

BRAND GUIDELINES

more than an album



KEYWORDS

brand guidelines

ALBUMS

EXCLUSIVITY

PEOPLE

QUALITY

HAND MADE

CREATIVE

PRINT

HISTORY

EFFICIENCY

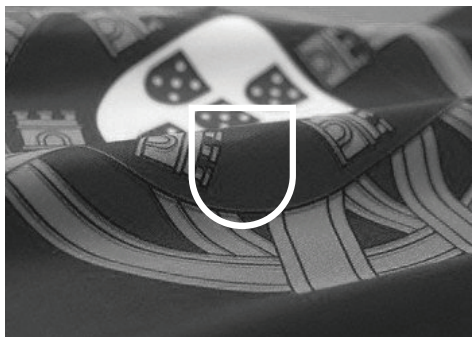
PHOTOGRAPHY

EXPERIENCE

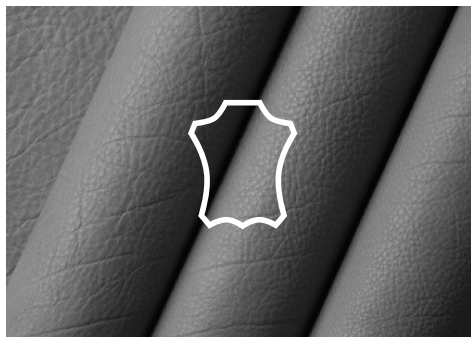
PROFESSIONAL

LOGOTYPE CONCEPT

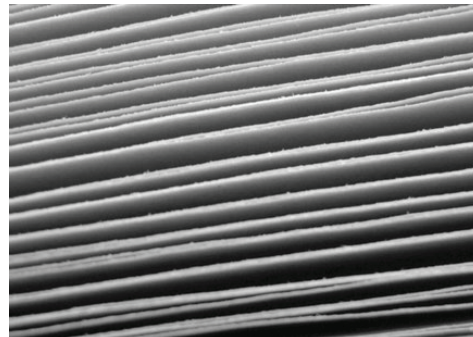
brand guidelines



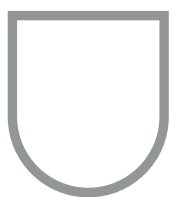
ORIGINS



QUALITY



TECHNIQUE



+



+

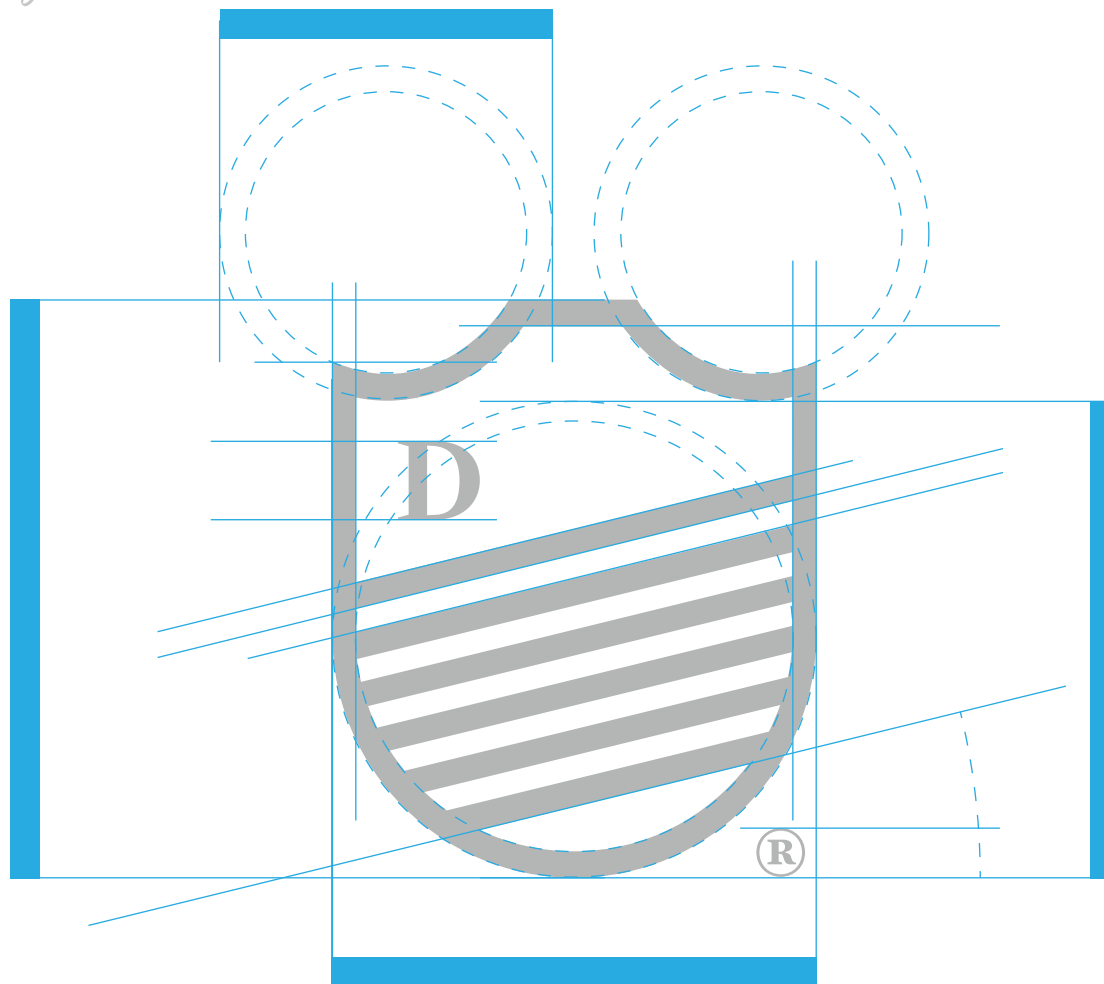


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ICON GRID

brand guidelines



LOGOTYPE

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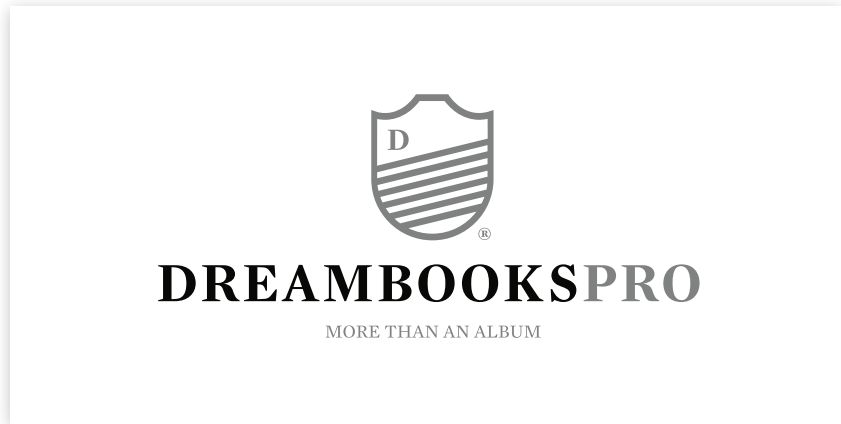


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LOGOTYPE VERSIONS

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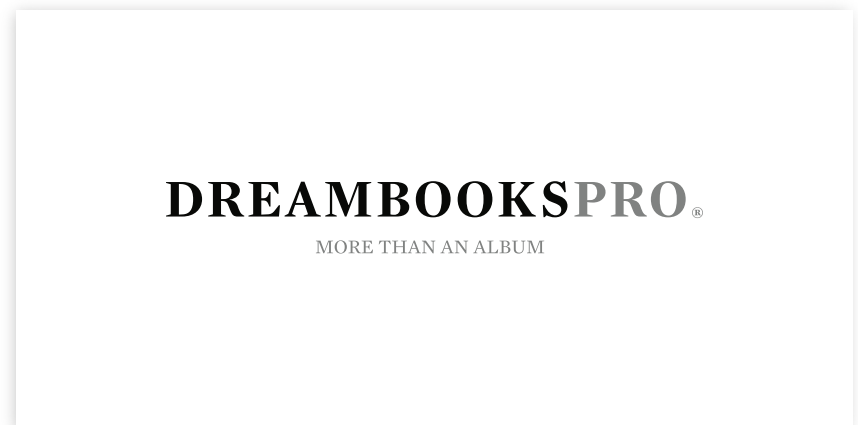
LANDSCAPE VERSION



ICON VERSION



PORTRAIT VERSION



LETTERING VERSION

MONOCROMATIC LOGOTYPE

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LIGHT BACKGROUND



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DARK BACKGROUND

SMALL SIZES

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40 MM



35 MM



10 MM

COLORS

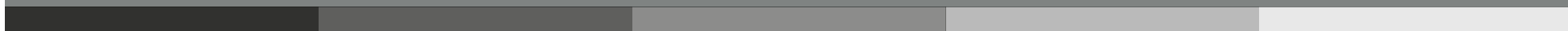
brand guidelines

PANTONE 4278 C

CMYK 52% 42% 43% 7%

RGB 128 128 130

HEX #808282



TYPOGRAPHY

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A B C D E

BRANDING FONT:

MERCURY - TEXT G1 BOLD

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USA

2000

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TEXT FONT:

MONTERRAT

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1995



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