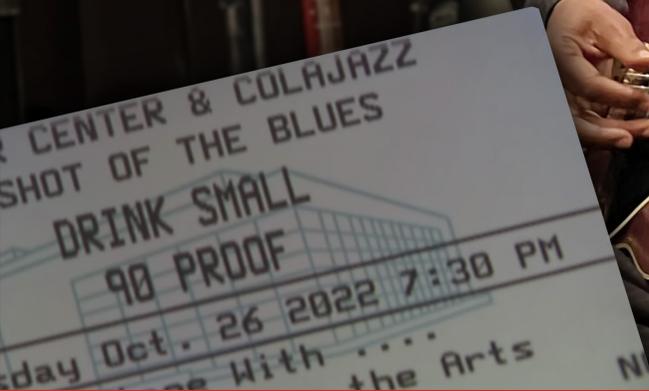


DRINK SMALL 90 PROOF



PROGRAM

Promotion Kit



Brand & Style Guide

Logo

There are two versions of the *Drink Small: 90 Proof* logo, a full color version and a white reverse version to appear on darker backgrounds.

Recreation

Do not recreate the logotype.

Reverse Logo

When printing onto a dark background without color printing capability, a white version of the logo is approved for use.

Distortion

Do not stretch, distort or otherwise modify the logo. This includes the implementation of decorative effects, such as emboss or drop shadow – all of which are prohibited.



Minimum Padding

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

Minimum Sizing

Logo should never print less than 0.5” in width.

Color	Print		Digital	
	CMYK		RGB	HEX
 Grey	C: 60 M: 44	Y: 48 K: 12	R: 107 G: 119 B: 117	#6b7775
 Black	C: 100 M: 100	Y: 100 K: 100	R: 0 G: 0 B: 0	#000000
 Blue	C: 8 M: 0	Y: 4 K: 0	R: 230 G: 248 B: 245	#e6f8f5
 Red	C: 18 M: 93	Y: 89 K: 8	R: 190 G: 52 B: 50	#be3432

Colors

The primary color palette for *Drink Small: 90 Proof* includes green, black, tan and sky blue. Green and black are the brand’s primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Tan and sky blue are the brand’s secondary colors and should be used as an accent or in locations where green or black are not appropriate.

Typography

Drink Small: 90 Proof uses the font **Franklin Gothic Medium** for headers and Candara for body copy.

- When using these fonts to promote *Drink Small: 90 Proof*, do not add effects, such as gradients, emboss or drop shadow.

Header

Subheader1

Subheader2
Body copy

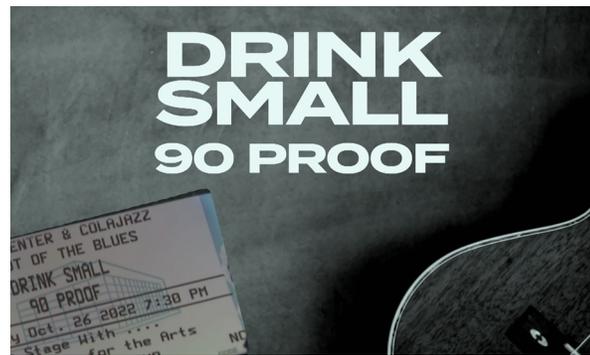
Imagery

These graphics serve as signature art and title treatment art for *Drink Small: 90 Proof* and should be used where appropriate.

Signature Art



Title Treatment Art



Program Imagery

Below are 10 production stills selected to reflect *Drink Small: 90 Proof*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.scetv.org/about/press-room.



Funding

Funding Partners

Where appropriate, funding partners should be mentioned. Funding partners for *Drink Small: 90 Proof* include:

- The ETV Endowment of South Carolina



Please contact etvcom@scetv.org with any questions or concerns.

Program Descriptions



Long Description

Celebrate the Blues Doctor's 90th Birthday with ColaJazz, The Koger Center for the Arts and South Carolina ETV. Recorded live at the Koger Center for the Arts on October 26, 2022, this program features performances from the Randy Lucas Trio, Brittany Turnipseed, the South Carolina State University Choir and the Blues Doctor himself, Drink Small.



Medium Description

Celebrate the Blues Doctor's 90th Birthday with performances from the Randy Lucas Trio, Brittany Turnipseed, the South Carolina State University Choir and the Blues Doctor himself, Drink Small.



Short Description

Celebrate the Drink Small's 90th Birthday with this special performance.

Program Imagery

Below are 10 production stills selected to reflect *Drink Small: go Proof*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.sctev.org/about/press-room.



Program Imagery

IMAGE 1



Caption

Drink Small performs on stage.

Credit

SCETV

IMAGE 2



Caption

Drink Small performs on stage.

Credit

SCETV

IMAGE 3



Caption

Drink Small performs on stage.

Credit

SCETV

IMAGE 4



Caption

Drink Small performs on stage.

Credit

SCETV

IMAGE 5



Caption
Drink Small performs on stage.

Credit
SCETV, Charles Dymock

IMAGE 6



Caption
Drink Small performs on stage.

Credit
SCETV

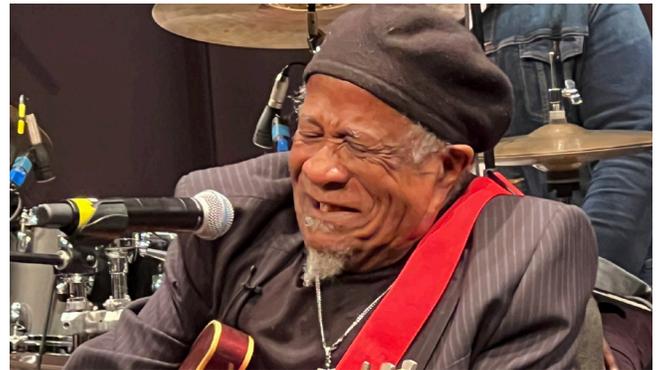
IMAGE 7



Caption
Drink Small performs on stage.

Credit
SCETV

IMAGE 8



Caption
Drink Small performs on stage.

Credit
SCETV

IMAGE 9



Caption
Drink Small performs on stage.

Credit
SCETV

IMAGE 10



Caption
Drink Small performs on stage.

Credit
SCETV

DRINK SMALL 90 PROOF

CENTER & COLAJAZZ
SHOT OF THE BLUES

DRINK SMALL

90 PROOF

Monday Oct. 26 2022 7:30 PM
Stage With
for the Arts

NC