
NATIONAL MUSIC DAY USAGE GUIDELINES

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NATIONAL MUSIC DAY LOGO :: COLOR

National Music Day logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

1. logo :: National Music Day large



2. logo :: National Music Day small



NATIONAL MUSIC DAY :: GRAYSCALE

The grayscale version is provided for use in applications where color is not available. Use the color version when possible.

Grayscale Logo



NATIONAL MUSIC DAY :: BLACK & WHITE

The black & white version is provided for use in situations where legibility is reduced, such as faxing, to ensure the logo is readable. Use the color or grayscale versions when possible.

Black Logo on White



White Logo on Black



NATIONAL MUSIC DAY :: SCALING :: MINIMUM SIZE AND PADDING FOR PRINT

Scaling National Music Day logo

We have two logo versions, be sure to use the right logo for the right application. EPS logo files may be scaled to any size necessary for the application, as long as the minimum size requirements are met. For most applications, the logo will be sized at heights of less than 1".

Always maintain the logo's aspect ratio when scaling.

Minimum size

Minimum size refers to the smallest allowable logo size.

Small - 0.3" high and should only be scaled up. Use the small version for instances 0.3" – 0.6".

Large - 0.6" high and should only be scaled up. Use the standard logo for 0.6" and larger

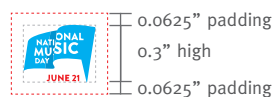
Padding

Padding size refers to the minimum space between the logo edge and surrounding elements.

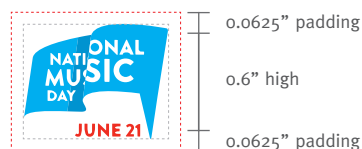
Small - when the logo is the minimum size of 0.3" – 0.6" high there should always be 0.0625" (1/16th inch) around the entire logo.

Large - when the logo is the minimum size of 0.6" – 1.25" high there should always be 0.0625" (1/16th inch) around the entire logo. For sizes 1.25" and larger the padding should be increased to 0.125" (1/8th inch) around the entire logo.

Minimum Size: logo small version



Minimum Size: logo large version



NATIONAL MUSIC DAY :: SCALING :: MINIMUM SIZE AND PADDING FOR WEB

Scaling National Music Day logo

We have two logo versions, be sure to use the right logo for the right application. JPG logo files should not be scaled up. If a larger size is required than provided, save out from the respective EPS file.

Always maintain the logo's aspect ratio when scaling.

Minimum size

Minimum size refers to the smallest allowable logo size.

Small - 0.8" high and should only be scaled up. Use the small version for instances 0.8" – 1.25".

Large - 1.25" high and should only be scaled up. Use the standard logo for 1.25" and larger

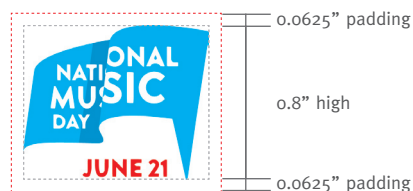
Padding

Padding size refers to the minimum space between the logo edge and surrounding elements. When the logo is the minimum size of 0.8" – 1.25" high there should always be 0.0625" (1/16th inch) around the entire logo.

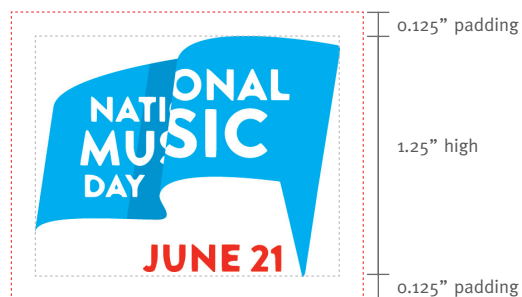
For sizes 1.25" and larger, the padding should be increased to 0.125" (1/8th inch) around the entire logo.

The Favicon is 16px high.

Minimum Size: logo small version



Minimum Size: logo large version



Favicon



BRAND :: COLORS

National Music Day's color palette is made up of Red, Cyan, and Blue.

The colors represented on this page have not been evaluated by Pantone, Inc and may not match the Pantone system. Consult a Pantone Color Formula Guide for reference.

Palettes for Print

Pantone Color

Use the Pantone palette for premium print applications to ensure consistent branding.

CMYK Color

Use the CMYK palette for regular print applications including 4-color process printing.

Palettes for Screen

RGB Color

Use the RGB palette for screen and digital applications.

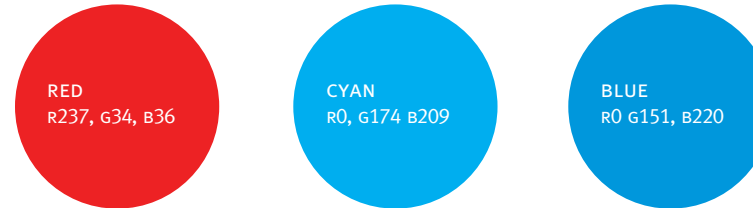
Hexadecimal Color

Use the Hexadecimal palette for HTML and web applications.

Hexadecimal Color Palette



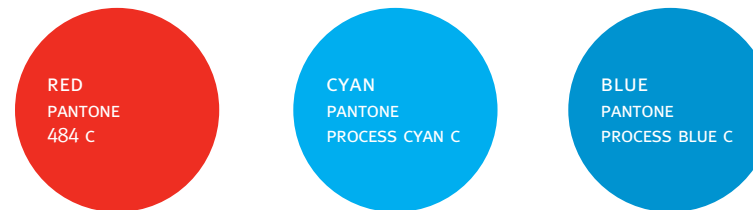
RGB Color Palette



CMYK Color Palette



Pantone Color Palette

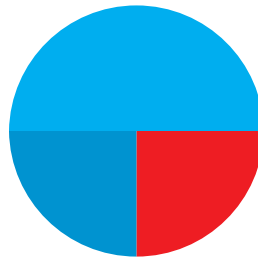


BRAND :: USE OF TINTS FOR INFORMATION GRAPHICS

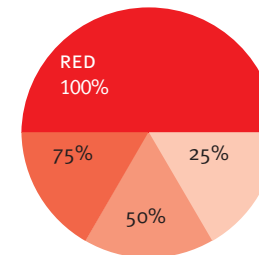
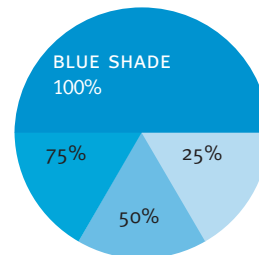
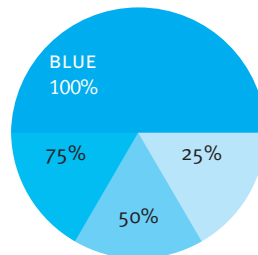
Only use tints of colors when treating information graphics, otherwise use the color at 100%. Visual representations of data are conveyed more clearly and are better understood when color is properly used. Using pairs of colors that have adequate contrast will make the design of information graphics more effective.

Specific screens (i.e., 75%, 50%, and 25%) of each color are designed to add visual depth and flexibility and to convey additional levels of information hierarchy.

Brand Colors



Tints



BRAND :: TYPEFACE

National Music Day typeface is Helvetica Neue

Timeless, versatile, and easy to read, Helvetica Neue is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

When to use

Use Helvetica Neue for all National Music Day printed, online and electronic applications where possible. The Helvetica Neue Regular typeface is for body text and Helvetica Neue Condensed Bold for header items.

When Helvetica Neue is unavailable, use Franklin Gothic Book, Franklin Gothic Medium and Franklin Gothic Demi Condensed.

Purchasing the font

International copyright law forbids us from sharing the font both internally and externally. If you are a colleague or vendor who needs to use Helvetica Neue, a license can be purchased from MyFonts (www.myfonts.com).

Brand Typeface

Helvetica Neue-Regular
Helvetica Neue-Medium
Helvetica Neue-Condensed Bold

Franklin Gothic-Book
Franklin Gothic-Medium
Franklin Gothic-Demi Condensed

CONTACT

For more information regarding branding guidelines contact Gershoni Creative Agency.

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