LEICESTERSHIRE MUSIC

Brand Guidelines

INTRODUCTION

LEICESTERSHIRE
MUSIC

Enriching and connecting your world
through life changing musical experiences…

CORE VALUES

We nurture

We are passionate about
valuing and developing the
talents and skills of our whole
community*

(*our colleagues, hub partners,
parents/guardians, teachers and,
most of all, young people).

We are inclusive

Giving a voice to all,
recognising that music is
a Universal language.

We inspire

It is a privilege to offer music
services to Leicester/shire –
we seek to inspire everyone
we work with, creating life
changing musical experiences.

We stay relevant

Constantly engaging with and
listening to young people & the
wider community to ensure that
we and our partners meet the
ever-changing musical needs
of young people across
Leicester/shire.

We innovate

We offer authentic, cutting
edge musical experiences
and dare to be different…

LOGO

This is our master brand logo. Our wordmark is created from the Futura font. An internationally renowned typeface used for its modernity and clarity that creates a distinctive, consumer focused logo to complement our dynamic service.

Always use master artworks of the brand. Together, the logotype and sub-service make up the brand logo for Leicestershire Music.

Both elements have been crafted in proportion, weight and configuration and should never be altered or recreated.

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MUSIC

EXCLUSION ZONE

Our brand logo should be kept free from other graphic elements. The clear space area is defined by the cap height of the logotype element. The 'X' distance as a square creates the minimum distance other graphic elements can appear next to it unless otherwise specified within these guidelines.

200% CAP-HEIGHT

LEICESTERSHIRE CAP-HEIGHT

MUSIC

SIZE

To keep our brand logo looking sharp in reproduction, there are guidelines on size. They ensure that our brand logo always looks consistent and clear.

There is no maximum size to which our logo can be reproduced, but you must always bear in mind the space around our logo, making sure it has room to breathe and a sense of space.

The brand logo's minimum size is 40mm wide. It should never be reproduced any smaller due to legibility problems.

MAXIMUM (ANY)

MINIMUM 40MM

VERSIONS

Full colour
Our brand logo must be used in its full colour version wherever possible. This version should be used when printingon white or light backgrounds.

Reversed out
When there are printing or legibility restrictions our brand logo can be reversed out. This version should be used on dark backgrounds.

Mono
When there are printing or legibility restrictions our brand logo can be used in its single colour version – 100% black. This version should be used on single colour applications.

LEICESTERSHIRE
MUSIC

FULL COLOUR

LEICESTERSHIRE
MUSIC

REVERSED OUT

LEICESTERSHIRE
MUSIC

MONO

CORRECT USAGE

When using our brand logo, it is important to always use one of the correct combination of colours. This is to guarantee consistency of brand presentation.

Always use brand colours
when on a white area.

The mono logo is to be used
on grayscale applications.

The reversed out logo version
is used on Aubergine

The reversed out logo version
is used on 100% Black

On imagery which is light in colour use
the master brand logo colour version.

On imagery which is dark in colour use the
reversed out master brand logo version.

INCORRECT USAGE

When using our brand logo ALWAYS follow the guidelines. This is important to ensure clear and consistent branding.

DO NOT use MUSIC on its own.

DO NOT separate, re-align or re-scale elements.

DO NOT put the brand logo into one line.

DO NOT rotate the brand logo.

DO NOT outline elements.

DO NOT squash or stretch the brand logo.

LEICESTERSHIRE MUSIC HUB

We predominately use Leicestershire Music for 90% of our applications. For our partner based work we use the Leicestershire Music hub. The same princlples apply as with the main logo.

LEICESTERSHIRE
MUSIC
HUB

200% CAP-HEIGHT

LEICESTERSHIRE
MUSIC
HUB

CAP-HEIGHT

100% CAP-HEIGHT

EXCLUSION ZONE

LEICESTERSHIRE
MUSIC
HUB

FULL COLOUR

LEICESTERSHIRE
MUSIC
HUB

REVERSED OUT

LEICESTERSHIRE
MUSIC
HUB

MONO

MINIMUM 40MM

LEICESTERSHIRE
MUSIC
HUB

COLOUR PALETTE

When using our brand logo, it is important to always use one of the correct combination of colours. This is to guarantee consistency of brand presentation.

Wherever possible the identity should be against a white, black or Aubergine background.

COLOUR TINTS

You can also use tints of the colour palettes to enhance your communications. Please think carefully about which tint you use to ensure optimum legibility.
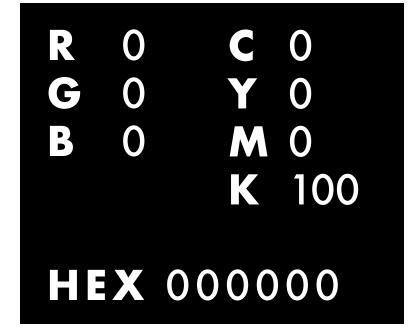
R 170	C 33
G 7	Y 100
B 107	M 17
	K 8

HEX AA076B

R 0	C 0
G 0	Y 0
B 0	M 0
	K 100

HEX 000000

R 255	C 0
G 255	Y 0
B 255	M 0
	K 0

HEX FFFFFF

PANTONE

PMS 234

PANTONE

PMS 234

90%	90%
80%	80%
60%	60%
20%	20%
10%	10%

SECONDARY COLOUR PALETTE

We have a secondary colour palette to highlight and compliment the main brand colours. These are used to help with recognition, consistency and to give a fresh modern feel.

R 0 **C** 87
G 99 **Y** 36
B 158 **M** 54
K 30

HEX 006361

PANTONE

PMS 7720

90%

80%

60%

20%

10%

R 78 **C** 82
G 74 **Y** 75
B 182 **M** 0
K 0

HEX 4E4AB6

PANTONE

PMS 7455

90%

80%

60%

20%

10%

R 214 **C** 15
G 8 **Y** 95
B 138 **M** 0
K 0

HEX F00A98

PANTONE

RHODAMINE
RED

90%

80%

60%

20%

10%

TYPEFACE

Futura is our primary typeface, we use it producing any branded collateral. The typeface was chosen for its appearance of efficiency, openness and forward-thinking atheistic.

The usage of this typeface will be carefully controlled by the Brand Marketing team. Here are some examples of the font combinations.

FUTURA BOLD (full caps)
is used for:
- Master brand logo
- Logo expression lines
- Navigational buttons

Futura Bold (sentance case)
is used for:
- Key information lines
- Subheadings

FUTURA MEDIUM (full caps +110 tracking)
us is used for:
- Navigational buttons
- Call to actions

Futura Medium (sentance case)
is used for:
- Body copy
- Headlines

FUTURA

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ( )?!"@£&

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ( )?!"@£&

CONTACT

Should you have any queries regarding these guidelines please contact our brand team at Creative Triangle.

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