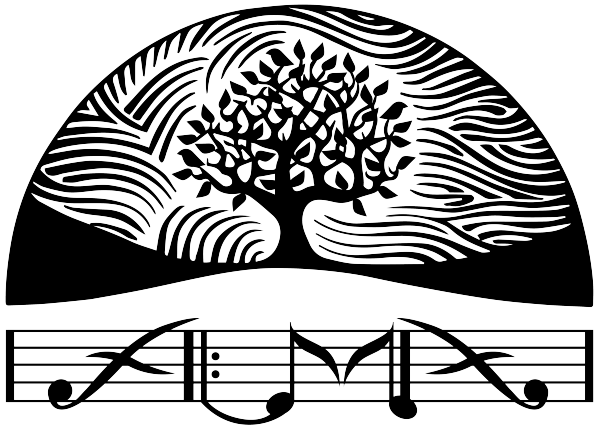
Alamosa Live Music Association

Live music, the soul of ALMA

Logo and Branding Style Guide

Prepared by Bill Tite
For the Alamosa Live Music Association
April 2025



Alamosa Live Music Association

Live music, the soul of ALMA

Primary logo

Primary typeface: Palatino, upper and lowercase only



Alamosa Live Music Association

Live music, the soul of ALMA



Alamosa Live Music Association

Live music, the soul of ALMA

Banner

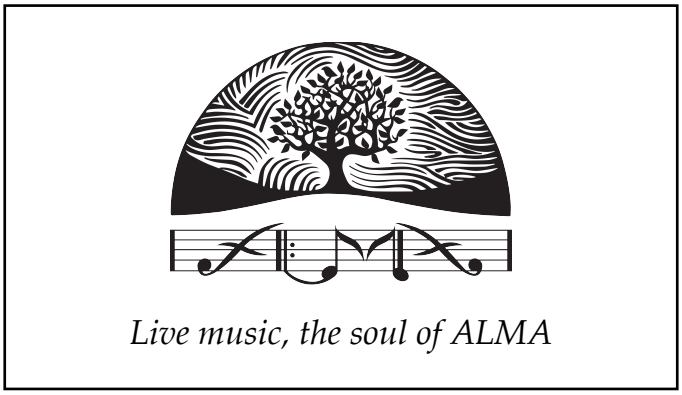


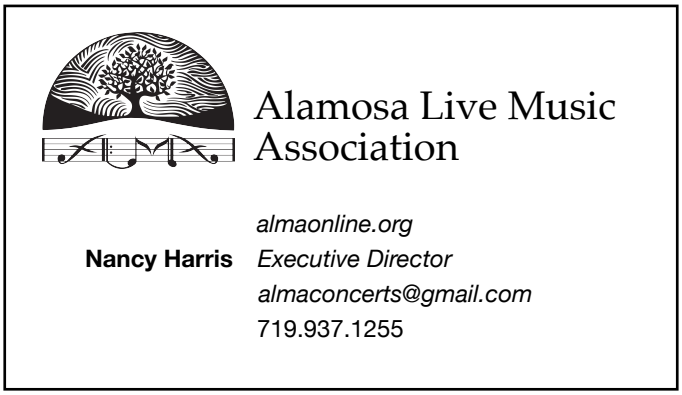
Favicon, and social media

ALMA

Palatino, all caps for the abbreviation only and always

Business card





Secondary typeface: Helvetica Regular

Alamosa Live Music Association

Live music, the soul of ALMA

5 April 2025

Hello, how are you today?

The Alamosa Live Music Association is a dynamic, non-profit community arts organization in the San Luis Valley, enriching and celebrating the lives of musicians and the community. ALMA fosters joy and connection by providing opportunities for diverse cultural expression through live music. The Alamosa Live Music Association is a dynamic, non-profit community arts organization in the San Luis Valley, enriching and celebrating the lives of musicians and the community. ALMA fosters joy and connection by providing opportunities for diverse cultural expression through live music. The Alamosa Live Music Association is a dynamic, non-profit community arts organization in the San Luis Valley, enriching and celebrating the lives of musicians and the community. ALMA fosters joy and connection by providing opportunities for diverse cultural expression through live music. The Alamosa Live Music Association is a dynamic, non-profit community arts organization in the San Luis Valley, enriching and celebrating the lives of musicians and the community. ALMA fosters joy and connection by providing opportunities for diverse cultural expression through live music. The Alamosa Live Music Association is a dynamic, non-profit community arts organization in the San Luis Valley, enriching and celebrating the lives of musicians and the community. ALMA fosters joy by providing opportunities for diverse cultural expression through live music.

Sincerely,
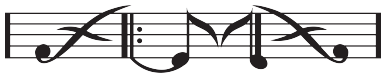
Bill Tite, Board Secretary

P.O. Box 1836, Alamosa, CO 81101 | *almaonline.org* | *almaconcerts@gmail.com* | 719.937.1255

Letterhead

DO NOT separate the tree element from the musical notation element.





DO NOT add or connect elements to the logo.



DO NOT stretch, squish or rotate the logo.







DO NOT change the opacity OR the color of the logo.



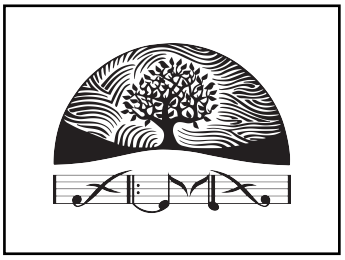


DO NOT use the previous “leafless” logo OR a version where the musical notation is not the same width as the tree element OR that includes the previous black bar text element.



DO NOT outline the logo or put it in a container.





DO NOT use the logo smaller than 1 inch across (preferably at least 1.5 inches).







DO NOT use a typeface other than *Palatino* in connection with the logo.



Acceptable placement on light backgrounds and dark backgrounds.





DO NOT place logo on distracting backgrounds.





Acceptable placement on minimally distracting photographic backgrounds.





Sundays at Six poster content guidelines

- English and translated Spanish on one poster
- Sundays @ Six (including the year)
- ALMA Alamosa Live Music Association and the ALMA logo in black or white only, preferably at the top.
- “Summer Concert Series, Live and Free in Cole Park, Alamosa Colorado” “Serie de Conciertos de Verano, en Vivo y Gratis en Cole Park, Alamosa, Colorado”
- Logo and Name of the title sponsor (2x the size of the other sponsors logos)
- “Title Sponsor” “Patrocinador Principle”
- Name of each musician/Band
- One hi-res (300ppi) photo of each performer
- Genre of each performer
- Date of each concert (Month and day)
- Logos of each of the sponsors small and along the bottom
- 11 x 17 inch poster, landscape or portrait
- 8.5 x 11 or 8.5 x 14 inch flyer, no bleed
- Edited social media versions (Facebook, Instagram, website, Mail Chimp, and others as needed)

Mission statement

The Alamosa Live Music Association is a dynamic, non-profit community arts organization in the San Luis Valley, enriching and celebrating the lives of musicians and the community members alike. ALMA fosters joy and connection by providing opportunities for diverse cultural expression through live music.

Tagline

Live music, the soul of ALMA