SYMPHONIC

Brand Guidelines

2023

INTRODUCTION

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. This 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

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 impersonal and transactional. We want to be a real partner, helping the creative community do more with the products, services, and know-how that will keep them informed and increase their chances of success.

Our personalized approach is an integral part of helping clients make the most of their craft. Symphonic strives in having a knowledgeable and fiercely independent team who seamlessly work together to support our client's creative endeavors.

BRAND VOICE

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.
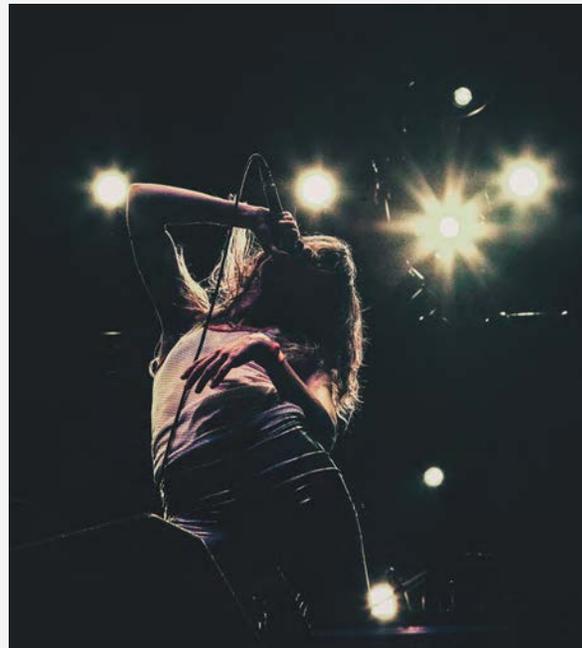
Core Values

We're sincere, trustworthy and reliable

We are highly creative and strive to connect new ideas with business realities

We place music & people over profits

Fiercely passionate about independent creators and empowering them

We are inclusive, open and actively promote a collaborative environment
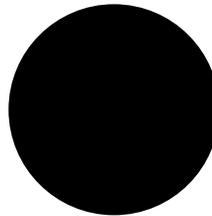
BRAND AT A GLANCE

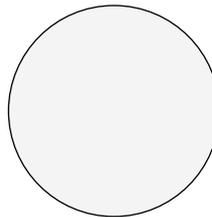## Logos

Primary Logo

SYMPHONIC

Secondary Logo

SYM
PHO
NIC

Colors

Primary Colors

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

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

Secondary Colors

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

#d1d3d4
r: 209
g: 211
b: 212
c: 0
m: 0
y: 0
k: 20
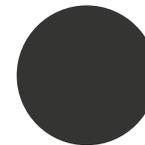
#333333
r: 51
g: 51
b: 51
c: 69
m: 63
y: 62
k: 58

Typography

Primary Typeface

Raleway

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Extrabold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Secondary Typeface

Open Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Display Typeface

UNIVERS EXTRA BLACK EXT.

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

LOGO

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

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.

Do not squish or stretch the logo

Do not rotate the logo

Do not flip the logo

Do not change the orientation the logo

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

Do not use a shortened version of the logo

TYPOGRAPHY (Primary Typeface)

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 one 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 san 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***

TYPOGRAPHY (Display Typeface)

UNIVERS EXTENDED

Univers Extended is a sans serif typeface that has a classic yet modern feel to it. This font family is sturdy and robust, adding in a sense of confidence and power to any design.

The Univers Extended typeface provides a daring yet familiar look to any piece. It provides a stand out and "must read me" kind of feel just like all of our clients and ourselves here at Symphonic.

USAGE

The display typeface will mainly be used in social media posts and any other place such as posters and flyers where a bold and in your face kind of typeface is needed. It should not be used on the website or any other platform that Symphonic is on. The version that is encouraged to be used the most is Extra Black and in all capital letters with a tracking of 0, this version helps to get the most out of its powerful character forms.

UNIVERS EXTENDED

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

UNIVERS BOLD EXTENDED

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

UNIVERS BLACK EXTENDED

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

UNIVERS EXTRA BLACK EXTENDED

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

SOCIAL MEDIA

SOCIAL MEDIA STYLE

Images will usually consist of 1 solid color and a photo with natural color. The other colors that come from the text or elements within the image are provided by giving those texts or elements a color of white and a blending mode of "difference", this takes on the exact opposite color of the layer beneath it giving it a nice juxtaposition and harmony at the same time. If the layer beneath an element with a blending mode of "difference" is too complicated, solid white or black can be used in place of it *without* the blending mode of "difference"

SOCIAL MEDIA 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.
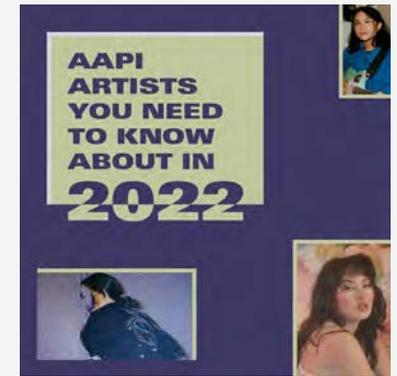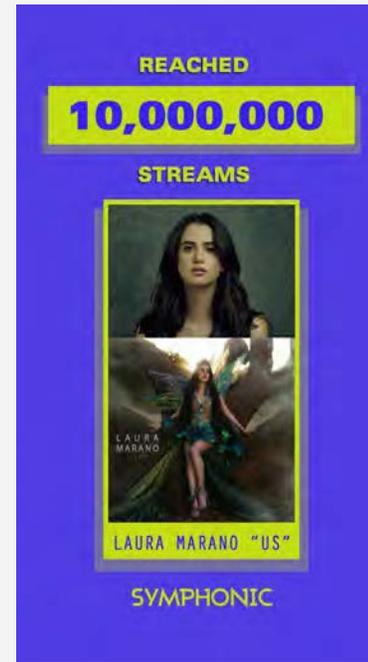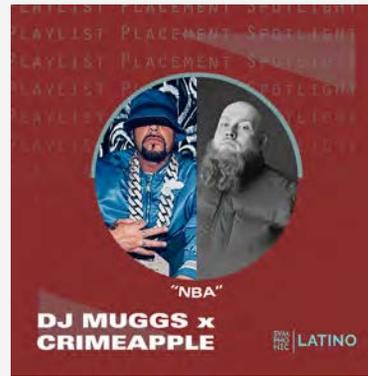
PHOTOGRAPHY

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 ambiance 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

SYMPHONIC