



MUSTACHE RIDE MUSIC IDENTITY STANDARDS MANUAL



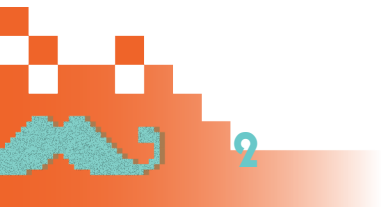




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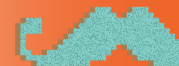
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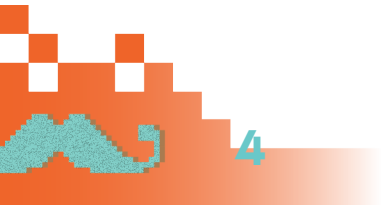
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INTRODUCTION

This Identity Standards Manual contains approved standard graphic elements of the Mustache Ride music identity system. The guidelines presented here are fundamental yet flexible enough to allow for individual expression.

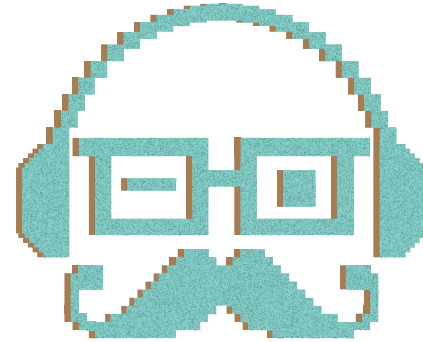
For further information regarding the Mustache Ride music Identity Standards or for updates to this manual please contact the Office of Design Relations, Edgar Mejia, telephone 619-Eat Meee.



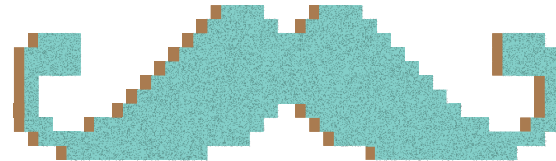
INTRODUCTION TO STANDARDS / LOGO



LOGO ELEMENTS



Logo pictorial element



The symbol of a mustache found within the logo can be used as a decorative element. It can be used in any of the logo colors. It can be rotated but not distorted as the shape must keep its unique form.



LOGOTYPE SPECIFICATIONS

MUSTACHE
RIDE
music

The custom logotype can only be use in a horizontal format for which it was made to elongate the logo itself.





CLEAR SPACE & MINIMUM SIZE



x=the y value between the logo and logotype.

The minimum space surrounding the logo is equal to the amount of space between the mustache and logotype. If you were to use a bounding box surrounding the logo. Be sure to use the min. of the x value at all sides.



CLEAR SPACE & MINIMUM SIZE CONT.



In order to ensure legibility, the logo should never appear smaller than 0.7445" wide and 1.2028" high for logo with vertical logo type.



LOGO COLORS



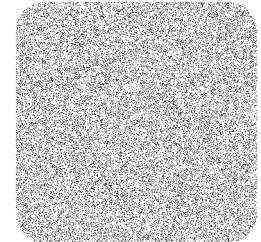
C=55 M=0 Y=24 K=0



C=30 M=50 Y=75 K=10



C=0 M=0 Y=0 K=100



This Swatch is actually the texture which is blended with the fill of the logo element. It is set at Multiply mode with an opacity of 60 percent.

LOGO INTEGRITY

Do not use in a horizontal format



Do not distort in any way.

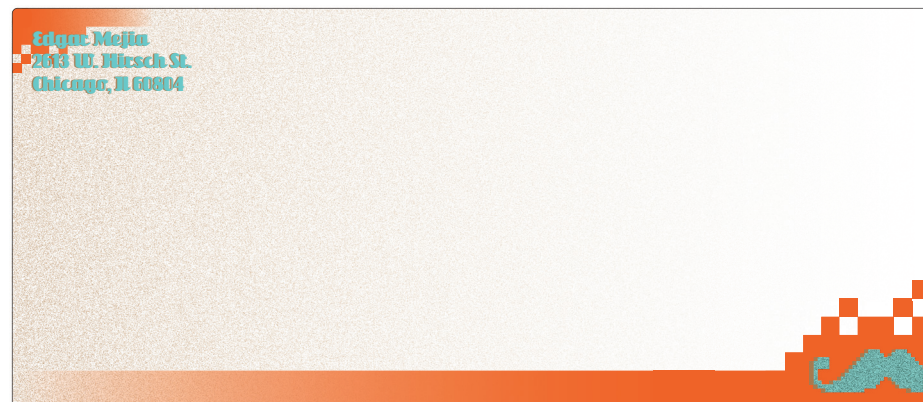
Do not Shear in any way.

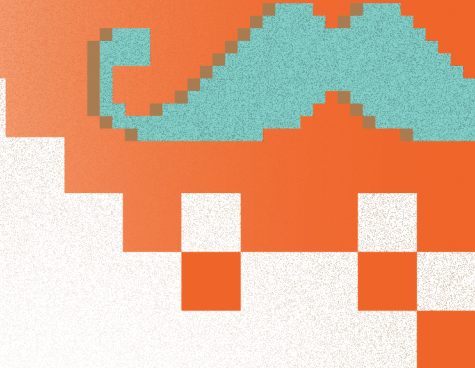


STATIONARY



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