

# SYMPHONIC

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**Branding Guidelines**  
2018

# INTRODUCTION

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## **Brand Identity Guidelines and Standards**

The powerful Symphonic Distribution (Symphonic for short) brand is one of the company's most valuable assets. To maintain the distinctive visual style and integrity of the Symphonic brand, we are pulling the pieces together to make it consistent. This includes a consistent strategy, customer promise, tagline, tone and style, and look and feel—all of which are important parts of our Brand Identity Guidelines.

Building and protecting our brand by following brand identity standards is everyone's job. Maintaining a strong, consistent organizational identity ensures that people know who we are and what we do. It's also a critical step toward promoting customer loyalty.

Our customer-facing communications must be a direct reflection of the quality we deliver to our customers through our employees. That includes what we say and how we say it—through design, copy tone, imagery, layout, typography, and color. The following Brand Identity Guidelines establish the basic brand elements that we all need to follow to protect, support, and strengthen the Symphonic brand in everything we do.

# BRAND POSITIONING

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## The Musical World

At Symphonic, we believe distribution is nothing without great marketing, and great marketing is nothing without distribution. We live in a world where music is a constant backdrop in people's lives—at home, at work, on the road, even in the palm of their hand. This connected world is exciting, but it is also increasingly complex and difficult to keep pace with. We want to be a real partner, helping people to do more and lead fuller lives with the products, services, and know-how that will keep them connected—no matter where they are and in ways they may have never dreamed possible.

And customer service is an integral part of helping customers make the most of this connected world. Symphonic strives in having real, knowledgeable salespeople who are there to help customers stay connected and make real their musical dreams.

# BRAND VOICE

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## Inspirational, Intriguing, Simple, Powerful, and Genuine

Yes, we're music gurus. But let's not speak that way. Sure, we know all the techno-jargon and electro-terms but our customers often don't, and we need to be the stable, trusted place they can count on to bring all the complex, mysterious music stuff down to earth. That means we need to speak to them on their terms. In their words. So we should be cheerful, conversational, real, and genuine. Now that doesn't mean we talk down to them. It just means we should speak to them like they're old friends and pretty soon, they will be.



# BRAND AT A GLANCE

## Logos

Primary Logo

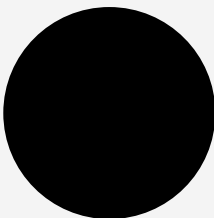
SYMPHONIC

Secondary Logo

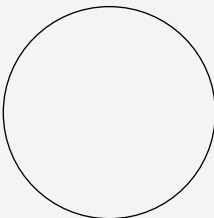
SYM  
PHO  
NIC

## Colors

Primary Colors



#000000 c: 100  
r: 0 m: 100  
g: 0 y: 100  
b: 0 k: 100



#f4f4f4 c: 3  
r: 244 m: 2  
g: 244 y: 2  
b: 244 k: 0

Secondary Colors



#35d850 c: 67  
r: 53 m: 0  
g: 216 y: 94  
b: 80 k: 0



#d1d3d4 c: 0  
r: 209 m: 0  
g: 211 y: 0  
b: 212 k: 20



#333333 c: 69  
r: 51 m: 63  
g: 51 y: 62  
b: 51 k: 58

## Typography

Primary Typeface

### Raleway

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

### Extrabold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Secondary Typeface

Open Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

# LOGO

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WHITE BACKGROUND

**SYMPHONIC**

**SYM  
PHO  
NIC**

BLACK BACKGROUND

**SYMPHONIC**

**SYM  
PHO  
NIC**

IMAGE BACKGROUND

**SYMPHONIC**

**SYMPHONIC**

Depending on the image and the contrast within it determines whether the white or black logo will be used. It is at the users discretion to determine which logo will work the best and which one will be the most visible within the image.

# LOGO CONTINUED

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## SAFE ZONE

Always surround the Symphonic logo with the amount of clear space measured by the O in Symphonic and as shown here to ensure that the logo is easily identifiable as well as visible and legible wherever it appears.

The safe zone is the minimum “breathing room” maintained around our logo. It also defines the minimum distance between the logo and the edge of a printed piece. The clear space around our logo is equal to the height and width of the letter O in the Symphonic logo. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.



## UNACCEPTABLE RENDERINGS

Symphonic relies on a consistent use of its mark to present a strong and recognizable image to consumers. Changing the properties of the logo is prohibited.

Note: The examples of improper usage on the right illustrate the main misinterpretations that may occur; however, the list is not exhaustive.

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Do not squish or stretch the logo

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Do not rotate the logo

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Do not flip the logo

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ONIC~~

Do not change the orientation the logo

~~SYMPHONIC~~

Do not use any inconsistent color combinations. It is ok though to change the full color of the logo to better fit a design.

~~SYMPHIO~~

Do not use a shortened version of the logo

# TYPOGRAPHY (Primary Typeface)

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## RALEWAY FONT FAMILY

Raleway, the primary typeface that makes up the Symphonic brand, is a sans-serif font that has some unique characteristics to it but is also clean and easily readable and recognizable.

Some of the characters are unique just like us and our clients. We can stand out as independent artists but can still come together as a team.

## USAGE

The primary typeface should only be used for headlines or short lengths of text. This font family should not be used for massive amounts of body copy text as this typeface becomes illegible in mass amounts. This also calls for the need of extra tracking involved with the typeface, 10 being the recommended tracking for this font. For long lengths of text or body copy please utilize the secondary typeface.

### Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

### SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

### Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

### ExtraBold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

### Heavy

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890



# TYPOGRAPHY

(Secondary Typeface)

## OPEN SANS

Open Sans is a sans serif typeface that is modern and contemporary. This font family adds great contrast against the uniqueness of the primary font family.

The Open Sans typeface adds a sense of vitality to the brand. It shows that Symphonic is up to today's times and is going strong. The sans serifs of this typeface add pleasing contrast when paired with the primary typeface. This font family is a good representation of the Symphonic brand because it shows flexibility and Symphonic's willingness to change and to become better.

## USAGE

The secondary typeface should mainly be utilized for large amounts of text where the primary typeface is deemed useless. The recommended character styles for large bodies of text are 10pt. size, 15pt. leading, a tracking of 10, and should always be justified to the left.

### Open Sans Regular

AaBbCcDdEeFfGgHhIijjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

### *Open Sans Regular Italic*

*AaBbCcDdEeFfGgHhIijjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890*

### Open Sans Bold

**AaBbCcDdEeFfGgHhIijjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

### ***Open Sans Bold Italic***

***AaBbCcDdEeFfGgHhIijjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890***

# PHOTOGRAPHY

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## PHOTOGRAPHY ROLE

Symphonic's lifestyle photography is about highlighting the benefits of our services. To make the viewer want to be that person or musician. Whether as individuals or in groups, at home or in the streets, photography should feature real people, in real situations, and should portray an ambience of mystery combined with extravagance.

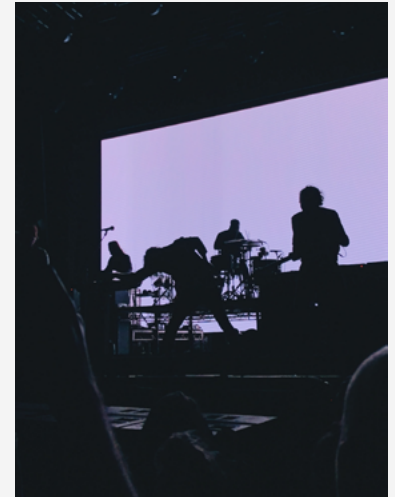
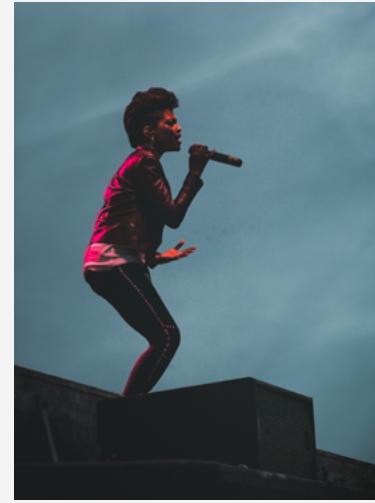
## PHOTOGRAPHY STYLE

Images should be predominantly of full, natural color or black and white. Colors are bold yet muted and a little unsaturated. Foregrounds are crisp and detailed, while backgrounds should be clean, uncluttered, or out of focus.

Crops can vary from an intimate close-up over someone's shoulder to a broad, wide-angle view. Be adventurous and make your crops interesting.

## PHOTOGRAPHY CONTENT

Music should be the main focus of any imagery used for Symphonic. This however is not necessary especially if speaking of a service or anything that is not music related.



**THANK YOU**

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