

George Enescu Philharmonic
V1.0

Year
2024

Brand Guidelines



George Enescu
Philharmonic
Bucharest

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Introduction

Welcome to our brand book. In these pages, we will guide you through the essential elements that make up our brand, and help you understand how to use them to create consistent and compelling communication.

Our brand is more than just a logo or a color palette - it is a reflection of who we are, with our values, mission, and unique identity. We trust that our brand identity has the power to inspire and connect people, and we are excited to share it with you.

These guidelines and design elements should be used by collaborators, partners, and members, when creating all content, at all times, to protect the integrity and value of the George Enescu Philharmonic brand.

Let's get started and discover what makes our brand unique!



Brand Foundations

01

George Enescu Philharmonic

Brand DNA

We are the first and the leading symphony orchestra in Romania, a trailblazer since 1868, at the intersection of national and international culture.

We are committed to outstanding performance, matching with the best conductors and soloists in the world, to create inspiring experiences for our audiences, and foster a space for growth and grace.

Building on our history, we are the par excellence place where we fulfill our identity as citizens of humanity, through music.

With professional musicians and the best ensembles in Romania, the George Enescu Philharmonic gives life to music of universal value, through an interpretation that unites artists and spectators in experiencing a state of grace.

THIS IS WHO WE ARE

The best classical music ensemble in Romania: gifted musicians merge their talents, while aiming for perfect technique and expressiveness, to make music together, as a harmonious whole.

THIS IS HOW WE DO IT

A cultural beacon for more than 156 years, George Enescu Philharmonic brings together artists and audiences in a spiritually nourishing experience. It opens a refined perspective on life through the grace and transformative power of music.

THIS IS WHY WE DO IT

Great music should be available to everyone, connoisseurs and newcomers, and everywhere - in concert halls and open air. Music betters us as human beings: it heals, elevates, and frees us.

Classical music is the deepest expression of our humanity, a sound of grace, beyond space and time.

THIS IS WHAT WE DO

George Enescu Philharmonic offers the joy of classical music as a universal language of expression and understanding. It is a catalyst that makes Bucharest a better place to live.

George Enescu Philharmonic

THIS IS OUR NICHE

The Romanian Athenaeum - the temple of music and ideas that is our home and shapes our sound - is the place where we, artists and spectators, recognize ourselves in the universal values, share the same experience, know the same truth, and become together more than we can be alone.

It is a *safe haven* for our humanity lived in symphonic key. Here, George Enescu Philharmonic creates and nurtures a state of grace.

THE WHY OF OUR COLOR

Our brand primary color is inspired by and a visual representation of the sound of George Enescu Philharmonic Orchestra - a sound of vibrancy free from stridence, of warmth and deep clarity. A sound the color of amber.

A nurturer of history and story as amber is, our sound borrows from the wood essence of string instruments and bears the promises for a state of grace.



George Enescu Philharmonic



Brand Personality

OPEN Open-minded & Open-hearted

MATURE Artistically. Creatively. Socially

ELEGANT In character, mind and spirit

EMOTIONALLY WARM & ENGAGED

AUTHENTIC • EXPRESSIVE

DYNAMIC • MODERN

Brand Voice

The George Enescu Philharmonic tone of voice should be welcoming and inclusive. It should communicate commitment, ambition, and passion, while confidently conveying the group's world-class standing. It should reflect creating and experiencing a state of grace.

The George Enescu Philharmonic communications should inspire and excite cross-generationally, to engage with its current community and loyal public, as well as to attract new audiences and members.

Everything we do, say, and write should be:

CONTEMPORARY but with a vein of **Heritage. Memory. Value. Personality**

MATURE • VISIONARY

CREATIVE • STYLISH

DYNAMIC • ALIVE • VIBRANT

Brand Communications

The Romanian Athenaeum is the concert hall and heartquarter of the George Enescu Philharmonic.

Various concert series and events organized by the George Enescu Philharmonic during the annual Season have a visual identity that stems from the George Enescu Philharmonic brand identity.

Only George Enescu Philharmonic-branded events at the Romanian Athenaeum are organized by the George Enescu Philharmonic.



Editorial Styling Guidelines

As a general rule, the **George Enescu Philharmonic** should always be dictated in its full form.

The **GEP** abbreviation should only be used at small sizes, alongside other written forms of the George Enescu Philharmonic.

Respectively, in Romanian, **Filarmonica George Enescu** and **FGE**.



George Enescu Philharmonic
George Enescu Philharmonic Orchestra
George Enescu Philharmonic Choir

Filarmonica George Enescu
Orchestra Filarmonicii George Enescu
Corul Filarmonicii George Enescu

Wherever used, the correct name of the brand is **George Enescu Philharmonic** - without quotation marks for the George Enescu name.

Consequently, the correct names of George Enescu Philharmonic's ensembles are **George Enescu Philharmonic Orchestra** and **George Enescu Philharmonic Choir**.

Respectively, in Romanian, **Filarmonica George Enescu**, **Orchestra Filarmonicii George Enescu** and **Corul Filarmonicii George Enescu**.



"George Enescu" Philharmonic
"George Enescu" Philharmonic Orchestra
"George Enescu" Philharmonic Choir

Filarmonica "George Enescu"
Orchestra ~~Simfonică~~ a Filarmonicii "George Enescu"
Corul Filarmonicii "George Enescu"

Design Elements

02

Logo Design

The George Enescu Philharmonic logo is comprised of a stylised illustration of the Romanian Athenaeum building, accompanied by the text “George Enescu Philharmonic Bucharest”.

The logo is made available in both English and Romanian, in black and white, for print (CMYK) and web (RGB).

The logo must be used as is and may not be altered in any way.

Further information on the logo, safe zone and usage is provided on the following pages of the brand guidelines.



Logo Design



Inverted version of the logo design.

Logo Variations

As previously mentioned, the logo is made available in a variety of formats in order to accommodate any given situation.

Language

The Romanian or English version of the logo will be used depending on the context.

For any language other than Romanian please use the English version.

Color

Black writing is suitable for light backgrounds, while the white version should be used on darker background.

Format:

CMYK is to be used for printed materials and RGB for digital ones.



Logo Composition

The logo is comprised of the Logo Mark - a stylised representation of **the Romanian Athenaeum** - and the Logotype **George Enescu Philharmonic Bucharest**, respectively, in Romanian, **Filarmonica George Enescu Bucureşti**.

The two elements overlap and make up the logo, which is to always be used as a whole.

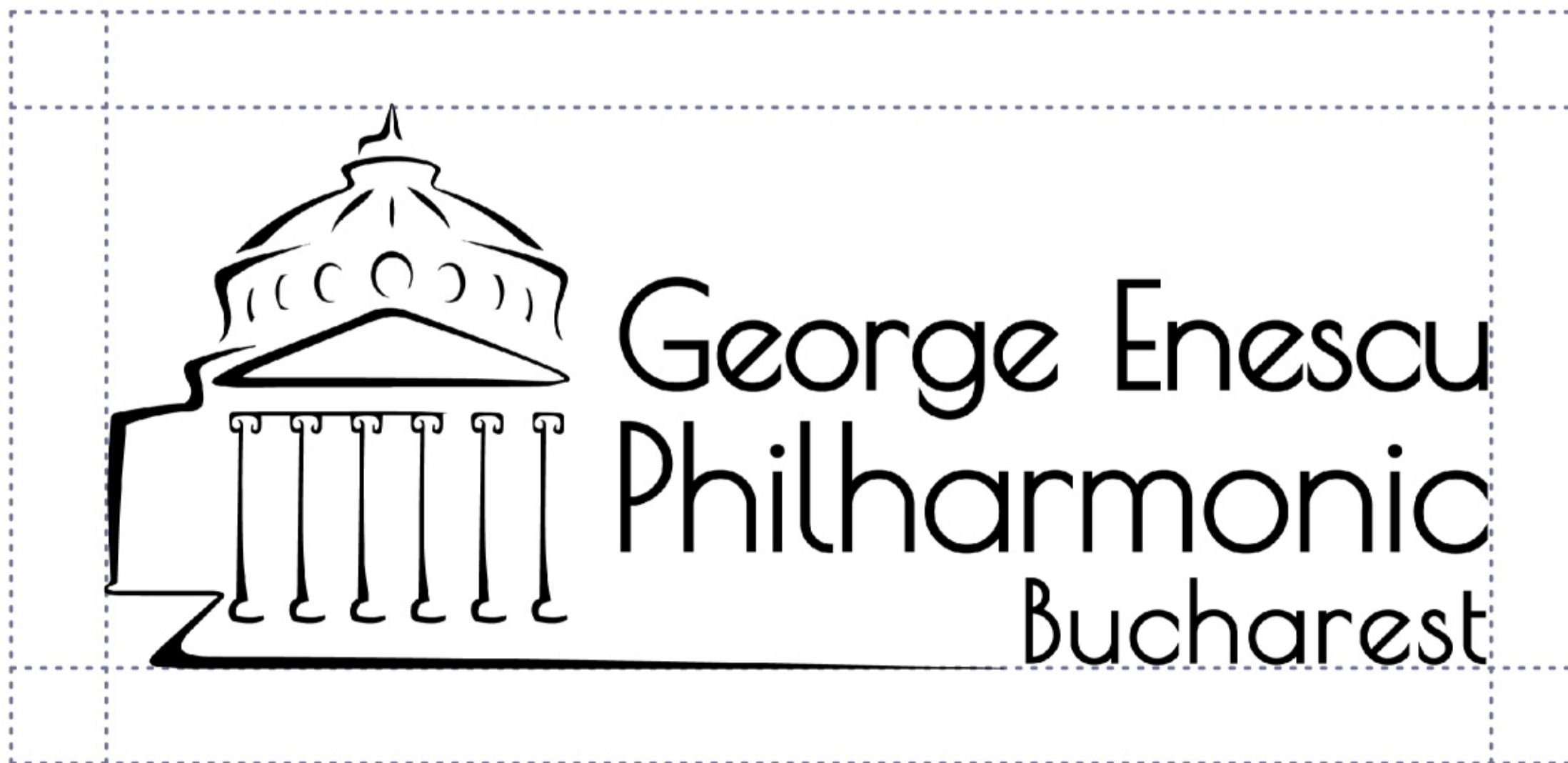




Safe Zone

The safe zone is meant to ensure the logo and other important design elements are far enough apart to be visually perceived as individual elements. At minimum, the safe zone should be as shown below.

Min. 1/6 of
logo height



Collaborations

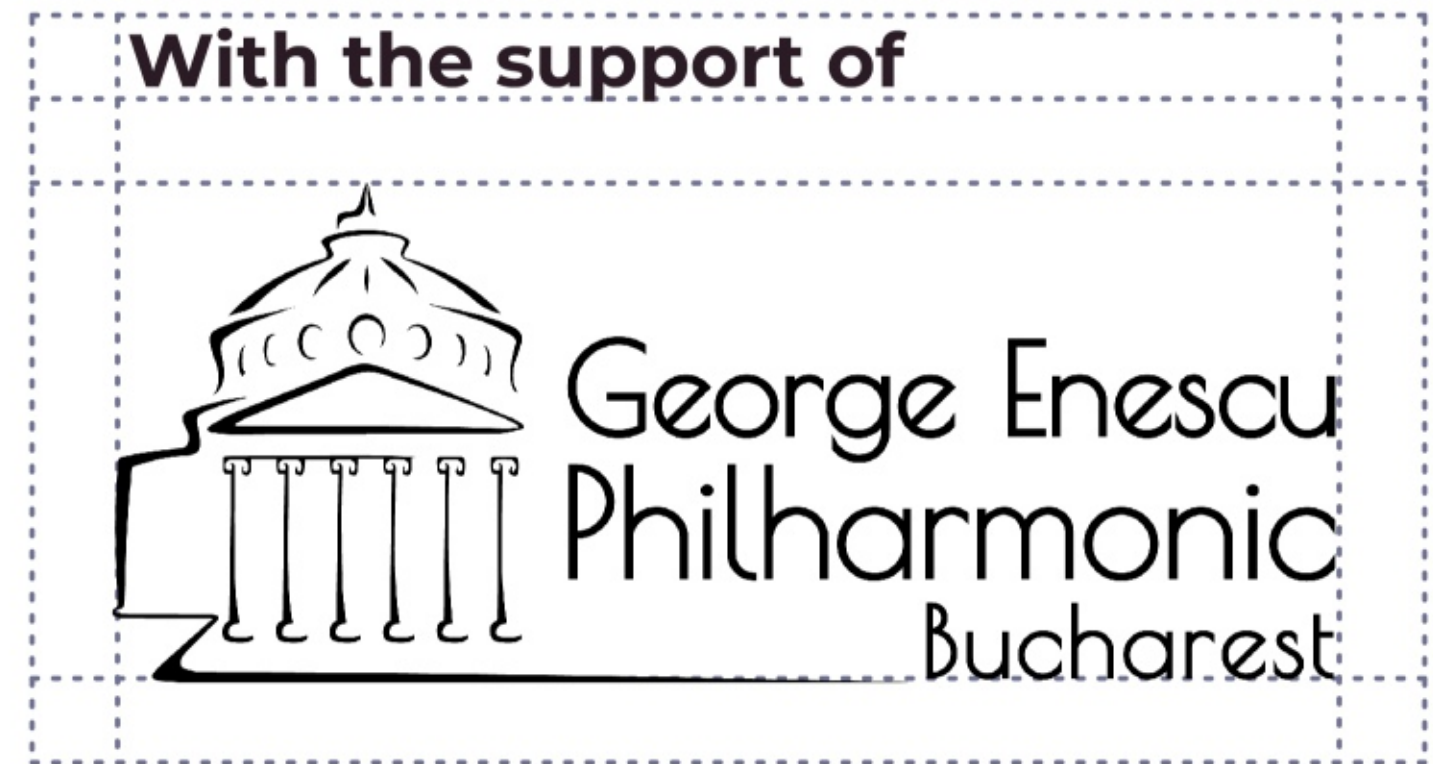
In the event of a collaboration, sponsorship, or other special contribution where the George Enescu Philharmonic needs to be mentioned, the following, and pictured, layout is mandatory.

Wording may be changed according to the specific situation.

Text above the logo should be roughly the same size as the safe zone. The preferred font is Montserrat Bold, but may be substituted with a different one in the case of a partnership, in order to better fit a partner's design. Font should be aligned left and start on the left part of the logo.

Note for Collaborators

Written approval from your point of contact within the George Enescu Philharmonic is required for any and all usage in your communication materials.



Logo Usage



Logo Misuse

It is mandatory to use the provided logo pack, in either English or Romanian version, and never modify it in any way, such as, but not limited at: distortion, different colours, rotation, outline, shadow, or any other type of effect, using a different opacity, adding text or splitting the logo in multiple pieces.

01



02



03



04



05



06



07



08



09



Color Palette

This section outlines the colors that are associated with the George Enescu Philharmonic brand, and how they should be used across various media and contexts.

This is particularly important to ensure that our brand's visual identity is consistent and recognizable across different applications.

Here are provided information on the primary colors that are associated with our brand: Amber, Yellow, and Deep Red, as well as the secondary or accent colors that may be used in conjunction with them: Deep Purple, Storm, and Maroon.



Amber
#e47800
RGB 228/120/0
CMYK 8/63/100/1



Yellow
#ffb82d
RGB 255/184/45
CMYK 0/31/93/0



Deep Red
#960000
RGB 150/0/0
CMYK 25/100/100/26



Deep Purple
#2b1b25
RGB 43/27/37
CMYK 67/76/58/71



Storm
#384c4f
RGB 56/76/79
CMYK 77/56/56/37



Maroon
#631000
RGB 99/16/0
CMYK 35/93/98/54

Typography

Aa

PRIMARY TYPEFACE

Montserrat

For headings and body text

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Aa

SECONDARY TYPEFACE

Poiret One

For headings

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Photography

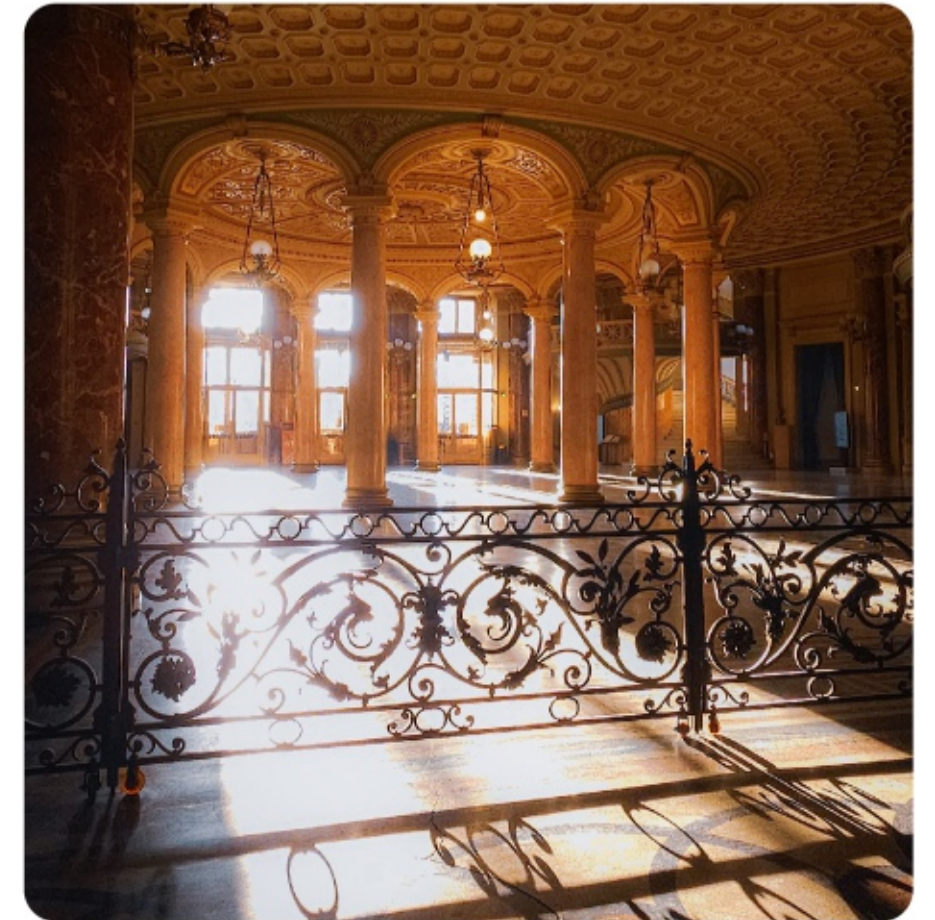
The photography used for The George Enescu Philharmonic must be representative of the brand. It should always strive to uphold the desired communication strategy.

It may include: exterior and interior shots of the venue, performers, or the audience.

You may use the high-resolution images approved for press and collaboration materials provided by George Enescu Philharmonic Press Kit. Please contact us if you need something specific.

Note for Collaborators

Use of other images requires written permission from your point of contact within the George Enescu Philharmonic.



Video

Video graphics, including title cards, lower thirds, and outro cards are made available and can be edited to fit specific events, upon written approval from the George Enescu Philharmonic.

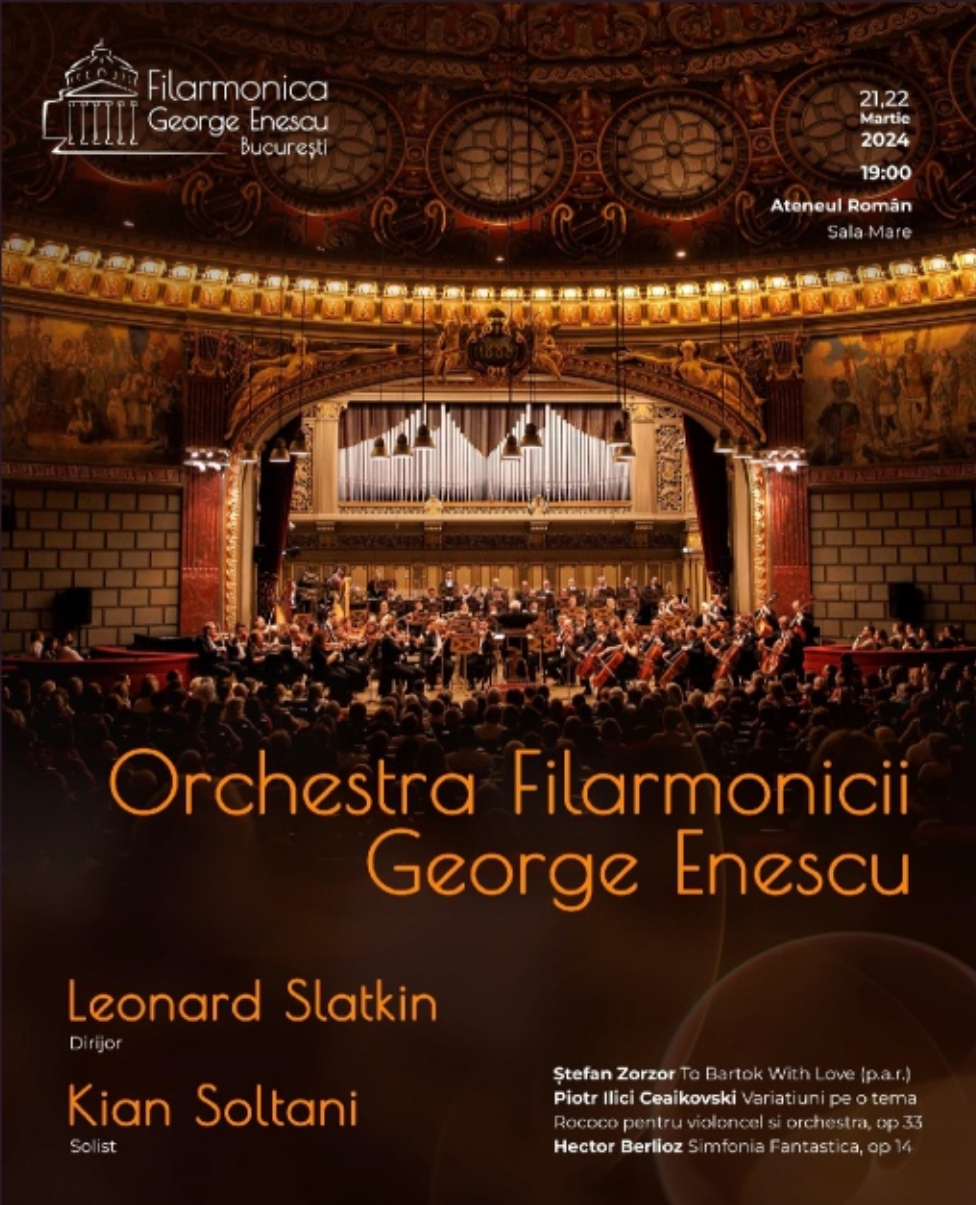
It is important to always maintain the look and feel, and keep the editing of source files to a minimum (e.g., changing titles and names).

Note for Collaborators

Written approval is required from your George Enescu Philharmonic point of contact.



Brand Applications



Filarmonica George Enescu București

22
Martie
2024
19:00
Ateneul Român
Sala Mare

Recital
Cvartetul
Apollo

Noga Abramovici Vioara
Daniel Vots Viola
David Soma Kacso Violoncel
Andra Margineanu Pian

Ștefan Zoror To Bartok With Love (p.a.r.)
Piotr Ilici Ceaikovski Variațiuni pe o tema
Rococo pentru violoncel și orchestra, op. 33
Hector Berlioz Simfonia Fantastica, op. 14

Filarmonica George Enescu București

19
Iunie
2024
19:00
Ateneul Român
Sala Mare

Închiderea stagiunii simfonice 2023-2024
Orchestra Filarmonicii George Enescu
Leo Hussain Dirijor
Sally Matthews Solistă

Alexandru Murariu Sempre più lontano p.a.a.
Richard Strauss Suita „Cavalerul Rozelor”, op. 59
Richard Strauss Scena finală din opera „Capriccio”

Filarmonica George Enescu București

16
Iunie
2024
19:00
Ateneul Român
Sala Mare

Johannes Brahms
Integrala muzicii
de cameră cu pian II

Mircea Lazăr Vioară
Constantin Borodin Violoncel
Andrei Licareț Pian

Johannes Brahms
Sonata nr. 2, în fa major, pentru violoncel și pian, op. 99
Sonata nr. 3, în sol major, pentru violoncel și pian op. 78
Trionf, 3. în do minor, op. 101

Bilete disponibile pe even.ro

Filarmonica George Enescu București

8
Mai
2024
19:00
Ateneul Român
Sala Mică

Recital
Cameră

Borlos Nagy Cella pian
Tiber Molnár Vioară
Marius Verberne Violă

Felix Mendelssohn
Trio în do minor, MWV 93
Wolfgang Amadeus Mozart
Kegelstatt Trio în mi bemol major, KV 498
Johannes Brahms
Trio în mi bemol major, op. 40

Bilete disponibile pe even.ro

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Thank you



George Enescu
Philharmonic
Bucharest