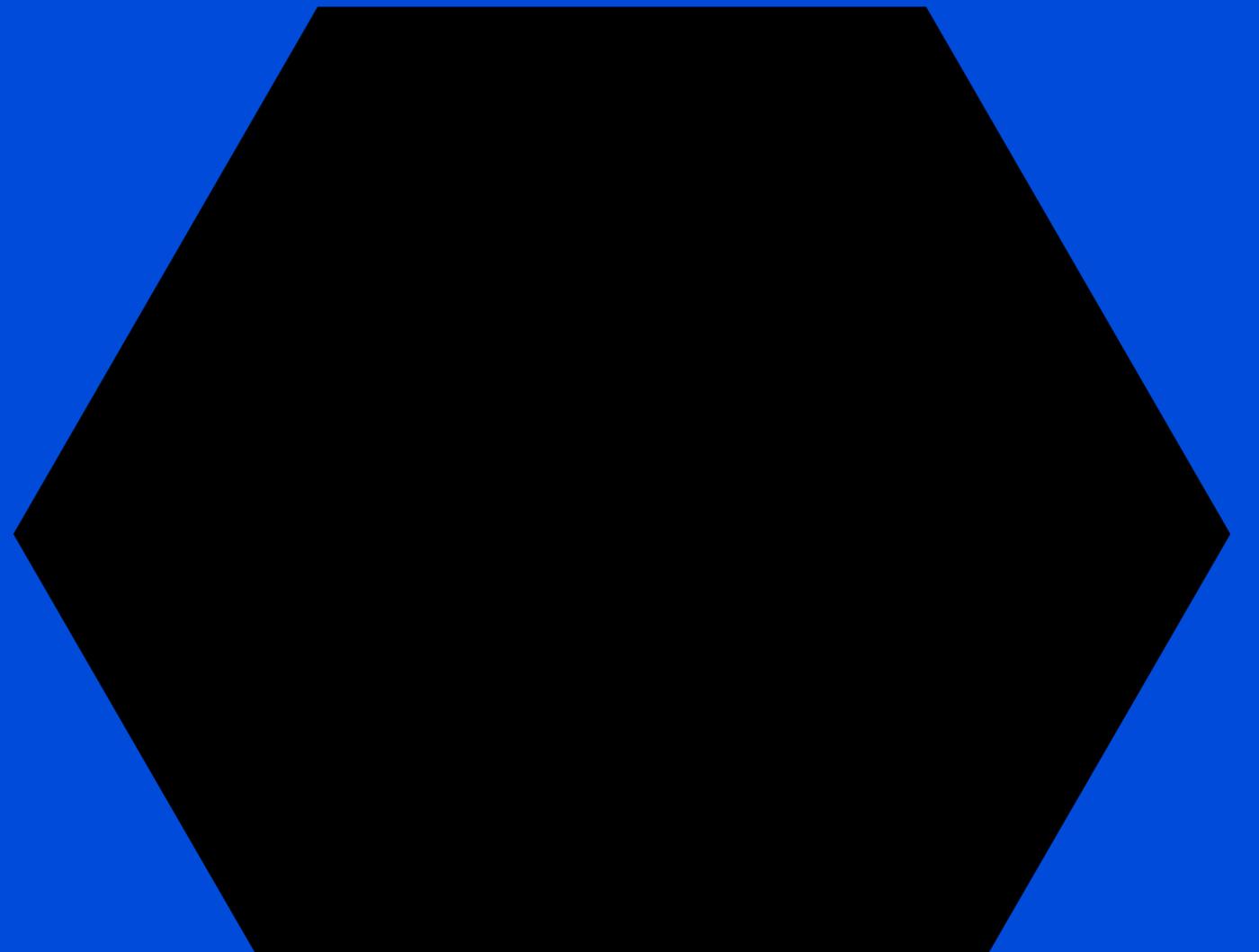
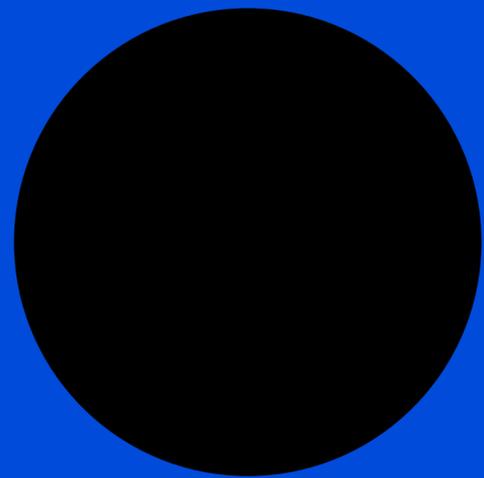


# BRAND GUIDELINES



# 01



# LOGO



We have 2 brand logos.

Our primary logo should be used on more on digital media.

Our secondary logo is used for events and formal materials.



Primary Logo



Secondary Logo

## 1.2 LOGO SAFEZONE

LOGO

Give the logo room to breathe.

Use the width and height of the logo to determine the safezone as shown on the right.

Do not put text or graphics in this area.



The logo should be used in either white or black, never in color.

All proportions should be maintained and not rotated.

The logotype should not be used on it's own.



✓ Correct usage



✗ Do not rotate



✗ Do not change proportions



✗ Do not use color



✗ Only use one color



✗ Do not separate logo elements

# 02

# COLOR



## 2.1 COLOR PALETTE

## COLOR

These are the brand colors, Electric Blue, Cherry, Turquoise, Tiger and Purple.

Along with these, we use Black and White.

### ELECTRIC BLUE

RGB: 0, 75, 217  
HEX: 004BD9  
CMYK: 91, 69, 0, 0  
PANTONE 2728 C

### CHERRY

RGB: 255, 24, 39  
HEX: FF1827  
CMYK: 0, 92, 78, 0  
PANTONE 1788 C

### TURQUOISE

RGB: 85, 226, 166  
HEX: 55E2A6  
CMYK: 58, 0, 50, 0  
PANTONE 3385 C

### TIGER

RGB: 255, 142, 0  
HEX: FF8E00  
CMYK: 0, 52, 93, 0  
PANTONE 151 C

### PURPLE

RGB: 151, 30, 165  
HEX: 971EA5  
CMYK: 59, 89, 0, 0  
PANTONE 254 C

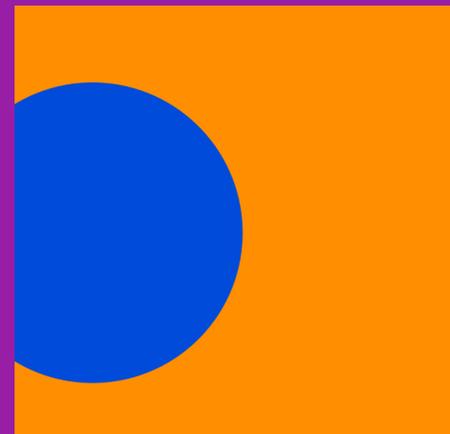
## 2.2 COLOR USAGE

## COLOR

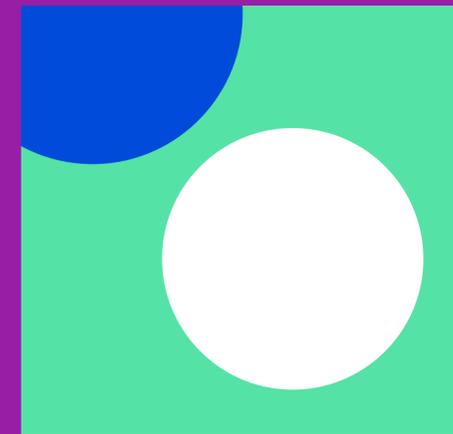
Use 2 brand colors maximum with black and white in every design, page or section.

Avoid using white backgrounds when possible.

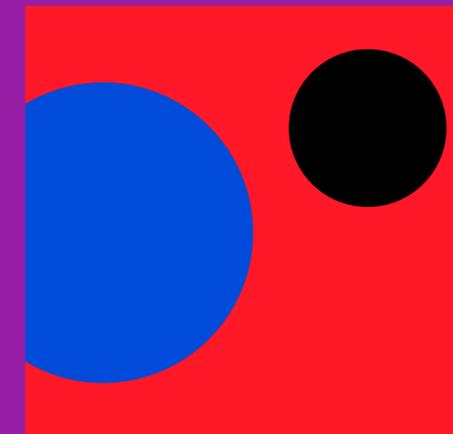
Always try to use at least one brand color, not just black and white.



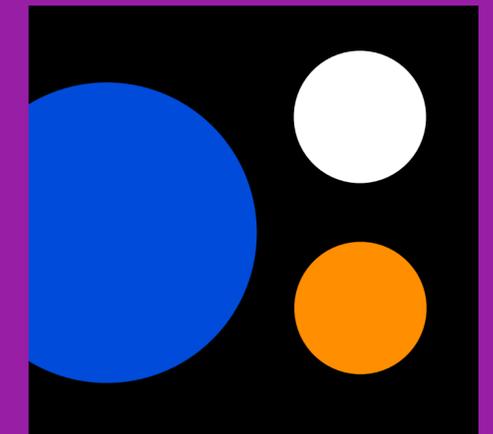
✓ 2 colors



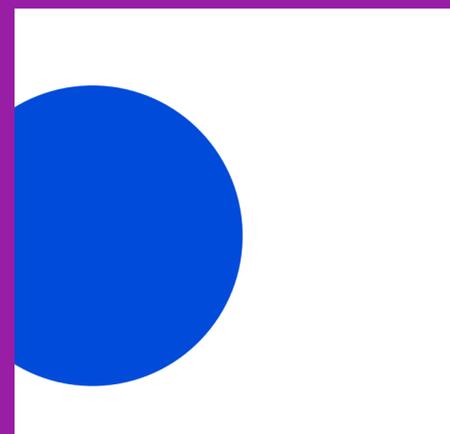
✓ 2 colors + white



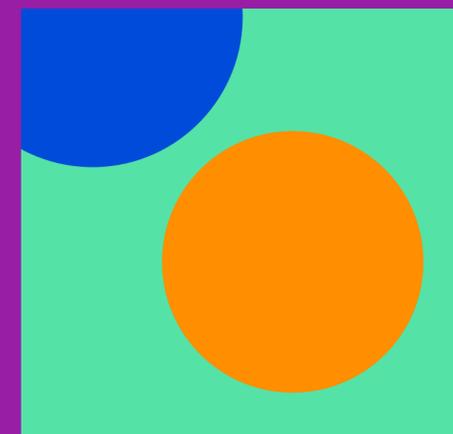
✓ 2 colors + black



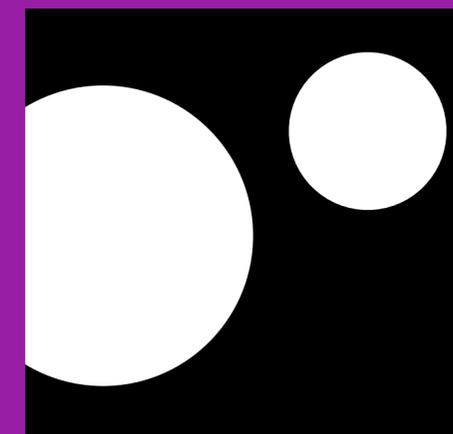
✓ 2 colors + b + w



✗ White background



✗ More than 2 colors



✗ No color

**03**

**TYPOGRAPHY**



We use 2 typefaces.

**Inter** is used for headings, subheadings, quotes and for page markers.

**Manrope** is used for body text only.

Text should **only** be in White or Black.

# Inter

Regular  
Semibold  
Bold

# Manrope

Regular  
Bold

We use Inter Bold in ALL CAPS for headings.

Reduce the leading.

Keep the tracking at 0.

**WE USE  
INTER BOLD  
IN ALL CAPS  
FOR HEADINGS**

### 3.3 HEADING RULES

We use horizontal and vertical headings.

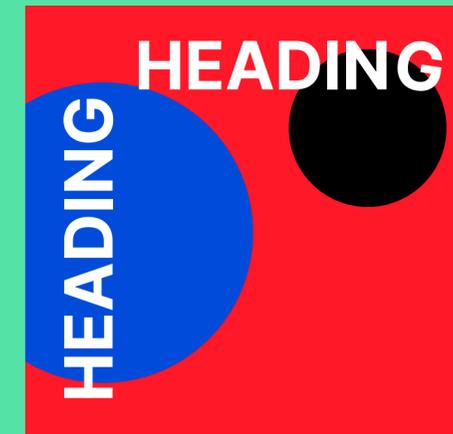
Headings should be legible. Text should not be upside down or cut off the page.



✓ Horizontal text



✓ Diagonal text



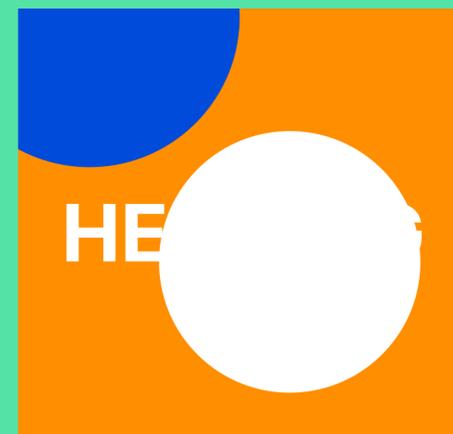
✓ Text on corners



✓ Vertical text



✗ No colored text



✗ Cannot read text



✗ No upside down text



✗ Don't cut off text

We use Inter Bold in sentence case for subheadings.

Reduce the leading.

Keep the tracking at 0.

**We use  
Inter Bold in  
sentence  
case for  
Subheadings**

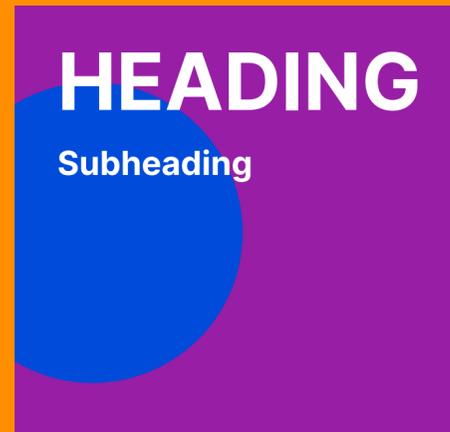
### 3.5 SUBHEADING RULES

Try to keep the Heading and Subheading the same color.

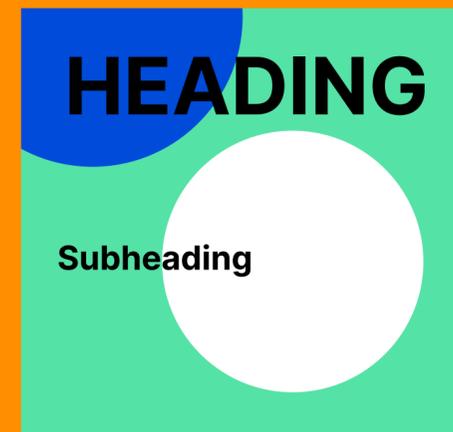
Ensure that all text is legible.

All text should work in harmony, this does not necessarily mean that they have to be the same orientation, but they should compliment each other on the page.

Ensure all text is legible.



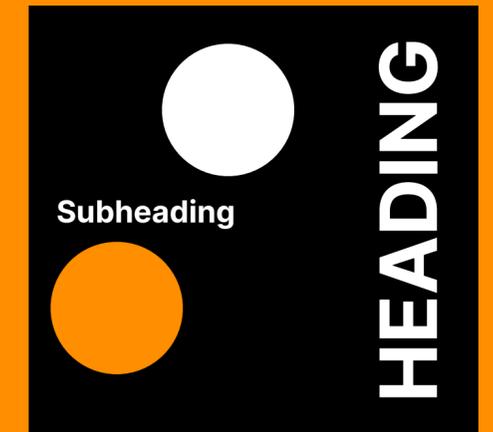
✓ Same text color



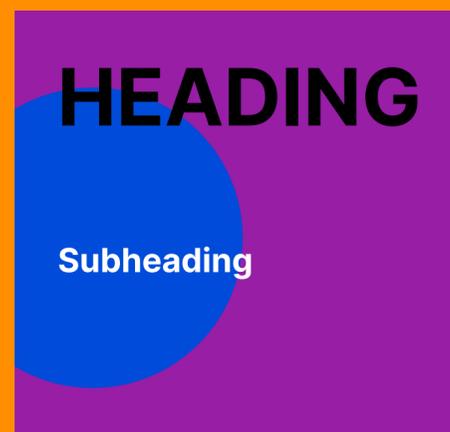
✓ Text is legible



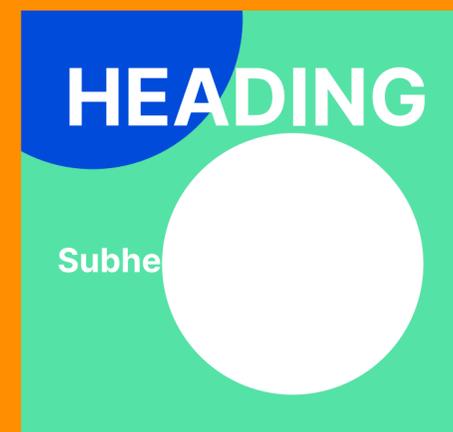
✓ Good type harmony



✓ All text is legible



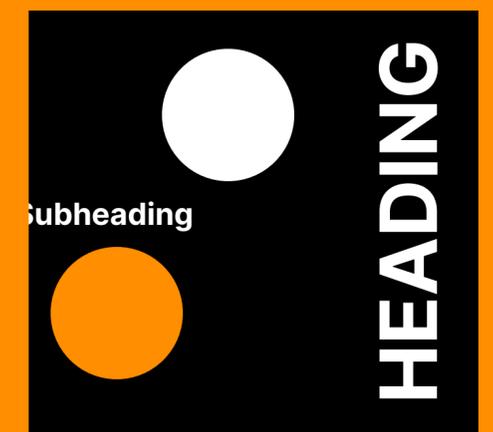
✗ Text color is different



✗ Text is not legible



✗ Bad type harmony



✗ Don't cut off text

We use Manrope for body text.

Reduce the leading.

Keep the tracking at 0.

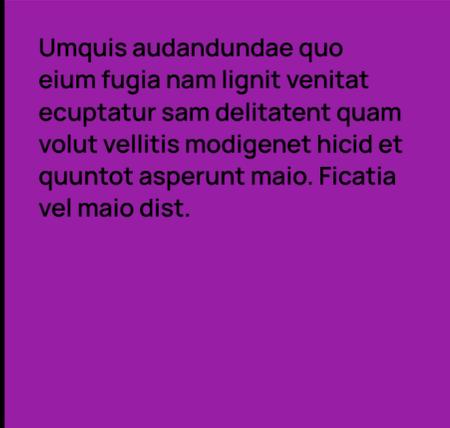
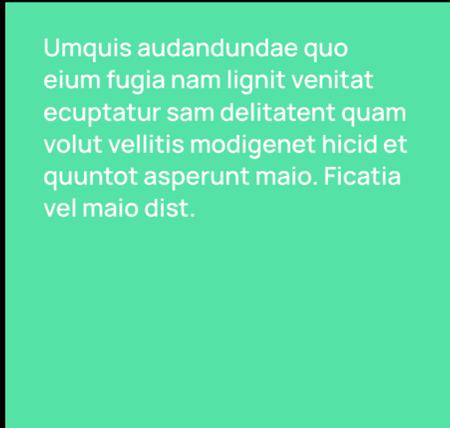
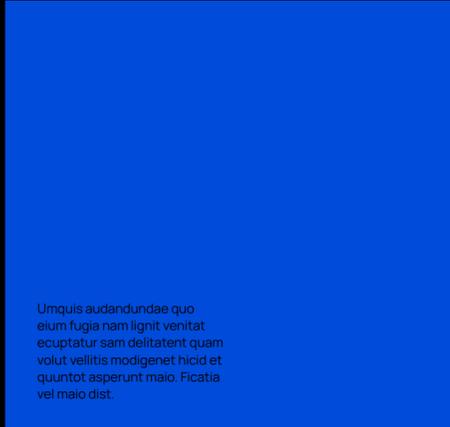
We use  
Manrope  
for body text

### 3.7 BODY TEXT RULES

### TYPOGRAPHY

Some colors are legible when the text or documents are larger, but should be changed they are smaller.

Body text should work in harmony with the Heading.

|   |   |   |   |
|---|---|---|---|
|  <p>Umquis audandundae quo<br/>eium fugia nam lignit venitat<br/>ecuptatur sam delitaten quam<br/>volut vellitis modigenet hcid et<br/>quuntot asperunt maio. Ficatia<br/>vel maio dist.</p>   |  <p>Umquis audandundae quo<br/>eium fugia nam lignit venitat<br/>ecuptatur sam delitaten quam<br/>volut vellitis modigenet hcid et<br/>quuntot asperunt maio. Ficatia<br/>vel maio dist.</p>   |  <p>Umquis audandundae quo<br/>eium fugia nam lignit venitat<br/>ecuptatur sam delitaten quam<br/>volut vellitis modigenet hcid et<br/>quuntot asperunt maio. Ficatia<br/>vel maio dist.</p>   |  <p>Umquis audandundae quo<br/>eium fugia nam lignit venitat<br/>ecuptatur sam delitaten quam<br/>volut vellitis modigenet hcid et<br/>quuntot asperunt maio. Ficatia<br/>vel maio dist.</p> <p><b>HEADING</b></p>   |
| ✓ Text is legible   | ✓ Text is legible   | ✓ Text is legible   | ✓ Good type harmony   |
|  <p>Umquis audandundae quo<br/>eium fugia nam lignit venitat<br/>ecuptatur sam delitaten quam<br/>volut vellitis modigenet hcid et<br/>quuntot asperunt maio. Ficatia<br/>vel maio dist.</p> |  <p>Umquis audandundae quo<br/>eium fugia nam lignit venitat<br/>ecuptatur sam delitaten quam<br/>volut vellitis modigenet hcid et<br/>quuntot asperunt maio. Ficatia<br/>vel maio dist.</p> |  <p>Umquis audandundae quo<br/>eium fugia nam lignit venitat<br/>ecuptatur sam delitaten quam<br/>volut vellitis modigenet hcid et<br/>quuntot asperunt maio. Ficatia<br/>vel maio dist.</p> |  <p>Umquis audandundae quo<br/>eium fugia nam lignit venitat<br/>ecuptatur sam delitaten quam<br/>volut vellitis modigenet hcid et<br/>quuntot asperunt maio. Ficatia<br/>vel maio dist.</p> <p><b>HEADING</b></p> |
| ✗ Text should be white  | ✗ Text should be white  | ✗ Text should be black  | ✗ Bad type harmony  |

We use text in the corners of pages to add information and visual interest.

These should be in **Inter Bold** in ALL CAPS with the tracking set at 50.

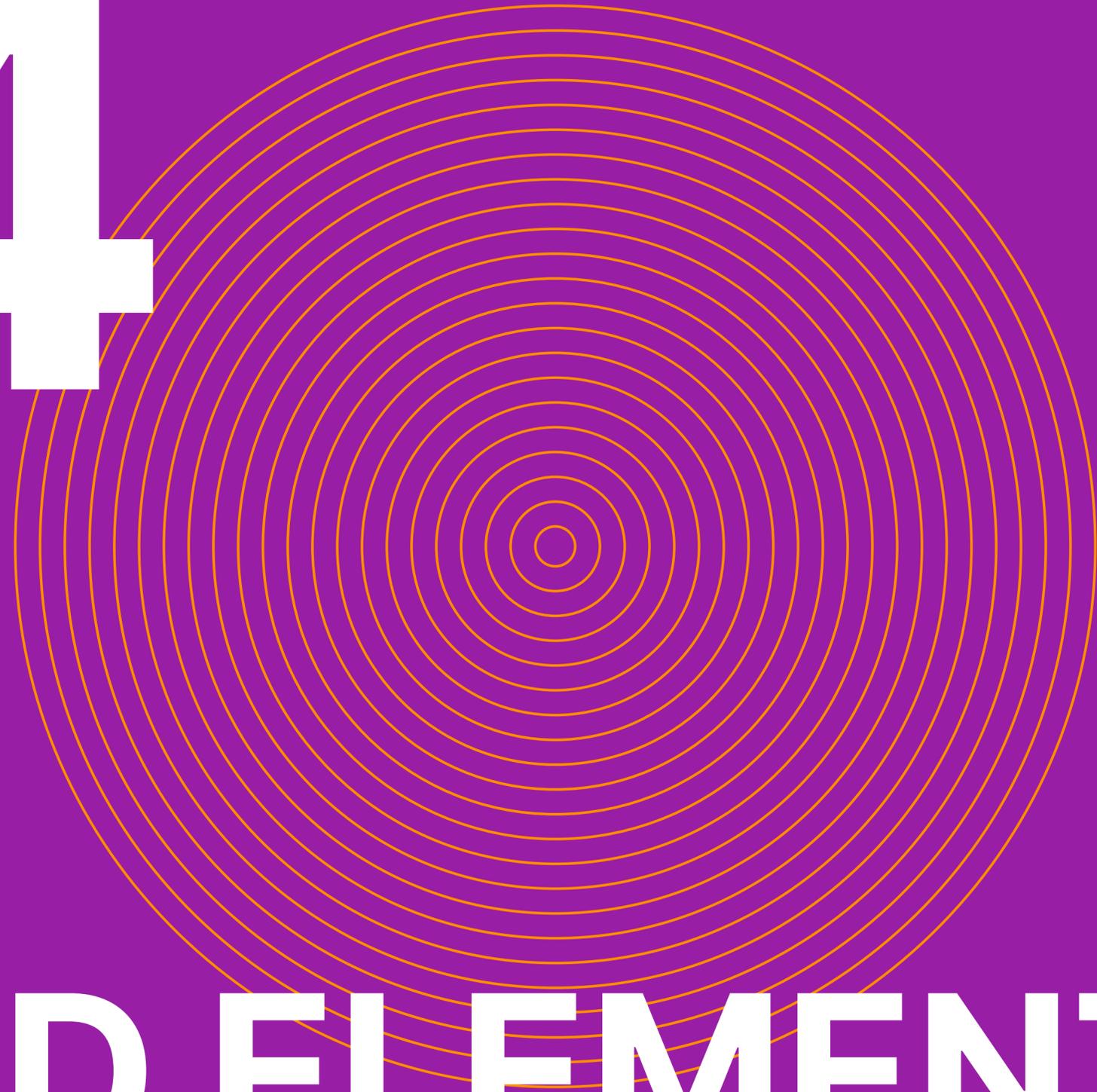
TOP LEFT MARKER

TOP RIGHT MARKER

BOTTOM LEFT MARKER

BOTTOM RIGHT MARKER

04



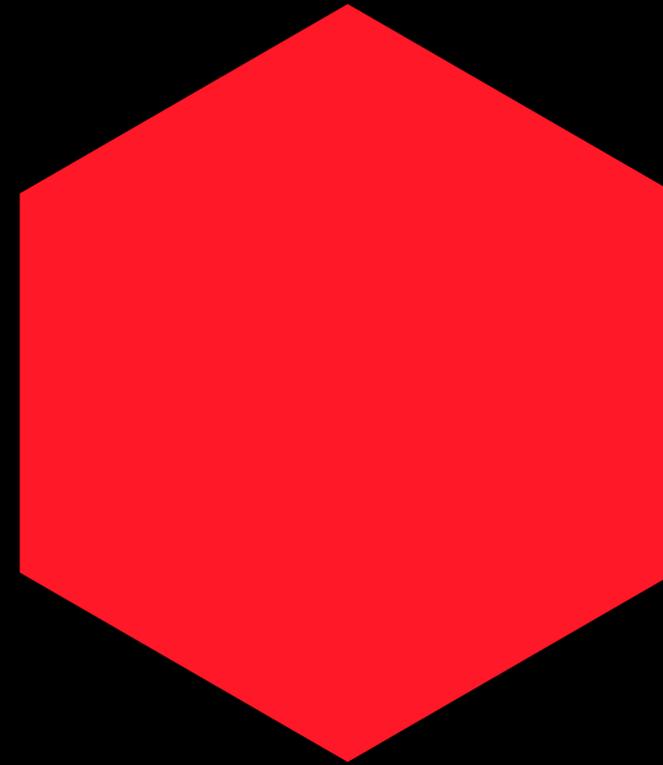
**BRAND ELEMENTS**



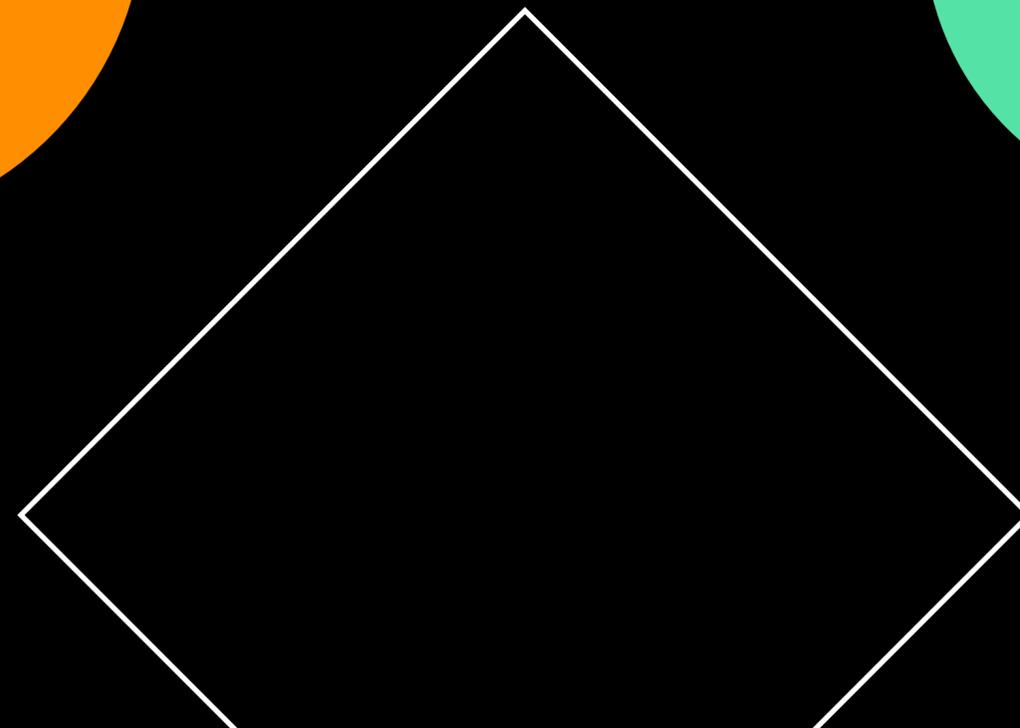
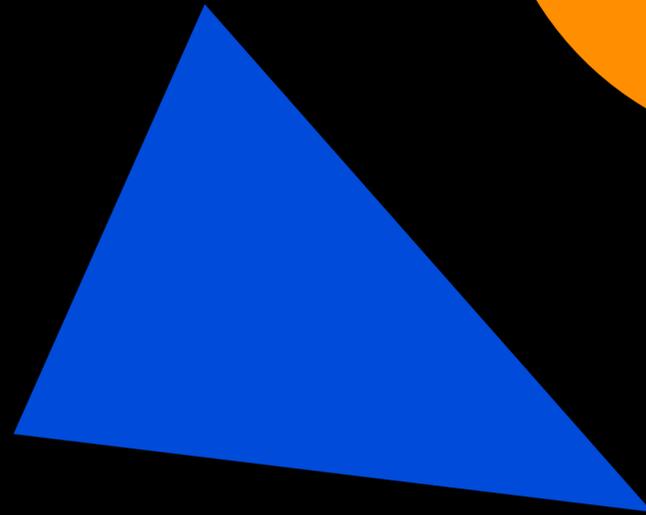
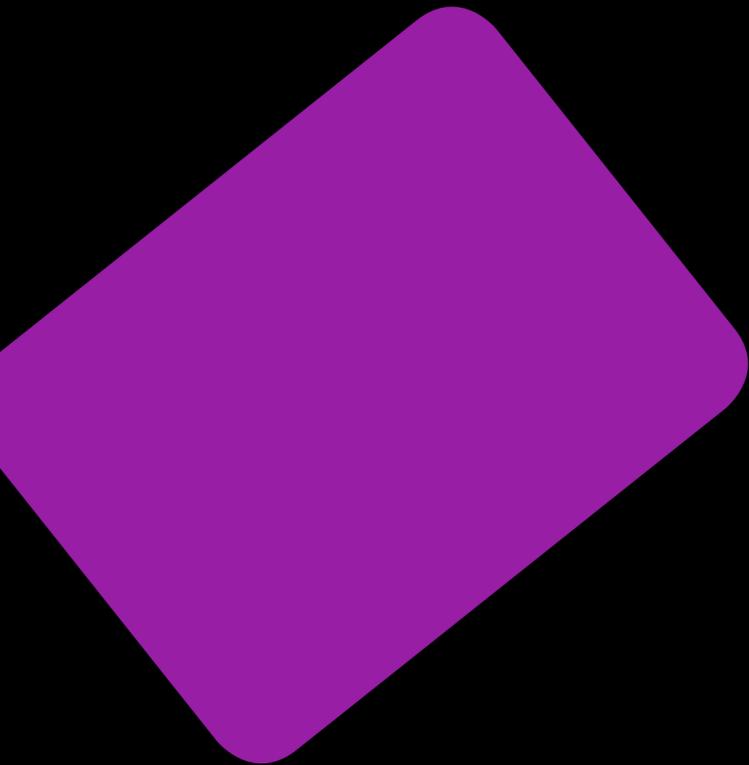
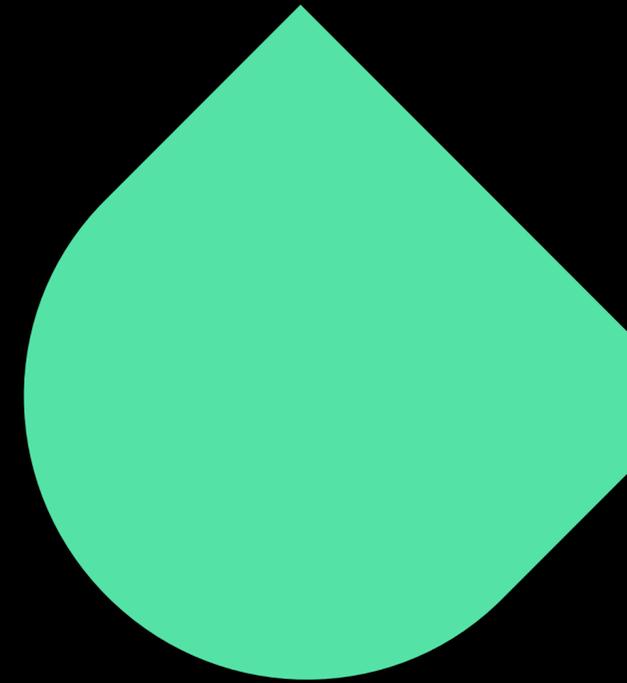
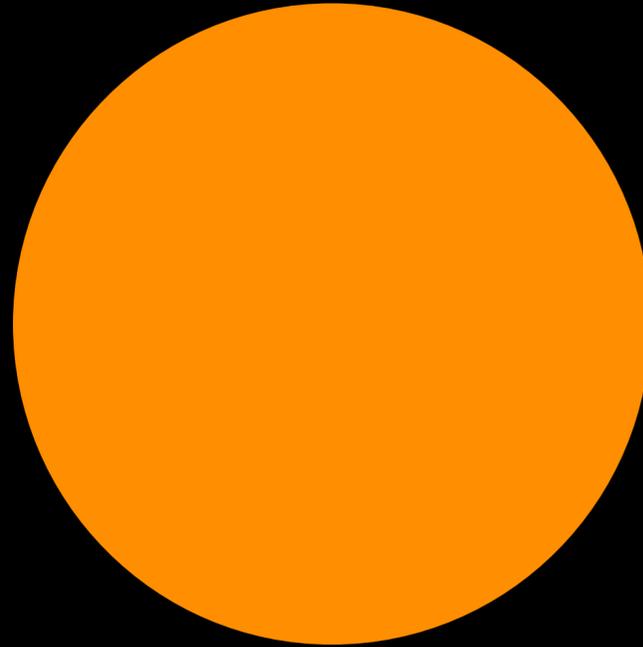
## 4.1 BASIC SHAPES AND LINEWORK

Basic shapes and outlines make up our brand elements.

They should not be too complex, keep it simple.

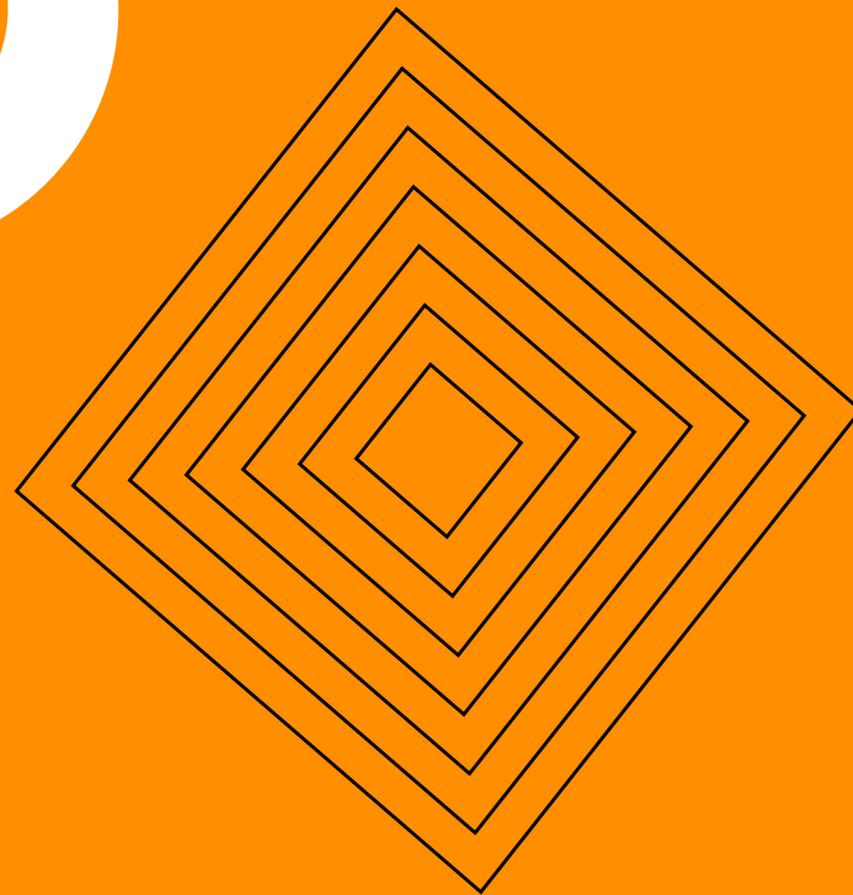
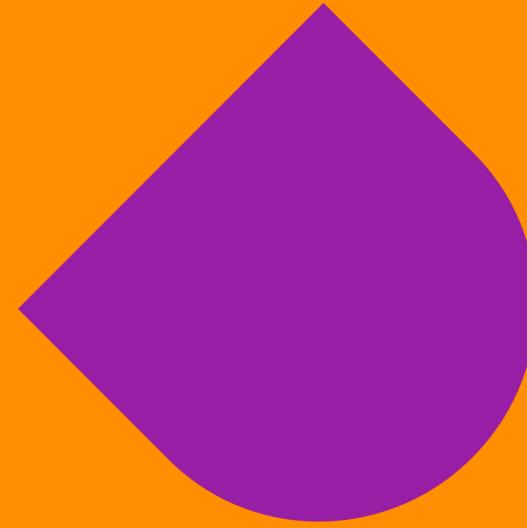


## BRAND ELEMENTS



## 4.2 MAKING SHAPES

We use basic shapes to make more interesting graphics by intersecting, joining and repeating them.



## BRAND ELEMENTS

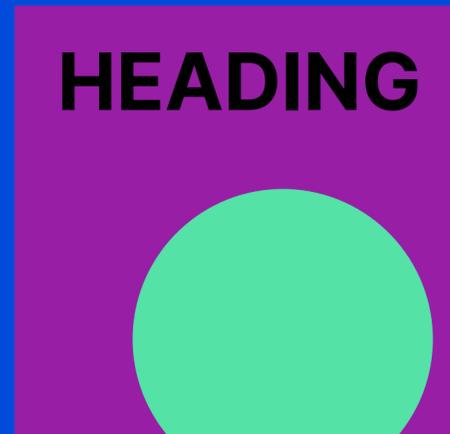
## 4.3 ELEMENT COMPOSITION

## TYPOGRAPHY

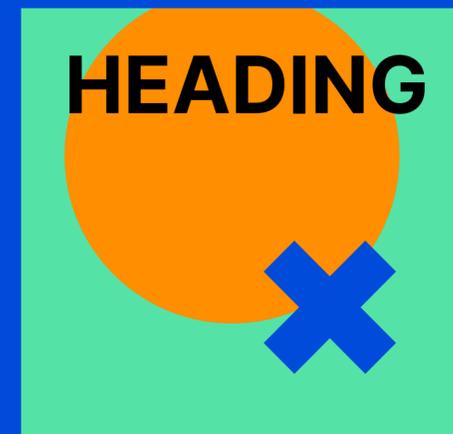
Try to keep the page layout harmonious by choosing appropriate proportions for shapes.

When overlapping and using multiple shapes, ensure they are balanced on the page.

Don't overcrowd the page unless it is relevant to the Heading or topic.



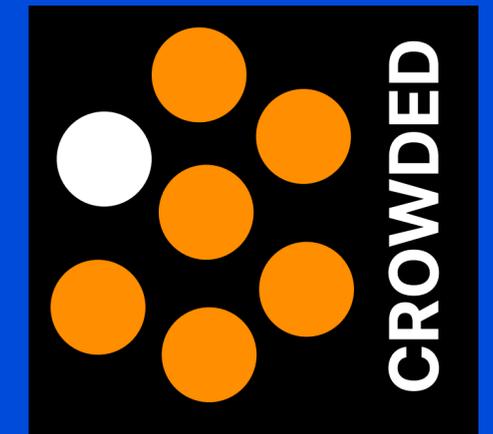
✓ Good proportions



✓ Good balance



✓ Good balance



✓ Relevant



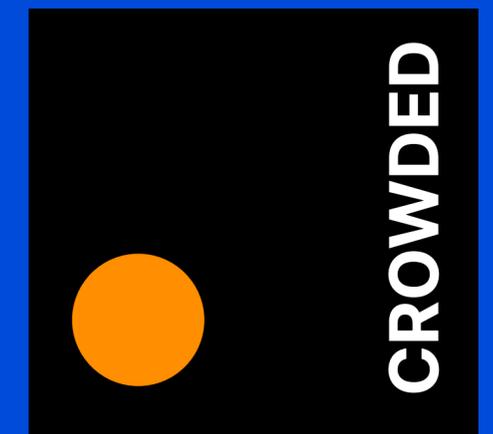
✗ Too big



✗ No balance to page

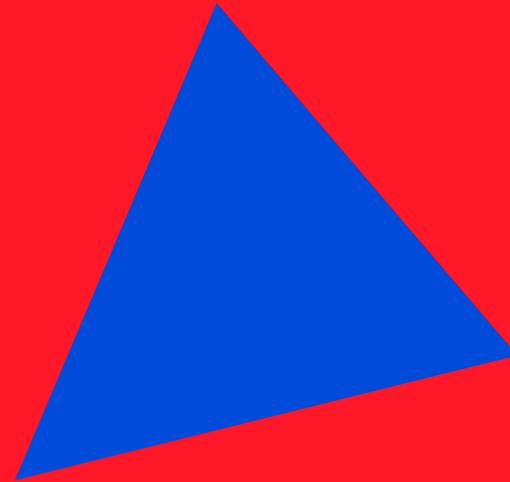
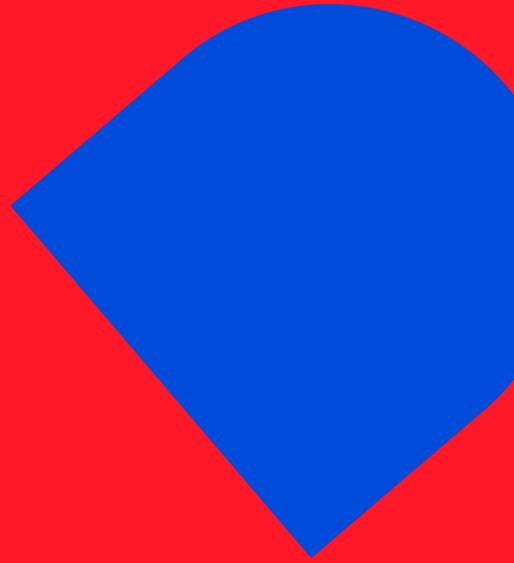


✗ No balance to page



✗ Too disconnected

05



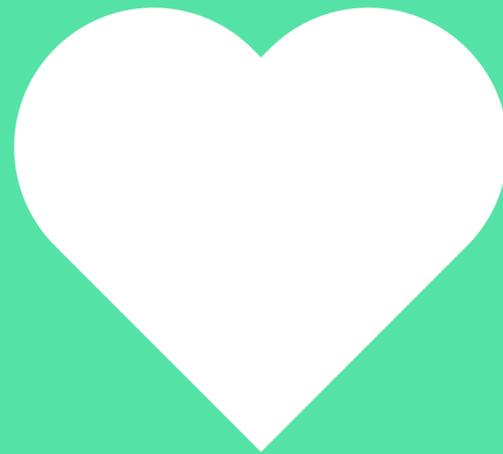
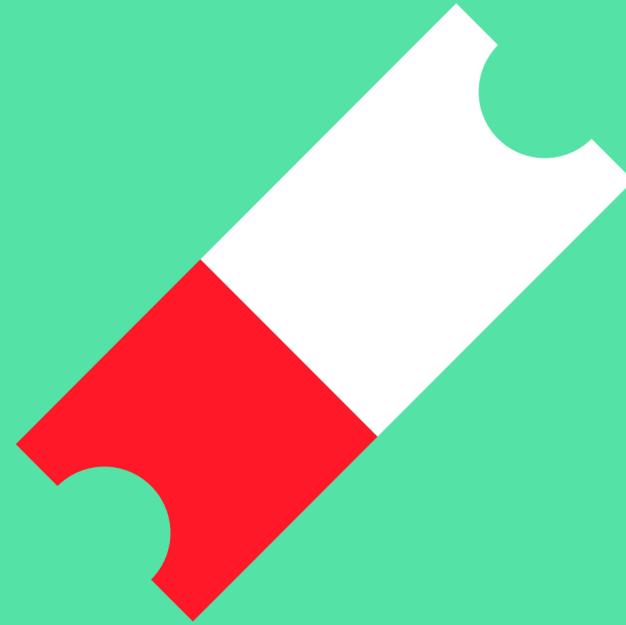
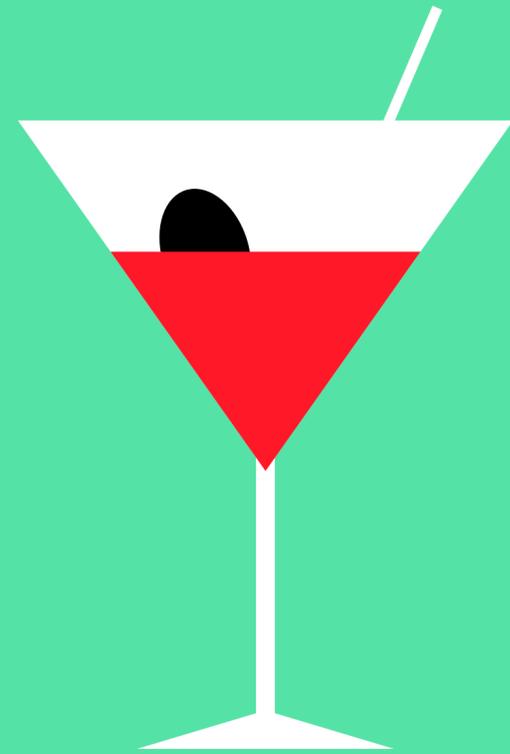
ILLUSTRATIONS



## 5.1 ILLUSTRATION STYLE

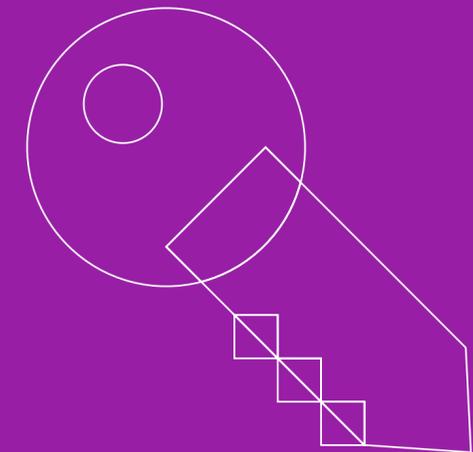
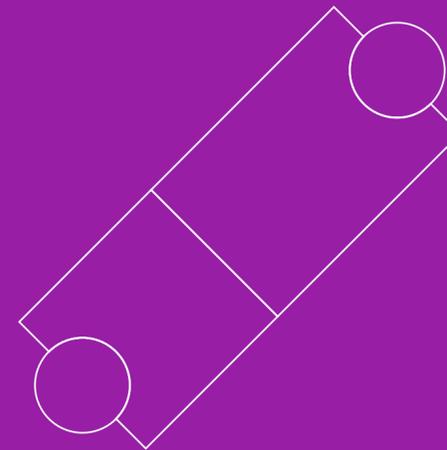
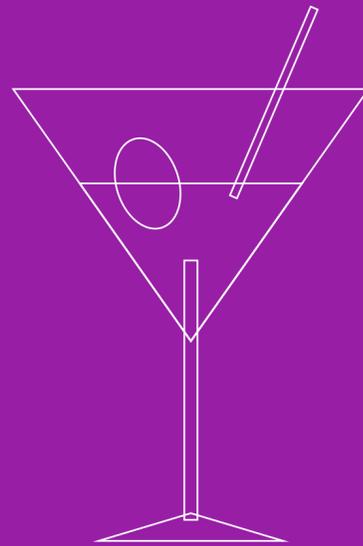
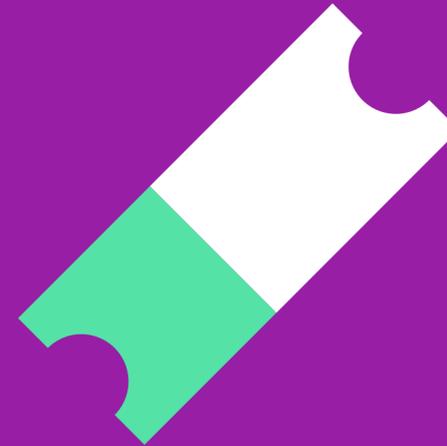
Illustrations are simple and used sparingly with 2 colors maximum, not including Black and White.

## ILLUSTRATIONS



## 5.2 CREATING ILLUSTRATIONS

Illustrations are created by combining and intersecting basic shapes.



## ILLUSTRATIONS

## 5.3 ILLUSTRATIONS USAGE

## ILLUSTRATIONS

Illustrations are placed centrally on pages and should be sized to compliment any other elements on the page.

**INDIE MIXERS**



**MEMBERSHIP  
GIVES YOU  
SPECIAL  
DISCOUNTS**



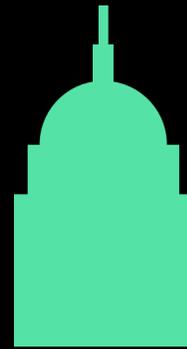
**ACCESS TO  
KEY INDUSTRY  
DECISION MAKERS**



## 5.4 ICONOGRAPHY

## ILLUSTRATIONS

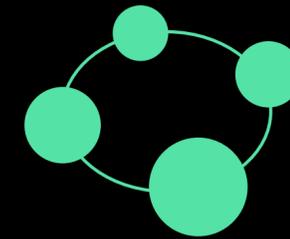
Our iconography is simple and monochrome.



Advocate



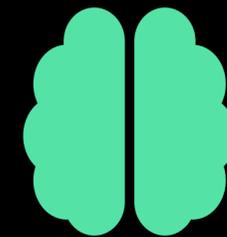
Business



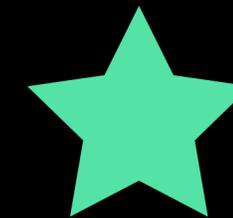
Networking



Socializing



Education



Events

06

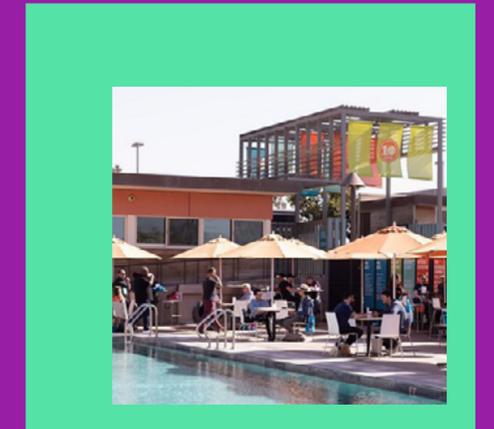
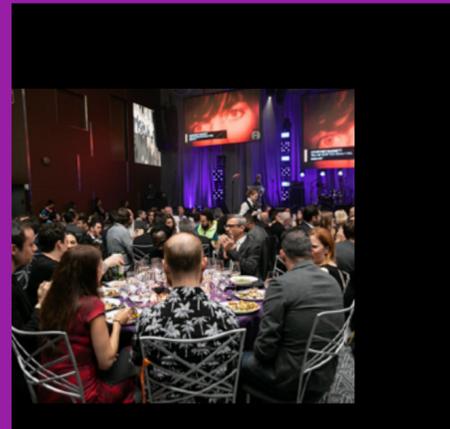
PHOTOGRAPHY



## 6.1 FRAMES

Photography is used rarely but images can be used in frames like these.

## PHOTOGRAPHY



## 6.2 PHOTOGRAPHIC TREATMENT

## PHOTOGRAPHY

We apply a duotone and a halftone pattern to photography as a way to introduce brand colors.



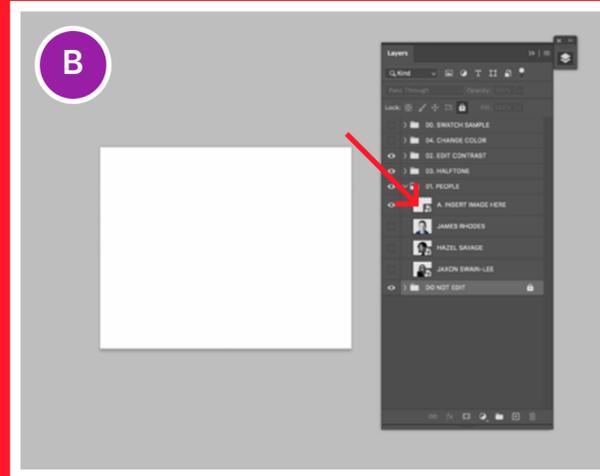
## 6.3 TREATMENT TUTORIAL 1

## PHOTOGRAPHY

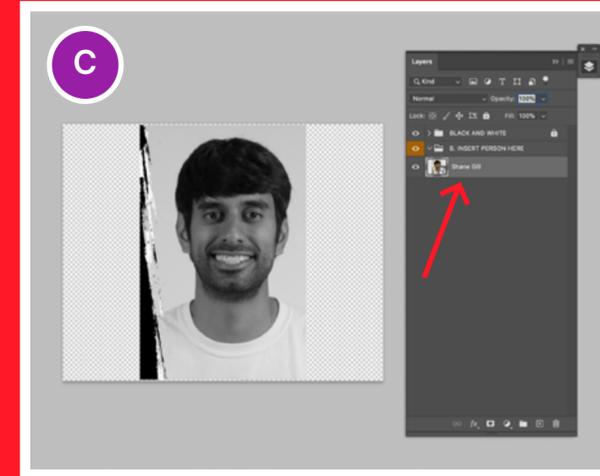
A. Find picture



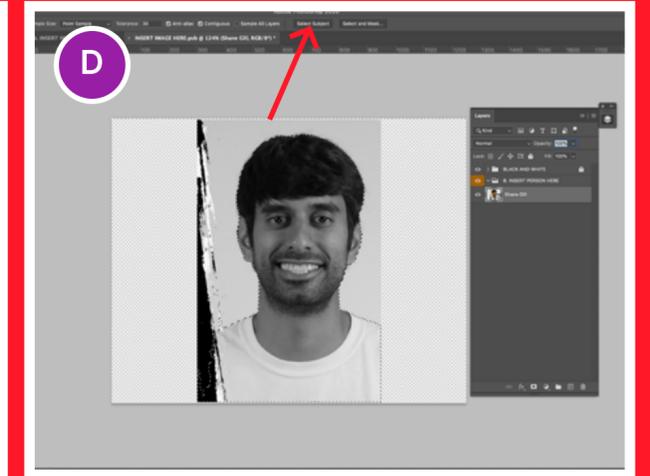
B. Open Photo-treatment.psd and on the layer '01. PEOPLE' double-click on the smart object named 'INSERT IMAGE HERE'



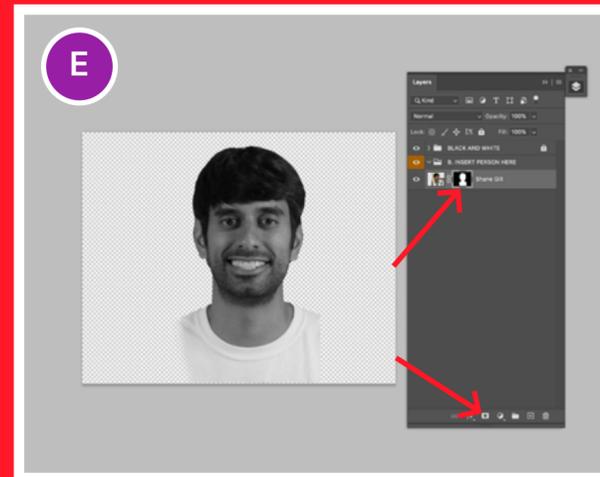
C. This will open another tab. Place image in the group 'PLACE IMAGE HERE'



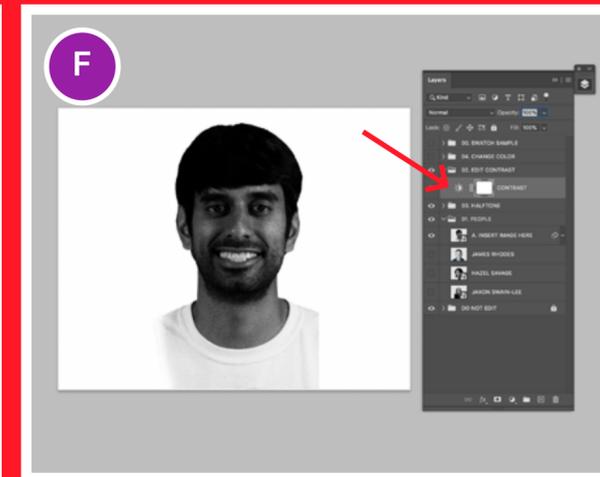
D. Cut image out. A shortcut is using the Magic Wand (W) and pressing 'SELECT SUBJECT' and then applying a MASK.



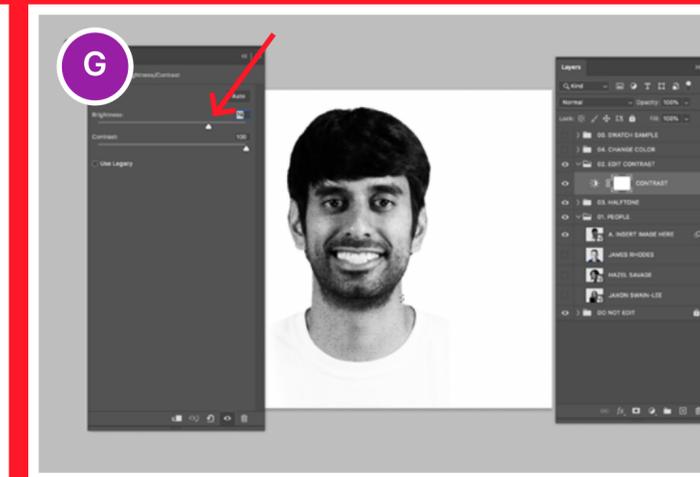
E. Once the image is cut out, press SAVE and return to Photo-treatment.psd



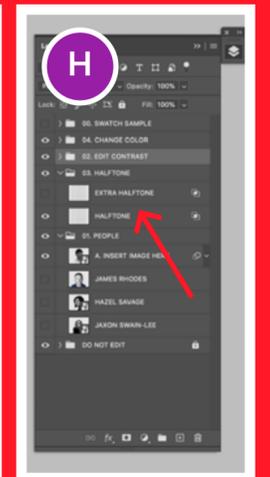
F. Go to layer '02. EDIT CONTRAST' and double-click to open the settings.



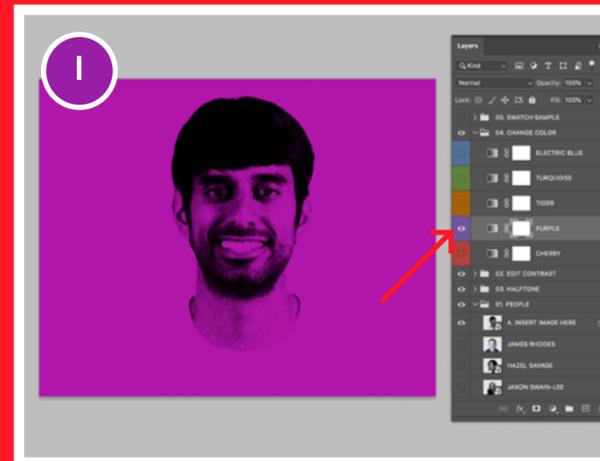
G. I have increased the Brightness to 71 to help contrast.



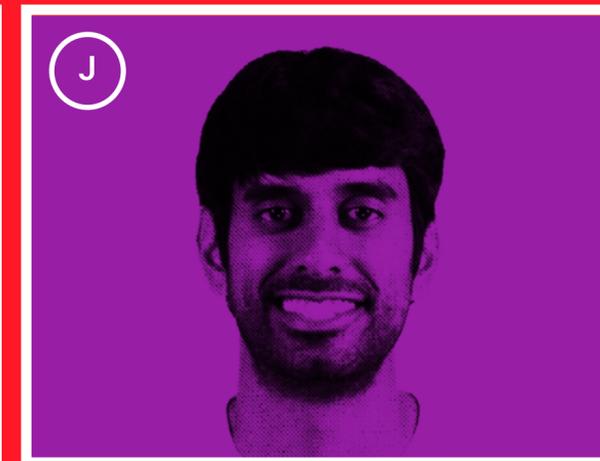
H. On layer '03. HALFTONE' you can increase the halftone effect.



I. Go to layer '04. CHANGE COLOUR' and choose colour. Ensure others are unticked.



J. SAVE image.

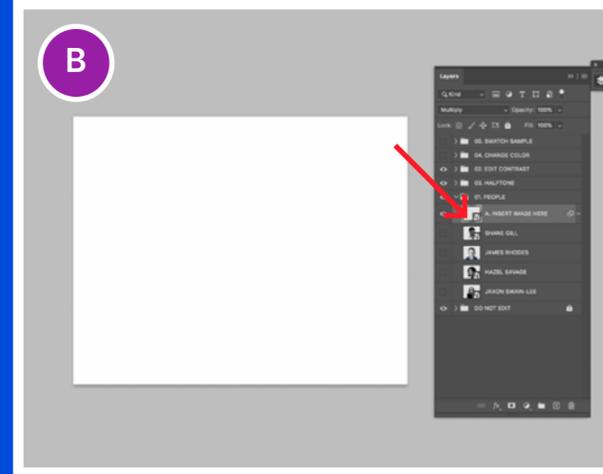


## 6.4 TREATMENT TUTORIAL 2

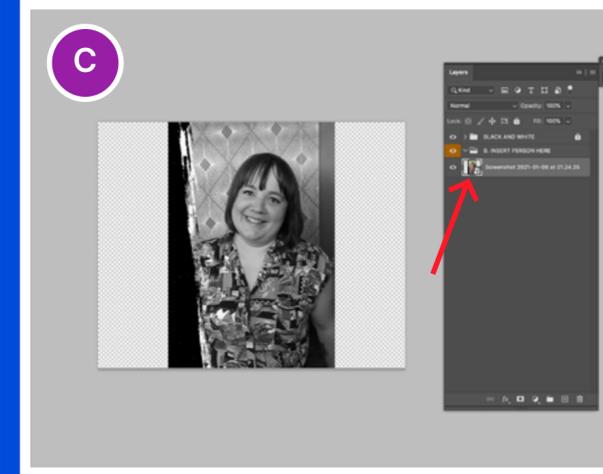
A. Find picture



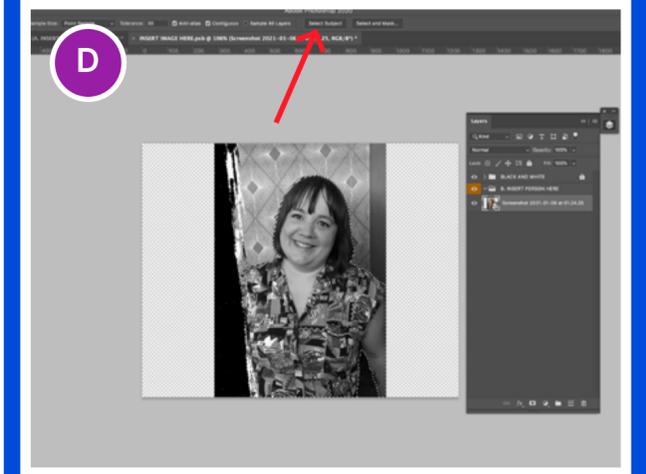
B. Open Photo-treatment.psd and on the layer '01. PEOPLE' double-click on the smart object named 'INSERT IMAGE HERE'



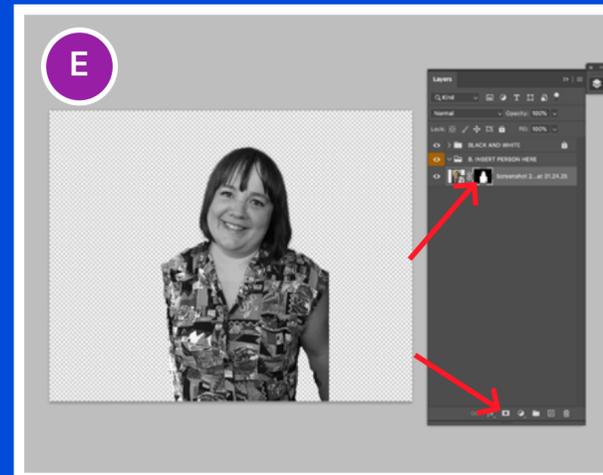
C. This will open another tab. Place image in the group 'PLACE IMAGE HERE'



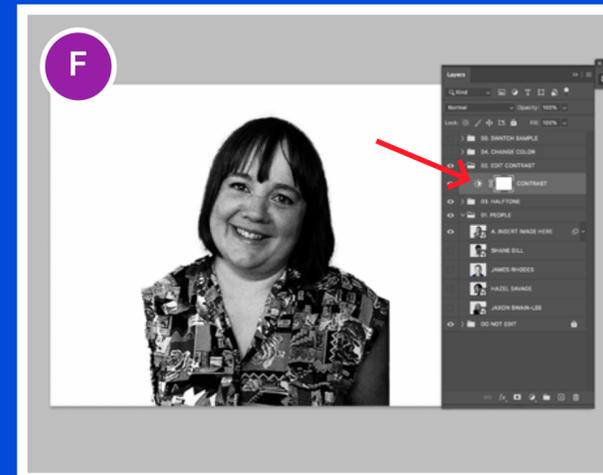
D. Cut image out. A shortcut is using the Magic Wand (W) and pressing 'SELECT SUBJECT' and then applying a MASK.



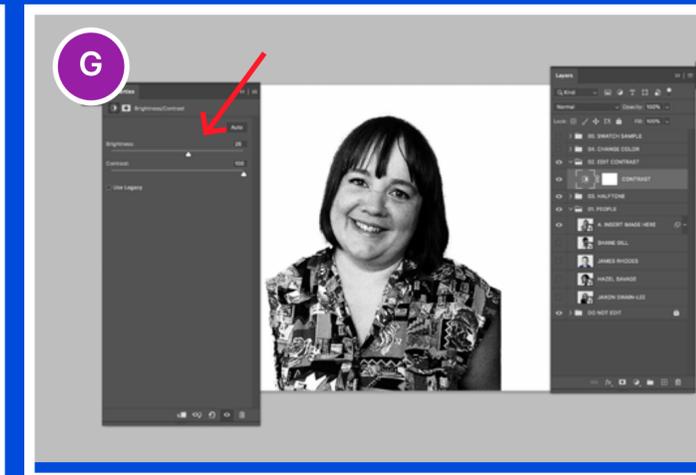
E. Once the image is cut out, press SAVE and return to Photo-treatment.psd



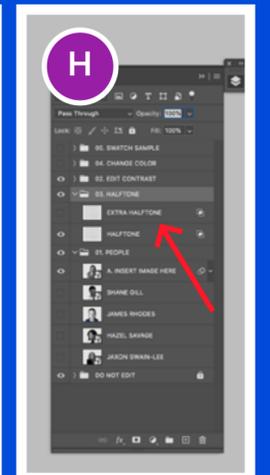
F. Go to layer '02. EDIT CONTRAST' and double-click to open the settings.



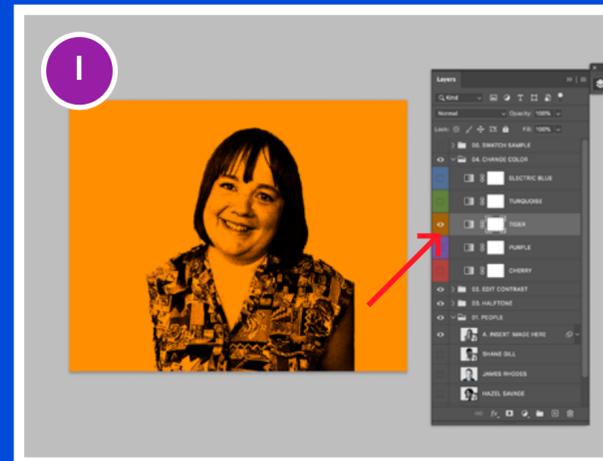
G. I have adjusted the Brightness to 26 to help contrast.



H. On layer '03. HALFTONE' you can increase the halftone effect.



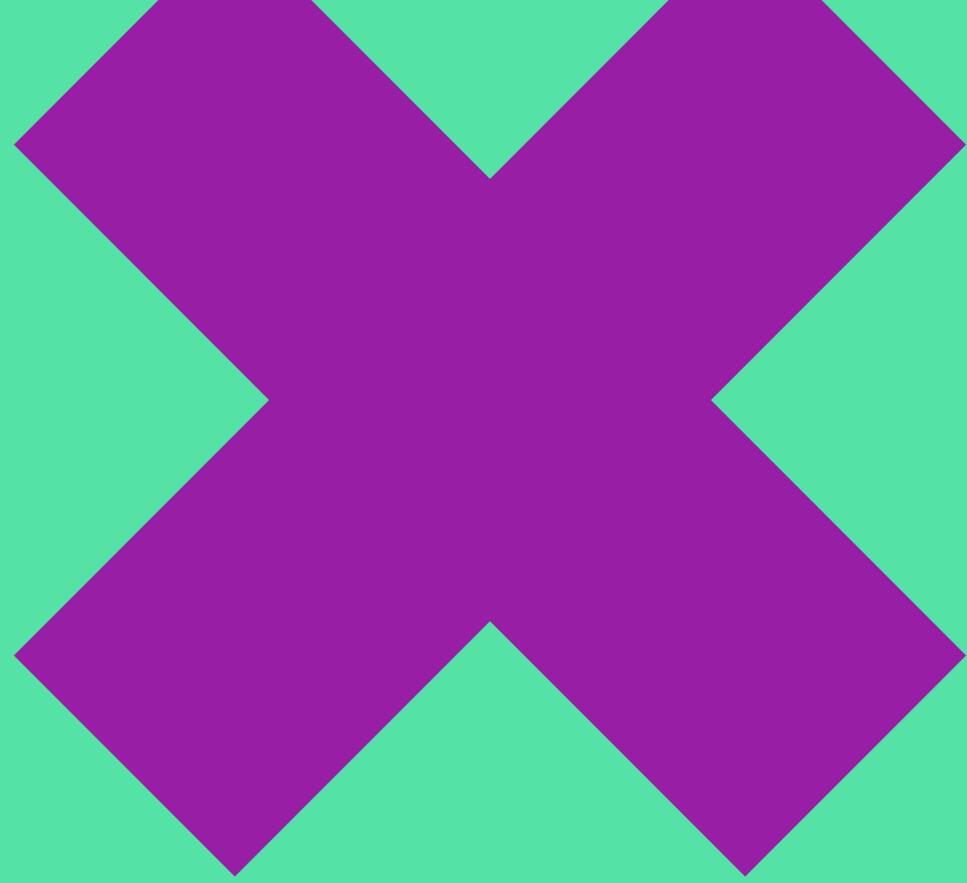
I. Go to layer '04. CHANGE COLOUR' and choose colour. Ensure others are unticked.



J. SAVE image.



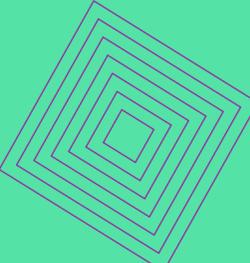
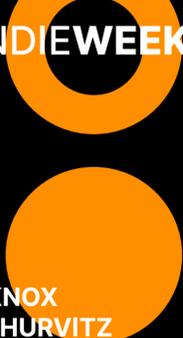
07



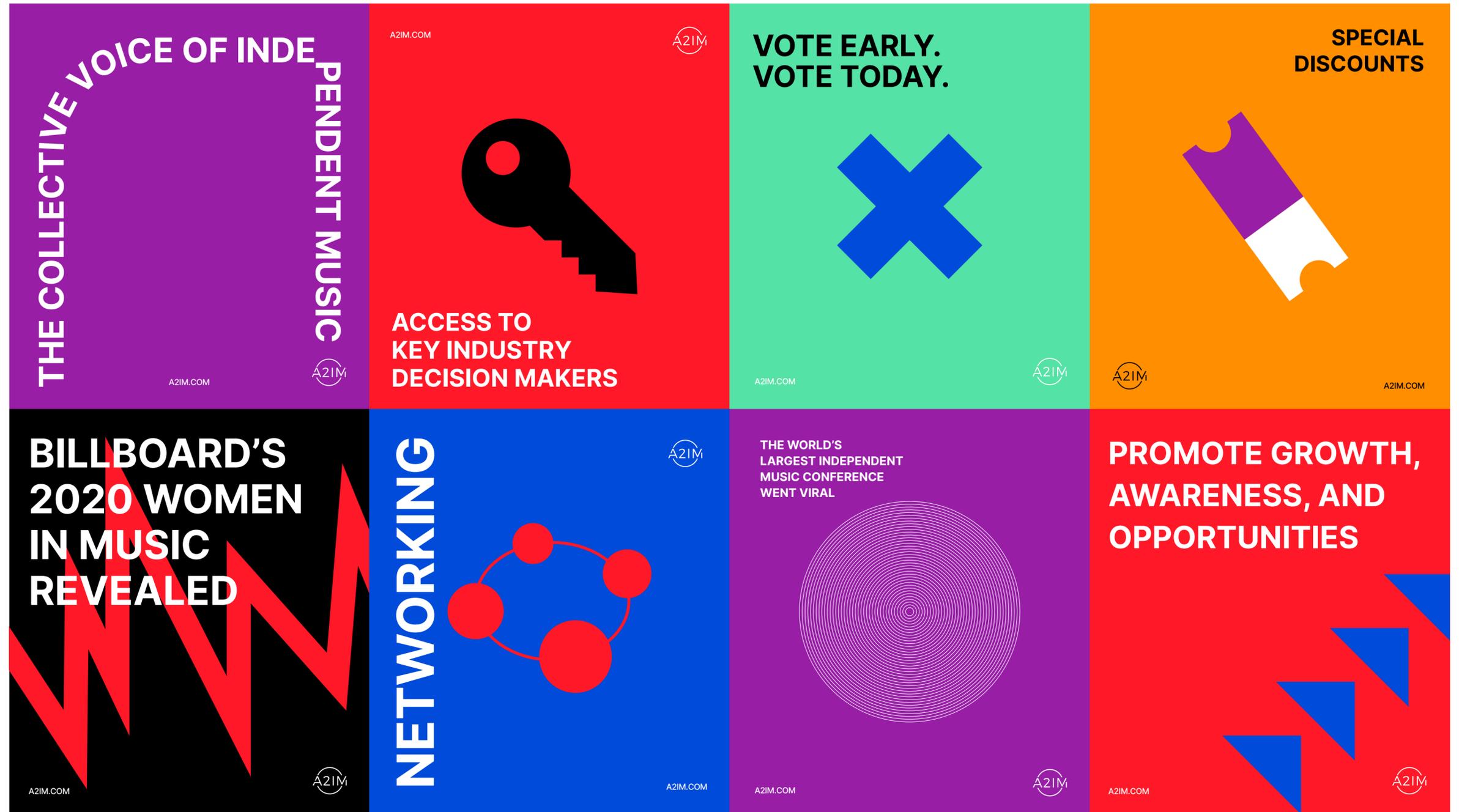
**VISUALIZATION**



# 7.1 INSTAGRAM

|  |  |  |   |   |
|--|--|--|---|---|
|  <p><b>JAMES RHODES</b><br/>CEO &amp; Co-Founder</p> <p>FIXT</p> <p>FEATURED EXECUTIVE</p>  |  <p><b>LIBERA 10 AWARDS</b><br/>2019-2021</p> <p>6 DAYS REMAINING<br/>SUBMISSIONS CLOSE<br/>07.12.2020 @ 11.59PM ET</p> <p>qobuz ada</p>      | <p><b>TONY ALEXANDER</b><br/>President &amp; Managing Director<br/>Made in Memphis Entertainment LLC</p>  <p>10.12.20<br/>14.00 ET</p> <p>INDIESCUSSION</p> | <p>A2IM <b>INDIEWEEK</b></p>  <p><b>KELCEY GOSSERAND<br/>MERIDA SUSSEX<br/>BRUNO GUEZ<br/>CHRIS ESTES</b></p>      |  <p>A2IM</p> <p><b>NEW INDEPENDENT MUSIC FRIDAY</b></p>                                      |
| <p>A2IM</p> <p><b>A2IM MENTORSHIP PROGRAM APPLICATION</b></p> <p>NOW OPEN</p>  | <p><b>EVERY. VOTE. COUNTS.</b></p>  <p>Patience is a virtue.<br/>So is democracy.<br/>Credible results are worth waiting for.</p> <p>A2IM</p> |  <p>A2IM</p>  | <p>A2IM <b>INDIEWEEK</b></p>  <p><b>ALLNA ESCARCEGA<br/>YVONNE DRAZAN<br/>ANDRES SALCE<br/>DAVID HERNANDEZ</b></p> |  <p>BEING INDEPENDENT DOESN'T NECESSARILY MEAN BEING ALONE</p> <p>REV MOOSE</p>              |
| <p><b>MARY KATE JIMENEZ-WALL</b><br/>Head of music and publishing operations<br/>Materia Collection LLC</p>  <p>2.10.20<br/>14.00 ET</p> <p>INDIESCUSSION</p> | <p>A2IM <b>INDIEWEEK</b></p>  <p><b>TAKASHI KAMIDE</b></p>  | <p><b>JAXON LEE SWAIN</b><br/>CEO &amp; Co-Founder</p>  <p>FIXT</p> <p>FEATURED EXECUTIVE</p>   | <p>A2IM <b>INDIEWEEK</b></p>  <p><b>DAE BOGAN<br/>ROB WEITZNER<br/>ALI LIEBERMAN<br/>BILL WILSON</b></p>          | <p><b>LOREM IPSUM SUMMIT</b></p>  <p>A2IM</p>   |
| <p>A2IM <b>INDIEWEEK</b></p>  <p><b>CHRIS ESTES</b></p>   |  <p>DON'T WORRY,<br/>NOBODY ELSE KNOW<br/>WHAT THEY ARE DOING.<br/>JUST DO IT!</p> <p>REV MOOSE</p>   | <p>A2IM <b>INDIEWEEK</b></p>  <p><b>RON KNOX<br/>JOSH HURVITZ<br/>RACHEL STILWELL</b></p>   | <p><b>NEW INDEPENDENT MUSIC FRIDAY</b></p>  <p>A2IM</p>  | <p><b>HAZEL SAVAGE</b><br/>CEO &amp; Co-Founder</p>  <p>FIXT</p> <p>FEATURED EXECUTIVE</p> |

7.2 POSTERS 1



7.3 POSTERS 2

