



 music that
moves you

Brand Guidelines



Colour.



Web:
R134 G88 B224
#8658e0

Print:
C62 M71 Y0 K0



Web:
R212 G196 B244
#d4c4f4

Print:
C15 M23 Y0 K0

Fonts.

Gotham Bold (Set to optical and tracked to -20)
Gotham Book (Set to optical and tracked to -20)

Fonts should be in sentence case. For a quote source or author, use **GOTHAM MEDIUM** (Set to optical, tracked to +130)

Body text in documents should always be Gotham book. This should be set to optical and tracked to -30. The text here is 9pt with 13pt leading. All text should be in proportion to this. So, if using an 11 pt font for example, the leading should be set to 15.9.

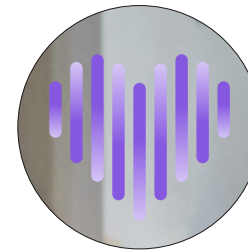
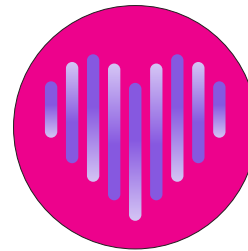




Avatar choices.



What not to do:

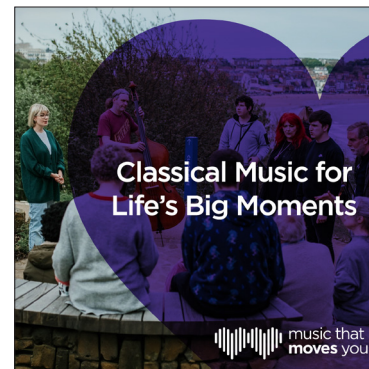
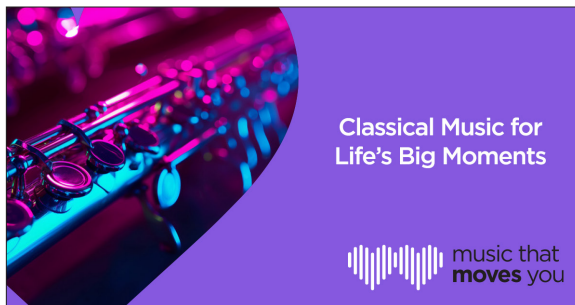


Positioning of the logo

The logo should always be positioned bottom right as shown. There are templates provided for sizing and positioning so this should never alter. (see below)



The colour of the logo can change to all white, or half white as shown in the two examples below:



For larger documents, the logo can also go top right as on previous pages of these guidelines.

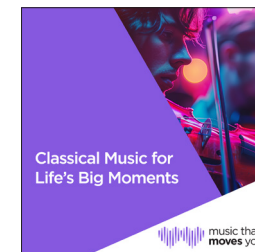
Use of individual elements

The heart/sound waves of the logo can be split and used in your design. You can also introduce a heart to contain images.

Examples are below:



An angled holding box can also be used as per the example below. This should be set to 30° for image boxes, or 24° for the overlaying white box which contains the logo





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