MUSIC**NL**

INSTRUMENTAL CONNECTIONS

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INSTRUMENTAL CONNECTIONS

MusicNL has been promoting, advocating and financing the success of our music industry for nearly 25 years. We exist to connect our membership to funding programs, showcases and educational opportunities. We foster a community of support and spirit.

For and About our Members

Beyond the services we provide our musicians, producers, educators, corporations and community partners, we represent and protect our members behind the scenes in our negotiations with all levels of government. We work together with our members toward ideal conditions, appropriate compensation and access to critical resources.

Music and Friends

Together in harmony, like never before, our growing membership is working in concert with our dedicated board and staff to help shape the future of the music industry in our province, across our country and around the world.

To celebrate our shared vision, commitment and enthusiasm, we are refreshing our brand expression to get the attention of industry professionals we seek to represent, to ignite new partnerships and corporate sponsorships and above all else, to reintroduce our value to our current members with whom we want to grow our connection.

LOGO

Main Logo

Icon

MAIN LOGO

Clear space & minimum size

Clear space
To make sure the logo stands out clearly, it should always be placed within an area of unobstructed space.

The safe area around the logo should be the same width of a single square within the icon.

Minimum Size
For maximum clarity and legibility the minimum size is 1.5 inches or 44.5 mm.

Minimum Size Example

1.5 inches, 44.5 mm or 125 pixels

X   X

X---

X   X

MAIN LOGO

Acceptable versions

There are four acceptable versions of the Music NL logo:

1. Colour Version
The logo in the colour versions uses Pantone 432c, 367c, 1375c, 298c, and 1785c.

For use on white backgrounds or on screen materials

See page 10 for colour values in RGB and CMYK.

2. Greyscale Version
For use in greyscale printing

3. Black and White Version
For use in black and white printing

4. Reversed Version
For use on full colour background or full-image backrounds

Colour Version

Greyscale   Black & White   Reversed

LOGO

Unacceptable versions

To maintain the visual integrity of the logo it MUST NOT BE MODIFIED. If you feel the logo doesn't meet requirements for a specific use, please contact us immediately before modifying the logo.

This page demonstrates some ways the logo can be used incorrectly.

These examples also apply to the secondary logo.

DO NOT apply a drop shadow to the logo.

DO NOT rotate the logo.

DO NOT horizontally scale the logo.

DO NOT modify the colours within the logo.

DO NOT use transparencies.

DO NOT horizontally scale the logo.

COLOUR

PANTONE 432c
PANTONE 432u
C 73 M 64 Y 53 K 43
R 61 G 64 B 7
HEX #3D4048

100%

PANTONE 367c
PANTONE 367u
C 32 M 1 Y 77 K 0
R 183 G 213 B 102
HEX #B7D565

100%

Secondary colours

PANTONE 1375c
PANTONE 1375u
C 0 M 46 Y 98 K 0
R 249 G 155 B 244
HEX #F99B1F

100%

PANTONE 1785c
PANTONE 1785u
C 0 M 88 Y 57 K 0
R 239 G 70 B 90
HEX #EF465A

100%

PANTONE 298c
PANTONE 298u
C 70 M 16 Y 0 K 0
R 40 G 168 B 244
HEX #28A8E0

100%

TYPOGRAPHY

The family of fonts to be used in ongoing Music NL branded applications is the montserrat or brawls font families.

Only this font should be used consistently throughout all communication internal and external. Brawls must not substitued, unless under the instruction of a member of Music NL's marketing department.

Montserrat is avialable from Google Web Fonts.

BRAWLS TYPEFACE ROUGH
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234568890

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456890

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456890