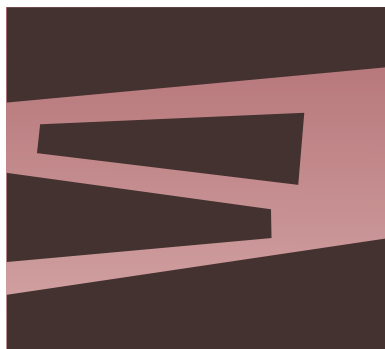




**ENSEMBLE
GUILD**

Brand Visual

Identity Guidelines
V1.0

Last Update: September 2026

www.ensembleguild.org/visual-identity

Table of Contents

Introduction

- 003.** Table of Contents
- 004.** Intent of this Guide
- 006.** Using or Brand Materials

ABOUT THE BRAND

- 008.** Mission, Vision, Values
- 010.** Slogans
- 012.** History

BRAND LOGO

- 014.** Brand Logo
- 016.** Safe Area & Position
- 018.** Logo on Background
- 020.** Logo Usage Don'ts
- 022.** Logo Sizes
- 024.** ENSEMBLE+
- 026.** Subordinate Logos
- 028.** Ensemble ArtiFest
- 030.** Ensemble Award
- 032.** Ensemble House
- 034.** Logos on Images

BRAND COLORS

- 037.** Brand Colors
- 039.** Primary Colors
- 041.** Other Colors

TYPOGRAPHY

- 043.** Typography

Intent of this Guide

The Ensemble Guild **Brand Visual Identity Guidelines** explain the proper use of the Ensemble Guild brand identity and communication guidelines. It covers proper usage of our logos, design elements, and typography.

In the event you wish to create your own communication tools, you will be responsible for meeting certain standards of excellence for graphics and logo use and written communication prescribed by the Communications Department. We trust that you share our commitment to the total quality and consistency of the Ensemble Guild's identity, brand, and image.

Therefore, we offer these clear and concise graphic and communications guidelines to assist in your pursuit of that goal. Close observance of these guidelines is paramount to upholding the reputation of the Ensemble Guild.

Please refer back to this guide as often as needed. If you have any questions concerning the content of this guide, please don't hesitate to reach out to our Communications Department at info@ensembleguild.org.

Using our Brand Materials

When it comes to our brand, our reputation, we maintain strict control over it.

We hold ourselves to high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way. The approval process for materials and implementations of our brand will vary. Please contact an authorized Ensemble Guild representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals.

Mission, Vision, Values

Mission

The Ensemble Guild is a professional member organization dedicated to sharpening skills, showcasing talent, and recognizing excellence across Mississippi's film, TV, music, theatre, visual design, and arts education industries for a global audience.

The vision of the Ensemble Guild is to become Mississippi's leading professional arts organization, inspiring artists across the state to grow, collaborate, and create world-class work locally while elevating the global profile of the state's cultural and creative industries.

Excellence - We set a high standard for visual polish, production quality, and creative execution. Every frame, design element, and project we release is crafted to elevate local artistry, proving that independent work can stand shoulder-to-shoulder with any major platform.

Authenticity - We honor real stories and unvarnished voices. Our platforms exist to amplify genuine perspectives, keeping narrative power and creative sovereignty directly in the hands of the artists who live and breathe the culture.

Ingenuity - We turn constraints into innovation. Through resourceful set design, virtual environments, and smart digital distribution, we bypass traditional industry gatekeepers and build new systems that serve artists on our own terms.

Community - We operate as an ensemble, not isolated individuals. By pooling our work, audiences, and resources, we create a shared ecosystem where independent creators uplift one another, expand collective visibility, and grow together.

Slogans

We're Building the Foundation We Wish We Had

This slogan represents a commitment to creating the infrastructure, distribution, and resources that independent creators previously lacked, framing our organization as a proactive solution to historical industry gaps.

Mississippi Creates for a Global Audience

This slogan is a declaration of scale and pride, asserting that local stories and artists have universal value and deserve worldwide visibility without compromising their roots.

Creating the Future Together

This slogan emphasizes shared vision, collaborative growth, and long-term sustainability, calling on creators and audiences to actively shape the future of independent media as a collective unit.

History

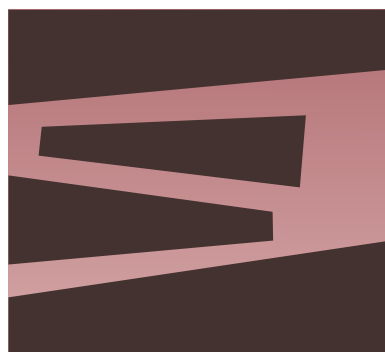
The vision for the Ensemble Guild was born from a pivotal realization: the traditional epicenters of entertainment—Hollywood and Broadway—were never designed to serve or sustain independent creators of color. Aspiring to their systems meant compromising autonomy, agency, and ownership. We didn't need to fit into existing frameworks; we needed to build a new symbol entirely.

That overarching symbol is Saint's Emerald City, Inc.—a global foundation designed to redefine the landscape across film, television, music, and theater. But building a lasting, sovereign ecosystem requires an engine. Before the global platform could take root, independent artists needed an infrastructure closer to home: a pipeline where creatives could sharpen their skills, exchange high-level expertise, showcase their talent to global audiences, and be celebrated for the excellence they achieve.

Rooted in a lifelong creative journey—spanning storytelling, visual arts, theater, and formal training from Oxford, Mississippi, to Playhouse West in Los Angeles—the concept of the Ensemble Guild was conceived to fulfill that exact need. It was envisioned as a space where Mississippi's rich creative heritage meets modern administrative, technical, and business sovereignty.

Years in the making, the Ensemble Guild officially launched with fiscal sponsorship from Alternate ROOTS, grounding its mission in collective power and artist-led equity. The Ensemble Guild exists to ensure that local creators no longer have to leave their roots behind to build sustainable, world-class careers.

Brand Logos



**ENSEMBLE
GUILD**

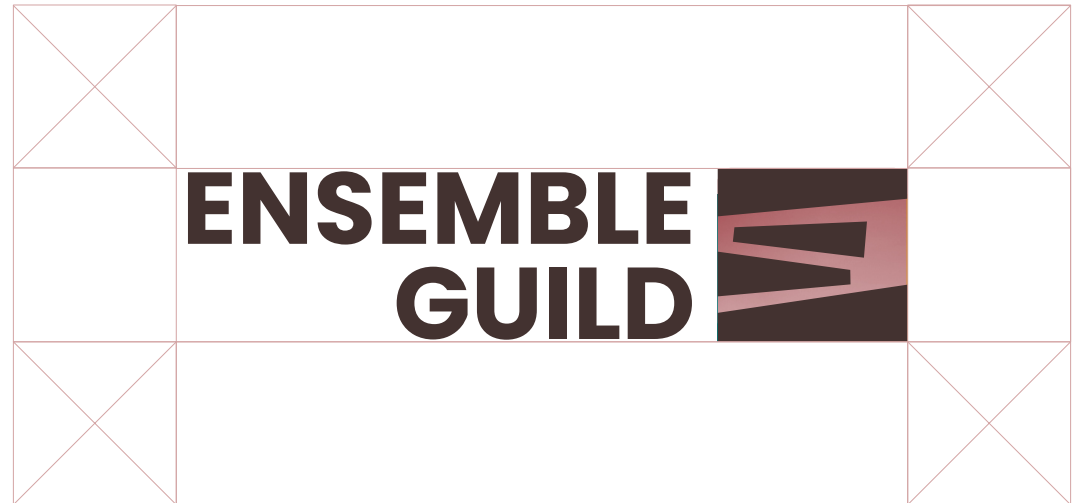
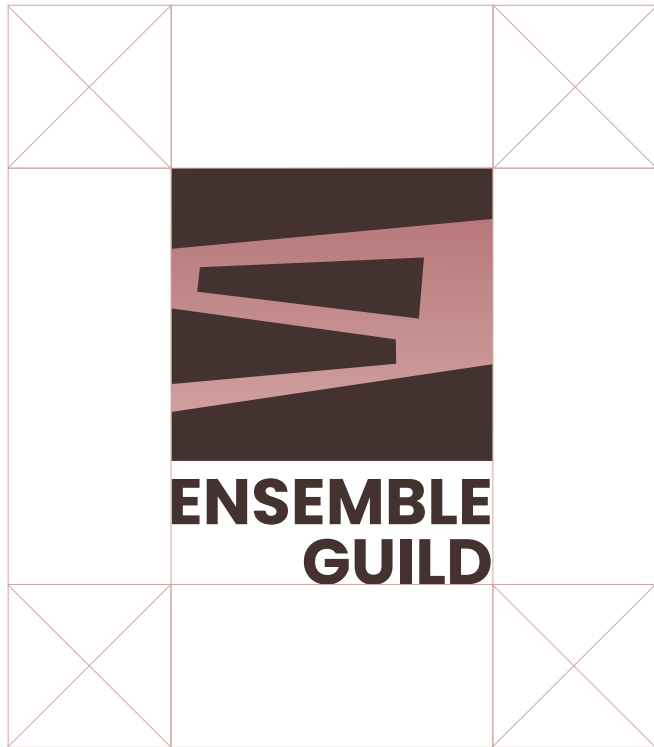
**ENSEMBLE
GUILD**



Safe Area & Position

The dimensions and placement of the various graphical objects in the logo have been placed in a specific way.

This should absolutely be respected.



Logo on Background



Logo Usage Don'ts

Do not create your own logos.

All Ensemble Guild logos have been specially drawn and approved.
Authorized artwork must be used.

The logo must always be clearly visible and positioned so as to
endorse all marketing communications.

Here are some logo scenarios that **aren't acceptable:**



**ENSEMBLE
GUILD**

Never use the logo
in this combination of colors.



ENSEMBLE
GUILD

Don't use an outline version
of the logo.



**ENSEMBLE
GUILD**

Do not modify the proportions
of one of the elements of the logo.



**ENSEMBLE
GUILD**

Do not add special effects
to the logo.



***ENSEMBLE
GUILD***

Never deform the logo.



**ENSEMBLE
GUILD**

Never use the logo
in this combination of colors.

Logo Sizes



70mm | A2



45mm | A3



30mm | A4/A5

Minimum Size



20mm | 60px

App Icon / Favicon

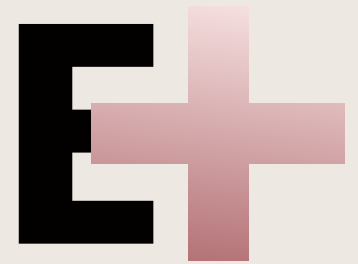


32 x 32px

ENSEMBLE+

ENSEMBLE+

ENSEMBLE+



Subordinate Logos



Reserved exclusively for social media avatars, favicons, and stamped materials where full logo lockups cannot maintain legibility.



Designated for official course materials, educational announcements, and curriculum collateral administered by the Ensemble Guild. This lockup represents the internal certification program itself and should not be used as an individual credential badge.



Awarded to verified graduates of the program for personal use on professional websites, email signatures, press kits, and physical certificates. This seal serves as official proof of accreditation for individual artists.

Ensemble ArtiFest

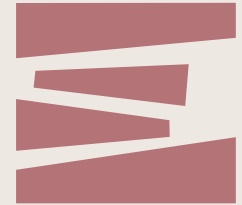
ENSEMBLE
 **ARTiFEST**

ENSEMBLE
 **ARTiFEST**

Ensemble Award

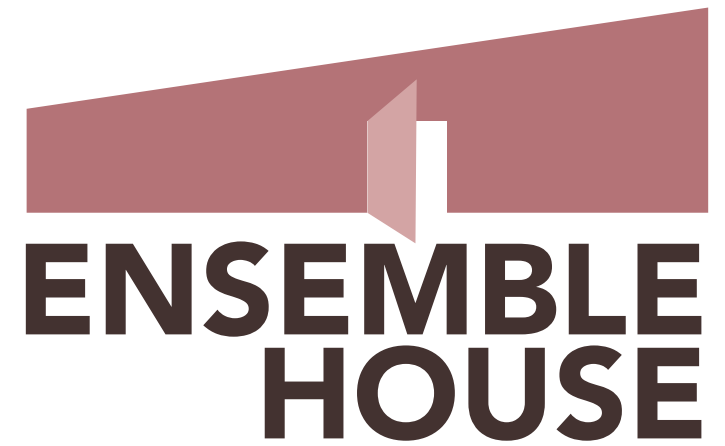
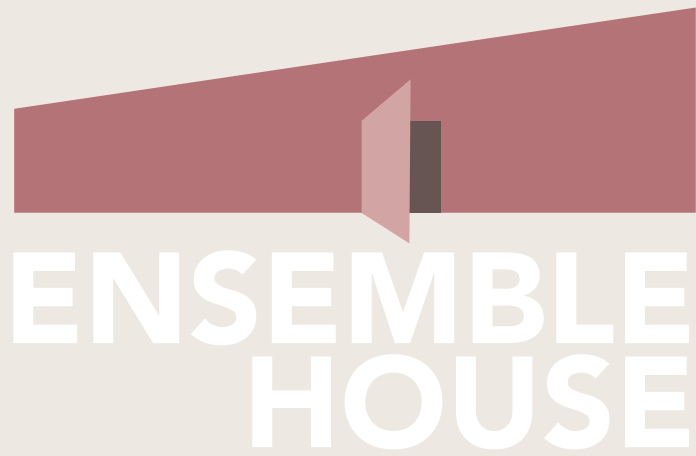


ENSEMBLE
AWARD



**ENSEMBLE
AWARD**

Ensemble House



Logos on Images



For conceptual representation only. This photo was generated for the sole purpose of demonstrating brand guidelines and visual direction.



For conceptual representation only. This photo was generated for the sole purpose of demonstrating brand guidelines and visual direction.



For conceptual representation only. This photo was generated for the sole purpose of demonstrating brand guidelines and visual direction.



For conceptual representation only. This photo was generated for the sole purpose of demonstrating brand guidelines and visual direction.

To illustrate the Ensemble Guild's culture, you can use the photos available in our online gallery by crediting © Ensemble Guild | Saint's Emerald City, Inc.
www.ensembleguild.org/media

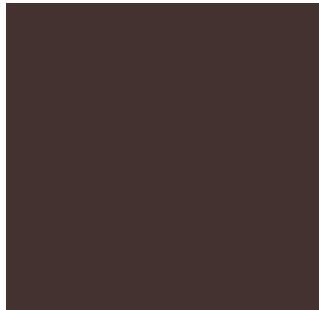
Brand Colors

The Ensemble Guild colors are grounded, sophisticated, and distinct, expressing our commitment to artistic excellence and creative sovereignty.

Dark Brown and Dark Rose serve as the main colors of the Ensemble Guild identity, carrying the strongest visual presence across our brand touchpoints. Alternative colors should not be introduced into the system, as doing so would dilute the unity and recognition of our visual palette.

Our secondary palette provides depth, balance, and visual flexibility while maintaining the integrity of our core identity. Soft Warm Champagne and Ivory act as supporting neutrals to ensure high contrast, legibility, and an elevated digital aesthetic. These tones should be used purposefully to complement—never overpower—our primary color system.

Primary Colors

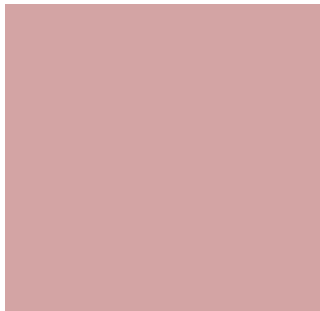
**DARK BROWN**

RGB: 67, 50, 48
CMYK: 56, 67, 65, 58
HEX: #433230

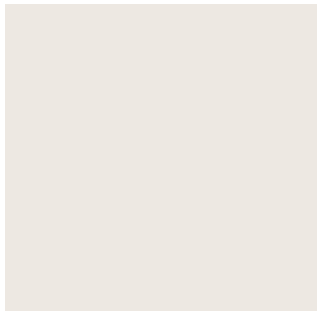
**DARK ROSE**

RGB: 180, 115, 119
CMYK: 27, 62, 45, 4
HEX: #B47377

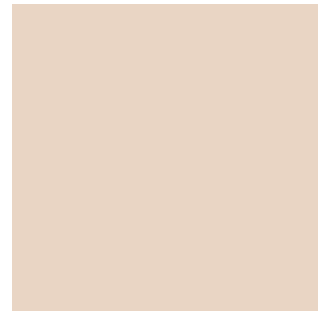
Other Colors

**LIGHT ROSE**

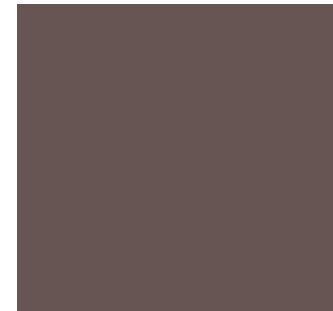
RGB: 211, 164, 164
CMYK: 16, 38, 27, 0
HEX: #D3A4A4

**IVORY**

RGB: 237, 232, 226
CMYK: 5, 7, 9, 0
HEX: #EDE8E2

**CHAMPAGNE**

RGB: 233, 213, 196
CMYK: 7, 16, 21, 0
HEX: #E9D5C4

**LIGHT BROWN**

RGB: 102, 85, 83
CMYK: 53, 60, 57, 30
HEX: #665553

Typography

Typography is a powerful tool in the development of our creative identity and is a key element to create a cohesive look across all communications. Using our typeface consistently makes it recognizable; it pulls together communications and makes them more distinctive.

The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive, and highly legible. Our selected family relies on varying weights of Avenir to establish a clear hierarchy between headers, subheadings, and body text.

045

E

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

INTRODUCTION

Building the Foundation.

- Quote Author

SHARPEN YOUR SKILLS

Mississippi creates for a global audience.

The Ensemble Guild is a professional member organization dedicated to sharpening skills, showcasing talent, and recognizing excellence across Mississippi's film, TV, music, theatre, visual design, and arts education industries for a global audience.

Last Update: 09/2026
Originally Published: 09/2026
Created by: Saint Allen Austin
Questions: info@ensembleguild.org

SECTION

Font: Avenir
Weight: Black
Size: 10pt

Color: Dark Rose
Tracking: 0
Case: All Caps

QUOTE

Font: Avenir
Weight: Black / Light
Size: 30pt / 15pt

Color: Dark Rose / Light Rose
Tracking: 0
Case: Quote

HEADLINE B

Font: Avenir
Weight: Book / Black
Size: 35pt

Color: Dark Rose
Tracking: 0
Case: Sentence

HEADLINE A

Font: Avenir
Weight: Light
Size: 18pt

Color: Dark Rose
Tracking: 0
Case: Sentence

BODY COPY

Font: Avenir
Weight: Light
Size: 12pt

Color: Light Brown
Tracking: 0
Case: Sentence

NOTES

Font: Avenir
Weight: Light/Medium
Size: 12pt

Color: Dark Brown
Tracking: 0
Case: Sentence

**ENSEMBLE
GUILD**

