Williamsburg Symphony Orchestra Brand Style Guide

The brand guidelines of The WSO define its editorial and visual standards and provide access to official, high-resolution artwork for members of our news media family. Below, find information on our **color scheme, fonts, editorial guidelines,** and **logo variations.**

Our Colors

Primary Color Scheme:

Firebrick

HSV: 357, 89, 69 RGBA: 175, 19, 28, 100 HEX: #af131c

White

HSV: 0, 0, 100 **RGBA:** 255, 255, 255, 100 **HEX:** #ffffff

Dark Slate Gray

HSV: 357, 89, 69 RGBA: 175, 19, 28, 100 HEX: #3e3e3f

Black

HSV: 0, 0, 0 RGBA: 0, 0, 0, 100 HEX: #000000

Alternate Colors:

Dark Red

HSV: 358, 91, 58 **RGB:** 148, 13, 18 **HEX:** #940d12

Maroon

HSV: 359, 93, 53 **RGB:** 134, 9, 12 **HEX:** #86090c

Dark Maroon

HSV: 1, 97, 47 RGB: 121, 6, 4 HEX: #790604

Various shades of light gray in conjunction with our color scheme are approved in order to create the necessary contrast.

Our Fonts

The following fonts are used in our logo. LHR Encore Regular is also used for our WSO icon. We thank you for incorporating these fonts where appropriate.

WILLIAMSBURG

Font: LHR Encore Regular

SYMPHONY

Font: Sweet Sans

Our Symphony!

Font: Alex Brush

Editorial Styling Guidelines

Our brand standard should reflect a capitalized "T" in The Williamsburg Symphony Orchestra.
Proper usage also includes the abbreviated name, "The WSO".