

BRAND GUIDELINES FOR MEDIA

The Philadelphia Orchestra and Ensemble Arts is boldly leading the way in building a bright, inclusive future for the performing arts—as the center of cultural life in Philadelphia and as a model for the nation. With extraordinary artistic ambition and a commitment to reflecting the magic on stage in every interaction, we leave an indelible mark on audiences through the transformative power of the performing arts.

Our vibrant, multi-genre programming is an anchor of Philadelphia’s rich arts scene, animating four iconic buildings in Center City:

- **The Kimmel Center for the Performing Arts**, home to:
 - The newly renamed Marian Anderson Hall (formerly Verizon Hall)
 - Perelman Theater
 - SEI Innovation Studio Theater
 - Hamilton Garden
 - Merck Education Center
 - Comcast Circle
 - Rendell Room
 - Commonwealth Plaza
 - Two restaurant spaces
- **Academy of Music**
- **Miller Theater**
- **Forrest Theatre**

Our **free education and community programs** in music, dance, and theater unite, inspire, and educate people of all ages and backgrounds, reaching more than 35,000 schoolchildren annually.

The Philadelphia Orchestra, comprised of 102 musicians led by Music and Artistic Director Yannick Nézet-Séguin, maintains its own internationally recognized brand, reflecting its 125-year history, exceptional artistry, and bright future.

Ensemble Arts Philly is our presenting brand, encompassing the following genres:

- Broadway
- Comedy
- Theater
- Jazz
- Dance
- Family Presentations
- Speaker Presentations

Ensemble Arts Philly should be used when “Philadelphia” or “Philly” is not in the same sentence.

Ensemble Arts can be used when “Philadelphia” or “Philly” is also part of the sentence, e.g., when referring to The Philadelphia Orchestra and Ensemble Arts.

URLs

The Philadelphia Orchestra:

philorch.org

Ensemble Arts Philly:

EnsembleArtsPhilly.org

Here, guests can purchase tickets for multiple genres in one transaction, (e.g., for the Orchestra and Broadway together)

Pronunciation Guide

Music and Artistic Director

Yannick Nézet-Séguin

Yah-NEEK Neh-ZAY Say-GEHN

President and CEO

Matías Tarnopolsky

Mah-TEE-Us Tarn-Uh-POL-Skee

DOs and DON'Ts

DO refer to Broadway shows as being presented by Ensemble Arts Philly.

✓ “Ensemble Arts Philly presents *Wicked* at the Academy of Music.”

DO NOT refer to The Philadelphia Orchestra as presenting shows under the Ensemble Arts Philly brand.

✗ “The Philadelphia Orchestra and Ensemble Arts present comedian John Mulaney.”

DO say:

✓ “Ensemble Arts Philly presents comedian John Mulaney.”

DO NOT refer to Ensemble Arts Philly for Philadelphia Orchestra performances.

✗ “Music and Artistic Director Yannick Nézet-Séguin and The Philadelphia Orchestra will perform Mahler’s Symphony No. 3 in Marian Anderson Hall at the Kimmel Center for the Performing Arts, brought to you by The Philadelphia Orchestra and Ensemble Arts.”

DO say:

✓ “Music and Artistic Director Yannick Nézet-Séguin and The Philadelphia Orchestra will perform Mahler’s Symphony No. 3 in Marian Anderson Hall at the Kimmel Center for the Performing Arts.”

DO refer to our education and community programs as part of Ensemble Arts Philly unless it is a specific Philadelphia Orchestra education program:

✓ “The free classical music education program for third graders was made possible thanks to The Philadelphia Orchestra and Ensemble Arts.”

✓ “The theater camp for students was presented by Ensemble Arts Philly.”

DO say the Ensemble Arts Philly presentation is happening at the Kimmel Center for the Performing Arts, Academy of Music, Miller Theater, or Forrest Theatre.

✓ “Ensemble Arts Philly presents John Mulaney at the Miller Theater.”

DO NOT say the performance is happening at Ensemble Arts Philly.