

BRAND
STYLE
GUIDE

PRACTICING MUSICIAN

OUR PRIMARY BRAND IDENTITY ON WHITE

Our Primary Brand Identity can be easily adapted to sit on solid white (#fff) backgrounds comfortably. Below is the identity brass Practicing Musician on a white (#fff) background.

The logo consists of the letters 'P' and 'm' in a stylized, cursive script. The 'P' has a large, elegant loop at the top left, and the 'm' has a similar loop at the top right. The letters are rendered in a warm, golden-brown color.The logo is identical to the one in the top-left quadrant, but it is set against a solid dark grey background. The golden-brown color of the letters provides a strong contrast against the dark background.The logo is identical to the one in the top-left quadrant, but it is rendered in white. It is set against a solid dark grey background, creating a high-contrast, clean look.The logo is identical to the one in the top-left quadrant, but it is rendered in white. It is set against a solid medium-brown background, which provides a subtle yet distinct contrast.

OUR PRIMARY BRAND IDENTITY IN MONO

When color is not available there are two mono versions of the identity to choose from.



Sm



USAGE

ALL APPROVED LOGO VERSIONS

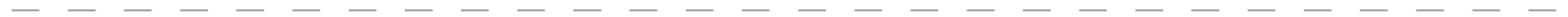
Acceptable Configurations

There are three versions of the Practicing Musician logo displayed to the right. Any variance from these three lock-ups, other than color variations listed in this document, are unacceptable.

The three acceptable lock-ups will be further discussed in the following pages.



Logo with no text



Logo with text



Logo with stacked / vertical text

UNACCEPTABLE LOGO USAGE

Unacceptable Configurations

Any deviation from the acceptable signature configurations -no matter how minor- can undermine our valued corporate identity and void legal protection of our registered trademarks. Therefore, no other configuration or any variation on the signature is permitted under any circumstances.

Examples of such variations are demonstrated to the right. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the corporate signature and monogram, use only the artwork supplied by Practicing Musician. Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.



The aspect ratio cannot be altered.



The colors of the logo mark or logotype must not be altered.

COLORS



RGB \ 173, 96, 57 CMYK \ 25, 68, 85, 13 WEB \ #ad6039

SECONDARY COLOR



RGB \ 44, 39, 38 CMYK \ 67, 66, 65, 68 WEB \ #2c2726

ACCENT COLOR



RGB \ 42, 78, 114 CMYK \ 91, 79, 34, 18 WEB \ #2a4d71

OTHER ACCENT COLORS



RGB \ 40, 112, 173
CMYK \ 86, 53, 7, 0
WEB \ #2870AD



RGB \ 75, 173, 111
CMYK \ 71, 7, 75, 0
WEB \ #4BAD6F



RGB \ 173, 54, 49
CMYK \ 22, 91, 87, 14
WEB \ #AD3631



RGB \ 173, 132, 66
CMYK \ 30, 45, 86, 8
WEB \ #AD8442

TYPOGRAPHY

OUR BRAND TYPEFACES

Our primary brand typeface is Nunito. Used for web and print.
<https://fonts.google.com/specimen/Nunito>

Aa

Heading

Line height and paragraph spacing for heading is 1.1 x font size

Nunito

Name

Font size

Line Height

Heading 1

48 px

52.8 px

Heading 2

40 px

44 px

Heading 3

32 px

35.2 px

Heading 4

24 px

26.4 px

Heading 5

20 px

22 px

Aa

Body

Line height and paragraph spacing for body text is : 1.4 x font size

Name

Font size

Line Height

Large Text Bold

20 px

30 px

Large Text Regular

Medium Text Bold

18 px

26 px

Medium Text Regular

Normal Text Bold

16 px

24 px

Normal Text Regular

Small Text Bold

14 px

19 px

Small Text Regular

Below are examples of how to set headlines, sub headlines and body copy on a white background. Text can also be set in white when positioned on a solid color from the brand color palette.

Aa Bb Cc Dd 0123

ABCDEFGHIJK

World-Class Online Music Education

For all ages. For free. Forever.

OUR BRAND TYPEFACES

Our secondary brand typeface is Montserrat. Used for web and print.
<https://fonts.google.com/specimen/Montserrat>

Aa

Body

Line height and paragraph
spacing for body text is : 1.4
x font size

Montserrat

Name	Font size	Line Height
Large Text Bold	20 px	30 px
Large Text Regular		
Medium Text Bold	18 px	26 px
Medium Text Regular		
Normal Text Bold	16 px	24 px
Normal Text Regular		
Small Text Bold	14 px	19 px
Small Text Regular		

QUESTIONS

Please direct any questions regarding these guidelines to info@practicingmusician.com