



Branding Guidelines

Visionary Records



Visionary Records

These guidelines are to be followed if you are producing any work or content associated with Visionary Records.

This is to ensure for a consistent and regular theme connected with the record label.



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Logo

Images



Main Logo



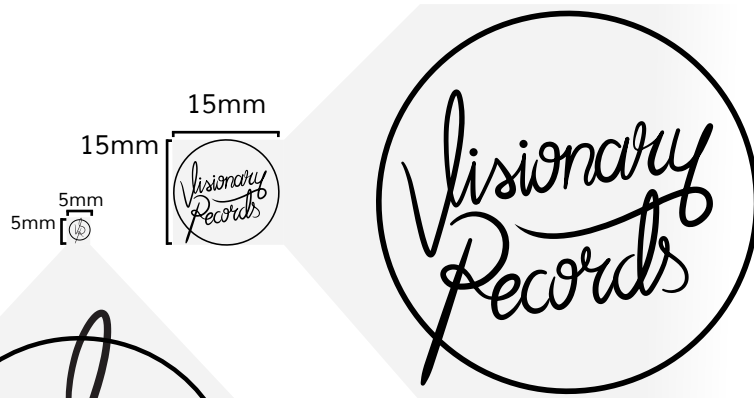
Secondary Logo



Logo

Usage

Minimum & Maximum sizing of the logo.

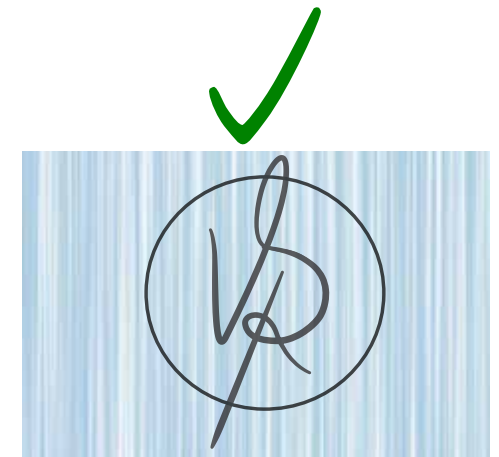


Main logo is used in any situation apart from:

- When the logo is smaller than 15mm X 15mm.
- When there is a busy pattern or image surrounding it.

In these cases use secondary logo.

Examples concerning patterns and imagery surrounding the logo.



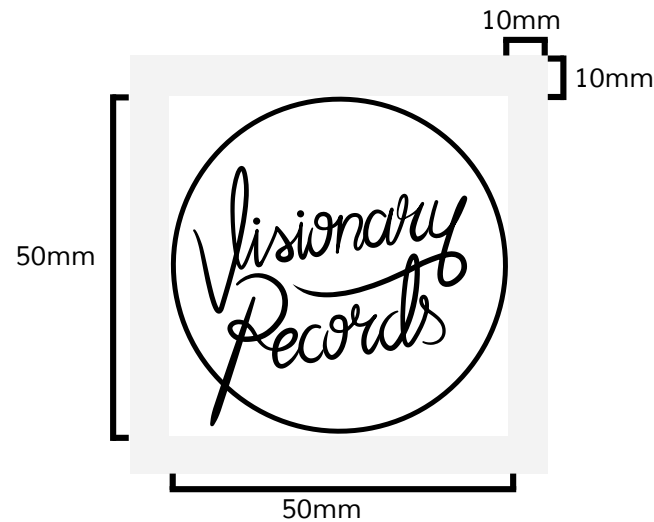
This is to improve legibility of the logo.



Logo

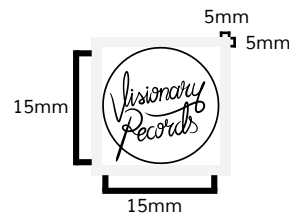
Spacing & Colour

Spacing around the logo.



50mm X 50mm and bigger logo requires having a minimum of 10mm spacing around the logo.

No maximum spacing restrictions.



15mm X 15mm and smaller logo sizing requires a minimum of 5mm spacing from edges and other objects.

Maximum spacing is 30mm to stop of the logo becoming lost on any documents or products.

Using colour with the logo.






Colours must be the background colour and not the colour of the logo itself. Black can be inverted to white on dark backgrounds. Do not use multiple colours on the logo.



Colour palette

Family colours

Visionary colours

#cccccc	
C: 19 % M: 15 % Y: 16 % K: 0 %	
#666666	
C: 60 % M: 51 % Y: 51 % K: 20 %	
#000000	
C: 75 % M: 68 % Y: 67 % K: 90 %	

The grey scale colours are to in keep with the urban underground feel of the record label.

Pastel colours

#cc0000		#00ffff	
C: 13 % M: 100% Y: 100% K: 4 %		C: 52 % M: 0 % Y: 13 % K: 0 %	
#009900		#ff00ff	
C: 84 % M: 13 % Y: 100% K: 3 %		C: 27 % M: 82 % Y: 0 % K: 0 %	
#ffff00		#000099	
C: 6 % M: 0 % Y: 97 % K: 0 %		C: 100% M: 98 % Y: 5 % K: 6 %	

These brighter/standout colours are for secondary use. These should not be the dominant colour. These can also be assigned to genres of music in the record label.

e.g. Singer songwriter & Indie pop=Red, R&B=Dark Blue, Classical=Yellow, Rock=Green, Jazz=Pink, Electronic=Light



Fonts

Family fonts

Main Fonts (Google Fonts)

For mainly website use but also use at any opportunity.
Can also be downloaded to computers.

Damion - Damion

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visionary Records (Font is for titles and names.)

Muli - Muli

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visionary Records (Font is for body text and any other text not mentioned.)

Secondary Fonts

These fonts are alternative to the Main fonts. 'Pacifico' is also a Google font but Arial is a computer basic font therefore easy to use.

Pacifico - Pacifico

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visionary Records (Font is for titles and names.)

Arial - Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visionary Records (Font is for body text and any other text not mentioned.)

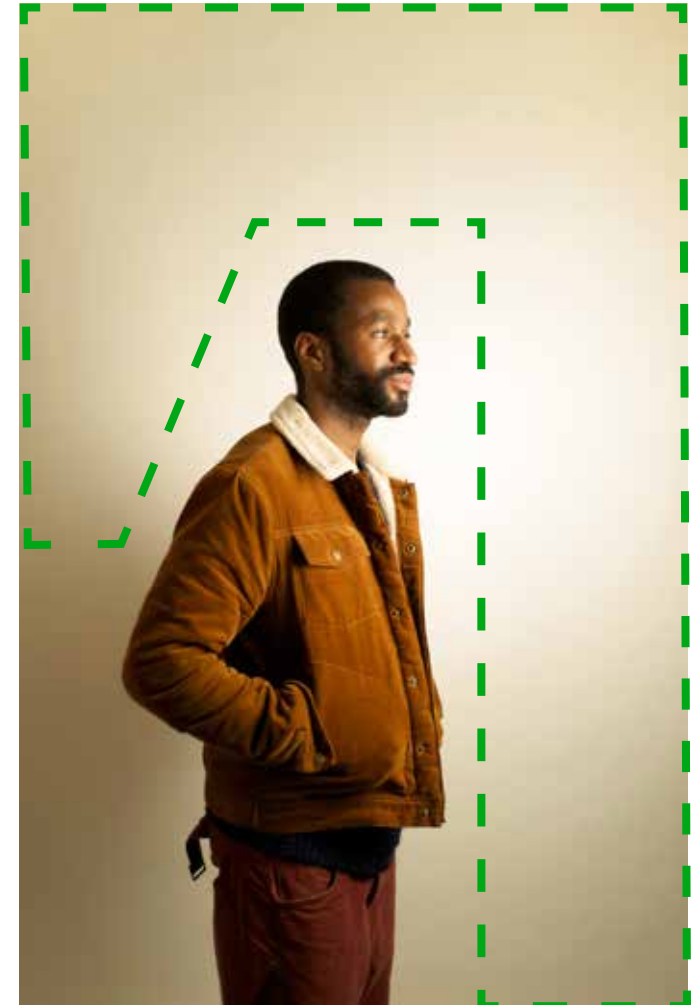
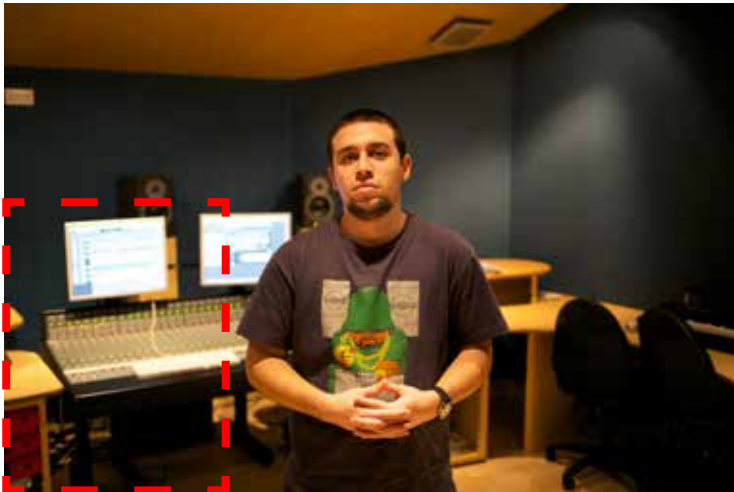


Static Imagery

Clean/Simple

Do not have a busy background. Make sure objects are blurred to give depth of field to focus on artist.

Clean and clutter free backgrounds keeps focus on the subject matter and assists with the website theme. Clear - Large Images - Eye catching - Sharp.





Moving Imagery

Animations & Intro

Animation

When Artists do not have their own music video use the Visionary Records Animation. This will adapt and flux with the beat of the music to give a relevant visual for the user while listening the the song.

Introduction

Intro is to be installed at the start of any moving digital media when associated with Visionary Records. Including signed on artists when they release a music video.

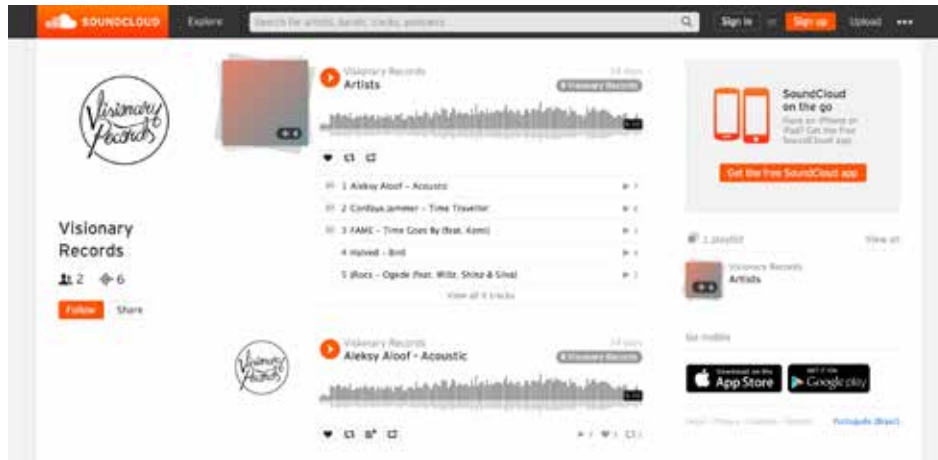




Branding Examples

Visual examples

General look of the brand on Music platforms.



Soundcloud

&

iTunes homepage



Business cards associated with the record label.



Colour variation depending on genre of music. Red = Singer songwriter.

Front of business card- Colour of genre with centered Visionary Record logo

Back of business card- Artist name, Contact information centered. Red tab with Visionary Record logo and genre of music.