BRAND IDENTITY GUIDELINES

Brand standards for Memphis in May International Festival, World Championship Barbecue Cooking Contest, Great American River Run, and Beale Street Music Festival







FULL-COLOR LOGOS



Memphis in May International Festival Full-Color Logo



World Championship
Barbecue Cooking Contest
Full-Color Logo



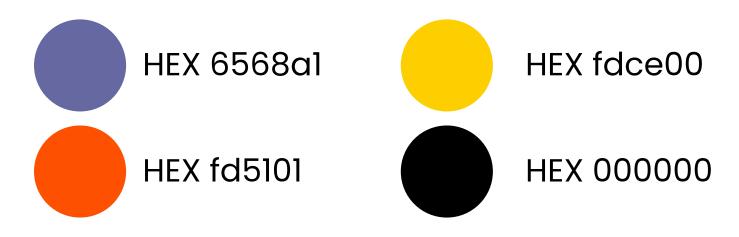
Great American River Run Full-Color Logo



This is the most current logo for Beale Street Music Festival, updated in 2023. FONT:

Myriad Semi Extended





FONTS:

HUDSON NY PRO SERIF





FONTS:







Camulogen Regular



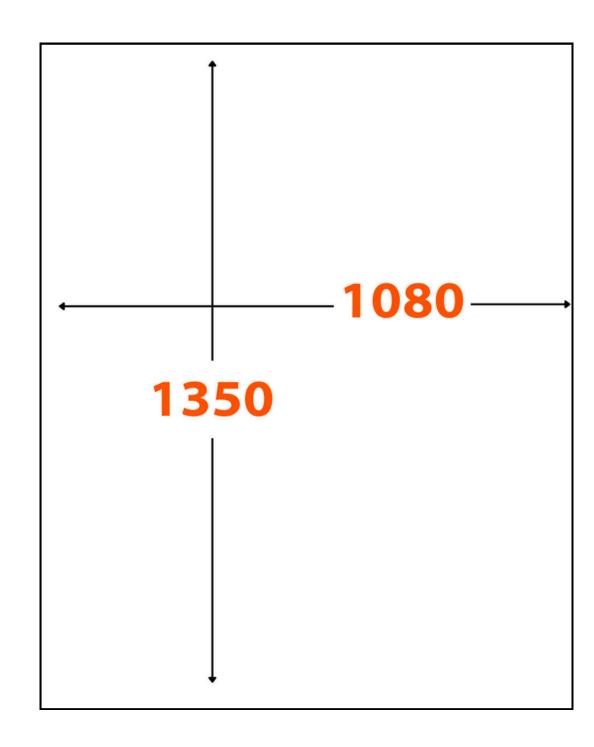


SOCIAL MEDIA BRANDING GUIDELINES

IMAGE SIZES

For in-feed posts, a 4:5 aspect ratio is optimal for all posts across platforms.

- Facebook Cover Photo: 1170 x 658 pixels
- LinkedIn Cover Photo: 1128 x 191 pixels
- Feed Posts and Carousels:
 - Portrait (4:5 aspect ratio): 1080 x 1350 pixels
 - Square (1:1 aspect ratio): 1080 x 1080 pixels
 - Landscape (1.91:1 aspect ratio): 1080 x 566 pixels
- Stories and Reels:
 - Vertical (9:16 aspect ratio): 1080 x 1920 pixels



HEADLINE ON FULL-BLEED IMAGE

Headlines: Myriad Semi Extended Bold (all capitalized), white font, black drop shadow



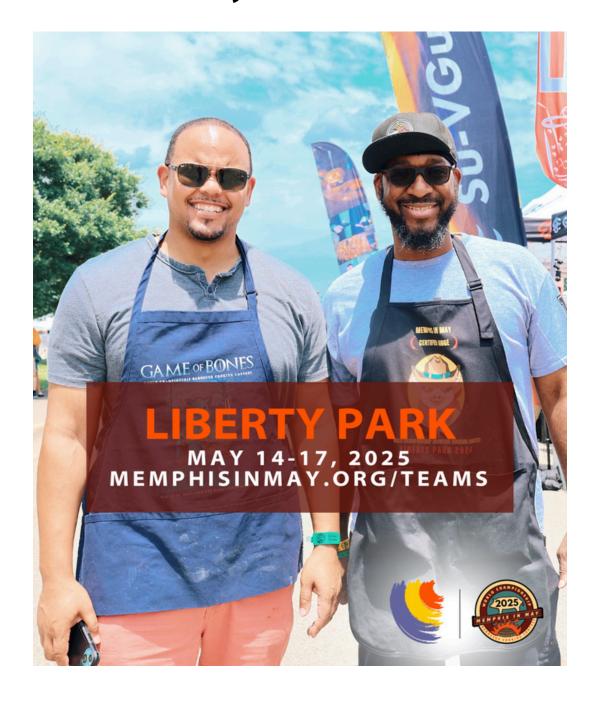


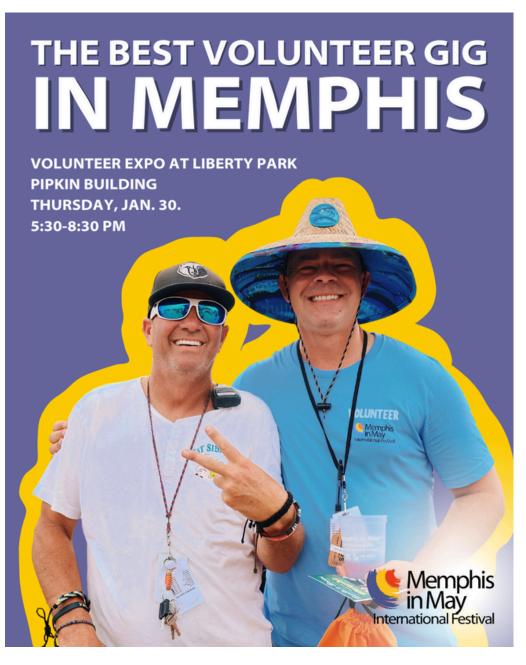
Keep lines in headlines at even lengths by adjusting letter spacing

Use branded logo lockup (or Memphis in May International Festival Logo if not event-specific) with gradient background

HEADLINE + TEXT WITH IMAGE

Headlines: Myriad Semi Extended Bold (all capitalized)





Body copy:

Myriad Semi Extended Bold (all capitalized) Minimum of 24-point font for body copy legibility

Create negative space by removing backgrounds from images and drawing a border (pictured right) or by adding a semitransparent text box (pictured left). Text boxes should be at around 80% transparency

Choose colors from MIM or event color palettes that coordinate with imagery.

Use branded logo lockup (or Memphis in May International Festival Logo if not event-specific) with gradient background

LOGO LOCKUP OPTION 1













LOGO LOCKUP OPTION 2





BEALE STREET
MUSIC FESTIVAL