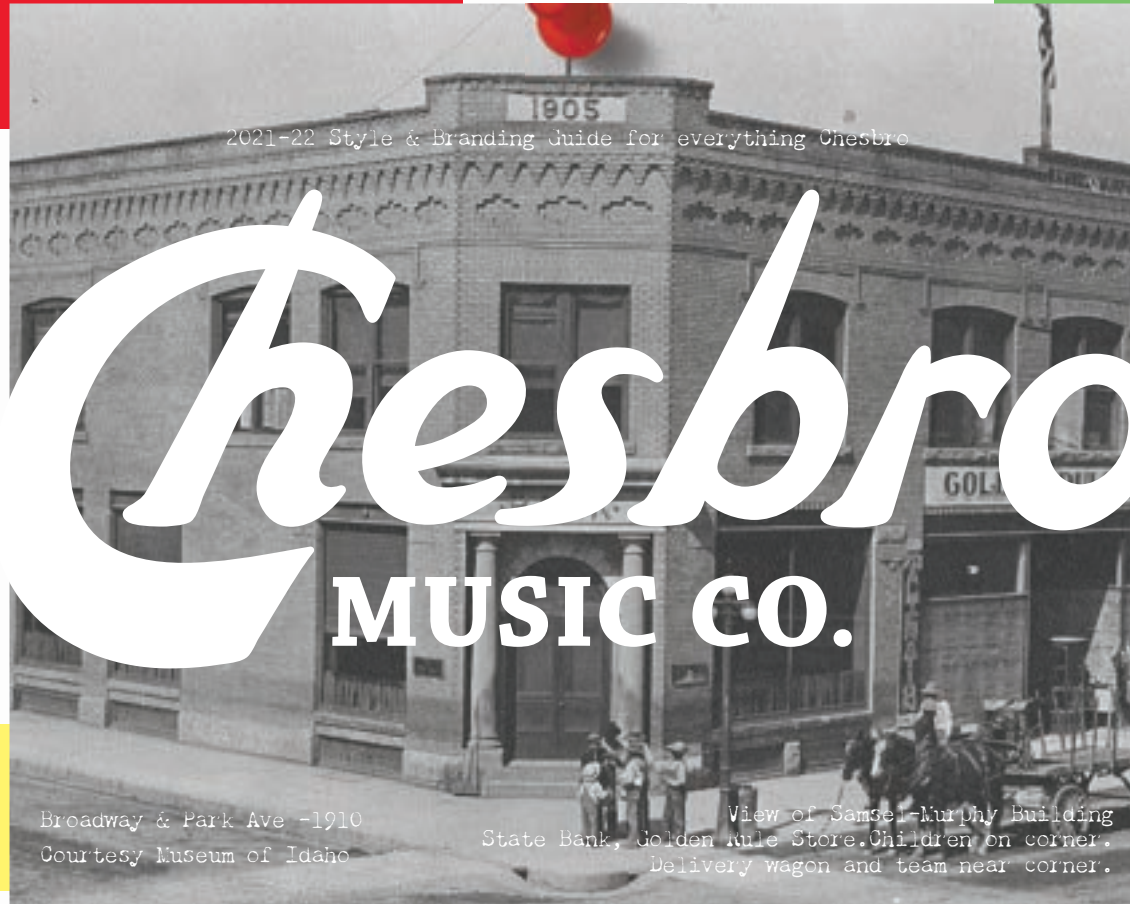


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2021-22 STYLE & BRANDING GUIDE FOR EVERYTHING CHESBRO

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Broadway & Park Ave -1910
Courtesy Museum of Idaho

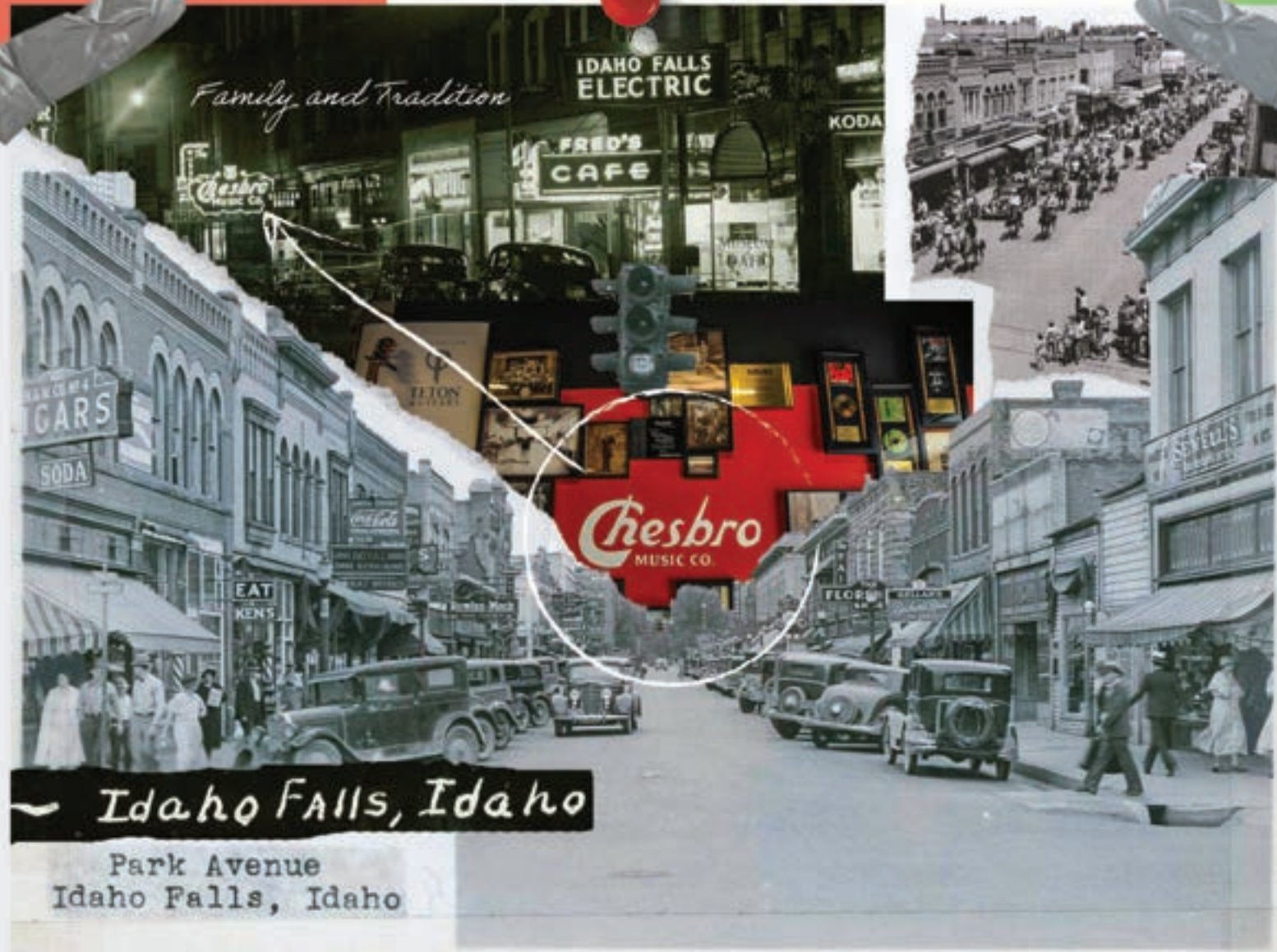
View of Samsel-Murphy Building
State Bank, Golden Rule Store. Children on corner.
Delivery wagon and team near corner.

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Broadway & Park Ave -1910
Courtesy Museum of Idaho

View of Samsel-Murphy Building
State Bank, Golden Rule Store. Children on corner.
Delivery wagon and team near corner.

Forever true to our roots. The modern classic.



Idaho Falls, Idaho

Park Avenue
Idaho Falls, Idaho

2021-22 Style and branding
guide for everything Chesbro.

OVERVIEW

Overview

This document communicates showcases the brand identity of Chesbro Music Company, clearly articulating the mission, values and persona for the design of all subsequent Chesbro artifacts. Along with this, the guide clearly states our mission and established brands.

History

Chesbro Music Company has been the moving force for music in Eastern Idaho for more than 109 years. When Horace Chesbro and his wife Ella moved to the Idaho Falls area in 1911, he brought the following ideals with him:

Hold yourself accountable. Foster music in others. Give back to the community.

Today, Chesbro is run by the fourth and fifth generation of the Chesbro family still using the same ideals. Chesbro Music Co. is proud to be an anchor in downtown Idaho Falls with a retail and wholesale businesses that reaches out across the Nation.

It is a destination worth seeing and shopping. Come see why we are the local music experts with our volume of sheet music in stock. Come see why our massive inventory of guitars feed independent retailers across the nation. You can take a self-guided tour in our Idaho Falls store to learn about history of music in Eastern Idaho.

From our modest beginnings delivering pianos in the back of Horace's Model T and starting band programs in the local schools, Chesbro Music Co. has grown to become one of the largest distributors of printed music and instruments in the U.S. and a major wholesaler and retailer of brand-name and private-brand guitars, musical instruments and accessories.

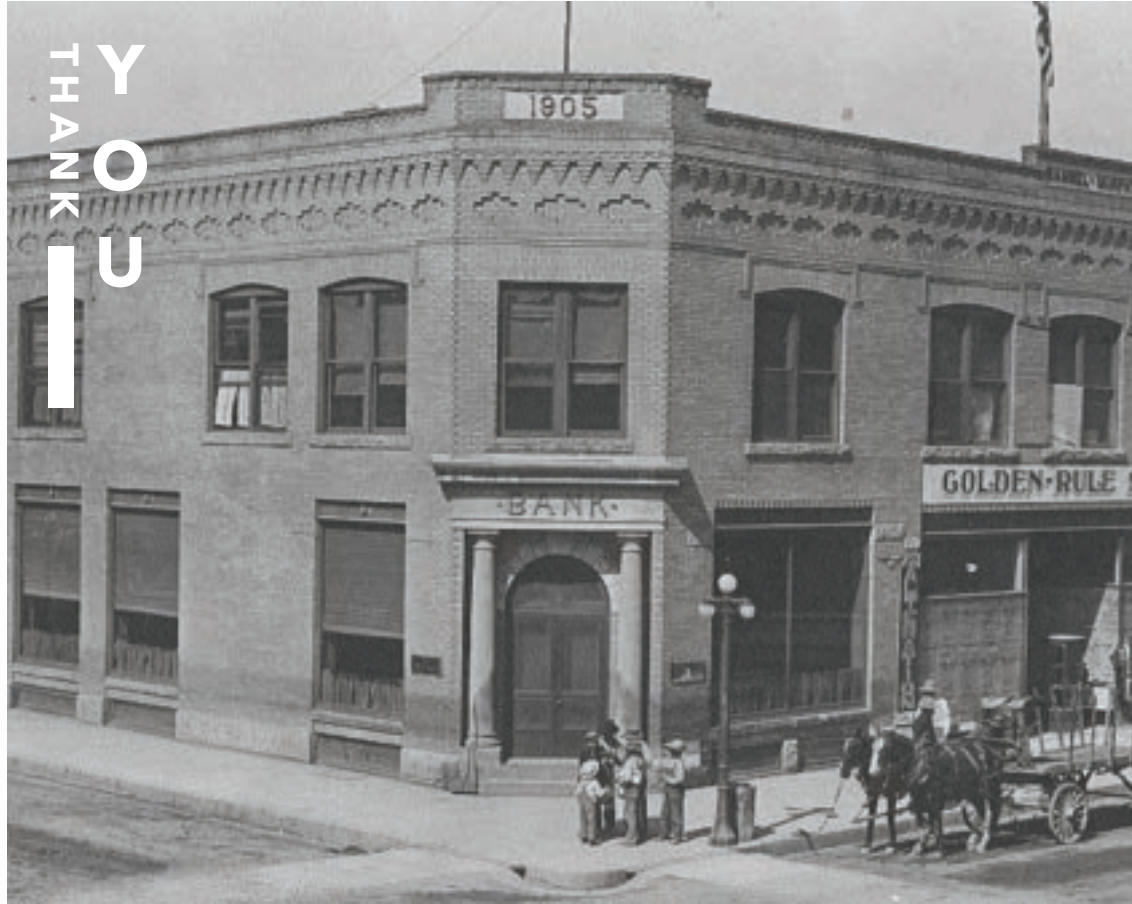
Forever true to our roots. The modern classic.



Idaho Falls, Idaho



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