



OVATION

BRAND GUIDELINES | LAST MODIFIED 10.15.24

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**PEOPLE WHO
LOVE MUSIC
FOUGHT FOR
THIS.**

**AND IT'S
BEEN A LONG
TIME COMING.**

More than two decades ago, back during Lansing Mayor David Hollister's administration, there were talks of what a performance venue could do for the city. What started as reveries became conversations, which led to full-out economic analyses as a few bold dreamers dared to consider: "Wait — what if we actually built this?"

Of course, like any transformative development, the Ovation wasn't built in a day. Or a decade. (Or two, even.) But over the years, the minds behind this force didn't stop. When faced with questions and skeptics, as any revolutionary build inevitably will be, they kept on — doing the research, connecting with stakeholders, and initiating the conversations necessary to keep the dream alive. Sure, the Ovation is a story of economic development and cultural enrichment. But moreso, it's a story of tenacity. What happens when you keep pushing for that big break, nose to the grindstone, until you're able to take your show on the road.

The Ovation also stands out as a venue by the people, for the people. As a partially public entity, its construction was largely funded by the City of Lansing's Public, Educational, and Governmental (or, PEG) fees, support from the State of Michigan, and federal funding. This space was not built with profit as the end goal but, instead, with its people in mind. We're not an algorithm-driven corporate entity trying to make a buck; we're fans who genuinely love live music so deeply that we want to see more of it right here in our hometown, and did what it took to bring it here.

Whether we know it or not, all of us played a role in making the Ovation a reality. This is a venue with heart and soul, built on rock 'n' roll and a whole city's worth of people who believed. That's worth a round of applause.

OUR MANIFESTO

Let's hear it for living life to the fullest. For exceptional attention to artistic detail. For nights we won't forget.

Let's hear it for getting in on the ground floor — literally. Discovering new talent, stumbling upon niche genres, and becoming early adopters. Being able to tell our friends, "I remember seeing them at the Ovation right before they took off."

Let's hear it for concert trips. Those legendary journeys where we pack up the car and trek to unexpected destinations for a show. For saying "yes" without even knowing where we're going and, when we get there, having no regrets. For nights on the highway with the volume turned all the way up, when the world is our oyster even on a Tuesday night.

Let's hear it for doing. Leaving artificial behind and immersing ourselves in the present. Taking in live performances where no two shows are the same — bass, reverb, and all. Holding onto this feeling through mental souvenirs that resonate long after the encore.

Let's hear it for people. The people who believe. Who share their art, make their mark, invite us in. And the people who have found their place. Who come together, if only for a night, and share the moment.

When we're all in sync, we're more alike than we think.

Let's hear it for the Ovation.

MISSION

Change lives through live performance.

VISION: A CALL TO ARMS

The Ovation is booked and busy. Our calendar is packed with diverse shows. Lines wrapping around the block have become a familiar sight in Downtown Lansing. Visitors travel far and wide to see an Ovation show. Nightlife options and spinoff development continues to pop up around our venue. We've made a name for ourselves among audiences and artists. All of this to say, the Ovation is the preferred performance venue in Michigan — and we have put in the work to achieve this.

VALUES

ARTISTIC EXCELLENCE

We pride ourselves on our attention to artistic detail. Everyone — both artists and concertgoers — will appreciate our investment in exceptional quality and our dedication to delivering a memorable show, for every show. From stage production to big-picture logistics and coordination, we put in the work needed to ensure our shows go on without a hitch.

RADICAL ACCEPTANCE

We prioritize inclusion and continually work to maintain a welcoming and accessible space for concertgoers. For artists, we embrace an array of performance types and genres to uplift talent in all of its forms.

COMMUNITY ACTIVATION

Beyond performances, we cultivate a culture of creativity, education, and innovation for community members of all ages through local programming and partnerships. Because the arts should be accessible to all.

PURPOSE

Create unforgettable artistic experiences that unite and inspire.

BRAND PROMISE

We offer concertgoers an inclusive, go-to spot to experience and express themselves through live performance. We offer artists a dynamic space with state-of-the-art technology and a setting to inspire.

TARGET AUDIENCES

The Ovation's people are unapologetically themselves.

They seek the irreplaceable energy that stems from human connection.

They explore the unknown, and know that the best memories are made just outside our comfort zones.

They are DIY souls who embrace a chance to do their own thing — and you better believe that they do that thing like nobody's watching.

They see art all around them: in the offbeat, the underground, the classic.

They consider this art to be an essential pulse of everyday life.

They hold the firm belief that there should be more dancing in the world, all around.

And when given the chance, they will always opt for extra flavor.

To get technical, the Ovation's primary audience is made up of concertgoers, both local and from across the Midwest, who seek a memorable, high-quality performance experience. These individuals come from all walks of life; prioritize living to the fullest; and seek a place to connect and unwind where they are welcome.

Beyond concertgoers, The Ovation speaks to secondary audiences composed of artists and their teams, funders and stakeholders, and community organizations. Many of these artists are up-and-coming acts seeking a venue of this size as they begin to spread their wings.

Across all audience types — from hardcore fans, to essential funders, to the artists themselves — the Ovation exists for those who value both art and attention to detail, and understand the power of a space that embraces both simultaneously.

TONE OF VOICE

- Bold and brief
- Casual, inclusive, and accessible
- Welcoming and authentic
- Tenacious and energetic
- Strong and soulful

ELEVATOR PITCH

Ovation Center for Music and Arts is a transformative space for residents and visitors alike to enjoy and create art, coming to Downtown Lansing in 2026. As a flexible-use space, the Ovation is able to transform itself for all types of performances: Large-scale concerts. Intimate shows. Community events. And so much more.

At the core of the Ovation will be its two-story main stage, with a large-scale capacity for more than 2,000 fans. A second performance area will be an ideal spot for intimate performances, like acoustic sets, comedy shows, and film screenings. The Ovation will also offer community spaces and creative resources such as podcast studios, a full music recording studio, and creator suites. And on top of it all, a rooftop terrace and lounge will invigorate Downtown Lansing's nightlife.

At the Ovation, we believe enjoying the arts doesn't stop after the encore. As a hub for culture, connection, and creativity in all of its forms, we can all stand tall together at the Ovation.

POSITIONING STATEMENT

As a flexible-use space, the Ovation is a versatile venue with the ability to transform itself for a variety of performance types. With a maximum capacity of 2,025 standing patrons for a single performance, the Ovation fulfills a noted gap for venues of this size in the region. This is an ideal, in-demand tier for up-and-coming artists beginning to spread their wings on a national scale.

Additionally, located in the center of the state, the Ovation has a significant geographic advantage and attracts concertgoers from all corners of Michigan. The Ovation's flexibility will ensure that it is operating efficiently, and also provide a broad range of programming to appeal to a variety of audience demographics.

TRUTHS WE LIVE BY

LIVE PERFORMANCE IS IRREPLACEABLE.

A funny thing happens when you immerse yourself in a live show. You feel the bass in your soul. Brain synapses ignite. You absorb the senses, from sound to lights, and commit them to memory. Your heart beats in sync with those around you. You can't stop yourself from dancing, or at least nodding to the beat. You turn on, tune in, drop out. You just can't get that live experience anywhere else. So, we put on live shows you won't forget.

A PERSON'S PLACE IS A POWERFUL THING.

You know the "place": Your go-to. The spot where you can let your guard down. These third spaces are essential to the human experience, offering inclusive and accepting locations to connect, share perspectives, and embrace what is real. These places build our communities and our identities, and the Ovation is proud to offer residents and visitors alike that chance to know they are welcome.

EVERYONE DESERVES A TOP-NOTCH PERFORMANCE.

Cutting corners doesn't do anyone justice — so we keep our edges sharp. Top-tier sound, lighting, and hospitality convene to build outstanding performances. Every sensory detail plays a role in the audience and artist experience, and we prioritize every feature, however seemingly small.

WE WIN WHEN OUR NEIGHBORS WIN — AND VICE VERSA.

When we believe in our city, we uplift our collective confidence. And when that collective confidence rises, people far and wide will take note. The Ovation serves as an economic pillar, driving that community confidence and, in turn, sparking spinoff development and neighborhood expansion. A community's strength relies on ongoing support and, most of all, unwavering belief. We support our people by offering local programming and partnerships to inspire people of all ages.

MARKETING HEADLINES

- Let's make some noise.
- It's on.
- Turn it up.
- One great show can change you.
- Live it up.
- Live loud.
- Shifting dispositions.
- Make the most of the moment.
- Radical acceptance. Artistic excellence. Community activation.
- Concerts. Community. Connection.

EMPHASIZING COMMUNITY

- A venue by the people, for the people.
- All together now.
- We all win together.
- Built with soul, by those who believed.
- Made possible by those who believed.
- Join our community of fans.

NAME VARIATIONS

FULL NAME

For formal iterations such as a letterhead or main exterior signage.

Ovation Center for Music and Arts — Presented by MSUFCU

ABBREVIATED NAME

For casual iterations such as projections, branded swag, and verbal use.

The Ovation (lowercase "t" in a sentence)

FUNDING

Supported by a mix of public funding, community partnerships, and private donor support.

THE VISUAL BRAND

THE LOGO

The Ovation logo is made up of an icon, wordmark, and descriptor. The icon is a letter “O” with reverberating sound waves on either side representing music, and a star in the middle. The star is a nod to its location in the capital city. The wordmark is set in the typeface Obviously, and the descriptor text is also set in Obviously. The logo is intended to work as a suite, see the next page for versions and uses of the mark.

All logos are included in four different file types: PDF, SVG, EPS and PNG. For more information about when to use which format, see the **File Type Guide** in the Appendix. Each logo is included in three different color spaces: PMS, CMYK and RGB, as well as Black and Reversed. For more information about which color space to use, please refer to the **Color Space Guide** in the Appendix.



THE LOGO SUITE

The Ovation brand has a suite of logos for flexibility and versatility. The Primary will be the most public-facing version due to its clarity and our current sponsorship agreement.

The Icon may be used at small scales or in places, as a graphic treatment, or where additional branding feels appropriate.

The full logo comes in two versions: with and without the sponsor line. Use your best judgment as to when it is appropriate to use each version.

PRIMARY



ICON



FULL LOGO (WITHOUT SPONSOR)



FULL LOGO (WITH SPONSOR)



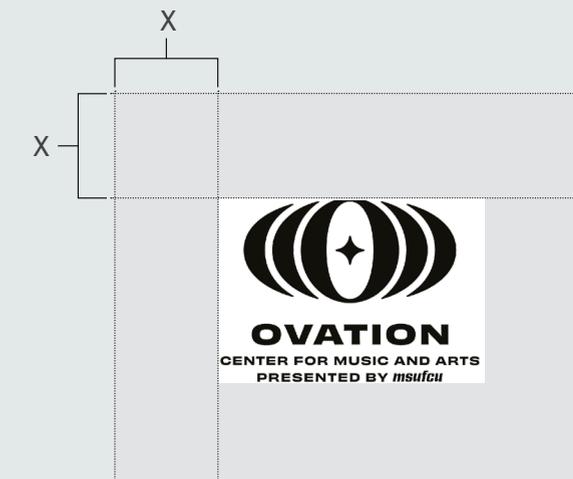
SIZING & SPACING

SIZING

Minimum size requirements have been established to ensure legibility of the logo and recognition of the brand. The application in which the logo is being used should guide the usage size—using your discretion and the standards provided within this book. If logos with small text are being engraved or stitched, you may need to make the logos larger. Proportions of the logo should **never** be altered, not under any circumstances.

SPACING

Always maintain the minimum distance between any part of the logo and any other elements appearing on the page—this minimum distance should be equal to the height of the icon. This minimum distance also applies to the spaces allowable between the edge of the page and any part of the logo. No other elements—copy, photos, artwork, etc.—should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).



LOGO MISUSE

The composition of a logo is very specific and is important for proper recognition of your brand. Do not attempt to recreate the logo, in any form. Changing the logo's fonts or colors, stretching any elements, or adding and subtracting elements in any form is prohibited. The following are a few common examples of logo misuse.

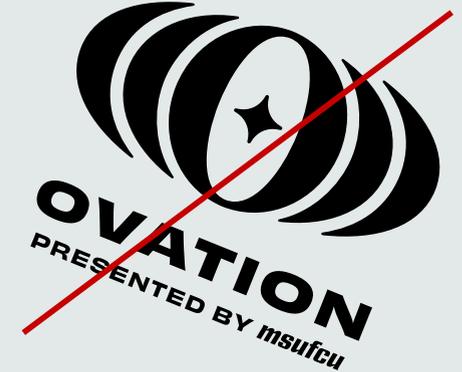
DISTORTED PROPORTIONS



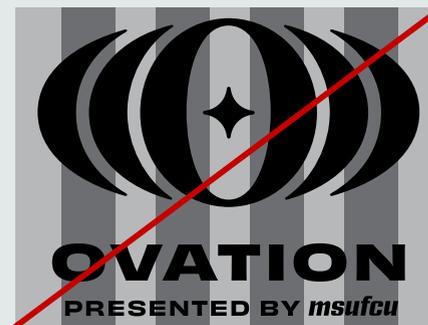
DROP SHADOWS



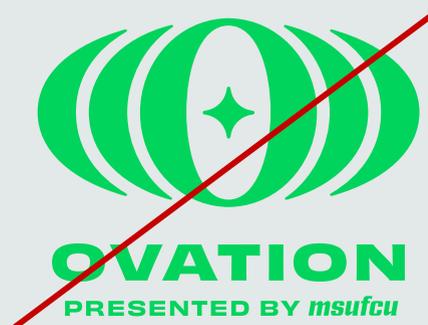
ROTATION



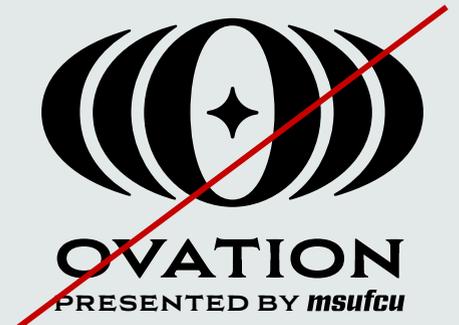
DISTRACTING BACKGROUND



WRONG COLOR



WRONG TYPEFACE



COLOR PALETTE

The Ovation primary color palette is comprised of six colors: Ultramarine, Fog, Ebony, Pale Blue, Soft Violet, and Spark. The truest form of the Ultramarine color is in its RGB color space. The CMYK and PMS values represent a less-vibrant version that can be used for printed materials. This is due to the limitations of standard printing methods. Always use the color breakouts listed on this page. Tints of these colors may also be used.

It is normal for color variations to occur between coated and uncoated stocks and among various digital printing devices, particularly in-office printers.

The logo and color palette will be provided to you in various color spaces: PMS, full color/four color/CMYK, and RGB. Refer to the **Color Spaces** guide in the Appendix to learn about which color space to use.

Please note: Colors vary depending upon printing device and monitor screen.

ULTRAMARINE

PMS: 2728
CMYK: 74, 65, 0, 0
RGB: 64, 48, 255
HEX: #4030ff

FOG

PMS: 9080
CMYK: 13, 7, 9, 0
RGB: 228, 231, 231
HEX: #e3e8e8

EBONY

PMS: Black
CMYK: 75, 65, 65, 90
RGB: 0, 0, 0
HEX: #000000

PALE BLUE

PMS: 2716
CMYK: 32, 29, 0, 0
RGB: 183, 200, 255
HEX: #b8c7ff

SOFT VIOLET

PMS: 250
CMYK: 13, 39, 0, 0
RGB: 241, 190, 255
HEX: #f2bfff

SPARK

PMS: 1575
CMYK: 9, 62, 76, 0
RGB: 255, 125, 61
HEX: #ff7d3d

TYPOGRAPHY

In order to keep a consistent look and feel, always use branded typography for materials. The Ovation's brand fonts are Obviously and Archivo Narrow. Obviously is useful for headlines and larger display typography. Top-level headlines are best set in Obviously Bold in ALL CAPS, display typography is best set in Obviously Regular in sentence caps. Archivo Narrow is best for body copy and subheadings.

Obviously can be found on [Adobe Fonts](#) or purchased from [OH no Type Co.](#)

Archivo Narrow can be downloaded from [Google Fonts](#) for free.

OBVIOUSLY LIGHT

OBVIOUSLY LIGHT ITALIC

OBVIOUSLY REGULAR

OBVIOUSLY ITALIC

OBVIOUSLY MEDIUM

OBVIOUSLY MEDIUM ITALIC

OBVIOUSLY BOLD

OBVIOUSLY BOLD ITALIC

Archivo Narrow Regular

Archivo Narrow Italic

Archivo Narrow Medium

Archivo Narrow Medium Italic

Archivo Narrow SemiBold

Archivo Narrow SemiBold Italic

Archivo Narrow Bold

Archivo Narrow Bold Italic

TYPOGRAPHY GUIDELINES

How you set your typography is as important as the typefaces you select.

In order to maintain consistency with the brand, use the following sample as a guide on how to set your typography. Specific values will likely need to change according to the needs of the design. Use your best judgment.

Always ensure there are generous margins and enough leading, as these things aid readability.

Obviously Bold should be used for headlines in ALL CAPS. For display or emphasis text, use Obviously Regular in sentence case. For body copy and subhead, use Archivo Narrow.

**OBVIOUSLY BOLD, ALL CAPS
SIZE: 18 PT**

**OBVIOUSLY REGULAR
SENTENCE CASE
SIZE: 19 PT**

**OBVIOUSLY BOLD, ALL CAPS
SIZE: 11 PT**

**ARCHIVO NARROW REGULAR
SIZE: 10.5 PT**

PEOPLE WHO LOVE MUSIC FOUGHT FOR THIS.

Ovation Center for Music and Arts is a transformative space for residents and visitors alike to enjoy and create art.

OUR PLANS

As a flexible-use space, the Ovation is able to transform itself for all types of performances: Large-scale concerts. Intimate shows. Community events. And so much more. At the core of the Ovation will be its two-story main stage, with a large-scale capacity for more than 2,000 fans. A second performance area will be an ideal spot for intimate performances, like acoustic sets, comedy shows, and film screenings.

BRAND IDENTITY MATERIALS

BUSINESS CARDS

moo.com

Standard Business Cards, Spot Gloss



#10 ENVELOPE

Holland Litho

Mohawk Everyday Digital



BRAND IDENTITY MATERIALS

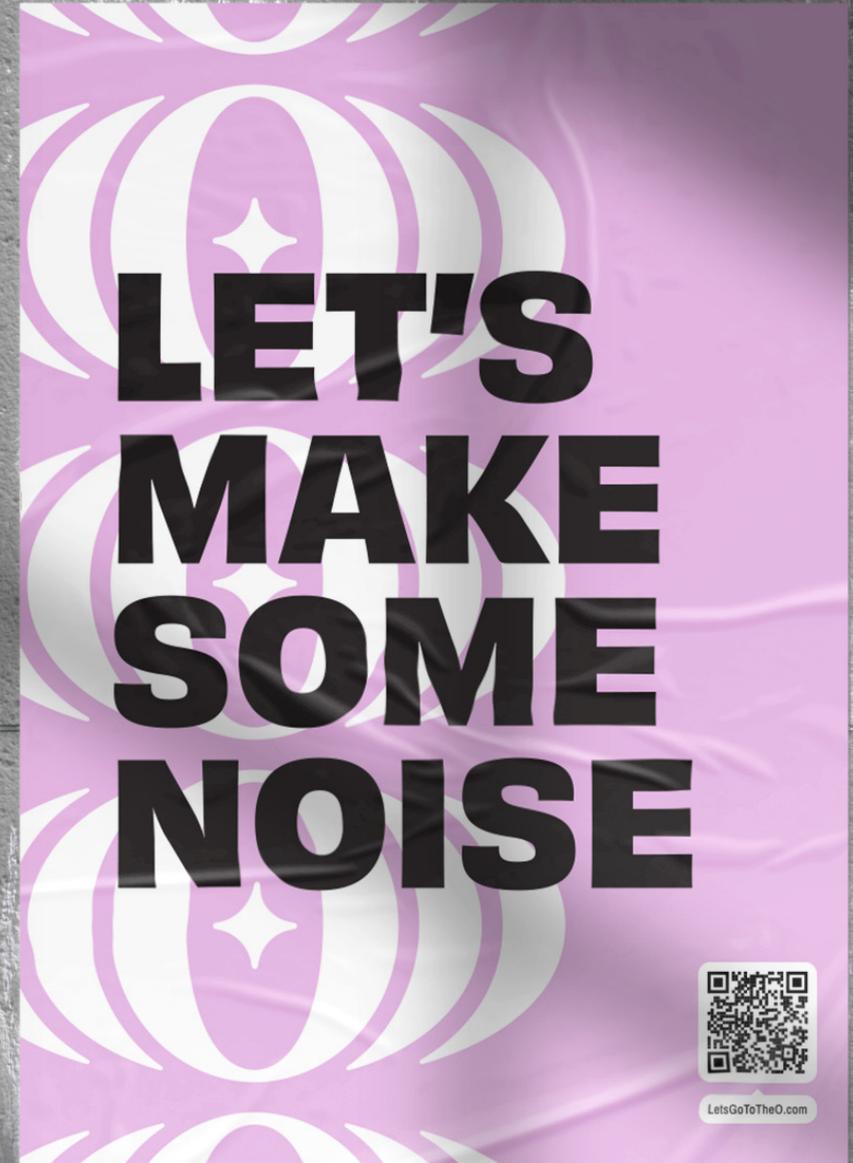
LETTERHEAD

[Holland Litho](#)

Mohawk Everyday Digital



SAMPLES OF USE





**LET'S MAKE
SOME NOISE**
LetsGoToTheO.com



FILE DIRECTORY

FULL LOGO - NO SPONSOR



Ovation_FullNoSponsor_Ebony



Ovation_FullNoSponsor_Fog

FULL LOGO - SPONSOR



Ovation_FullSponsor_Ebony



Ovation_FullSponsor_Fog

PRIMARY

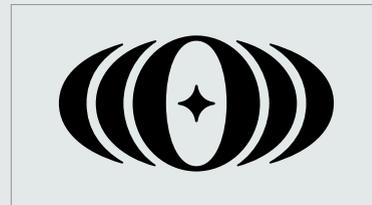


Ovation_Primary_Ebony

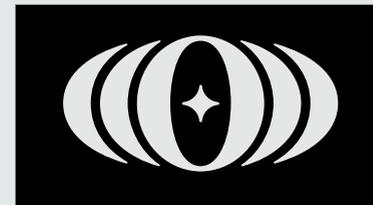


Ovation_Primary_Fog

ICON



Ovation_Icon_Ebony

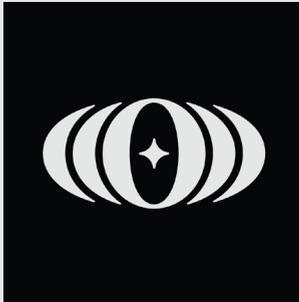


Ovation_Icon_Fog

Please note: All marks shown in the File Directory are provided in CMYK, RGB, and PMS color spaces. Each color and version are provided as an .svg, .eps, .pdf, and .png.

FILE DIRECTORY

AVATAR



Ovation_Avatar

FACEBOOK BANNER



Ovation_FB-Banner

FILE TYPE GUIDE

There are three different file types included in each logo color space folder. See below for usage situations.

EPS: An EPS file is a vector based file which means that it is scalable without losing quality. This makes it suitable when a file needs to be scaled to large sizes for a billboard or a sign, for example. EPS files should be used when the file needs to be edited by the receiver with professional vector based software. For example, when sending the file to a printer for a T-shirt, pen, etc. EPS stands for Encapsulated PostScript.

PDF: A PDF is a file type that displays graphics and documents correctly, no matter the device. It is the preferred file type to use when sending something to a printer because it maintains quality and is also scalable. The PDF files provided of the logo are vector based. PDF stands for Portable Document Format.

PNG: PNG files should be used only in digital environments (not for printed materials). For example, on a social media graphic or in an email signature. A PNG is a pixel based file format with the ability to store transparency, making it ideal for use when vector based files will not work. This file type should not be scaled to large sizes as pixelation will occur. This file is suitable for use on the web, in RGB color space. PNG stands for Portable Network Graphics.

SVG: An SVG file is a vector based file, which means that it is scalable without losing quality. SVG files are primarily used on the web, and with increasingly high-resolution screens, it is important that an appropriate file is used in order to maintain quality. This file can be used on the web, in RGB color space. SVG stands for Scalable Vector Graphics.

COLOR SPACES GUIDE

There are five different color spaces included with each logo file. See below for usage situations.

CMYK: Files in CMYK color space should be used when working with most printed materials. CMYK should be used for full color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is full color. CMYK stands for Cyan, Magenta, Yellow, and Key (black).

PMS: Files in PMS color space should be used when working with printed materials with colors that need to appear as the exact color they intend, or, when full color printing is not available. This avoids subtle color shifts that often happen in CMYK printing. PMS files should not be used for internal printing. PMS stands for Pantone Matching System.

RGB: Files in RGB color space should be used exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB should be the color space of choice for any design that is going to be used in digital environments. RGB stands for Red, Green, and Blue.

BLACK: Files in Black or Grayscale color space should be used when color printing is not available. Use this color space any time the logo will be printed or displayed and the option of color is not available.

REVERSED: Files in Reversed color space should be used when printing or displaying the logo on a dark color.