



VISUAL IDENTITY GUIDE

PREPARED BY CHARACTER CREATIVE INC.



The Visual Identity Guide is a tool to help you understand how to apply our visual identity to various communication vehicles. In it, you will find the essential specifications for using our identity, typefaces, colours, imagery and formats.



A = unit

1. SIGNATURE CLEAR SPACE

It is critical that an area of clear space is preserved around the Music On A Mission signature. This will retain the clarity and quality that is inherent in our brand. The illustration below shows how to calculate the minimum clear space around our logo. This is an area that should be free from other type, titles or graphic elements that could encroach upon the signature. The minimum clear space around the signature should be measured in units equal to the height and weight of the "A" in the smaller portion of the identity's name, in the typeface, **Quicksand Bold**.

2. SIGNATURE COLOUR: ACCEPTABLE APPLICATIONS

For positive applications (a and b), the preferred way to reproduce the signature is in full colour on a white or dark coloured background. In reverse (c) the signature is used in white upon a contrasting colour or photographic background. As noted, the identity works in full colour on a dark background as long as the colours do not coincide with those used in the identity itself.



a. full colour



b. one-colour black



c. reverse white or colour on a complimentary dark colour background



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d. reverse white or colour on a complimentary dark photographic background



e. black or white on a complimentary lighter/ mid-range photographic background,
* image dependant

3. TYPEFACES

Music On A Mission uses one main typeface called **Quicksand** This typeface (also called a font) is used in light, regular and bold as shown below.

Quicksand Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Quicksand Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Quicksand Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



4. SIGNATURE COLOUR PALETTE

The proper, consistent use of colour is an important part of the Music On A Mission brand. Our signature colours are a spectrum as noted below and whenever possible, the Music On A Mission signature should appear in these colours.

The Music On A Mission spectrum can be approximated by using process colour. Use the RGB values when designing for web or other on-screen applications. Signature colours, when used in the logo, must always print at 100%.

| | | | |
|---|--|--|---|
|  | MM Pink CMYK: 0/100/0/0 RGB: 236/0/140 HEX#: ec008b |  | MM Blue CMYK: 70/15/0/0 RGB: 39/170/225 HEX#: 27a9e1 |
|  | MM Red CMYK: 15/100/90/10 RGB: 190/30/45 HEX#: be1e2d |  | MM Violet CMYK: 50/100/0/0 RGB: 146/39/143 HEX#: 91268f |
|  | MM Orange CMYK: 0/90/85/0 RGB: 239/65/54 HEX#: ef4036 |  | MM Dark Gold CMYK: 0/24/76/53 RGB: 141/111/45 HEX#: 8d6e2d |
|  | MM Tangerine CMYK: 0/80/95/0 RGB: 241/90/41 HEX#: f05a28 |  | MM Gold CMYK: 16/25/87/25 RGB: 171/145/52 HEX#: aa9134 |
|  | MM Green CMYK: 50/0/100/0 RGB: 141/198/63 HEX#: 8cc63e |  | MM Light Gold CMYK: 25/25/87/0 RGB: 199/178/72 HEX#: c6b147 |