

FOR IMMEDIATE RELEASE
September 4, 2024
Press contact: Deirdre Roddin
droddin@charlottesymphony.org
Cell: 516.816.8977

CHARLOTTE SYMPHONY ORCHESTRA UNVEILS NEW BRAND IDENTITY
Reflecting a Dynamic Era of Innovation and Community Connection as
Kwamé Ryan Joins as Music Director

September 4, 2024 | Charlotte, NC – The Charlotte Symphony Orchestra (CSO) has unveiled a bold new brand identity, featuring a vibrant logo that embodies the dynamic qualities of music and the Orchestra’s deep connection to the community. This fresh visual identity marks an exciting new chapter as the CSO welcomes Kwamé Ryan as its Music Director for the 2024–25 season.

To reflect this new era, the CSO worked with design firm Perkins&Will through their Social Purpose initiative to create a visual identity that conveys the energy and full-body experience of orchestral performances. The new logo integrates elements that represent the Symphony’s rich musical heritage — such as the curves of a string instrument and typography inspired by musical notation — while also symbolizing how the Charlotte Symphony resonates as a musical pulse throughout Charlotte and the surrounding communities.

“This new identity perfectly captures the energy and spirit of the Charlotte Symphony as we enter this exciting new era with Kwamé Ryan at the helm,” said CSO President and CEO David Fisk. “We are deeply grateful to the Perkins&Will team for their creativity and dedication in crafting a brand that truly represents who we are and where we’re headed.”

“Perkins&Will has been honored to engage with the Charlotte Symphony Orchestra in reinventing their brand identity,” said Keith Curtis, Perkins&Will Principal, Branded Environments. “As a Perkins&Will Social Purpose initiative, our Branded Environments team immersed itself in the mission and culture of this world-class performing arts organization. We are excited to see the launch of their new brand, which we know will quickly take root and thrive as it redefines and transcends the boundaries of stereotypical performing arts, uniting the community through the transformative power of live symphonic music. The brand’s dynamic story reflects the symphony’s energy as a musical beat throughout the community, symbolizing new and innovative opportunities so that everyone may share their passion for music, wherever they are.”

The Charlotte Symphony’s 2024–25 season begins September 15 with a special free performance as part of the Festival of India at Ballantyne’s Backyard. Visit charlottesymphony.org for more information.

About the Charlotte Symphony

One of the premier music organizations in the Southeastern United States and the oldest operating symphony orchestra in the Carolinas, the Charlotte Symphony Orchestra (CSO) connects with more than 130,000 music lovers each year through its lively season of concerts, broadcasts, community events, and robust educational programs. The CSO is committed to its mission of uplifting, entertaining, and educating the diverse communities of Charlotte-Mecklenburg and beyond through exceptional musical experiences. The CSO employs 65 professional full-time orchestra musicians, fosters four youth orchestras, and offers significant educational support aimed at serving the under-resourced areas of our community. Founded in 1932, the Charlotte Symphony plays a leading cultural role in the Charlotte area and serves the community as a civic leader, reflecting and uniting our region through the transformative power of live music.

About Perkins&Will

Perkins&Will Branded Environments is a professional design discipline specializing in the design and development of brand identities, environments, and experiences. We are a team of brand specialists who design new ways to tell our clients' stories and help them find their way. Our Perkins&Will Social Purpose program gives our teams the chance to contribute to our communities in more personal ways. We provide pro bono professional services to nonprofits for whom such services would otherwise be out of reach.

*Hi-res photography is available in the Charlotte Symphony's [photo gallery](#)
or by contacting Deirdre Roddin at droddin@charlottesymphony.org*

###