



ANTHEMIZE

Brand Identity & Style Guide

Version 1.0.0 || November 2014

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Brand Strategy

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What is a brand?

A brand is so much more than a logo and colors. Much more than a website, or how the phone is answered when someone calls. These are all important elements, but a brand is much bigger. It is the summation of everything about your company in the mind of someone. A brand is your impression on the world. It's how all the working parts of your business are perceived. This extends not only to customers, but to your staff and partners.

Why a brand guide?

A brand needs to be maintained, and the only way we can do that is to make sure we're all on the same page. This guide will help us manage our **visual representation**, and ensure that the Anthemize experience is consistently amazing.



Anthemize is

Anthemize is a curated collection of music producers who build fresh, never before heard tracks that writers can license exclusively, non-exclusively, or customize. Choice producers are also ready to work directly with artists or labels to produce fully customized studio projects.

Keywords:

Highest Quality
Fresh
Inspirational
Straightforward
Convenient
Accessible
Uncommon
Cross-genre



We Seek To

We make it easy for writers and artists to make great music. We will always be accessible, affordable, and incredible. We seek to provide the highest quality tracks for songwriters to easily build out their catalog with indie budgets. We build albums with labels who need fast, amazing records. We develop your sound through customization. We love all artists and all genres. We serve the curious hobbieist and the seasoned veteran with the best music we have to offer.
We inspire anthems.

The Logo





The Primary Logo

The primary logo consists of the mark and nametreatment, stacked. The logo is styled as an icon. This is the logo you should use as often as you can. When you can't, use an official variation. Variations will be explained in the following pages.



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The Mark

The mark can appear independently of the logo. Use the following pages to determine when and how.



Clearspace

When placing the logo or mark, always be sure to keep the minimum required margin all the way around. For the stacked and horizontal logos, clearspace is the width of the "E" in the word Anthemize. For the mark, clearspace is the width of the triangular play button within the megaphone.



Minimum size

To preserve readability, the primary logo should only be displayed at sizes smaller than 1 in x 0.7 in. If you need to display the Anthemize logo smaller than 1 in x 0.7 in, then use a flat color variation of just the mark.



1 in x 0.7 in



1.5 in x 1 in



1 in x 0.7 in



1.5 in x 1 in

Variations of the Logo

Our logo comes in a handful of different forms. We have **1** the primary logo (stacked), **2** the primary mark, **3** the primary logo (horizontal), **4** the flat logo, in stacked and horizontal versions and 3 color options. Each come in handy for different purposes.

1



ANTHEMIZE

2



3



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4



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Using the Logo & Varitions

Try to use the primary logo, stacked, in as many situations as possible.

- ✓ Use the stacked logo in vertical spaces, and the horizontal logo in horizontal spaces.
- ✓ Use the mark only when it's clear in the document that it's associated with Anthemize.
- ✓ Place the white (negative) logo on top of images and dark colors. ✗ Make sure you're images aren't too light or cluttered.
- ✓ Use the black (positive) logo on top of light colors.
- ✗ Don't skew, stretch, distort, re-arrange, colorize, or add filters to the logo. Keep it holy!



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Colors

The Anthemize logo color palette:



#F15A2D

R: 241 G: 90 B: 45

C:0 M: 80 Y:93 K:0

 PANTONE:
Coated Orange 021 C



#F99B2E

R: 249 G: 155 B: 46

C:0 M: 46 Y:92 K:0

 PANTONE:
Coated 715 C



#231F20

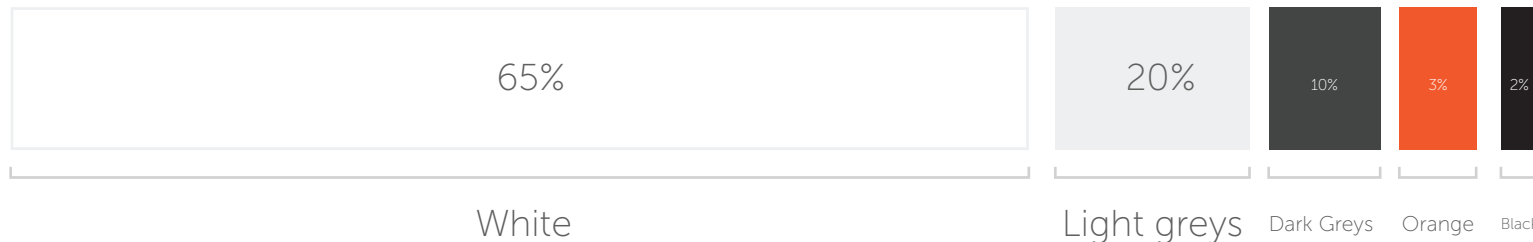
R: 35 G: 31 B: 32

C:0 M: 0 Y:0 K:100

 PANTONE:
Coated Neutral Black C

Color Ratio

In all branded collateral, aim for a color ratio that looks like this. Tip: Squint!





Type





Headlines

Use for headlines and large, title text.

Museo Slab
Regular Weight
Bold is cool, too
No All Caps, Please



Body copy

Use for paragraphs and lots of copy.

Line height 1.3em.

Museo Sans

Regular weight for big, sexy
body paragraphs.

Throw a **bolded word in there** every
now and then for emphasis
awesomeness.

Images



Image Do's

Use images that are high quality and interesting. Use images that depict hip, stylish people playing their instruments. Use images that show instruments without their players, as long as they are dynamic and don't feel lonely. Mixers, recording studios, headphones, and gear are all cool.

Image Don't's

Don't use images that are too faded or "vintage". Don't use images that are monotone or black & white. Don't use shots with a white, studio background.



