, a set of lines meant to call to mind a music staff, and the name of the Society in the Trajan typeface. This mark should appear on any and all publicly available materials associated with the Barbershop Harmony Society.

In order to keep a consistent and professional graphic identity for the Society, all producers of printed and electronic materials should follow the guidelines presented in this manual for the use of this new brand. Diligent consistency is the key to establishing a powerful new identity. Your help and cooperation in the use of these standards is necessary to ensure consistent application of our brand to the public.

All Society districts, chapters, and quartets are encouraged to use the Society logos for promotional, advertising, and marketing materials, on signage, displays, merchandising, uniforms, stationary and any other printed materials to establish association with the Barbershop Harmony Society. Use of the Society logos is reserved exclusively for Society districts, chapters, and quartets in good standing.

To preserve the integrity of the logo, all reproduction must be made from high-resolution files available for download from the Society Web site at [www.barbershop.org](http://www.barbershop.org), or emailed from the Barbershop Harmony Society. Care should be taken to ensure the quality of all printed material bearing the Society logo.

Use of Society logos by non-Society members is strictly prohibited. Any misuse or infringement of any Society logo should be reported to Society's marketing department.



The Barbershop Harmony Society Signature

## Proper Usage of the Society Name

The official and complete name of the Society is “Barbershop Harmony Society.” This complete form should be used when the organization is first referenced in a document. Thereafter, the organization may be referred to as simply “the Society.” The direct article should be lower case in either the shorthand or full name, unless it appears at the beginning of a sentence. The word “barbershop,” when used in body copy and not part of the Society name (e.g.: “There is no more beautiful sound than good barbershop harmony.”), should be one word and should not be capitalized.

### **Incorrect:**

Barbershop Society  
the Harmony Society  
The Barbershop Harmony Society  
The Society

### **Correct:**

Barbershop Harmony Society  
the Barbershop Harmony Society  
Society  
the Society

## The Society Signature Logo

A logo is a specific graphic treatment of an organization's name or trademark. The Society logos must be used in the manner specified. In this way, no matter who uses the logos, they will instantly be recognizable as the identifying symbols of the Barbershop Harmony Society.

The Signature is the primary identifying logo for the Society and should be used on *all* public materials. It is available at [www.barbershop.org/logos](http://www.barbershop.org/logos).

The Signature is a unique piece of artwork created for the Barbershop Harmony Society. Therefore, it cannot be reproduced correctly by typesetting. In other words, do not attempt to re-create the Signature logo. Always use one of the supplied electronic graphic files. The Society home office is the only approved source for digital artwork.

The single, solid color Signature can be used in any situation. The full color version of the logo can be used in four-color process professional printing, and when printing to a color printer.

### *Federally Registered Trademark*

These logos and the Society name are federally registered trademarks of the Barbershop Harmony Society, and are thus protected from improper use or unauthorized alteration. The Barbershop Harmony Society has the sole authority to dictate the terms of usage of its logo. As the logo has federally registered trademark status, it should not be reproduced without the registered trademark symbol (®).



Full color for 4-color process printing



Single, solid color for any application

# Proper Usage of the Signature

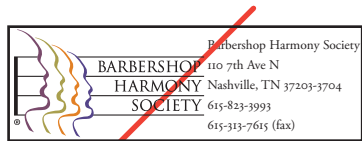
Any reproduction of the official logo must be true to the original in terms of relative size, shape, placement and completeness of the letters and symbols. No additions, deletions, substitutions or modifications of the logo or official logo-variations are permitted. It is not permitted to compress, extend, slant, distort or alter the existing relationship of the combined elements.

The Signature must always be surrounded by a “safe zone” of white space that acts as a buffer between the logo and surrounding graphics or text. The illustration below demonstrates the minimum allowable space around the logo. The measurement is based on the height of the capital letters in the name. Space to the left or right should be a distance of twice the cap-height. Space on the top and bottom should be a distance of three times the cap-height (measured from the top and bottom lines).

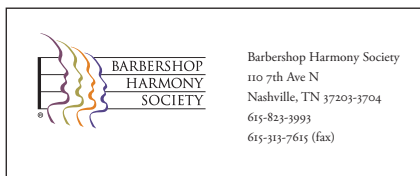


When placing copy to the left or right of the Signature, align the top of the copy to the top line rather than the top of the silhouettes.

**Incorrect:**



**Correct:**



The Signature should never be used as body copy in place of the Society name. Instead, place the Signature somewhere else and spell out the Society name in the body copy.

**Incorrect:**



Do NOT stretch the logo.



Do NOT rotate the Signature.



Do NOT use a low resolution image, such as one from a Web page, for print.



Do NOT use the Signature in place of the Society name in body copy.



## The Seal

The Seal is an alternate logo treatment suited for situations in which:

- Space or size or other physical limitations make the Signature infeasible
- A solid white background is required to resolve conflict with background images, textures or colors

As with the Signature, the Seal is a specific graphic treatment of the organization's name or trademark. The Society logos must be used in the manner specified. In this way, no matter who uses the logos, they will instantly be recognizable as the identifying symbols of the Barbershop Harmony Society.

The Seal is a primary identifying symbol and should be used on all public materials. It is available at [www.barbershop.org/logos](http://www.barbershop.org/logos).

The Seal is a unique piece of artwork created for the Barbershop Harmony Society and cannot be reproduced correctly by typesetting. In other words, do not attempt to re-create the Seal. Always use one of the supplied electronic graphic files. The Society home office is the only approved source for digital artwork.

The single, solid-color version of the Seal can be used in four-color process professional printing, and when printing to a color printer.

The Seal should not be altered, rotated, or change in colors other than approved treatments in black and white or color. The Seal should always be represented with the solid white background, not as a transparent wireframe that bleeds through color from behind.

### *Federally Registered Trademark*

These logos and the Society name are federally registered trademarks of the Barbershop Harmony Society, and are thus protected from improper use or unauthorized alteration. The Barbershop Harmony Society has the sole authority to dictate the terms of usage of its logo. As the logo has federally registered trademark status, it should not be reproduced without the registered trademark symbol (®).



Full color for 4-color process printing



Single, solid color for any application

# Proper Usage of the Seal

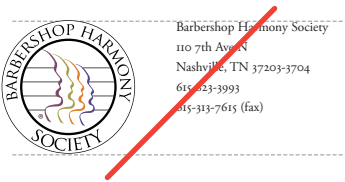
Any reproduction of the Seal must be true to the original in terms of relative size, shape, placement, and completeness of the letters and symbols. No additions, deletions, substitutions, or modifications of the Seal are permitted. It is not permitted to compress, extend, slant, distort, or alter the existing relationship of the combined elements.

The Seal must always be surrounded by a “safe zone” of white space that acts as a buffer between the Seal and surrounding graphics or text. The illustration below demonstrates the minimum allowable space around the Seal. The measurement is based on the height of the capital letters in the name. This space should be a distance of twice the cap-height all around the Seal.



When placing copy to the left or right of the Seal, center the copy vertically alongside the Seal, so that there is the same amount of space above and below the copy.

**Incorrect:**

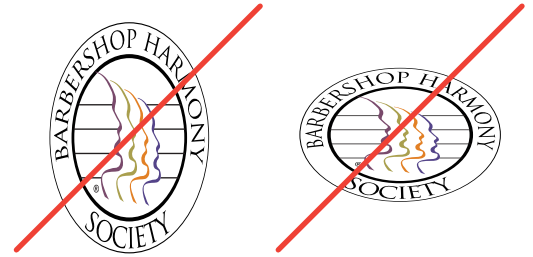


**Correct:**



The Seal should never be used as body copy in place of the Society name. Instead, place the Seal somewhere else and spell out the Society name in the body copy.

**Incorrect:**



Do NOT stretch the Seal.



Do NOT rotate the Seal.



Do NOT use a low resolution image, such as one from a Web page, for print.



Do NOT use the Seal in place of the Society name in body copy.

# The Emblem

The Emblem is the fundamental mark to represent the Barbershop Harmony Society, signifying the essential unique quality of our art form: four men singing without accompaniment. Each face is a different color to represent diversity. It can be used informally as a graphic element in just about any design application: page or sign background, writ large on the back of a T-shirt, on a golf ball, beach towel, etc.

The emblem should not be distorted in any way by stretching or skewing. It should have nothing added to it and it should not be used to make a different logo for the Society.

It is permissible to display the emblem either in whole or cropped. It may be used in any color to fit the color scheme of the given design.



Do NOT use the Emblem to create a new logo for the Society.



Do NOT trivialize or demean the emblem, or distort it in any way..

## The Brand Theme Line

“Together, Making the Music That’s Making a Difference.” is a Brand Theme Line used to concisely and simply articulate what the BHS brand stands for and represents. It’s a claim we stake for our brand that provides a point of differentiation, communicates our brand essence, and allows prospects to recall our brand. It helps move the brand towards its vision and goals. It can be used by itself as a main headline or graphic, or as a signature or sign-off to a piece of communication; when applied in this way, the Brand Theme Line artwork (shown at right) should be used. This art should be used in black when on a white or light-colored background, and in white when used on a black or dark-colored background. When the Brand Theme Line is used in text or copy, it can be set in the same font and size as the surrounding copy. However, it should be capitalized and punctuated as such: Together, Making the Music That’s Making a Difference.

The Brand Theme Line in the application at right uses Museo Sans 500 as the font (see Typefaces, page 13).

The Brand Theme Line is a unique piece of artwork created for the Barbershop Harmony Society and cannot be reproduced correctly by typesetting. In other words, do not attempt to re-create the Brand Theme Line. Always use one of the supplied electronic graphic files. The Society home office is the only approved source for digital artwork.

**TOGETHER,  
MAKING THE MUSIC  
THAT’S MAKING A  
DIFFERENCE.**

The Brand Theme Line in black on a white or light background.

**TOGETHER,  
MAKING THE MUSIC  
THAT’S MAKING A  
DIFFERENCE.**

The Brand Theme Line in white on a black or dark background.

~~TOGETHER,  
MAKING THE MUSIC  
THAT’S MAKING A  
DIFFERENCE.~~

Do NOT set the Brand Theme Line in a different typeface.

~~TOGETHER, MAKING THE MUSIC THAT’S MAKING A DIFFERENCE.~~

~~Together, Making the Music  
That’s Making a Difference.~~

Do NOT set the Brand Theme Line in one line, or in upper/lower case.

## The Brand Signifier

The Brand Signifier is a design element used to provide visual continuity and consistency across communication materials. It is a design element; it is not a new logo. The Signifier uses the three initial, overlapping letters of the Barbershop Harmony Society name as a way to reinforce brand identity and recognition; and importantly, to provide integration across the brand. The Bars are another element of the Brand Signifier: they signify the four parts of a quartet coming together as a whole, and also allude to the musical staff.

The Signifier can be applied in a variety of ways, using B&W, color or reverse type. It can be the main, dominant graphic, used with photos, with headlines, or applied as a subtle watermark or light background treatment. The Signifier can also be tilted at an angle. It can be used with the Bars or without. The Bars can be used as a design element separate from the Signifier. A variety of sample applications are shown throughout this manual.

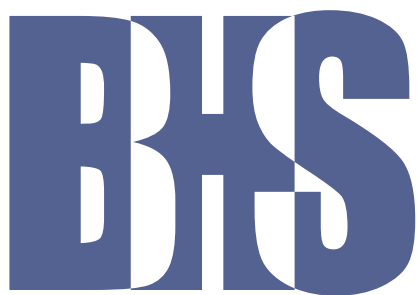
The brand signifier should be used in all communications and design applications in some manner. As a key brand element, the brand signifier is crucial to helping provide consistency and integration across all BHS materials.



The Brand Signifier and Bars in B&W.



The Brand Signifier and Bars in a single, solid color.



The Brand Signifier without Bars in a single, solid color.



The Brand Signifier and Bars in full-color, using the Secondary Colors palette.



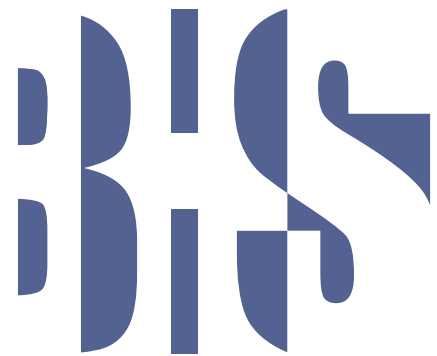
The Brand Signifier, used at an angle, in a single, solid color.

## The Brand Signifier (Alternate Version)

The Brand Signifier can also be used in an Alternate Version, in the same colors and variations as the Brand Signifier.



The Brand Signifier (Alternate Version)  
in B&W.







The Brand Signifier (Alternate Version)  
in a single, solid color.

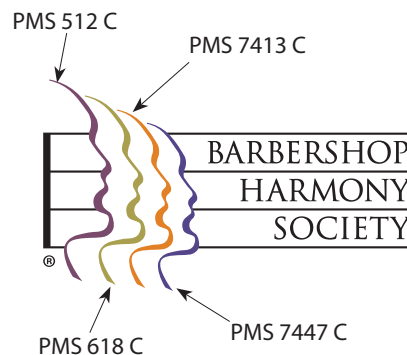


The Brand Signifier (Alternate Version)  
in full-color, using the Secondary Colors  
palette.

# Print Color Specifications

The base PANTONE colors for the full-color Barbershop Harmony Society logo are PMS 512 C, PMS 618 C, PMS 7413C and PMS 7447 C. The CMYK (cyan, magenta, yellow, black) equivalents for four-color process printing are as follows:





|                                                                                   |                                                                                   |                                                                                   |                                                                                   |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
|  |  |  |  |
| <b>PMS 512 C</b>                                                                  | <b>PMS 618 C</b>                                                                  | <b>PMS 7413 C</b>                                                                 | <b>PMS 7447 C</b>                                                                 |
| C 53%                                                                             | C 36%                                                                             | C 8%                                                                              | C 81%                                                                             |
| M 78%                                                                             | M 29%                                                                             | M 59%                                                                             | M 86%                                                                             |
| Y 36%                                                                             | Y 84%                                                                             | Y 100%                                                                            | Y 14%                                                                             |
| K 16%                                                                             | K 3%                                                                              | K 1%                                                                              | K 3%                                                                              |



Logo colors for a light background

## Light Color Variants

The colors above are meant to be used on a light background, but are too dark for a dark background such as black. On a dark background, use these slightly adjusted PANTONE colors:






|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| <b>PMS 512 C</b>                                                                    | <b>PMS 618 C</b>                                                                    | <b>PMS 7413 C</b>                                                                   | <b>PMS 7447 C</b>                                                                   |
| C 44%                                                                               | C 23%                                                                               | C 0%                                                                                | C 77%                                                                               |
| M 74%                                                                               | M 15%                                                                               | M 51%                                                                               | M 83%                                                                               |
| Y 23%                                                                               | Y 81%                                                                               | Y 100%                                                                              | Y 0%                                                                                |
| K 0%                                                                                | K 0%                                                                                | K 0%                                                                                | K 0%                                                                                |



Colors tinted for a dark background

## Secondary Colors

These colors can be used with the Brand Signifier, or as a background color, in any print or on-screen application.

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                      |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
|  |  |  |  |  |
| <b>PMS 512 C</b>                                                                    | <b>PMS 618 C</b>                                                                    | <b>PMS 7413 C</b>                                                                   | <b>PMS 7447 C</b>                                                                   | <b>PMS Warm Gray 10 C</b>                                                            |
| C 53%                                                                               | C 36%                                                                               | C 8%                                                                                | C 81%                                                                               | C 0%                                                                                 |
| M 78%                                                                               | M 29%                                                                               | M 59%                                                                               | M 86%                                                                               | M 14%                                                                                |
| Y 36%                                                                               | Y 84%                                                                               | Y 100%                                                                              | Y 14%                                                                               | Y 28%                                                                                |
| K 16%                                                                               | K 3%                                                                                | K 1%                                                                                | K 3%                                                                                | K 55%                                                                                |

# Typefaces

Official Society materials should use Adobe Garamond Regular, Adobe Myriad Light, or Museo Sans 500 typefaces (and associated families). If Adobe Garamond is not available, any version of the Garamond typeface is an acceptable substitute.

Body copy should be typeset in 11 pt Adobe Garamond with 16.5 pt leading (as this document demonstrates). Headlines and display copy should be set in Museo Sans 500, in an appropriate size for the purpose of the copy.

## *Primary Typefaces, to be used for body copy and captions*

Adobe Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Adobe Garamond Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## *Secondary Typeface, to be used for headlines and display copy*

Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789







## Web and On-screen Usage

On-screen applications, such as Web pages, JPG, PNG, SVG, or other similar digital or electronic formats, and PowerPoint require resolutions and colors quite different from print. Consequently, a completely separate set of graphics files is available specifically for on-screen use. EPS and TIFF files made for print should never be used for on-screen applications—the colors will not be correct. Instead, use the appropriately sized GIF, JPG, or PNG file.

The Signature is available from the Society in a wide range of sizes. If you need a different size, do NOT resize a GIF—this will distort the image. Instead, download the Photoshop master file from the Society's Web site and resize it to the desired width or height. Be sure to maintain the proportions when resizing. If you do not have Photoshop, then resize from the largest copy of the Signature and convert it to 24 bit color before resizing to eliminate distortions.

# Web and On-screen Color Specifications





Because colors are produced differently on a computer screen, the color settings are not the same as for print. Print uses the CMYK (cyan, magenta, yellow, black) color space because it deals with *reflected* light on inks. Computer screens, however, use the RGB (red, green, blue) color space because (like television) they produce *radiated* light. Below are the RGB color specifications for the base colors.

|                                                                                   |                                                                                   |                                                                                   |                                                                                   |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
|  |  |  |  |
| PMS 512 C                                                                         | PMS 618 C                                                                         | PMS 7413 C                                                                        | PMS 7447 C                                                                        |
| R 122                                                                             | R 169                                                                             | R 226                                                                             | R 84                                                                              |
| G 74                                                                              | G 158                                                                             | G 128                                                                             | G 68                                                                              |
| B 107                                                                             | B 78                                                                              | B 37                                                                              | B 137                                                                             |
| 7a4a6b                                                                            | a99e4e                                                                            | e28025                                                                            | 544489                                                                            |

NOTE: These colors to be used with the Barbershop Harmony Society Logo ONLY






## Light Color Variants

The light color variants for use on dark backgrounds can be used anywhere on a Web page. The color specifications for all of the light color variants are shown below.

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |
| PMS 512 C                                                                           | PMS 618 C                                                                           | PMS 7413 C                                                                          | PMS 7447 C                                                                          |
| R 157                                                                               | R 205                                                                               | R 247                                                                               | R 91                                                                                |
| G 95                                                                                | G 196                                                                               | G 147                                                                               | G 75                                                                                |
| B 140                                                                               | B 86                                                                                | B 30                                                                                | B 159                                                                               |
| 9d5f8c                                                                              | cdc456                                                                              | f7931e                                                                              | 5b4b9f                                                                              |

## Secondary Colors

These colors can be used with the Brand Signifier, or as a background color, in any Web application.

|                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |
| PMS 512 C                                                                           | PMS 618 C                                                                           | PMS 7413 C                                                                          | PMS 7447 C                                                                          | PMS Warm Gray 10 C                                                                  |
| R 122                                                                               | R 169                                                                               | R 226                                                                               | R 84                                                                                | R 138                                                                               |
| G 74                                                                                | G 158                                                                               | G 128                                                                               | G 68                                                                                | G 122                                                                               |
| B 107                                                                               | B 78                                                                                | B 37                                                                                | B 137                                                                               | B 103                                                                               |
| 7a4a6b                                                                              | a99e4e                                                                              | e28025                                                                              | 544489                                                                              | 8a7a67                                                                              |

NOTE: These colors to be used with the Brand Signifier and backgrounds ONLY

## Web and On-screen Typefaces

Not all typefaces are compatible with all Web browsers and operating systems. To ensure that any Society Website design is able to be viewed as intended across all browsers and platforms, the following typefaces are recommended for Website design ONLY. These typefaces are analagous to the corporate typefaces on page 14, but are considered “Web safe.”

### *Primary Web Typefaces, to be used for body copy and captions*

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Georgia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

### *Secondary Web Typefaces, to be used for headlines and display copy*

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Trebuchet MS Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## Style Guide (Sample Applications)

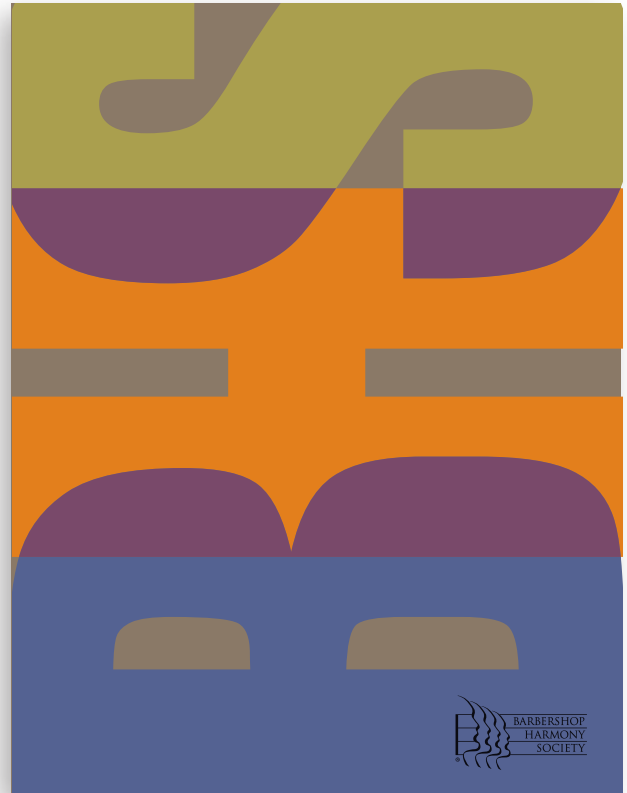
### *The Brand Signifier*

The purpose of this Brand & Graphic Standards Manual is to provide a “visual toolbox” that defines and promotes the BHS brand. Elements within the “toolbox” include the Society Signature Logo, the Brand Theme Line, and the Brand Signifier and Bars, along with color palettes, typefaces, and selected photo imagery. Following the standards defined in this Manual will ensure that the BHS brand is portrayed in a coherent manner; but within these standards, there is significant creative leeway. On this and following pages, examples are shown that reflect how these tools can be used. These examples are by no means definitive, but rather provide a general look and feel for applying the various elements.



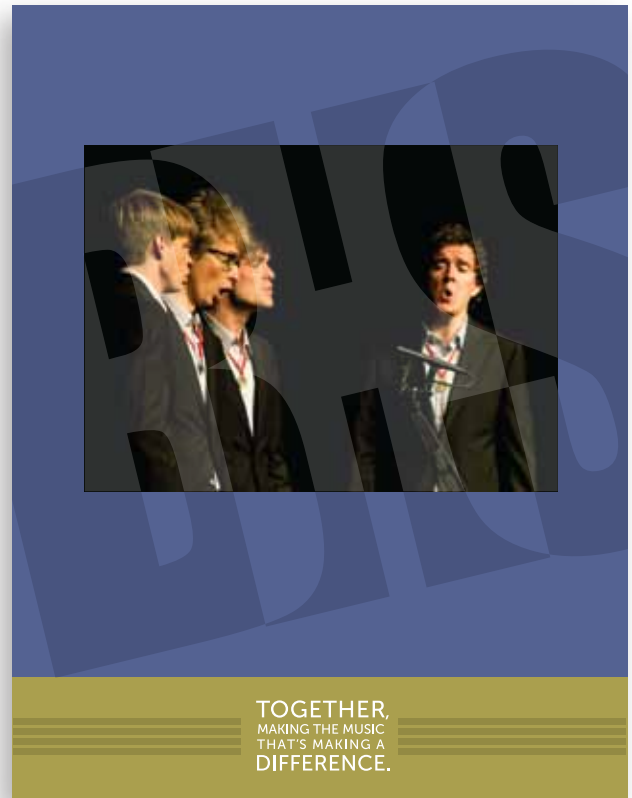
# Style Guide (Sample Applications)

## *The Brand Signifier*



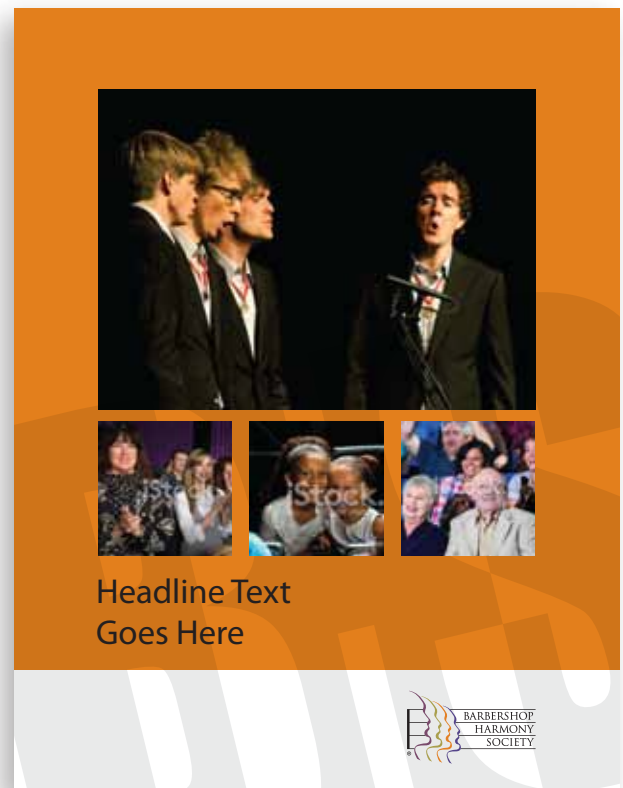
# Style Guide (Sample Applications)

## *Large Photo Treatment*



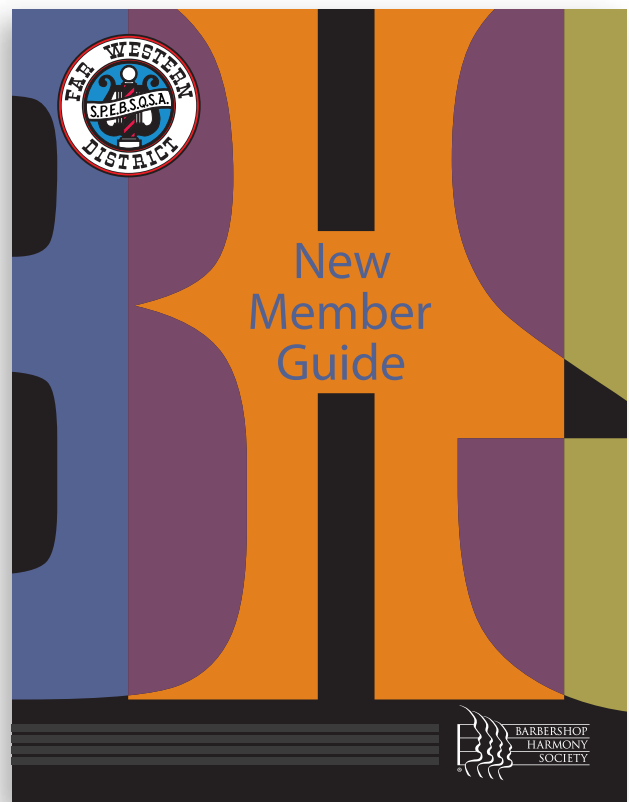
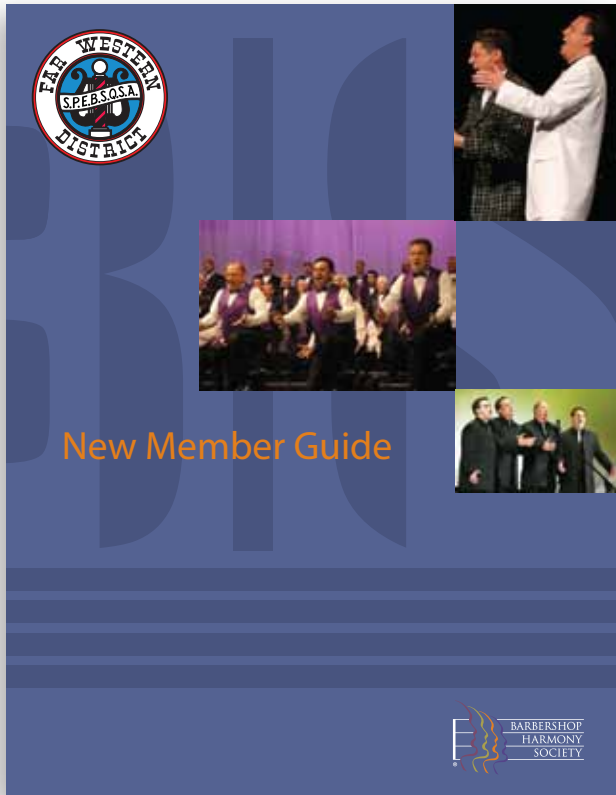
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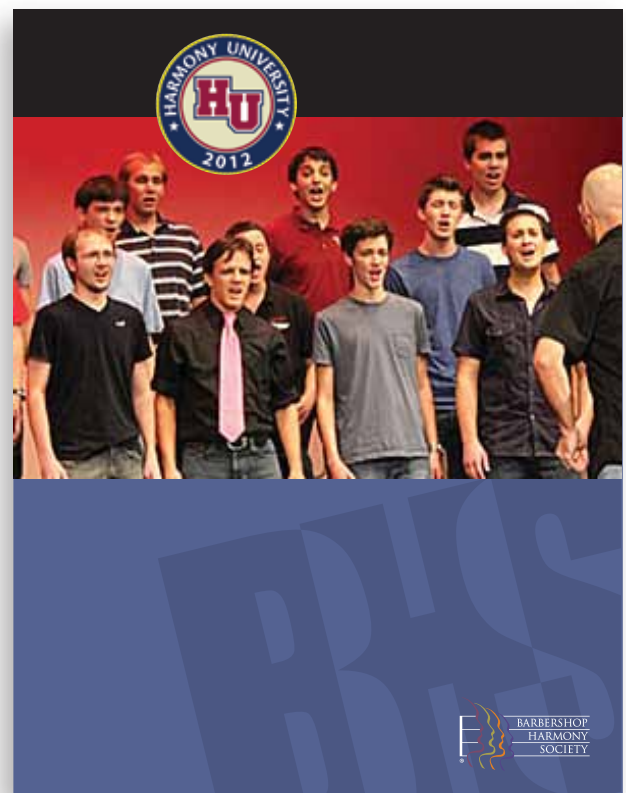
## *District Logo Treatment*





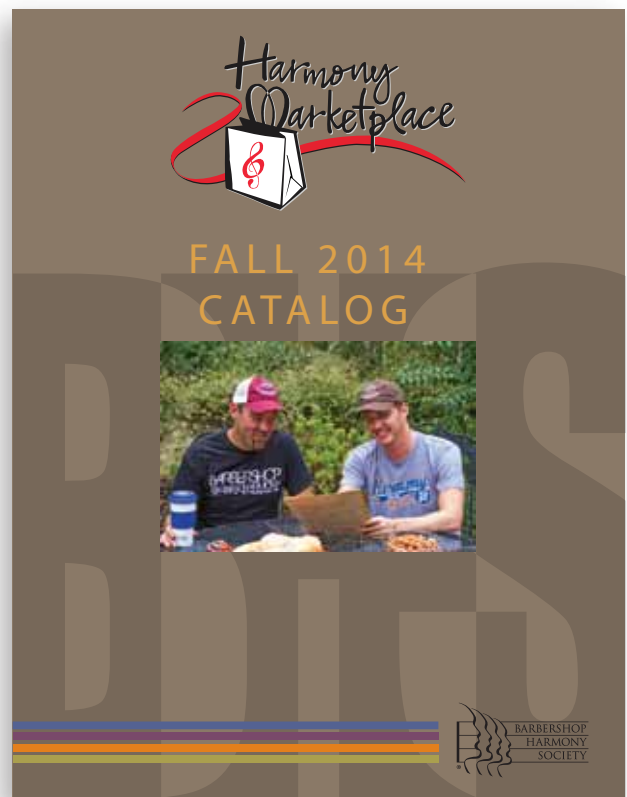
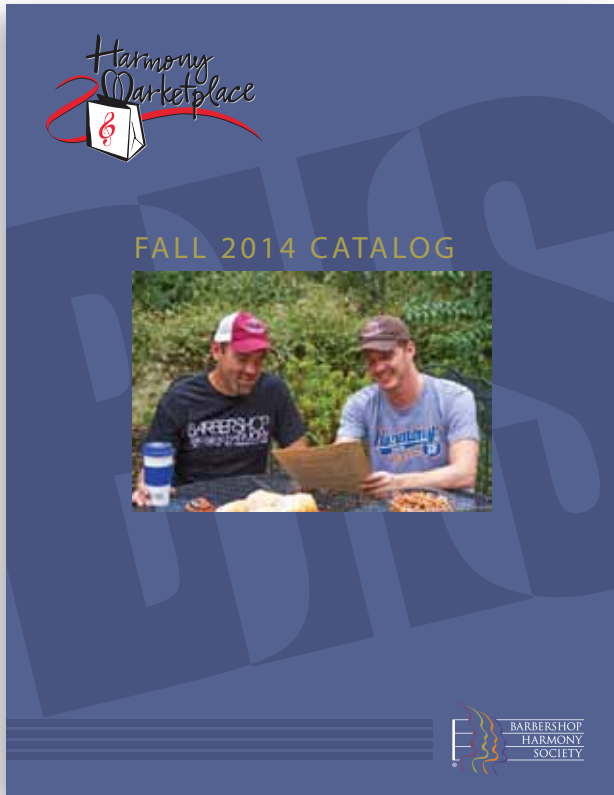
# Style Guide (Sample Applications)

*Harmony University Treatment*




# Style Guide (Sample Applications)

## *Harmony Marketplace Treatment*



# Style Guide (Sample Applications)


## Concert Flyer Treatment




### Singing Valentines

Looking for a Valentine's gift for that special lady in your life? Haven't a clue what to get? Another Valentine's Day doesn't have to mean another card and box of chocolates. Instead, give her something unique, something meaningful, something just for her. Send a her a *Singing Valentine*. It's a sweet serenade she'll never forget.

The Chordbusters Chorus will be delivering Singing Valentines on Friday, February 13th and Saturday, February 14th. A quartet will serenade your sweetheart with a beautiful love song and present her with a long-stem, red rose and box of chocolates.




**The Chordbusters Chorus**  
For more details, or to place an order, visit [www.ChordbustersChorus.org](http://www.ChordbustersChorus.org), or call John Doe at **555.666.7777**.



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# Style Guide (Sample Applications)

## Recruitment Ad Treatment

# Do You Sing?

Did you sing in high school?


Were you a member of a chorus or vocal ensemble in college?

Do you miss those days?

Or maybe you currently sing in a church choir or classical group and would like a more challenging vocal experience with a more varied style of music.

If this describes you, then you're just the kind of guy we're looking for. **The Chordbusters Chorus** is a thriving Barbership chorus in the Lewisburg area and we're looking for a few good men.

If you (or any male singer you know) are interested in performing some fun and challenging music, please visit our Web site at [www.ChordbustersChorus.org](http://www.ChordbustersChorus.org) or call John Doe at 555.666.7777.



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# Style Guide (Sample Applications)

## Photo Imagery

In selecting photo imagery for use with the BHS brand, it is important to keep in mind the Brand Theme Line: Together, Making the Music That's Making a Difference. Toward that end, whenever possible, it is preferable to combine imagery of BHS performers with that of the audience or listeners, showing their happy reactions and reinforcing the concept of "making a difference." All ages and backgrounds may be shown enjoying the performance.

