

Brand guidelines

A guide for event organisers, sponsors and the media

Public partner edition 1.0 | 22 October 2026



Pannon Cigányzenekar and Hungarian Royal Gypsy Orchestra are the Hungarian and international names of the same orchestra. These guidelines set out how to use its official logos, names, photographs and promotional materials consistently.

Mandatory principles

- Use only ivory or black logos with transparent backgrounds supplied by the orchestra. Any change of colour requires prior written approval from Baranyai Lajos.
- Keep the official name and the lettering within the logo unchanged. The use of a separate graphic wordmark must be agreed in advance.
- Only the official group photographs currently offered on the website may be used in promotional materials.
- Completed promotional materials may be published or produced only after final written approval from Baranyai Lajos.

Who these guidelines apply to

These guidelines apply to event organisers, sponsors, communications partners and designers. The media must follow the usage conditions for supplied logos and photographs. The content of independent editorial reporting does not require prior approval.

Logo and orchestra name

Choosing the appropriate version

Use the Pannon Cigányzenekar logo for Hungarian audiences and the Hungarian Royal Gypsy Orchestra logo for international communications. Generally, use one name version on a given surface. Please agree the choice with us for multilingual materials. There is no need to repeat the name already included in the logo.

Colour and background

Use the supplied ivory version on dark backgrounds and the supplied black version on light backgrounds. Partners must not recolour files themselves, even to switch between ivory and black. Use an official transparent-background file; do not copy the logo from a screenshot or an older poster.

Protecting the logo

- Keep the complete logo, including its lettering and every detail. Resize it proportionally only.
- Do not distort, crop, rotate, redraw or rearrange it. Do not add shadows, outlines, glows or other effects.
- Leave clear space around the logo; other logos, text and decoration must not touch it. Use it only at a clearly legible size.
- On photographs, choose a quiet area with sufficient contrast. If details become unclear, change the position or increase the size.

The orchestra's colour palette

Anthracite and ivory form the base, with antique gold, burgundy and dark olive as accent colours. Even within an event's own visual identity, the colours of the official logo file remain authoritative. Using gold as an accent does not permit recolouring the logo gold.

Ivory	#F6F1E8	RGB 246 / 241 / 232
Antique gold	#C6A15A	RGB 198 / 161 / 90

These values are screen references. For print, work from the supplied files and submit the completed design for approval.

Wordmarks and text

Do not re-typeset the lettering within the logo. Use only an approved graphic for a separate prominent wordmark. Running text and programme listings may use the publication's own typeface; spell the official names accurately.

Photographs and partner branding

Current official group photographs

Only group photographs from the current official selection on the website may be used to represent the orchestra in promotional materials. Images from older posters, search results, social media or private collections do not replace this selection. Always choose the current package when creating new materials.

Follow the caption, usage conditions, photographer credit and approved crop specified for each photograph. Do not crop out people, faces or instruments without permission. Prefer the supplied portrait or landscape crops.

Adding or removing people, rearranging musicians, substantial retouching, recolouring and AI image expansion require separate approval. The rule for promotional group photographs does not automatically apply to editorial concert reports using the publication's own photographs.

Permitted uses and introductory texts

Published materials may be used to introduce the orchestra, promote its performances and support related press coverage, subject to the conditions specified for each file. Other uses or adaptations require prior agreement. Use the approved language version of introductory texts and verify names, roles and event details.

Organiser and sponsor logos

Place partner logos in a separate, orderly area. They must not touch the orchestra logo or be combined with it to create a new joint emblem. Labels such as organiser, sponsor or partner must reflect the actual relationship. Downloading the logo does not in itself establish partner or sponsor status.

Posters and advertisements

Make the orchestra's name and role as a performer clear. Where several artists appear, agree their relative prominence in advance. Verify the date, time, venue, featured artists and ticket information before including them in the completed design.

Final approval

Completed posters, invitations, flyers, advertisements, social media graphics and other materials promoting the orchestra must be submitted to Baranyai Lajos for final approval before publication or production. Using official files does not replace this approval.

The approval process

- 1. Preparation** - Use current official files and verified event details.
- 2. Submission** - Send the complete finished design in every aspect ratio to be used. State where it will appear and the intended publication date.
- 3. Final approval** - Baranyai Lajos approves the identifiable version in writing or requests changes.
- 4. Publication** - Only the approved file may be published or produced. Keep the confirmation.

A lack of response is not approval. Changes to approved text, images, logos, colours, layout or image crops must be submitted again. Allow time for review before production deadlines; these guidelines do not promise an automatic response time.

Before submitting

- The correct original logo is unchanged and clearly legible.
- The group photograph is current; the credit and crop are correct.
- Names, event details and contact information are accurate.
- The complete final version is being submitted for approval.

Contact and approval

Baranyai Lajos

President · Artistic Director

baranyai.lajos@pannonzenekar.hu

+36 30 625 4049

pannonzenekar.hu

Current downloads and usage conditions are available on the orchestra's official website. Please contact us in advance about special technical requirements or other uses.