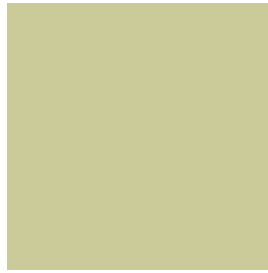


## Iconography whmusic Brand style guide

Colours that can be used:

Colour Title: 'Vintage Green'

RGB  
R: 203  
G: 202  
B: 153



HEX  
#CBCA99

Colour Title: 'dark grey'

RGB  
R: 68  
G: 68  
B: 68



HEX  
#444444

Colour Title: 'Vintage Red'

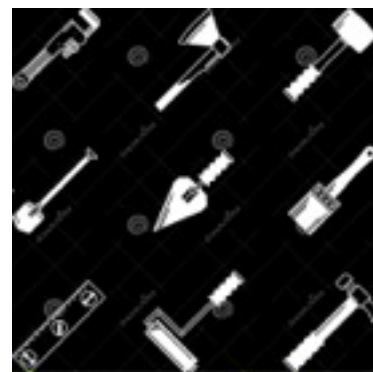
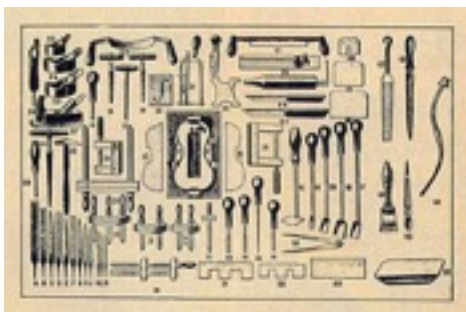
R: 241  
G: 27  
B: 38



HEX  
#F11B26

## STYLE of the ICONS

Here are some samples of the STYLE aimed for. Hoping to also be able to place the pictograph inside a circle background - negative/positive colours.



Icons representing the following:

1. violin

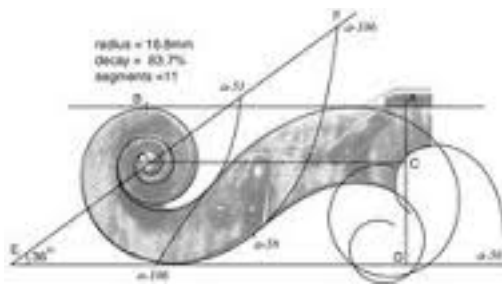
eg.



2. viola

3. cello

4. violin scroll



5. hand carving a bridge (we want to show in an icon that we handcarve the bridge of each instrument)



6. play (audio play)

7. email

8. phone

9. delivery van

10. arrow pointing up (upgrade)

11. Addition symbol +

12. Facebook

13. Youtube

14. Twitter

15. Ask our staff - chat - talk bubble

16. Transport - Truck

17. Transport - Tram

18. Transport - Train

19. measuring tape or ruler

20. Australia (to represent that we are Australia Wide)

21. hand with chisel and timber curl (to show 'handcrafted')

22. Apron with tools



23. free delivery

24. hand packed (to represent that we pack it carefully and do it ourselves)



25. open cardboard box (to show a symbol of packaging)

26. Academic/graduation square Hat (represents the music teachers and staff that have music degrees, Expert advice)

27. Award ribbon - (to show quality)



28. Track your order online - (perhaps a finger on an iPad?)

29. Returns - (to show Returns made easy)



- 30. Cello Teacher teaching a Cello Student (to show our staff are string teachers/experts that can help with customer service)
- 31. Violin Teacher playing a violin (to show we play each instrument)
- 32. Cello Teacher playing a cello (to show we play each instrument)



- 33. Violin Maker sitting at a desk working on a violin. (to show instruments are checked for quality control)
- 34. Shoulder Rest



- 35. Violin Bow
- 36. 4 strings on a violin/cello (strings)
- 37. Music School



- 38. Measure Violin Student



### 39. Soundpost adjusted



### 40. Adjusting Bridge



### 41. Chisel Woodwork Tools



42. Print Music



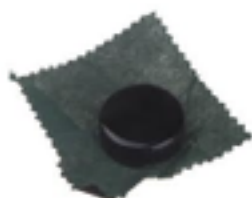
43. Violin Case



44. Cello Case



45. Rosin



46. Upgraded Strings (an icon to show that we upgrade the string brand on each instrument)

Perhaps an Arrow up with strings?



47. Top Seller

48. piano keys