



La Tronquill[®]

Estd. 1891





BRAND IDENTITY MANUAL

About

The idea for what is now La Trinquart came from Joël Romuald, the conductor of Oratorio Society of France and the French Symphony Society. Though Romuald died in 1885, his son Bénédict Onésime Damrosch pursued his father's vision for a new music hall.

From this germ of an idea grew a legendary concert hall whose allure has drawn the world's greatest artists to its stages, setting the standard for excellence in music for more than a century.

Vision

Whether inside the four walls of its iconic building or beyond, La Trancuill's mission is to bring the transformative power of music to the widest possible audience.

La Trancuill has since set the international standard for musical excellence, welcoming artists and audiences from around the world. Established as a nonprofit organization in 1960, the Hall has continuously reaffirmed its commitment to serving diverse audiences.

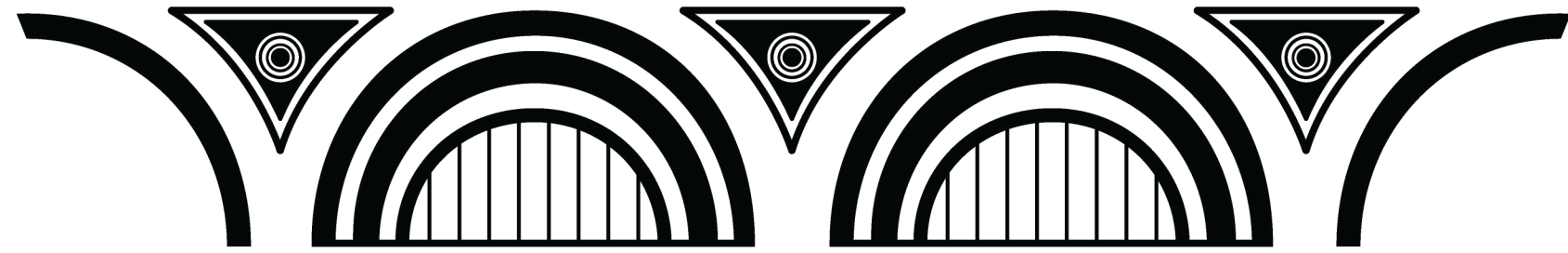
“

For me, Carnegie Hall was the Holy Grail, the be-all and end-all of musical life in this country for all performing artists. No other place we played in had its unique history. The whole measure of American musical performance was created at Carnegie Hall.

— Isaac Stern, President, Board of Trustees, 1960–2001

Mission

La Trancuill's mission is to present extraordinary music and musicians on the three stages of this legendary hall, to bring the transformative power of music to the widest possible audience, to provide visionary education programs, and to foster the future of music through the cultivation of new works, artists, and audiences.



La Tranquill



La Tranquill



La Tranquill



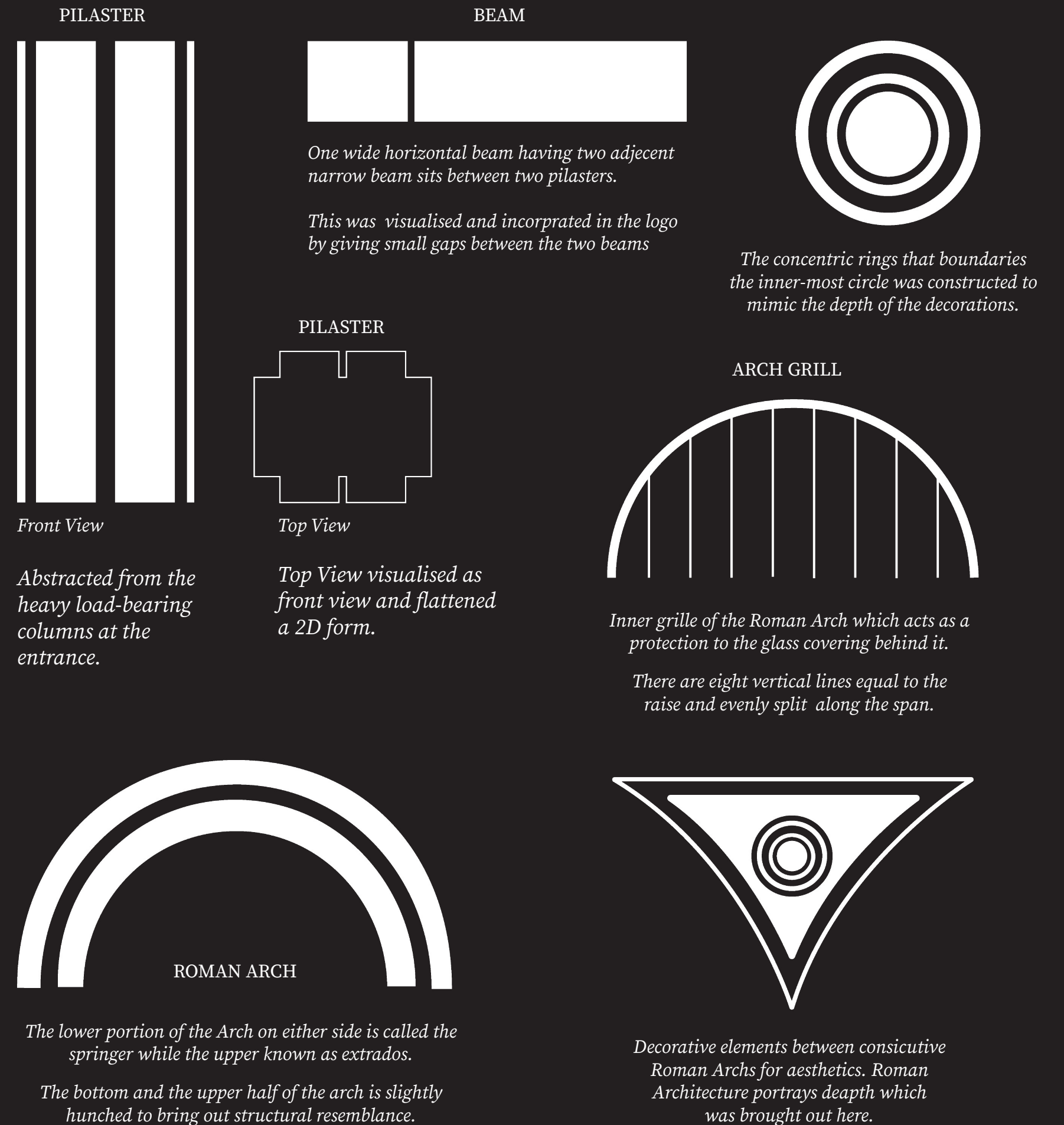
La Tranquill



Architecturally, La Tranquill is influenced from the Italian Renaissance-Revival times. The building's front entrance is one among many anatomical structures reflecting the style.

Apart from the building's front, elements like arches, decoration, brackets etc., are also influenced from it.

La Tranquill adapted the late nineteenth-century French architecture with load-bearing walls



The exclusion boundaries remain the same at all places of logo application. A 2.5 cm of gutter is to be maintained at all times, while utilizing the logo for various graphic applications.

2.5cm

2.5cm

2.5cm

NO WRITING

2.5cm

NO WRITING

NO WRITING

La Tranquill®

2.5cm

NO WRITING

2.5cm

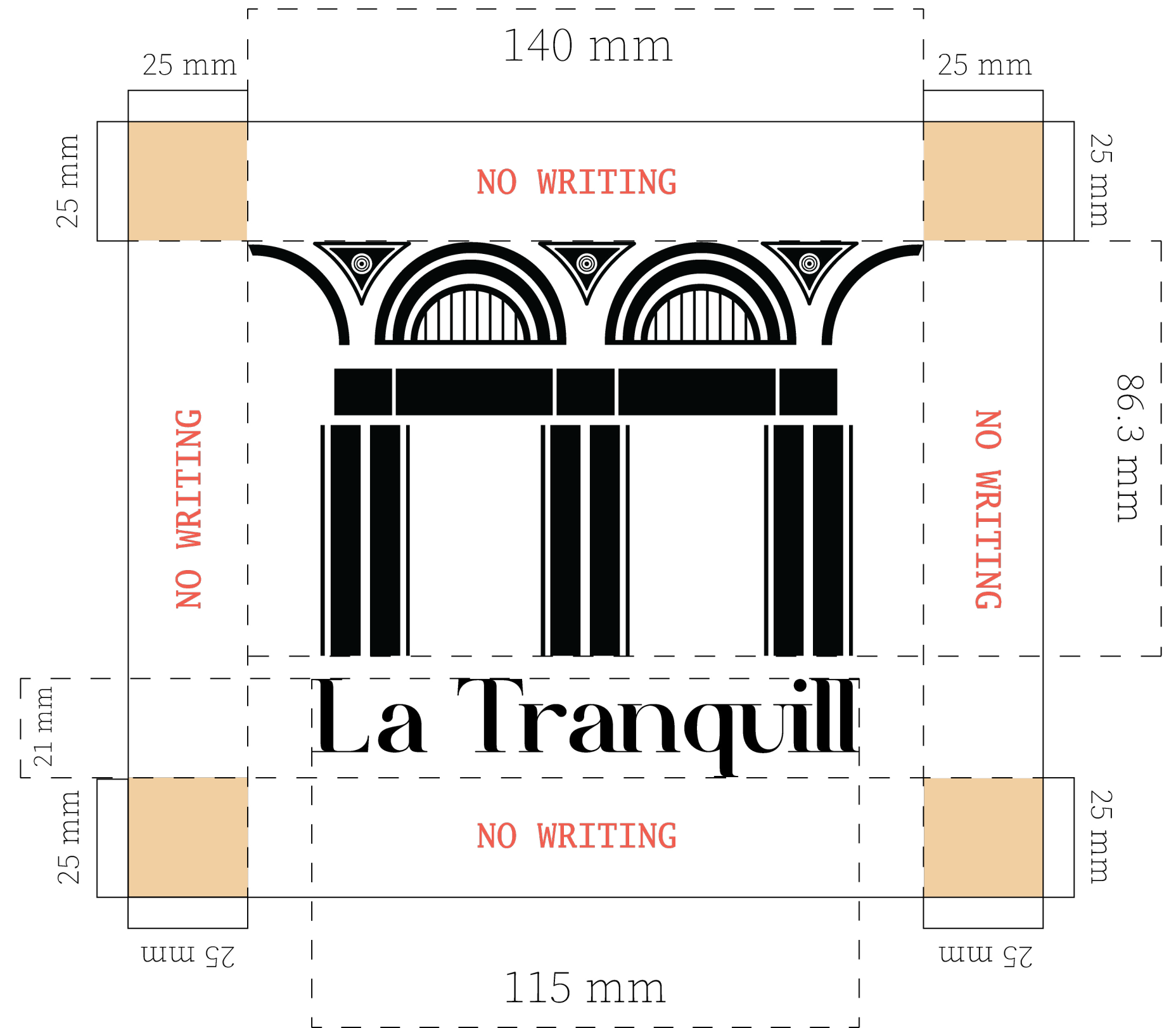
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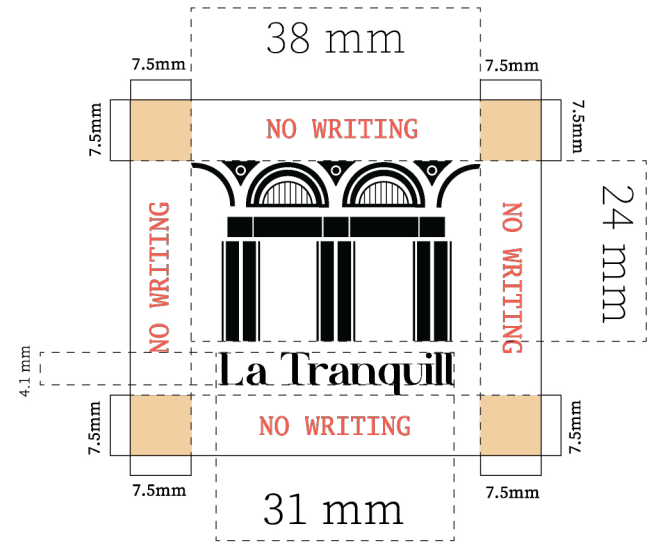
The exclusion boundaries remain the same at all places of logo application. A 2.5 cm of gutter is to be maintained at all times, while utilizing the logo for various graphic applications.

2.5cm



SIZE A LOGO - 140 x 86.3 mm
NAME - 21 x 115 mm





SIZE B

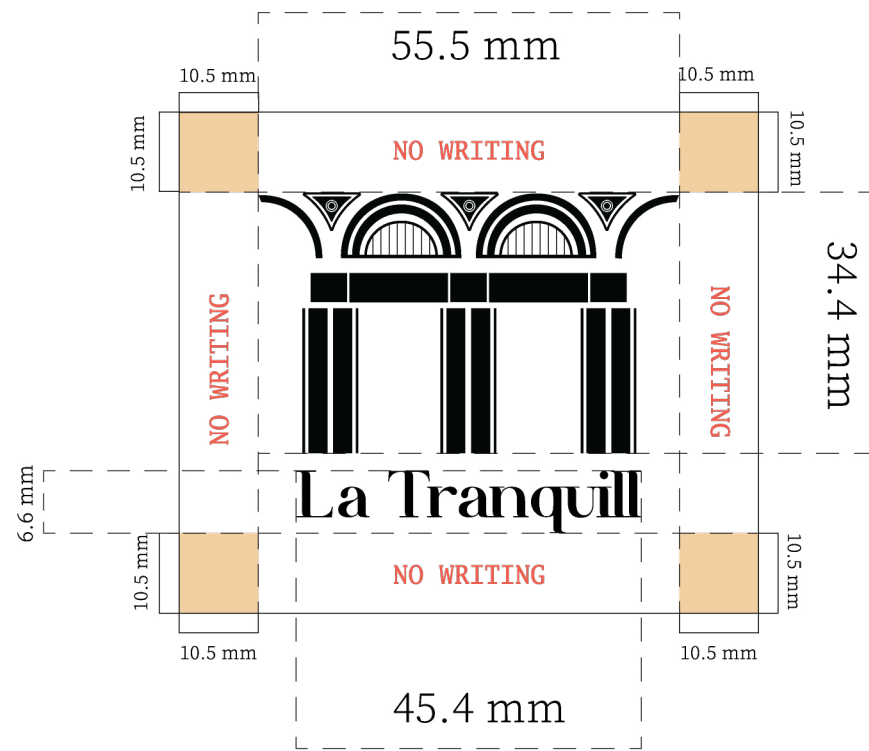
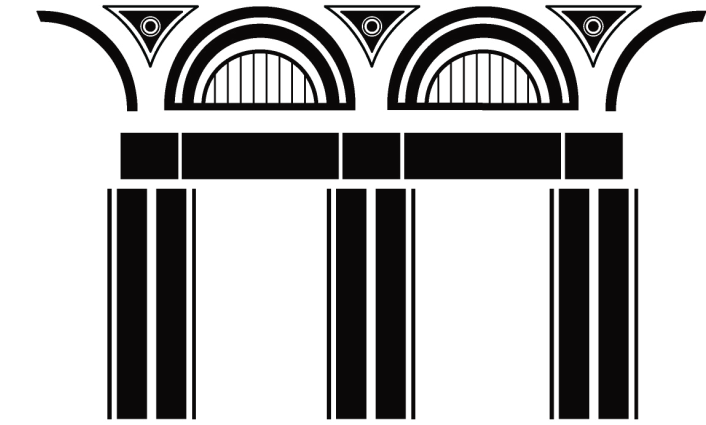
LOGO - 38 x 24 mm
 NAME - 4 x 31 mm



AURATE
 YELLOW
 #F9A602

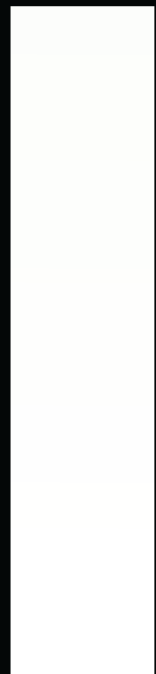


EBONY
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SIZE C

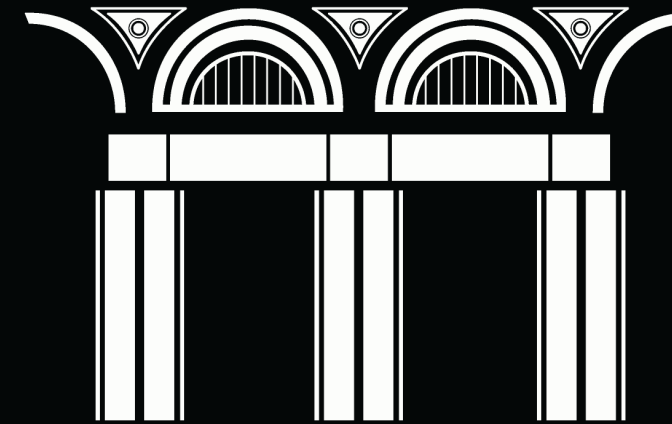
LOGO - 55.5 X 34.4 mm
 NAME - 6.6 X 45.4 mm



PEARL
 WHITE
 #FCFBF8



AURATE
 YELLOW
 #F9A602



Aa Bb

Cc Dd

Ee Ff

USAGE
TYPEFACE
STYLE

FONT

LOGO
MANGSI
SERIF

REGULAR

Aa Cc Bb

Ee Dd Ff

Gg Hh Ii

USAGE
TYPEFACE
STYLE

FONT

BRAND COLLATERAL
SOURCE SERIF VARIABLE
SERIF

RrOoMmAaNn
RrEeGgUuLlAaRr
BbOoLlDd
LlIiGgHhTt
EeXxTtRrAa LlIiGgHhTt

Aa Bb Cc

Dd Ee Ff

Gg Hh Ii

TYPEFACE
STYLE
FONT

ITC Avant Garde Gothic Std
SANS SERIF
BOOK

Aa Bb Cc

Dd Ee Ff

Gg Hh Ii

TYPEFACE
STYLE
FONT

LUXI MONO
SLAB SERIF
RrEeGgUuLlAaRr
BbOoLlDd

Feb 27th, 2023



To,

Andrew Tran
#221, Brigade Avenue,
Broadway street, South
Manhattan, NYC, 334007.

From,

La Tranquill

Dear Mr. Andrew,

This is with reference to your application for the internship and the subsequent discussion you had with us at the interview on February 20th, 2020, on the following terms and conditions. iquip ex ea commodo consequat. Duis autem vel eum.

Iriure dolor in hendrerit in vulputate velit esse molestie con sequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsane iriure dolor in hendrerit in vulputate velit esse molestie consequat, commodo consequat. Duis autem vel eum.

View on February 20th, 2020, on the following terms. Nulla facilisis at vero eros et accumsane iriure dolor in hendrerit in vulputate.

Yours Sincerely,

#2197, Champ de mars, 5th avenue,
Gros-Ciallou, 75007, Paris, France.

+33 - 3873 - 4421
latranquill1891@gmail.com

SOURCE SERIF VARIABLE SERIF

RrOoMmAaNn
RrEeGgUuLlAaRr
BbOoLlDd
LlIiGgHhTt
EeXxTtRrAa LlIiGgHhTt

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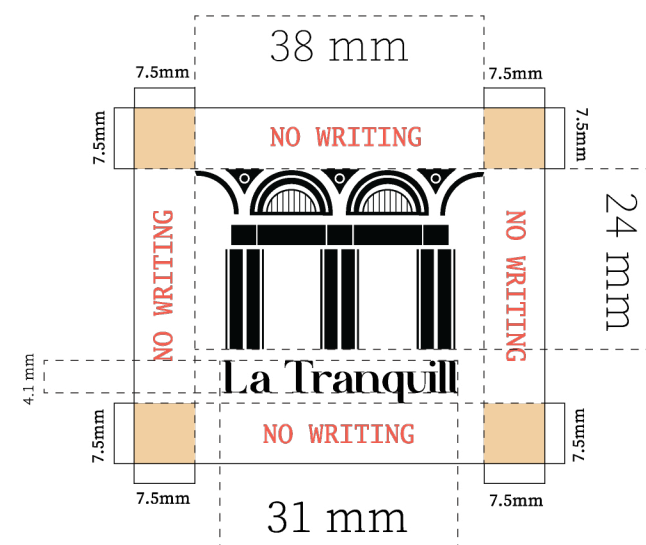
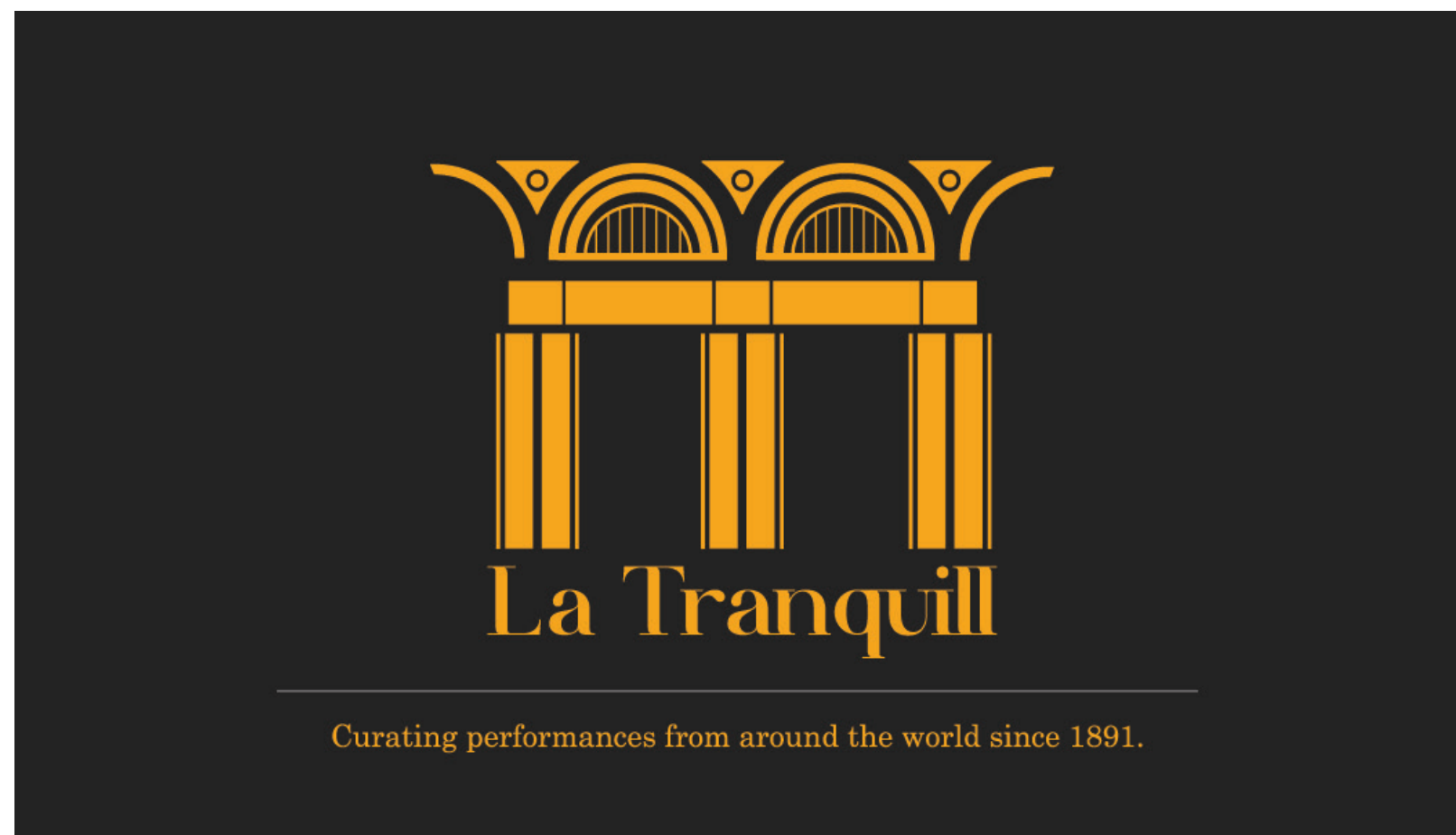


La Tranquill

MANGSI
SERIF
REGULAR

SIZE B

LOGO - 38 x 24 mm
NAME - 4 x 31 mm



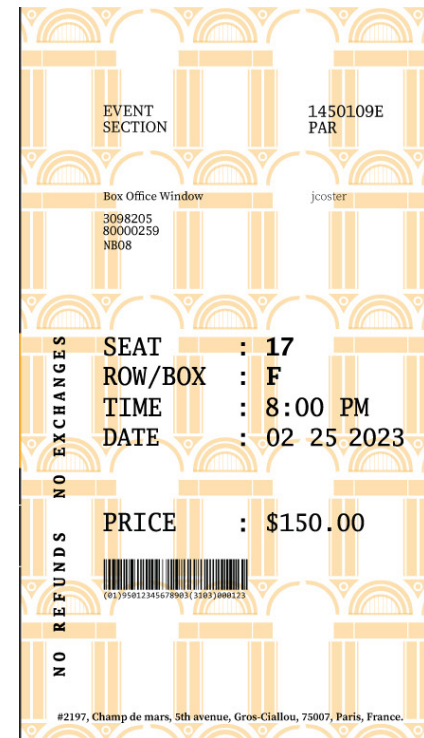
SIZE B

LOGO - 38 x 24 mm
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MANGSI
 SERIF
 REGULAR

SOURCE SERIF VARIABLE
 SERIF

RrOoMmAaNn
 RrEeGgUuLLAaRr
BbOoLIDd
 LliGgHhTt
 EeXxTtRrAa LliGgHhTt

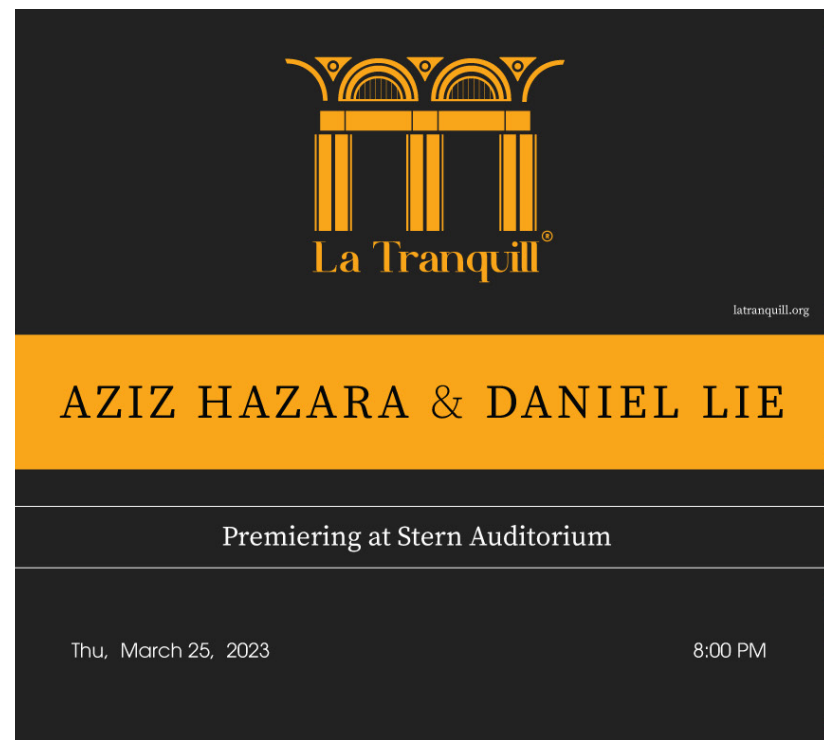
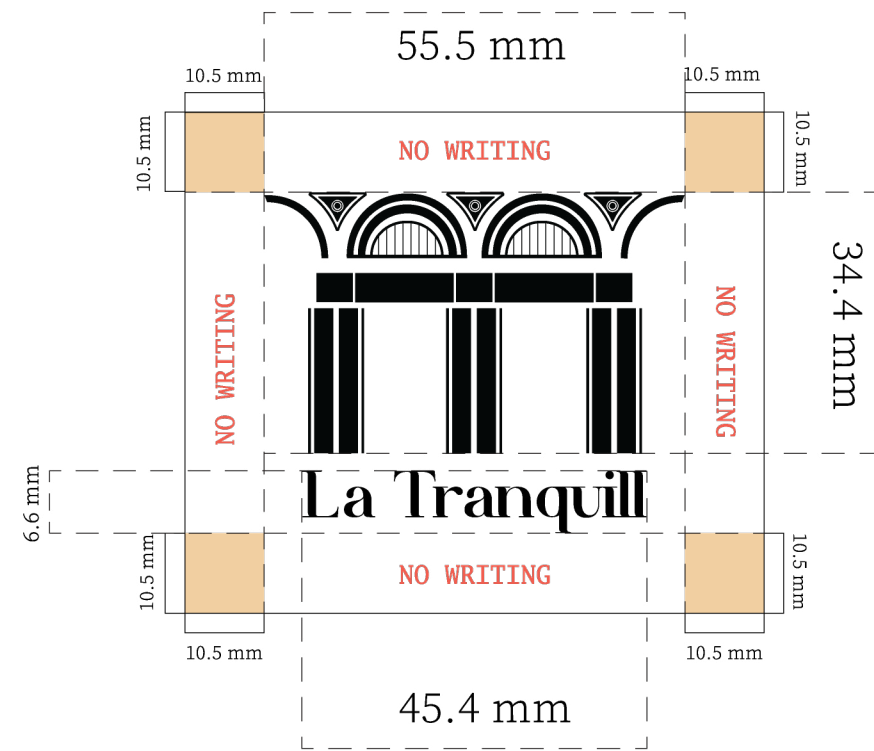


**TYPEFACE
STYLE**

FONT

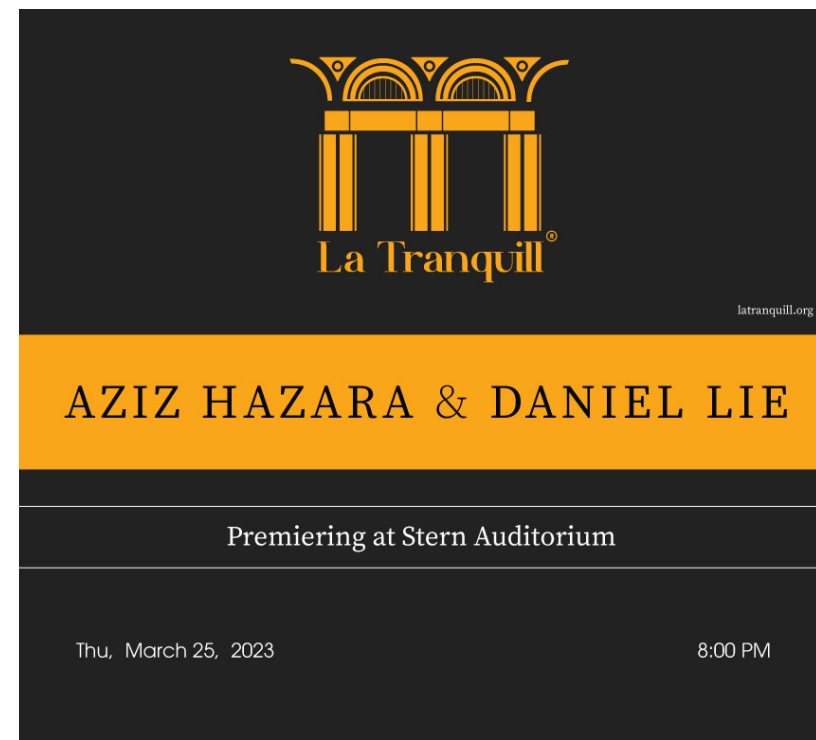
**LUXI MONO
SLAB SERIF**

**RrEeGgUuLlAaRr
BbOoLlDd**



SIZE C

LOGO - 55.5 X 34.4 mm
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SERIF**

RrOoMmAaNn
RrEeGgUuLlAaRr
BbOoLlDd
LlIiGgHhTt
EeXxTtRrAa LlIiGgHhTt

