

# Använder

The world as it was meant to be heard

# MISSION

“To draw people into what  
the world truly sounds like.”

# PERSONALITY



Empathetic & Expressive



Unique & Friendly



Casual yet Classy

# VOICE & TONE

Personal

Professional not corporate

Mellow & Laidback

# VOICE & TONE

“Quality is just as important as communication. You will know as much as we do.”

“Discover a new instrument in your favourite song you’ve heard countless times.”

# TARGET AUDIENCE

**Evan Morris** - 26 y/o

Part-time student, works at local record shop. Dabbles in music production, still learning.

Emotional and cares about the wellbeing of his friends.



# VALUES

Authenticity: High fidelity audio, transparent brand

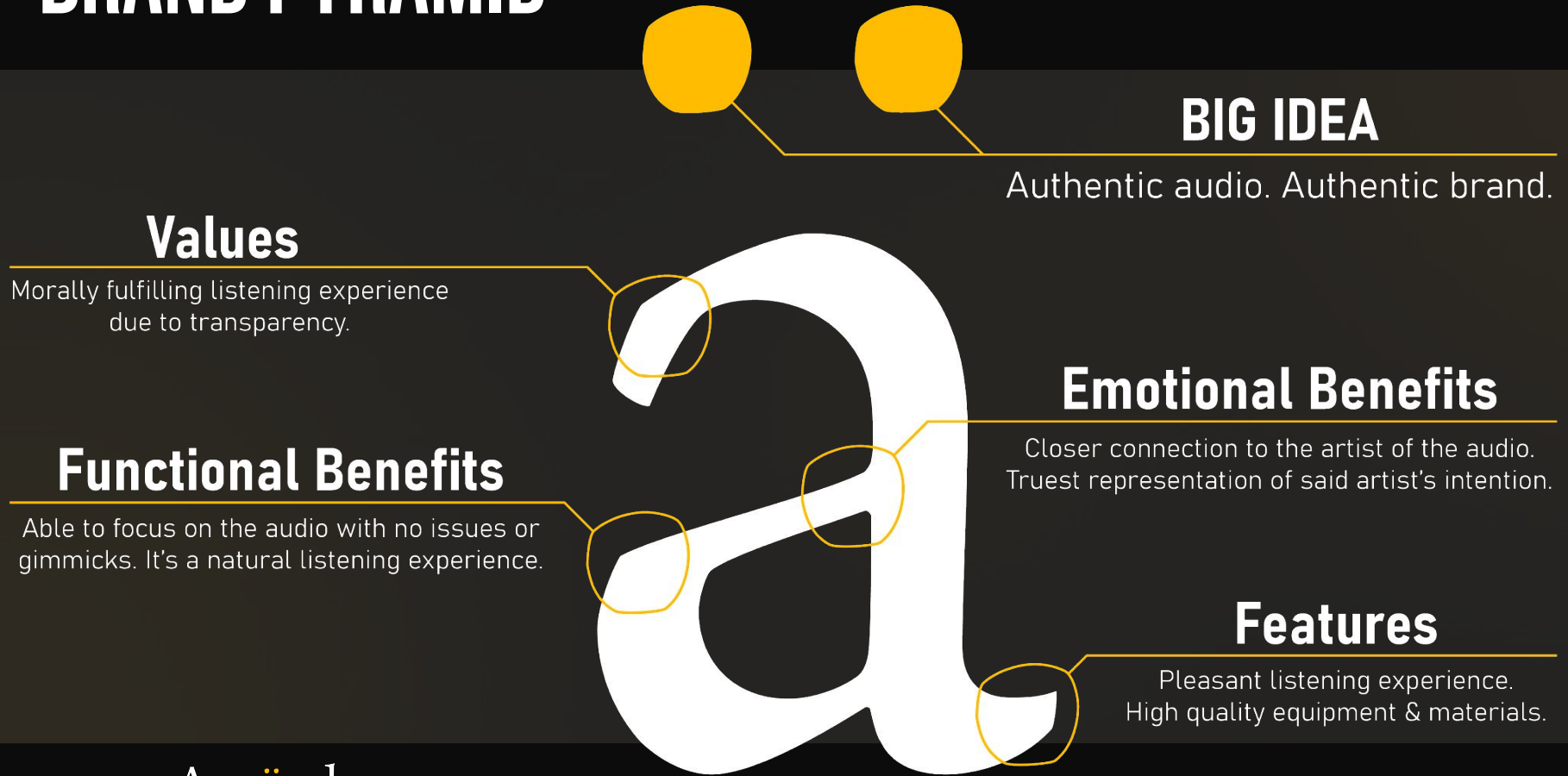
Personal: Moral connection between artist, listener, brand

Reliable: High production value, high quality standards

Useful: Tool for creation and connection

Classy: Aesthetically pleasing visually and acoustically

# BRAND PYRAMID



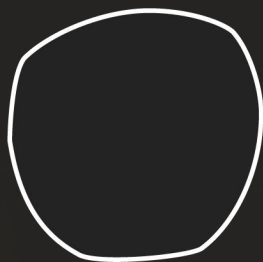
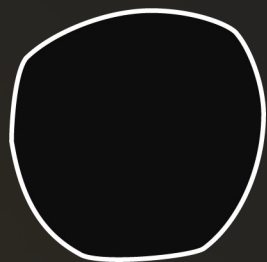
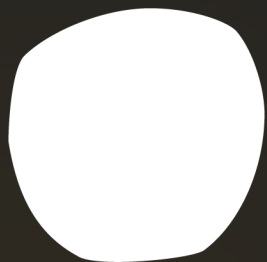


# SLOGAN

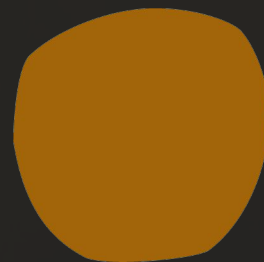
“The world as it was meant to be heard.”

# COLOUR PALETTE

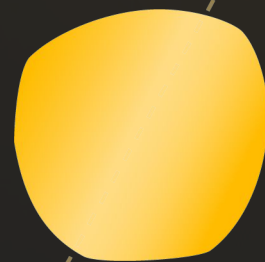
Primary



Highlight



Secondary



#ffffff

**C0M0Y0K0**  
**R255G255B255**

#0d0d0d

**C74M67Y66K85**  
**R13G13B13**

#232323

**C71M65Y64K72**  
**R35G35B35**

#ffbc00

**C0M28Y100K0**  
**R255G188B0**

#a3650a

**C29M60Y100K16**  
**R163G101B10**

#ffdc83

**C0M12Y58K0**  
**R255G220B131**

# TYPEFACES

Logo	Arno Pro Regular	} Web } Print
Body	Arno Pro Light Display	
Header	<b>Bahnschrift Bold SemiCondensed</b>	
Subtitle	<b>Bahnschrift SemiCondensed</b>	
Body	Bahnschrift Regular	

# TYPOGRAPHY HIERARCHY

## Header

### Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur lacus est, fringilla quis metus ut, auctor volutpat augue. Aliquam et vestibulum felis, rutrum eleifend augue. Pellentesque molestie id ligula non tempor. Aliquam id elementum ex, vel fermentum metus. Donec ultricies turpis eu ex digni.

Web

## Header

### Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur lacus est, fringilla quis metus ut, auctor volutpat augue. Aliquam et vestibulum felis, rutrum eleifend augue. Pellentesque molestie id ligula non tempor. Aliquam id elementum ex, vel fermentum metus. Donec ultricies turpis eu ex digni.

Print

# LOGO OVERVIEW



Icon



Wordmark

LOGO

ä

Använder

Använder

# LOGO SPACING REQUIREMENTS



Använder

# IMPROPER LOGO USAGE

ä  
Använder

Logo Skew

ä  
Använder

Multiple Logos on One Page  
(excluding photography)

Anvander

No Umlauts

Använder



# ASSETS



Umlauts



Divider



To me, high fidelity means  
comfortably producing my  
own music.

Quote Style

# Använder

The world as it was meant to be heard