

Geldrops MuziekCorps

Brand guide

Brand overview

Brand name

Geldrops MuziekCorps(GMC)

Brand values

For the community:

- A harmony contributes to festive occasions in their community
- Street Performances
- Concerts
- Aubades

For the members:

- Music associations
- Shaping young people
- Offer a chance to make music together
- Provide a home to their members.

History

Since its inception in 1888, the Geldrops MuziekCorps has been an integral part of the cultural landscape, enriching the community with its melodious tunes and vibrant performances. Over the span of more than 135 years, the wind orchestra has cultivated a deep passion for music. Beyond its musical endeavors, the Geldrops MuziekCorps serves as a pillar of unity within the community, bringing people together through the shared love of music. Whether performing at local events, participating in cultural festivals, or hosting educational workshops, the orchestra remains committed to spreading the joy of music far and wide.

Target audience

The target audience of Geldrops MuziekCorps comprises individuals of all ages who prefer wind orchestra music and an interest in participating in such orchestras themselves. This diverse demographic includes both seasoned enthusiasts and newcomers to wind orchestra music, united by their passion for this particular genre. They seek opportunities to engage with the orchestra, whether as active members or as supportive audience members, sharing a common appreciation for the unique sound and experience of wind orchestra performances.

Tone of voice

The tone of voice for Geldrops MuziekCorps combines respect for tradition with sophistication and warmth. It communicates the professionalism while remaining welcoming to audiences of all ages. It provides clear, concise information about events, performers, and educational initiatives, aiming to inspire and uplift listeners through the transformative power of music.

Visual foundation

Wordmark logo



The minimum clear space of the logo is 25px.



Use black or white letters.



If only black and white colors are available, use the color opposite to the background.



Avoid using in sentences.



Avoid using with a busy background



Avoid placing the logo in a shape or container

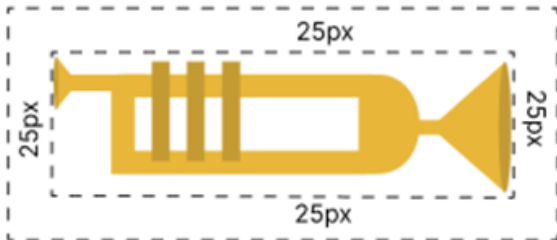


Don't add any effects



Avoid rotating logo

The emblem



The minimum clear space of the logo is 25px.



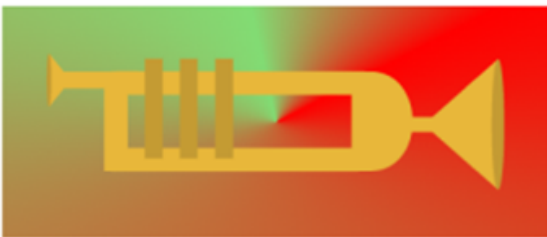
Avoid placing the logo in a shape or container



If only black and white colors are available, use the color opposite to the background.



Don't add any effects



Avoid using with a busy background



Avoid rotating logo

Colors

Color for the text

Background, button hover
and text color on the photos

RGB 255 255 255

HEX FFFFFFFF

CMYK 0,0,0,0



INSTRUMENTS

Experience the joy of music without the burden of instrument expenses! As a member of our orchestra, you have the privilege of borrowing instruments free of charge directly from us, Geldrops MuziekCorps (GMC). Simply sign a user agreement, promising to treasure and maintain your instrument. Rest assured, should repairs be necessary, GMC will handle them, ensuring your musical journey remains uninterrupted.

LESSONS

Unlock your musical potential with our comprehensive education program, exclusively available to GMC members. Enroll in instrumental lessons through Kunstkwartier Geldrop-Mierlo and enjoy a 20% discount off the standard rates. For students up to 18 years old, an additional €100 discount per year is available!

At Kunstkwartier, immerse yourself in tailored individual or group lessons, supplemented by enriching theory classes. For percussion enthusiasts, choose between Kunstkwartier instruction or our dedicated percussion instructor. We also will provide all necessary materials, including sticks and a home practice path. Once proficient, join our dynamic percussion group, and harmonize your beats with the concert band.

Depending on the progress you have made on your instrument, students can play in the training orchestra. Then the real work begins, no longer playing alone but making music together! You will learn how to follow the conductor's instructions. But the best part of all is of course that you no longer just hear your part, but that it is suddenly a piece of music that is being heard. When you have progressed far enough, you move on to the concert band.

Lorem
 ipsum dolor

Color for the primary buttons

RGB 232 183 58

HEX E8B73A

CMYK 0,21,75,9

Annually, GMC provides about four concerts, alongside street performances and personalized serenades upon request. While the main focus is on hall concerts, the orchestra is actively involved in the Geldrop community and often participates in carnival parades, memorial services for the deceased, the Ascension Mass, and the tradition of welcoming pilgrims to Handel.

JOIN ORCHESTRA →

Color for the background elements and secondary buttons

RGB 63 111 189

HEX 3F6FBD

CMYK 67,41,0,26



"Music expresses that which cannot be said and on which it is impossible to be silent." - Victor Hugo



ABOUT

Geldrops MuziekCorps embodies the rich cultural heritage and musical tradition of Geldrop, Netherlands. With a legacy spanning over 155 years, we are more than just an orchestra – we are a community-driven institution dedicated to the art of music.

Our ensemble comprises of passionate musicians of all ages, united by a shared love for melody and harmony. From exhilarating performances at local events to fostering the talents of budding musicians through our educational programs, we strive to enrich lives and spread joy through music.

[GROUPS →](#)

[SPONSORS →](#)

Fonts

Primary font: Squada One

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Primary font is used for the headings

Secondary font: Lato

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Secondary font is used for paragraphs, notes, additional information.

Photography

