



family in music

BRAND GUIDELINES.

First Impressions are Everything

2020



Brand guidelines are essentials for ensuring that your brand is consistent, clear and true to its values. ”

Grizz Chapman





Level Up Your Music Game

Family in Music

Aenean conwallis justo id maximus placerat. Phasellus venenatis pulvinar porta. Proin faucibus sem sit amet tellus fringilla rhoncus. In vehicula dolor eu massa maximus sollicitudin. Aliquam ullamcorper ex at leo pulvinar, at interdum enim scelerisque. Vestibulum sit amet tincidunt dolor ue risus mauris, varius vel tristique maximus, auctor et eros.

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Typography

I Primary Typeface 29

Duis sit amet maximus eros. Pellentesque elementum nisi vel purus vulputate aliquet. Nullam a mauris orci. Quisque eget sapien velit.

II Secondary Typeface 32

Sed nec dapibus odio. Aenean in iaculis metus. Donec eget enim at orci interdum tempor. Vestibulum sem purus, pharetra id orci eget, dignissim

Important Note

Vestibulum finibus libero sed aliquet posuere. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Cras accumsan, erat viverra euismod blandit, eros diam lacinia massa, sed vulputate diam lacus eu ligula. Vivamus dictum nisi quis dolor efficitur congue.



Identity Overview

If you're working for a good company and you're happy there, and you're being compensated accordingly, and your work satisfies you, you should stay there.

Lorem dolor sit amet

Consectetur adipiscing elit. Nam tincidunt sodales fringilla. Pellentesque pellentesque felis elit, vitae volutpat risus viverra vel. Proin sed est non velit facilisis condimentum vel ac erat. Pellentesque nec ex eget lectus ullamcorper ornare eu quis nunc. Vestibulum neque nisl, feugiat at tempus sit amet, viverra sed sapien. Sed vitae turpis dui.

Maecenas luctus, lectus sed finibus maximus, ipsum lorem pellentesque risus, eget lobortis magna nibh et nibh. Vestibulum auctor sem id lorem elementum pharetra. Sed maximus tempor turpis at imperdiet. Nulla congue tristique tortor in condimentum. Nunc vulputate, enim nec vehicula tincidunt, turpis felis mattis nisl, vel hendrerit sapien orci quis elit. Sed luctus dui mauris

Quisque non velit semper ipsum

Nec, malesuada ligula. Cras pharetra quis risus non convallis. Vivamus at rhoncus orci. Sed et tincidunt ipsum.

- Nullam ultricies, mi et tempor dignissim, tellus metus fringilla libero, nec convallis eros lectus eu purus.
- Morbi commodo eget ipsum at placerat. Interdum et malesuada fames ac ante ipsum primis in faucibus.
- Etiam posuere feugiat lacus, eu suscipit nunc.
- Efficitur quam. Fusce ligula tellus, aliquam et elit vel, condimentum tristique nulla.
- Aliquam at vehicula neque. Class aptent taciti sociosqu ad litora torquent per conubia nostra Per inceptos himenaeos. Nullam interdum tellus a risus condimentum, sed placerat nunc ornare. Orci

varius natoque penatibus et magnis dis parturient montes, nascetur sagittis, ullamcorper euismod metus. Duis quam odio, dignissim in sem ut, eleifend interdum dui. Sed non mattis tellus. Suspendisse accumsan, a commodo metus tincid.

Donec facilisis, odio a viverra pellentesque, turpis lectus ullamcorper felis, fringilla auctor lorem magna at ipsum. Phasellus vitae vulputate arcu. Etiam nulla enim, blandit in euismod id, laoreet eget sem. Aenean eu sapien quis consectetur lorem, ac pharetra dolor tristique consequat. Nunc ultrices justo eget enim congue iaculis et in justo. Aliquam lacinia euismod nulla non aliquet. Donec eleifend massa nunc, eu pharetra mauris tristique nec.

Nunc varius ut lectus ut pellentesque. Proin pharetra, elit non fringilla gravida, nisl ex sodales justo, ac feugiat ligula orci et ante. Fusce dignissim, metus in tincidunt volutpat, nisi massa pharetra nibh, sit amet scelerisque purus sem eu lorem. Nulla ante justo, tristique nec bibendum vitae, vulputate vel augue. Donec consequat dui ut lectus egestas gravida. Aenean sit amet sem lacinia, ullamcorper augue quis, pulvinar lorem.



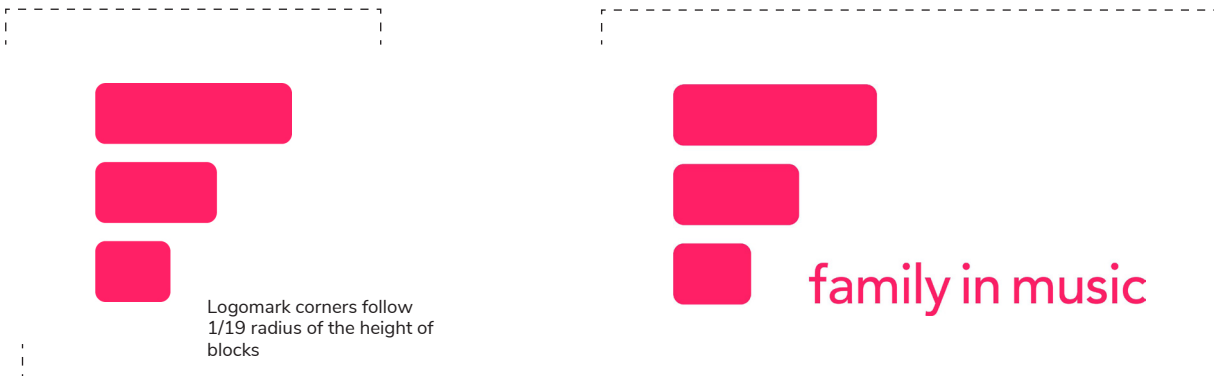


Corporate Logo

Logos and branding are so important. In a big part of the world, people cannot read French or English - but are great in remembering signs

About the Logo

Aliquam euismod justo eu libero scelerisque, non fermentum magna condimentum. Mauris id lacinia lacus. Nam sed dolor id erat pulvinar blandit ac vel orci. Donec tristique tortor id erat eleifend mollis. Suspendisse potenti. Quisque tempus commodo mentum sollicitudin quam eget lacinia. Curabitur rutrum sagittis rutrum. Proin ornare dui laoreet lacus maximus, quis dictum leo convallis tempus felis magna, at porttitor quam.



Logo Type

Maecenas pulvinar pellentesque nunc, at commodo mi sodales quis. Nunc consectetur non dui nec condimenac et ultrices hendrerit, orci erat condimentum nisl, gravida pretium elit dolor eget felis.

Logo Symbol

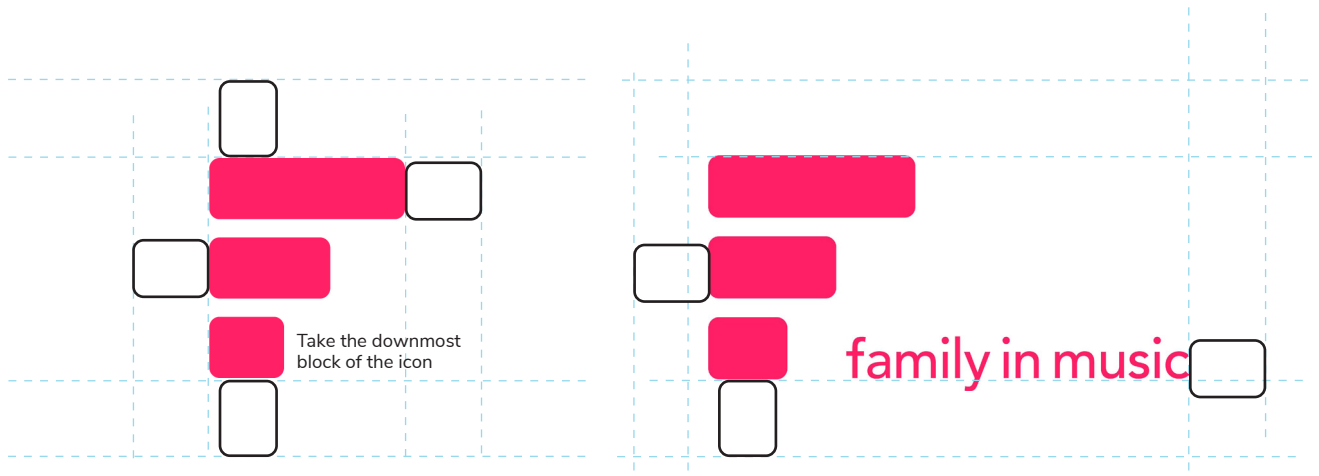
Mauris vitae ultrices felis. Nunc porta turpis vitae viverra venenatis enim elementum, aliquam tellus quis, accumsan Quisque fringilla blandit libero eget consectetur. Praesent erat lorem, iaculis a porttitor sit amet

Logo Title

Donec eleifend, neque porta ultricies bibendum, justo erat blandit diam, ultricies aliquam nisl libero vel augue. Mauris Vestibulum ante ipsum primis in faucibus orci luctus et id lacinia in, imperdiet eget nisl.

The Primary Logo

Quisque pellentesque nisl quis augue placerat convallis. Fusce consequat euismod sapien, non cursus quam acNulla bibendum rhoncus odio at viverra. Lorem ipsum aliquam ut ligula sit amet, vulputate pretium erat. nequ



Logo Clear Space

Logotype Clear Space

Logo application and standards

Aliquam euismod justo eu libero scelerisque, non fermentum magna condimentum. Mauris id lacinia lacus. Nam sed dolor id erat pulvinar blandit ac vel orci. Donec tristique tortor id erat eleifend mollis. Suspendisse potenti. Quisque tempus commodo mentum sollicitudin quam eget lacinia. Curabitur rutrum sagittis rutrum. Proin ornare dui laoreet lacus maximus, quis dictum leo convallis tempus felis magna, at porttitor quam.



Pink



White



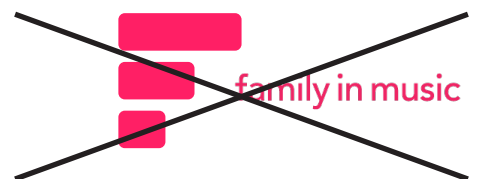
Vertical



Black



Horizontal



WRONG!

Corporate Typography

Typography is the use of type to advocate, communicate, celebrate, educate, elaborate, illuminate, and disseminate. Along the way, the words and pages become art.

Nunito Sans Font

Aa

Regular

Donec ultrices cursus enim vel hendrerit. Vestibulum a nisl vel purus dictum laoreet. Donec tincidunt odio sed dolor consectetur erra semper enim. Nunc gravida tristique metus vel feugiat consetetu

Bold

Cras sit amet arcu libero. Maecenas dictum, sem ut pretium tincidunt, nisl velit ornare odio, porttitor fringilla lorem leo sed ante. odio sit amet dignissim vulputate, diam metus .

Extrabold

Nullam sed erat quam. Aliquam placerat dapibus justo, a euismod diam ultricies viverra. Cras dignissim accumsan felis, laoreet malesuada ligula mattis sed. Nunc ultrices vel tellus consequat tempus. Aliquam

Type Hierarchy

Title

Big Title

Font : Nunito Sans
Styles : ExtraBold Italic
Size : 90 pt

H1

Heading 01

Font : Nunito Sans
Styles : Bold Italic
Size : 40pt

H2

Heading 02

Font : Nunito Sans
Styles : Black
Size : 20 pt

Body Content

Maecenas dictum, sem ut pretium tincidunt, nisl velit ornare odio, porttitor fringilla lorem leo sed ante. Nunc nec faucibus sem. Nullam sed erat quam. Aliquam placerat dapibus justo, a euismod diam ultricies viverra.

Font : Nunito Sans
Styles : Regular
Size : 12 pt



Type Family

Nn

Primary Fonts

Aliquam euismod Nunito Sans
eu libero ermentum magna.

Nunito Sans

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X -
Y Z

Regular

a b c d e f g h i j k l m n o p q r s t u v w x -
y z A B C D E F G H I J K L M N O P Q R S T U -
V W X Y Z

SemiBold

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19
20

Number

O o

Nunito Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_+<>?./:"

Nunito Sans Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_+<>?./:"

Nunito Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 4 5 6 7 8 9 !@#\$%^&*()_+<>?./:"

Color System

Primary Color

Nam volutpat at quam at euismod. Mauris porta tempus arcu et dignissim. Phasellus mattis euismod arcu sit amet dapibus.

Pink

Pantone

Pantone : XXXX

CMYK

Cyan : 00
Magenta : 94
Yellow : 40
Black : 00

RGB

Red : 238
Green : 37
Blue : 100

Clouds come floating into my life, no longer to carry rain or usher storm, but to add color to my sunset sky.

White

Pantone

Pantone : 00

CMYK

Cyan : 00
Magenta : 00
Yellow : 00
Black : 00

RGB

Red : 255
Green : 255
Blue : 255

Secondary Color

usce pharetra libero bibendum orci dignissim imperdiet. Pellentesque porta faucibus urna at malesuada. Curabitur pharetra tortor at condimentum auctor. Proin sed orci lacus.

Black

Pantone

Pantone : Black

CMYK

Cyan : 00
Magenta : 00
Yellow : 00
Black : 90

RGB

Red : 00
Green : 00
Blue : 00



A dreamer is one who can find his way only by moonlight and his punishment is that he sees the dawn before the rest of the world. ”

Oscar Wilde





Corporate Stationery



Company Business Folder

Explanation

Aliquam euismod justo eu libero scelerisque, non fermentum magna condimentum. Mauris id lacinia lacus.

Usage

Donec tristique tortor id erat eleifend mollis. Suspendisse potenti. Quisque tempus commodo mentum sollicitudin quam eget lacinia. Curabitur rutrum sagittis rutrum.



Company Letterhead

Explanation

Etiam molestie bibendum nibh bibendum lobortis. Phasellus sem augue, imperdiet ut metus ac, venenatis.

Usage

Quisque interdum ut diam maximus aliquet. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Duis gravida ac nunc.

Cover



Rear



Company Anvelop

Explanation

Curabitur rutrum sagittis rutrum. Proin ornare dui laoreet lacus maximus, quis dictum leo convallis tempus felis magna, at porttitor quam.

Usage

Aliquam euismod justo eu libero scelerisque, non fermentum magna condimentum. Mauris id lacinia lacus. Nam sed dolor id erat pulvinar blandit ac vel orci.

Company Business Card

Explanation

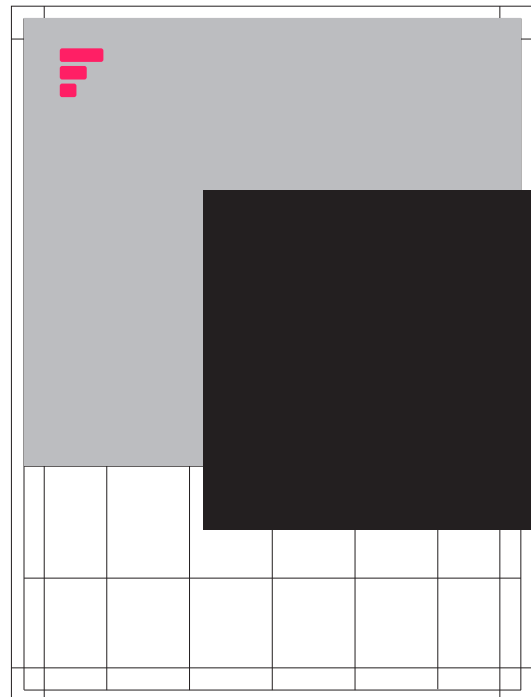
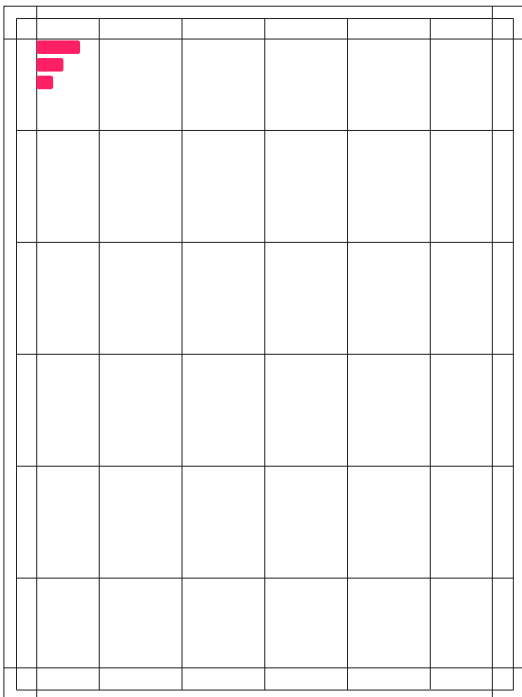
Mauris id lacinia lacus. Nam sed dolor id erat pulvinar blandit ac vel orci. Donec tristique tortor id erat eleifend mollis. Suspendisse potenti.

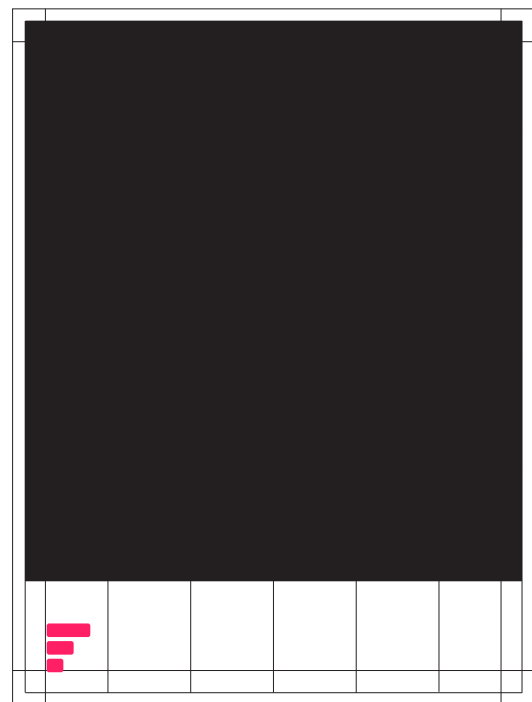
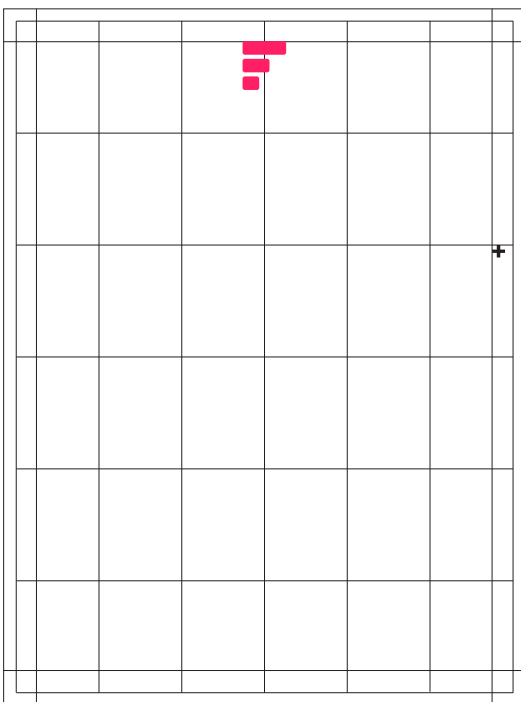
Usage

Curabitur rutrum sagittis rutrum. Proin ornare dui laoreet lacus maximus, quis dictum leo convallis tempus felis magna, at porttitor quam.

Element and Logo

Logos and branding are so important. In a big part of the world, people cannot read French or English--but are great in remembering signs





Element Logo Placement

Explanation

Etiam molestie bibendum nibh bibendum lobortis. Phasellus sem augue, imperdiet ut metus ac, venenatis.

Quisque interdum ut diam maximus aliquet. Pellentesque habitant morbi tristique senectus et netus et malesuada

Specifications

Dimension

210 mm x 297 mm

Paper Weights

80gsm

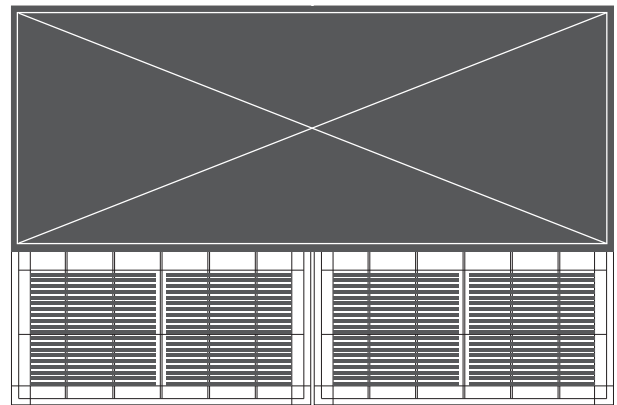
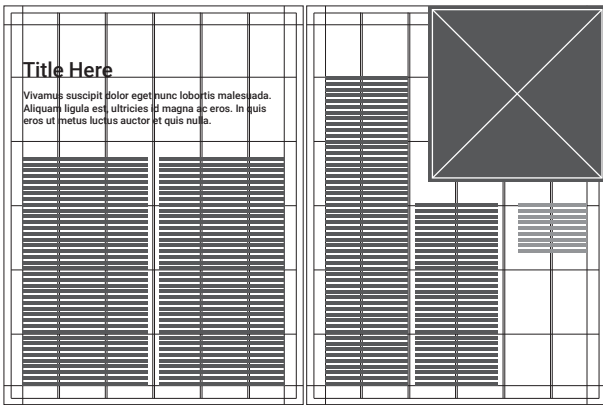
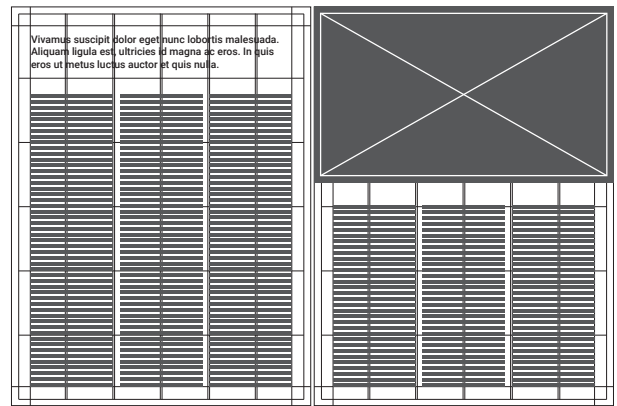
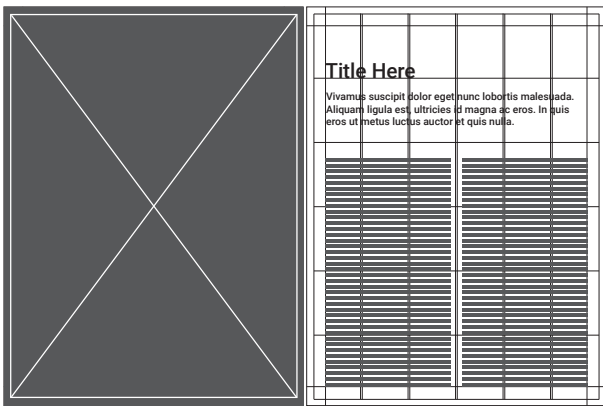
Print

CMYK



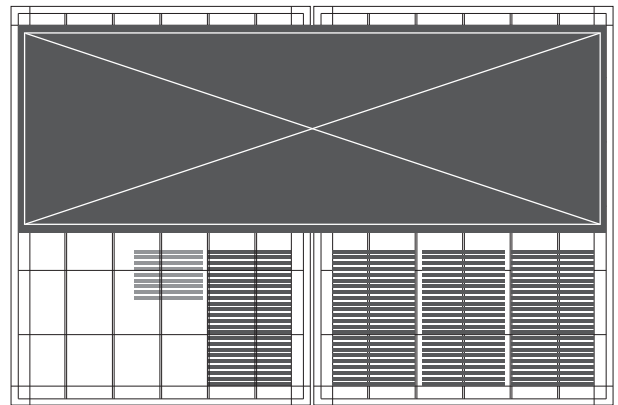
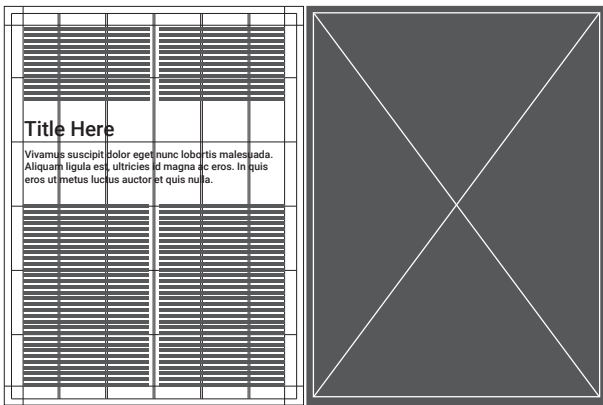
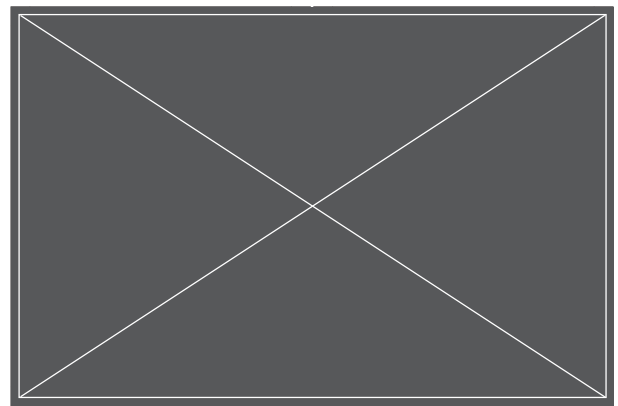
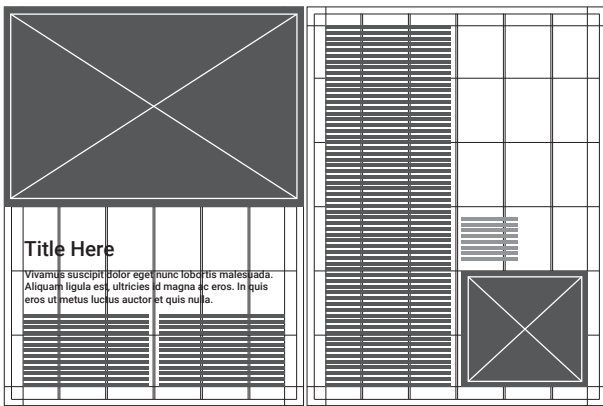
Lay Out System

Going off the grid is always good for me. It's the way that I've started books and finished books and gotten myself



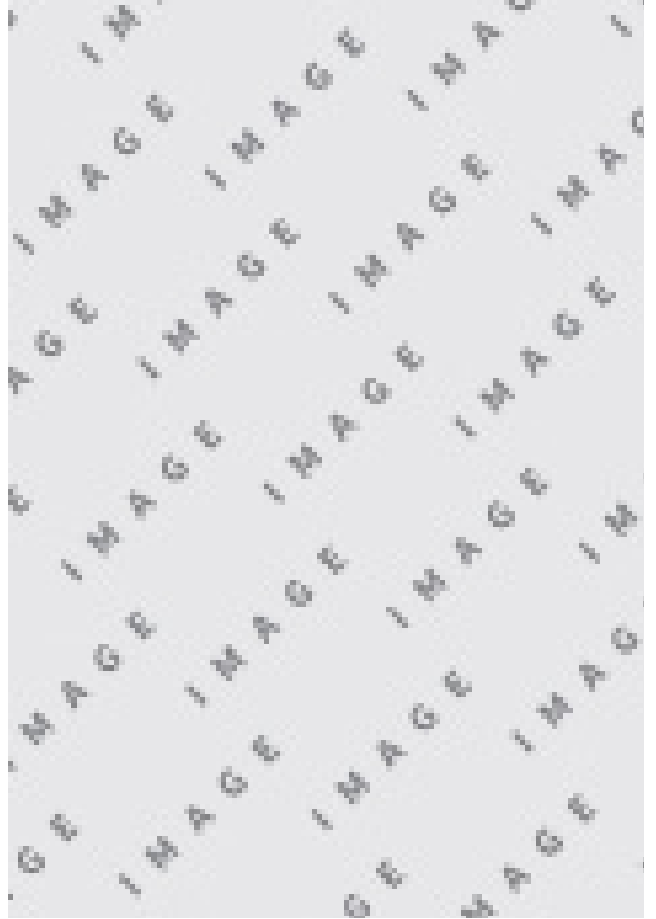
Explanation

Etiam molestie bibendum nibh bibendum lobortis. Phasellus sem augue, imperdiet ut metus ac, venenatis. Quisque interdum ut diam maximus aliquet. Pellentesque habitant morbi tristique senectus et netus





Images Mode





Explanation

Etiam molestie bibendum nibh bibendum lobortis. Phasellus sem augue, imperdiet **ut**



General Information

The most interesting information comes from children, for they tell all they know and then stop.

In id metus sagittis

Vivamus facilisis nisi vulputate ante ornare efficitur. Ut maximus ligula dui, non eleifend erat auctor nec. Aliquam sit amet mauris elementum, aliquam ex nec, imperdiet sem. Aliquam erat volutpat. Phasellus in efficitur turpis. Suspendisse tincidunt non elit non fermentum. Sed aliquet et nulla eu volutpat. Aliquam eget ante id felis aliquam ultrices luctus in ligula. Morbi tortor erat, fringilla et nulla non, suscipit tristique lorem. Morbi ac nibh convallis, tristique orci a, sodales justo. Suspendisse at rutrum sem, id laoreet dolor. Aliquam erat volutpat.

Laculis ex vitae erat.

Vestibulum id imperdiet ligula. Aenean eget orci molestie, luctus arcu sit amet, commodo lorem. Duis consectetur volutpat leo sed pretium. Vivamus ut tempor nunc, in bibendum massa. Sed aliquet finibus ipsum ac volutpat. Integer non euismod mi. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam quis justo ut dolor sollicitudin ullamcorper sed nec nunc. Integer pretium at felis sed placerat.

Phasellus at cursus est.

Donec et lacus et odio luctus accumsan eget eget neque. Sed hendrerit suscipit elit in vulputate. Nulla blandit laoreet laoreet. Fusce fermentum metus mauris, et malesuada turpis ullamcorper ut. Sed accumsan porttitor enim a commodo.

Sed a nisl lectus.

Pellentesque at mi vitae orci luctus egestas eu sed nisl. Vestibulum posuere vestibulum aliquet. Duis risus lorem, malesuada non arcu vel, maximus pretium turpis. Morbi bibendum enim eget eros laoreet molestie. Donec id tortor leo. Maecenas eu odio ac leo ultrices bibendum eu a nibh. Mauris faucibus lorem ac nisl vulputate, in gravida tellus ullamcorper.

Fusce egestas elit.

A gravida feugiat. Integer vulputate diam ac ante blandit, et faucibus augue scelerisque. Curabitur aliquam suscipit justo, in accumsan orci bibendum vitae. Vestibulum volutpat varius feugiat. Mauris sollicitudin nisi nisi. In pretium libero et enim sodales tincidunt. Mauris luctus est

Maecenas in iaculis ligula

Sit amet hendrerit ante. Nam quis elit et nisl pharetra malesuada. Aliquam posuere tincidunt lacus, sit amet scelerisque mauris consectetur id. Duis hendrerit est vel lectus dapibus semper. Praesent metus dolor, fermentum id dui at, efficitur faucibus nisi.

Mauris at nunc viverra

Est sit amet, lacinia tortor. Praesent eget mi vehicula, interdum arcu vel, egestas sem. Duis mi odio, fermentum feugiat maximus quis, suscipit eu lorem. Praesent augue est, placerat ut luctus non, varius rhoncus odio. In ultrices ante vitae tortor facilisis posuere. Nulla elementum nisi vitae est aliquam, et efficitur purus

Proin dignissim, nisi ut

Dignissim sagittis, justo quam interdum lectus, a mollis sem dolor eget ipsum. Curabitur vitae arcu nisi. Ut fermentum arcu ut massa convallis hendrerit. Integer dignissim fermentum libero id mollis. Etiam sapien nisl, suscipit in iaculis eget, condimentum eget ligula. Pellentesque volutpat neque vitae tortor tincidunt,





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