

WHIN MUSIC

BRANDING GUIDELINES

LOGO

Logo

- The acronym for the Washington Heights and Inwood became the cornerstone of the logo signature.
- There are rules for their application, but we have created a flexible system that allows freedom and diversity.

SIGNATURE



SYMBOL MARK



Logo with Background

SIGNATURE



SYMBOL MARK



Logo in Black

SIGNATURE



SYMBOL MARK



Logo Spacing

- To gain maximum visibility, the WHIN Music Signature should always appear with a minimum area of clear space around the logo.
- This area should be free of any type or graphic element.
- Use the 1/4" or 0.25in as a unit of measurement.
- This rule applies to all versions of the WHIN Music Signature on all mediums.



Logo Minimum Size

- The minimum size shows the smallest allowed usage of the logo. This is to prevent all or part of the logo from being illegible.
- There are two main rules for the minimum size.

SIGNATURE



SYMBOL MARK



BRAND COLORS

Brand Colors

- WHIN Music colors are purple and gold.

	CMYK	100 100 0 0
	RGB	46 49 146
	HTML	2e3192

	CMYK	0 31 100 0
	RGB	253 183 20
	HTML	fdb714

TYPOGRAPHY

Typography

- The primary typeface is Lato. Modern, flexible and easy to read, Lato is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of communications.
- Use Lato for all WHIN Music communications where possible. Use Lato in rendered form for online and electronic applications.
- When use of Lato is not possible, use the Arial font family. The weights shown for Lato are recommended.

LATO REGULAR HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LATO LIGHT BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

EMAIL SIGNATURE

Email Signature

OPTION 1

LOGO SIZE 2.25in



NAME – Lato Regular 12pt TITLE – Lato Light 12pt
Phone – Lato Light 10pt Fax – Lato Light 10pt
Email – Lato Light 10pt
whinmusic.org – Lato Light 11pt

OPTION 2

LOGO SIZE 2.25in



NAME – Lato Regular 12pt
TITLE – Lato Light 11pt
Phone – Lato Light 10pt
Fax – Lato Light 10pt
Email – Lato Light 10pt
whinmusic.org – Lato Light 11pt

OPTION 3

NAME – Lato Regular 12pt
TITLE – Lato Light 12pt

Phone – Lato Light 10pt Fax – Lato Light 10pt
Email – Lato Light 10pt
whinmusic.org – Lato Light 11pt

OPTION 4

ICON LOGO
SIZE 0.75in



NAME – Lato Regular 12pt TITLE – Lato Light 12pt
Phone – Lato Light 10pt Fax – Lato Light 10pt
Email – Lato Light 10pt
whinmusic.org – Lato Light 11pt