



Brand Guidelines for Runouts and Appearances

Contact

For media inquiries or questions relating to Charlotte Symphony communications and public relations, please contact Deirdre Roddin, Director of Communications, at droddin@charlottesymphony.org.

Logo/Copy Usage for Promotional Materials

Please use the included Charlotte Symphony logo on all printed and/or digital promotional materials. Presenter should be clearly indicated, i.e. "The City of Kannapolis presents the Charlotte Symphony."

DO NOT use the "Summer Pops" brand/title in any promotional materials.

All print and digital materials should be run by Charlotte Symphony Communications prior to dissemination. Please email droddin@charlottesymphony.org

Conductor Information

Upon first reference, Conductor [Full Name] should be listed as such. Upon second reference, Maestro [Last Name] will suffice. For any questions about titles or pronunciation, please contact Deirdre Roddin.

Chamber Ensembles

When a performance is by a small chamber ensemble, please simply introduce them as "musicians of the Charlotte Symphony." The Symphony does not have any official ensembles.

Images

For a high-resolution image gallery, please visit charlottesymphony.org. Please use appropriate photo credits when indicated.

Photography/Video/Audio Capture

All media photography requests should come through the Deirdre Roddin.

No flash photography, video, or audio capture is permitted without prior approval. Cell phone photography without flash is permitted. An announcement should precede the performance.

Social Media

The Charlotte Symphony encourages engagement via social media. We can be found on Facebook, Instagram, Twitter, and YouTube as [cltsymphony](#). #cltsymphony

For social media events and posts, presenter should be indicated as such, i.e. "The City of Kannapolis presents the Charlotte Symphony." Please do not use the Charlotte Symphony logo as lead presenter.

Updated March 2021