

The Kurt Weill Foundation for Music

BRAND GUIDE

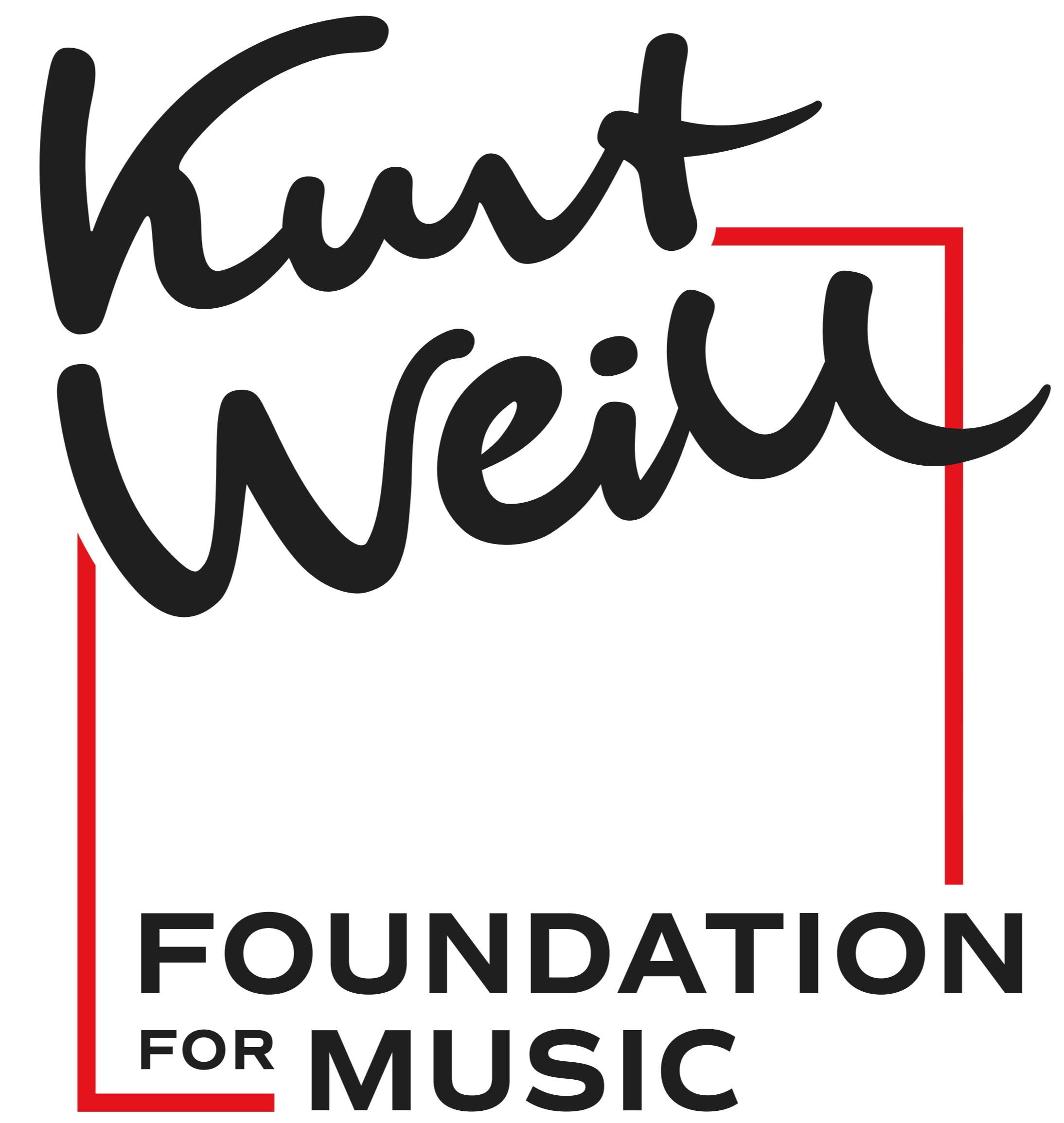
Our Mission

The Kurt Weill Foundation for Music, Inc. administers, promotes, and perpetuates the legacies of Kurt Weill and Lotte Lenya. It encourages broad dissemination and appreciation of Weill's music through support of performances, productions, recordings, and scholarship, and it fosters understanding of Weill's and Lenya's lives and work within diverse cultural contexts. Building upon the legacies of both, it nurtures talent, particularly in the creation, performance, and study of musical theater in its various manifestations and media.

OUR PROGRAMS

The foundation administers the Lotte Lenya Competition, a Grant Program, various sponsorships and fellowships, the Weill-Lenya Research Center, and the Kurt Weill Prize, and publishes the Kurt Weill Edition and the Kurt Weill Newsletter.

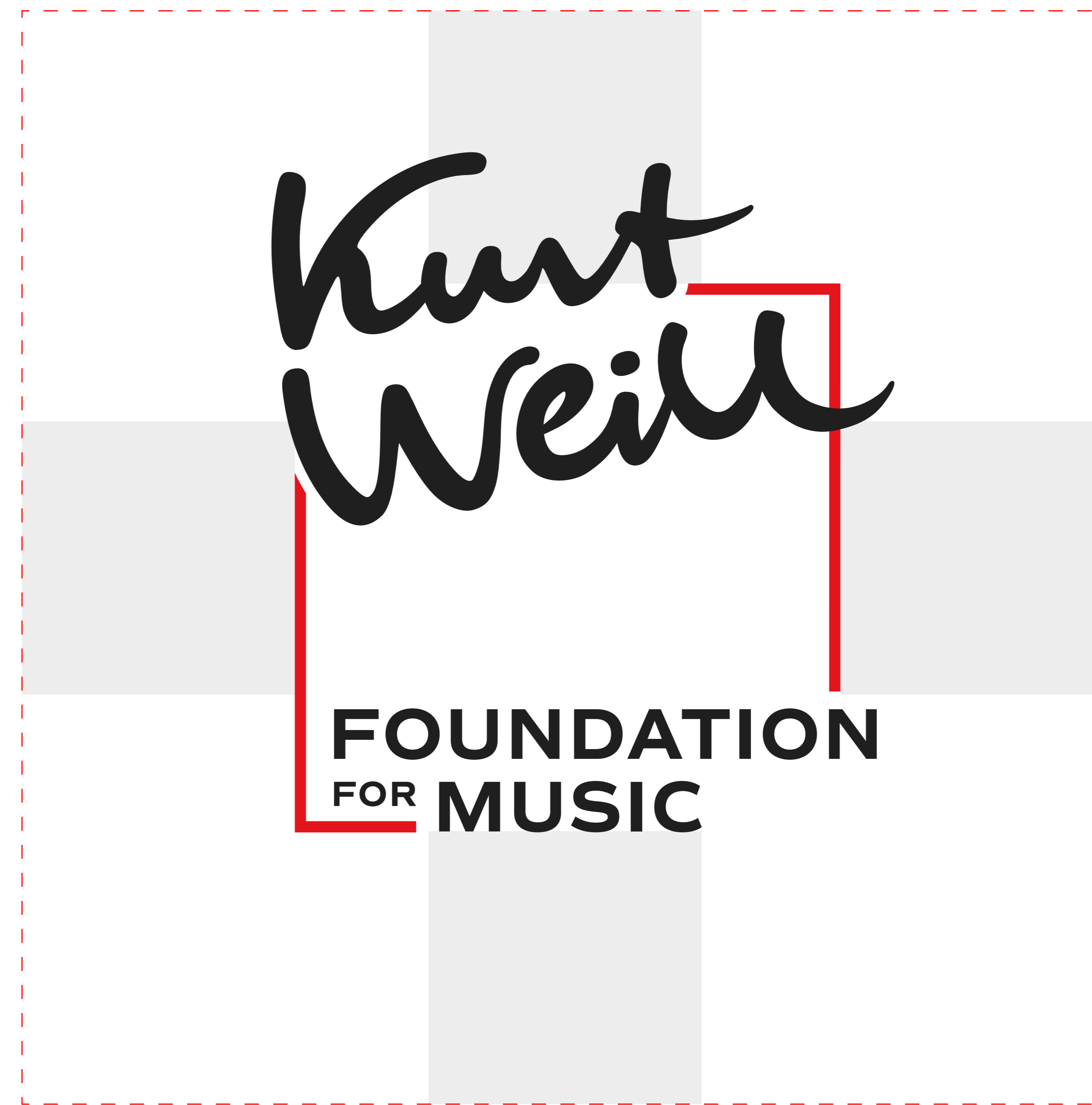
Logo

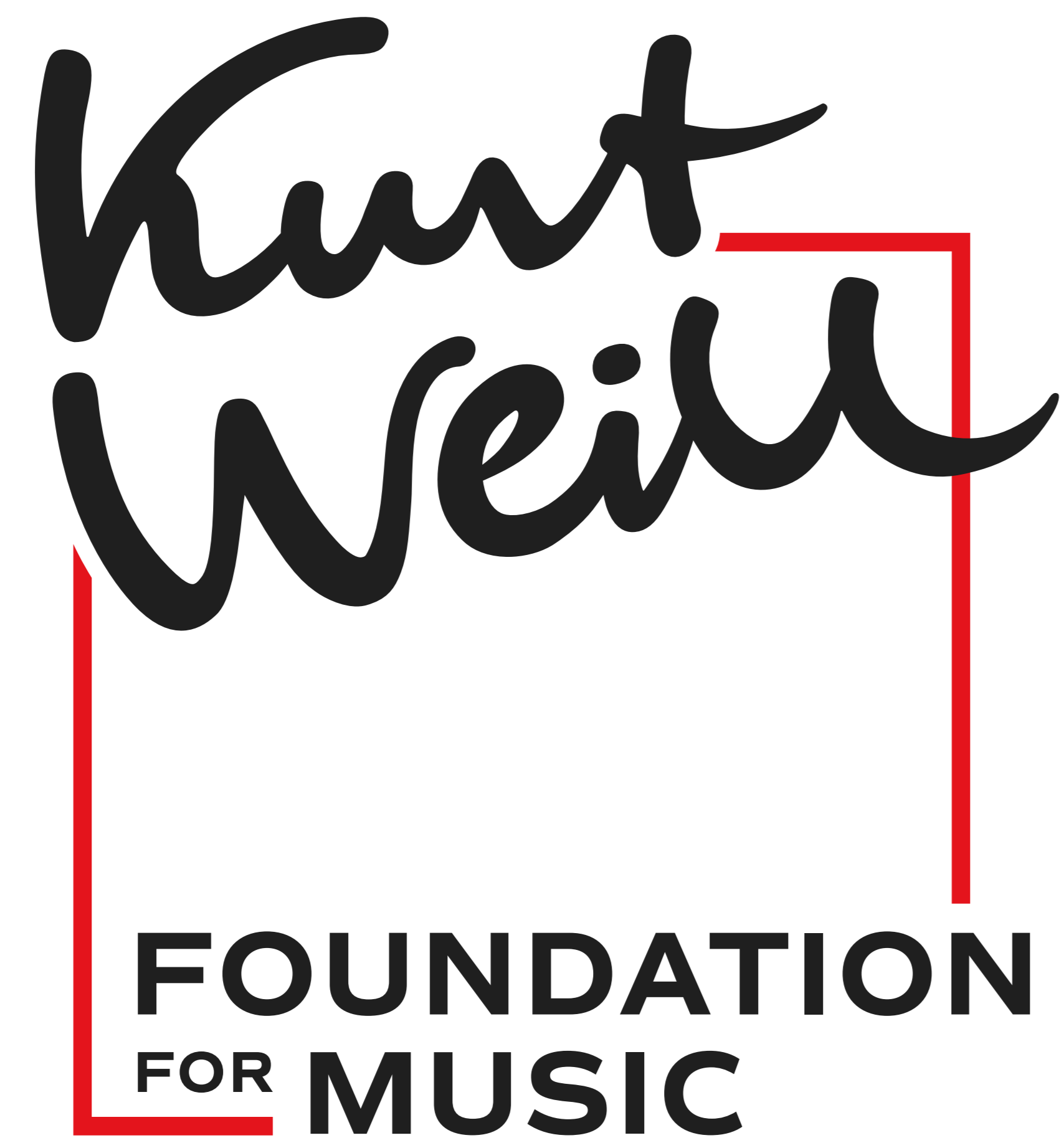


Clear Space & Logo Sizing

The KWF logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to 50% of the logo frame is drawn around to create the invisible boundary of the area of isolation.

The logo should never scale down below 70px in height. The height of the logo is measured by the top and bottom edges of the brandmark.





Full Color Palette

Note: CMYK values have been determined using the Pantone Color Bridge. Due to varying results with print processes, optimum results when printing in 4-color can be best determined through working directly with your printer.

KWF Black

Hex: #1F1F1F
RGB: 31 / 31 / 31
Pantone: PMS Black C
CYMK: 65 / 66 / 68 / 82

KWF Red

Hex: #E4141C
RGB: 228 / 20 / 28
Pantone: PMS 185 C
CYMK: 0 / 100 / 89 / 0

KWF Slate

Hex: #989796
RGB: 152 / 151 / 150
Pantone: PMS 423 C
CYMK: 44 / 33 / 29 / 9

KWF Gray

Hex: #CBCBCA
RGB: 203 / 203 / 202
Pantone: PMS Cool Gray 3 C
CYMK: 18 / 13 / 10 / 0

KWF Off-White

Hex: #F6F4F1
RGB: 246 / 244 / 241
Pantone: PMS 656 C
CYMK: 10 / 2 / 0 / 0

KWF White

Hex: #FFFFFF
RGB: 255 / 255 / 255
Pantone White

Typography

The KWF brand uses two typeface families to help establish an on-brand look and feel and ensure increased legibility and readability in both digital and print settings.

The two type families can be purchased or synced from the links below.

Sofia Pro

fonts.adobe.com/fonts/sofia

myfonts.com/fonts/mostardesign/sofia-pro/

Commuters Sans

fonts.adobe.com/fonts/commuters-sans

myfonts.com/fonts/flat-it/commuters-sans/

SOFIA PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COMMUTERS SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography Web Styles

When designing for the web or other screen-based digital media, use the styles outlined here to establish a clear hierarchy of information within your layouts.

Take note of any styles that are reserved for specific usages, like Button and Body Text styles.

Font-Family: SofiaPro
Weight: Bold
Font-Size: 86px
Letter-Spacing: -0.8px
Line-Height: 78px

H1

Font-Family: SofiaPro
Weight: Bold
Font-Size: 60px
Letter-Spacing: -1px
Line-Height: 64px

H2

Font-Family: SofiaPro
Weight: Semibold
Font-Size: 46px
Letter-Spacing: -1px
Line-Height: 50px

H3

Font-Family: SofiaPro
Weight: Semibold
Font-Size: 34px
Letter-Spacing: -0.8px
Line-Height: 42px

H4

Font-Family: SofiaPro
Weight: Semibold
Font-Size: 26px
Letter-Spacing: -0.2px
Line-Height: 32px

H5

Font-Family: SofiaPro
Weight: Semibold
Font-Size: 22px
Letter-Spacing: -0.1px
Line-Height: 32px

H6

Font-Family: CommutersSans
Weight: Bold
Font-Size: 10px
Letter-Spacing: 1.3px

Note: Should always be set in all caps

EYEBROW

Font-Family: CommutersSans
Weight: Bold
Font-Size: 11px
Letter-Spacing: 1.4px

Note: Should always be set in all caps

BUTTON

Font-Family: SofiaPro
Weight: Regular
Font-Size: 16px
Letter-Spacing: 0
Line-Height: 28px

Large Body Text

Font-Family: SofiaPro
Weight: Regular
Font-Size: 14px
Letter-Spacing: 0
Line-Height: 24px

Regular Body Text

***For longform content, use a line-height of 26px for legibility**

Example Collateral



Example Collateral



That's Weill

A BIOGRAPHY OF KURT WEILL

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim.



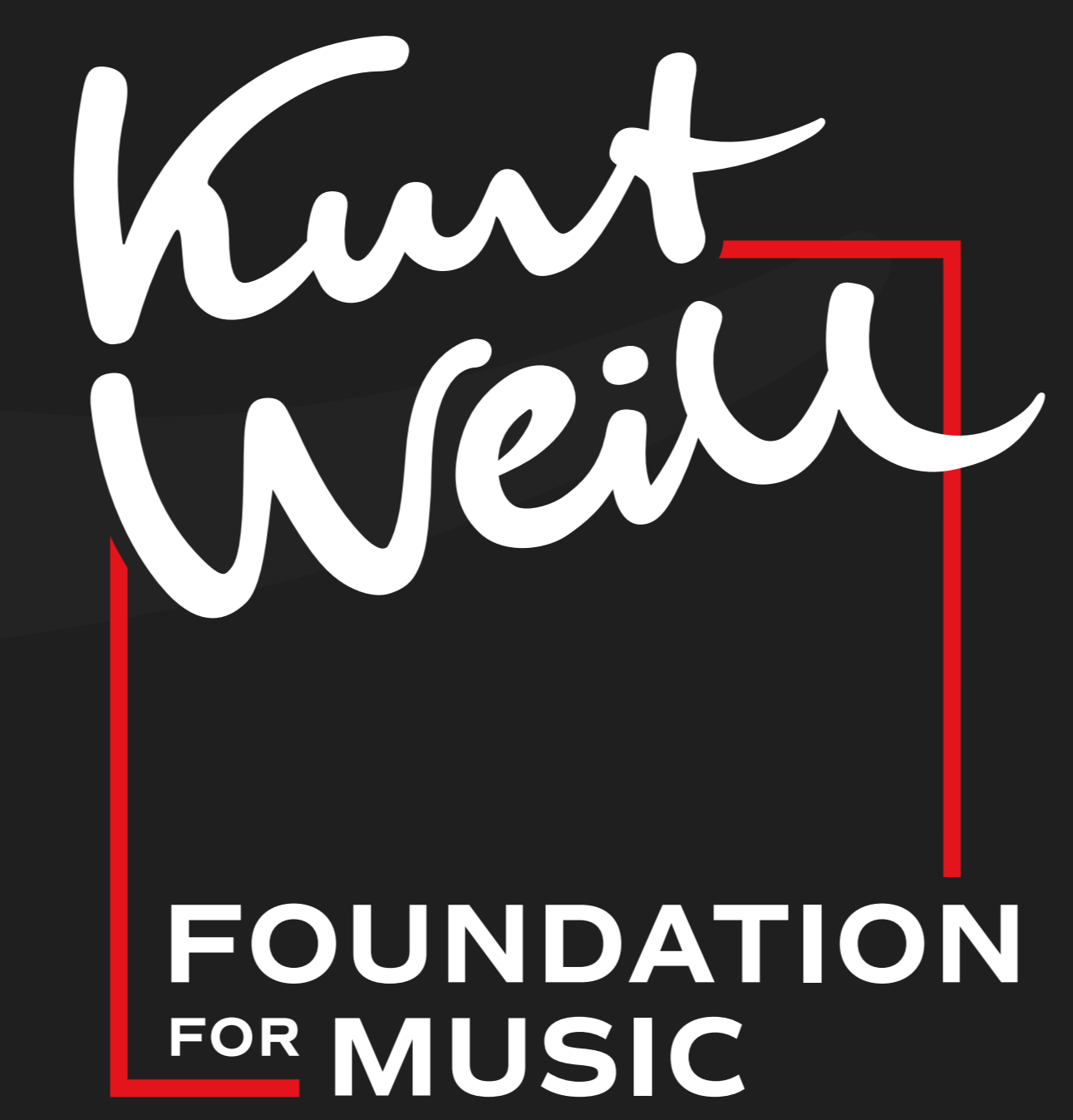
The Firebrand of Florence

Broadway operetta in two acts, written by Kurt Weill, Ira Gershwin, and Edwin Justus Mayer and Gershwin

LINCOLN CENTER FOR THE PERFORMING ARTS
AUGUST 14, 2021 @ 7PM

Tickets available at lincolncenter.org or kwf.org





Do not edit the contents of this document without the consent of relevant parties from KWF.

If you have any questions or require assistance on how to use this style guide, please write to eharsh@kwf.org.