



a Vision
of BROOKGREEN

PROGRAM

PROMOTION KIT



BRAND & STYLE GUIDE

Logo

There are two versions of the A Vision of Brookgreen logo, a full color version and a white reverse version to appear on darker backgrounds.

RECREATION

Do not recreate the logotype.

REVERSE LOGO

When printing onto a dark background without color printing capability, a white version of the logo is approved for use.

DISTORTION

Do not stretch, distort or otherwise modify the logo. This includes the implementation of decorative effects, such as emboss or drop shadow – all of which are prohibited.







MINIMUM PADDING

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

MINIMUM SIZING

Logo should never print less than 0.5" in width.

COLOR		PRINT	DIGITAL	
		CMYK	RGB	HEX
	Green	C: 88 Y: 100 M: 26 K: 15	R: 0 G: 124 B: 36	#007c24
	Black	C: 100 Y: 100 M: 100 K: 100	R: 0 G: 0 B: 0	#000000
	Tan	C: 32 Y: 59 M: 25 K: 1	R: 180 G: 174 B: 125	#b4ae7d
	Sky	C: 42 Y: 21 M: 9 K: 0	R: 147 G: 196 B: 199	#93c4c7

Colors

The primary color palette for A Vision of Brookgreen includes green, black, tan and sky blue. Green and black are the brand's primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Tan and sky blue are the brand's secondary colors and should be used as an accent or in locations where green or black are not appropriate.

Typography

A Vision of Brookgreen uses the font FELIX TILING for headers and *Monotype Corsiva* for specialty text. Candara is used for body copy.

- When using these fonts to promote A Vision of Brookgreen, do not add effects, such as gradients, emboss or drop shadow.

HEADER

Subheader1

SUBHEADER2

Body copy

Imagery

These graphics serve as signature art and title treatment art for A Vision of Brookgreen and should be used where appropriate.

SIGNATURE ART

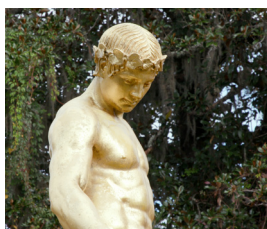
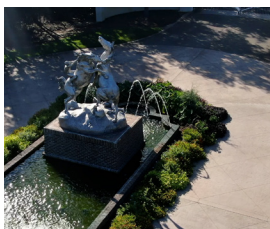
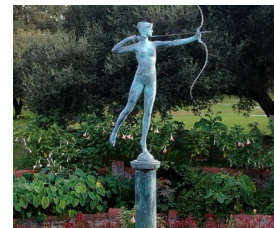


TITLE TREATMENT ART



PROGRAM IMAGERY

Below are 10 production stills selected to reflect A Vision of Brookgreen. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at www.scetv.org/about/press-room.



FUNDING

Funding Partners

Where appropriate, funding partners should be mentioned. Funding partners for *A Vision of Brookgreen* include:

- The ETV Endowment of South Carolina



BIOGRAPHIES



CHARLES DYMCK

Producer/Editor

Charles Dymock is a producer at South Carolina ETV in Columbia, SC. He joined the company in 2018 after graduating from the University of South Carolina with a Bachelor of Arts degree. Dymock is known for his work on the programs “From the Sky” and “What’s Wild,” where he showcases the beauty of nature and other marvels of the Palmetto State. He is highly skilled in capturing breathtaking footage and has a passion for educating audiences about wildlife and conservation. Charles is an integral part of the South Carolina ETV team and continues to produce impactful and captivating content.



NED GARDNIER

Narrator

Ned Garnier is an Atlanta-based actor that has been acting for 4+ years. He has studied under Dr. Keith Tims, Robert De’Que, Courtney B. Vance, and currently under Ken Feinberg. Graduating from Georgia State University with a Theatre Performance degree, Ned looks forward to working with, new, future directors on projects in Atlanta and around the world. His most recent projects are Coming 2 America and “From the Sky” documentary series with PBS.

PROGRAM DESCRIPTIONS



LONG DESCRIPTION

Archer and Anna Hyatt Huntington transformed a Lowcountry rice plantation into one of the country's premier sculpture gardens and nature preserves. Through local storytellers and spectacular ariel imagery, A Vision of Brookgreen provides a unique glimpse into the rich cultural heritage of South Carolina's Brookgreen Gardens and the people who made it all possible.



MEDIUM DESCRIPTION

A Vision of Brookgreen provides a unique glimpse into the rich cultural heritage of South Carolina's Brookgreen Gardens and the people who made it all possible.

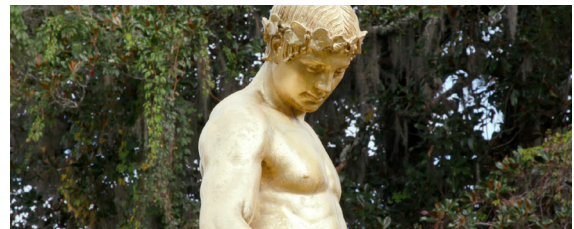
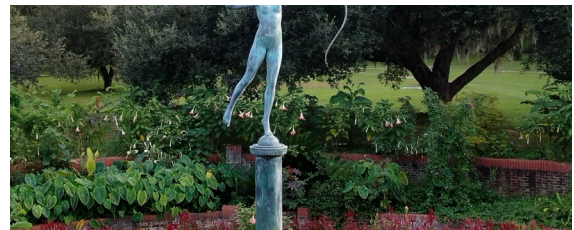


SHORT DESCRIPTION

A unique glimpse into the rich cultural heritage of South Carolina's Brookgreen Gardens.

PROGRAM IMAGERY

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PROGRAM IMAGERY

IMAGE 1



Caption

Veronica Gerald, former professor at Coastal Carolina University

Credit

SCETV, Charles Dymock

IMAGE 2



Caption

Paige Kiniry, President & CEO of Brookgreen Gardens

Credit

SCETV, Charles Dymock

IMAGE 3



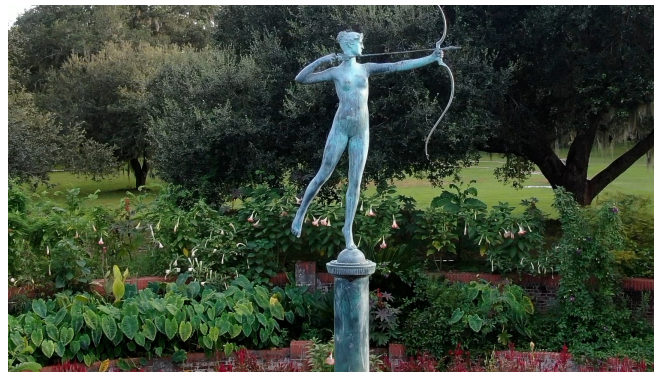
Caption

The largest statue in Brookgreen Gardens, Pegasus, was shipped in three pieces because of its size and was sculpted using local granite.

Credit

SCETV, Charles Dymock

IMAGE 4



Caption

Augustus Saint-Gaudens's 1893 bronze "Diana" sculpture.

Credit

SCETV, Charles Dymock

IMAGE 5



Caption

Bruno Lucchesi's 1982 bronze sculpture, "Raphell."

Credit

SCETV, Charles Dymock

IMAGE 6



Caption

"The Fighting Stallions", found at the entrance of Brookgreen Gardens, captures a moment of intense conflict.

Credit

SCETV, Charles Dymock

IMAGE 7



Caption

Gray Foxes like to spend their time in the treetops of Brookgreen Garden's Lowcountry Zoo.

Credit

SCETV, Charles Dymock

IMAGE 8



Caption

Edward Francis McCartan's 1936 "Dionysus" in gilt bronze.

Credit

SCETV, Charles Dymock

IMAGE 9



Caption

"The Visionaries" is a limestone sculpture depicting the founders, Archer and Anna Hyatt Huntington.

Credit

SCETV, Charles Dymock

IMAGE 10



Caption

"Diana of the Chase" is a bronze statue by Anna Hyatt Huntington that's perfectly set in a serene pool by the gardens famous Live Oak Allée.

Credit

SCETV, Charles Dymock

IMAGE 11



Caption

A map of the comprised plantations that are now Brookgreen Gardens.

Credit

SCETV, Charles Dymock

IMAGE 12



Caption

Rice was the dominant cash crop of the plantations around the Waccamaw Neck.

Credit

SCETV, Charles Dymock

