

THE SOUND INITIATIVE BRAND GUIDELINES

INTRODUCTION

This document is designed to introduce you to the basics and essential elements of the TSI identity system and explain how we use them to build and maintain our simple yet distinctive brand.

Understanding and applying these guidelines in our daily workflow is essential in maintaining an unforgettable and meaningful voice for The Sound Initiative.



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THE LOGO

Main Logo

We've redesigned the TSI Logo to be more timeless and suggestive.

As our mission evolves we want to make sure that our identity has the capability to evolve with us.

Through consistent and repetitive use, this logo becomes a visual shorthand that symbolically embodies our missions and beliefs.

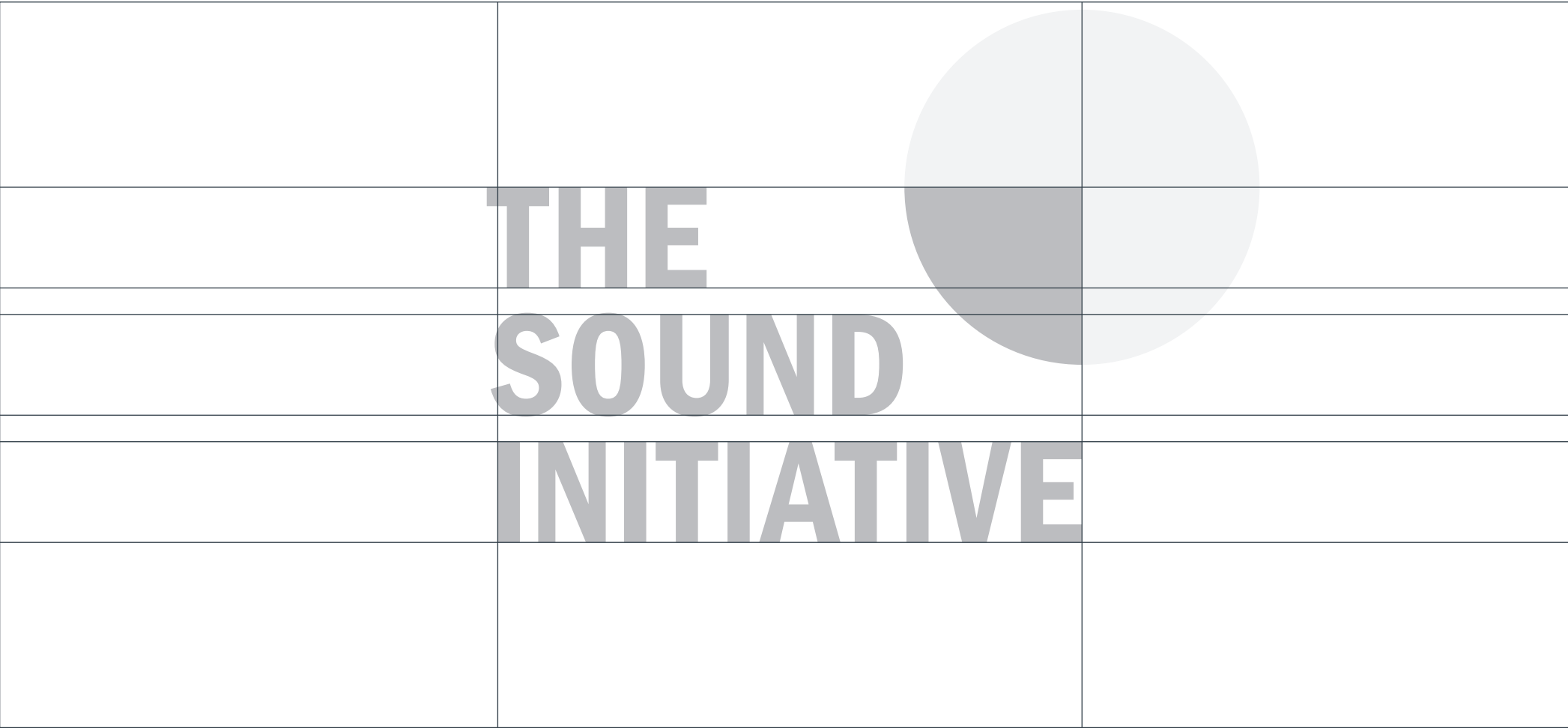
The logo should never be altered or distorted in any way. It must not be redrawn.



Logo Construction

The new Logo was designed to be versatile, being able to be used in almost any situation imaginable without compromising the visual impact. Gone are the literal visual representation of soundwaves, instead our new mark adopts a more suggestive approach to representing sound via the quarter circle.

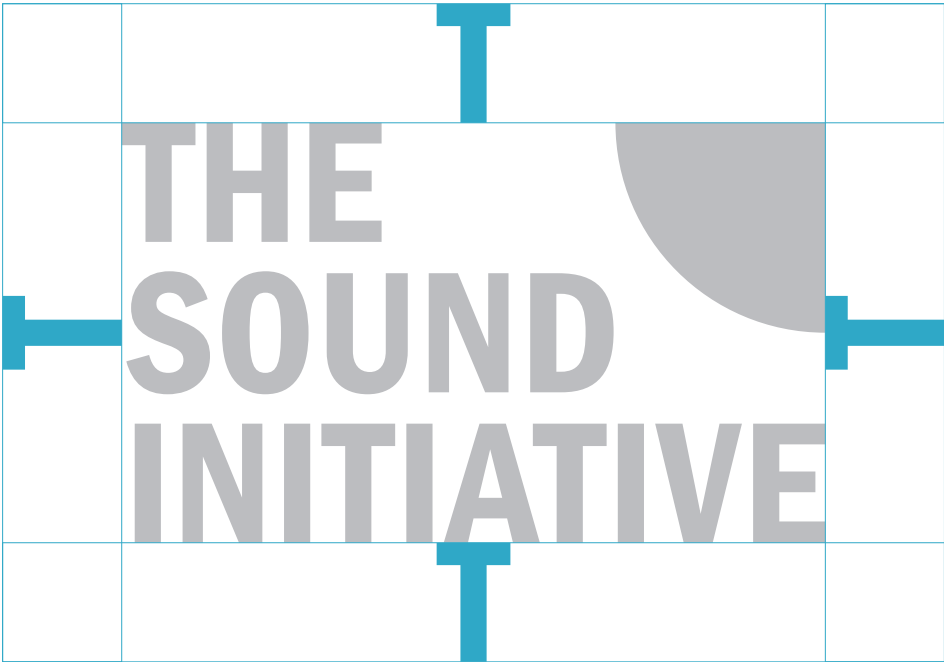
The quarter circle is a simple yet distinctive way to represent how sound can spread into an area from a vertical view. This symbolism embodies our mission of spreading quality music throughout Cambodia.



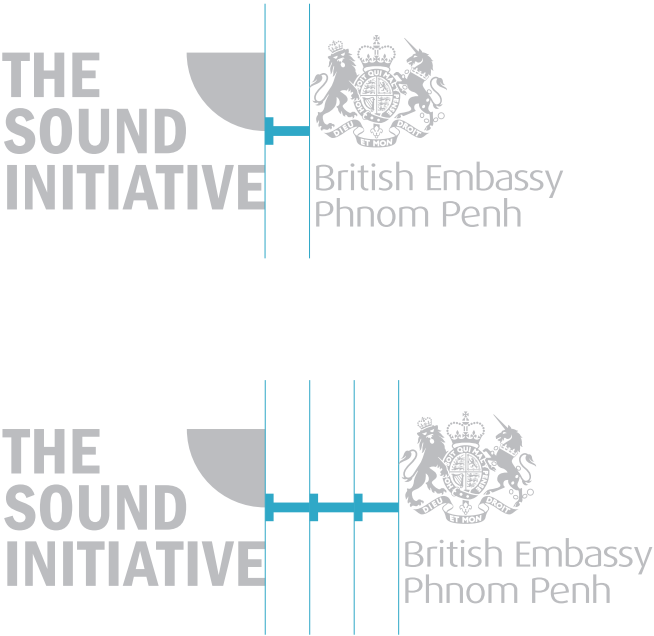
Logo Clearance

Our Logo should always be surrounded by a minimum area of space.

The margin of clear space is equal to the height of the 'T'. This margin is drawn around the logo to create the invisible boundary of the area of isolation.



This area of separation is a minimum and should be increased wherever possible.



Logo Colours

Pantone 7702 C is our hero Logo colourway. It should be used at the heart of all our visual communications.

Keep in mind that Pantone 7702 C is a very powerful colour, and it doesn't take a lot of it to stand out. We recommend using it sparingly.

If colour is not an option for technical reasons or if the TSI blue lacks contrast or competes with other visual elements, you have permission to use either the black or white Logo options, but this should always be considered as a secondary option.

**THE
SOUND
INITIATIVE**



**THE
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INITIATIVE**



**THE
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**THE
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**THE
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**THE
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Favicon

We have a favicon version of our logo as well, this is meant to be used in internal brand situations where the Main Logo would either be too big for or would not fit.

The favicon should never be altered or distorted in any way. It must not be redrawn.



Applying Logo

Since our Logo will often be interacting with other graphic elements, it is important to set some ground rules around its placement within a communication. This will ensure maximum standout and brand recognition.

Generally, we like the logo to sit over a fairly clean and clear area of a communication piece. We don't mind if it occasionally overlaps with some graphic noise, but try to keep this to a minimum.



YES

TSI Logo over clean color.



YES

TSI Logo over clean color.



NO

TSI Logo over color change.



YES

TSI Logo over a simple and clean area of a photo.



YES

TSI Logo over a simple and clean area of a photo.



NO

TSI Logo over visually complex area of photo.

Wrong Usages

It is important that the appearance of the Logo remains consistent throughout all of our visual communication.

Please only use the provided files when it comes to our Logo, do not alter or redraw our logo in any way.

To illustrate this point, some of the more likely mistakes are shown on this page.



NO
Do not apply a gradient to the Logo.



NO
Do not resolve the Logo in two different colours.



NO
Do not distort or warp the Logo in any way.



NO
Do not outline or create a keyline around the Logo.



NO
Do not rotate the Logo.



NO
Do not change the typeface of the wordmark.



NO
Do not crop photos or patterns through the Logo.



NO
Do not use the Wordmark without the Icon.



NO
Do not change the Logo colour outside of the colours specified in the colour section of this brand guidelines.

THE COLOURS

Hero Colour

Pantone 7702 C is our brand hero color, contrast it with plenty of white to create a clean and easy to understand visual identity.

Please keep in mind that colors can be a very difficult thing to manage. Devices are often calibrated differently and can interpret the same color differently.

This also extends to printed mediums, where different production techniques are able to produce widely different spectrums of color. On top of all this, the way the eye and brain perceive color also changes depending on the colors around it.

Pantone 7702 C

#42a7c6

R66 G167 B198

C69% M17% Y16% K0%

Supporting Colours

Music is very diverse, with different genres spanning throughout human history. To support this concept we also have complementary colours to go along with our main hero colour.

These supporting colours will ensure our brand remains fresh and timeless.

Pantone 152 C

#e87200
R232 G114 B0
C6% M66% Y100% K0%

Pantone 179 C

#e43d30
R228 G61 B48
C4% M91% Y91% K0%

Pantone 349 C

#006937
R0 G105 B55
C91% M33% Y99% K26%

Pantone 2593 C

#863399
R134 G51 B153
C57% M94% Y0% K0%

Pantone 432 C

#323e48
R50 G62 B72
C79% M64% Y52% K44%

Pantone N/A

#000000
R0 G0 B0
C75% M68% Y67% K90%

Pantone 120 C

#fdda64
R253 G218 B100
C1% M12% Y72% K0%

Pantone 495 C

#f3bdc6
R243 G189 B198
C2% M31% Y10% K0%

Pantone 366 C

#b5dc79
R181 G220 B121
C32% M0% Y68% K0%

Pantone 318 C

#84dade
R132 G218 B222
C44% M0% Y16% K0%

Pantone Cool Gray 1 C

#d9d8d6
R217 G216 B214
C14% M11% Y12% K0%

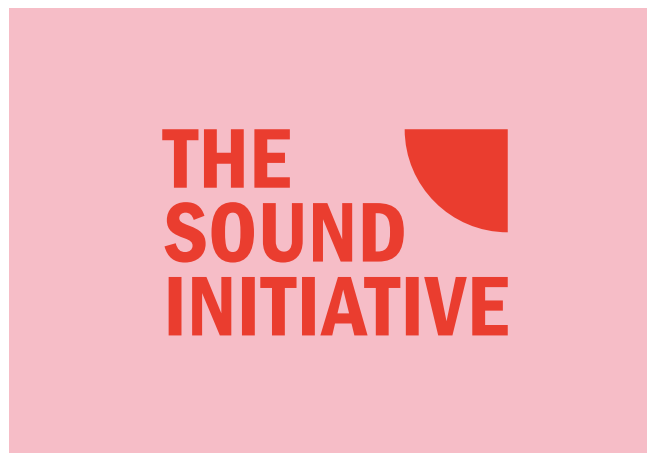
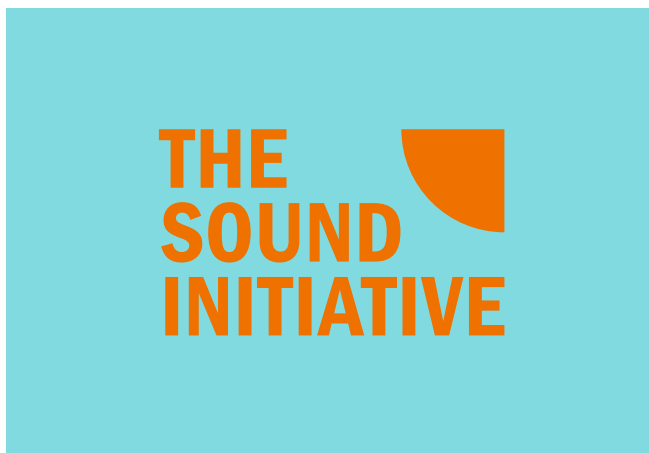
Pantone N/A

#ffffff
R255 G255 B255
C0% M0% Y0% K0%

Colour Combo

Just like music we encourage exploration when it comes to combining our supporting colours. The key is to make sure there is a clear contrast between the background and the foreground. This will ensure we keep our collaterals fresh and diverse.

These supporting can also be utilized on other graphic projects we work on internally, such as illustrations, social media campaigns..etc..



TYPOGRAPHY

Oswald is our main header typeface. Oswald is a reworking of the classic style historically represented by the 'Alternate Gothic' sans serif typefaces. We only use 1 cut of Oswald, which is the Bold cut.

Oswald is open source and is available on Google Fonts:
<https://fonts.google.com/specimen/Oswald>

OSWALD BOLD

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčćdďefghijklmnopqrsštuvwxyzž

1234567890

‘?’“!”(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢:;,.*

Body Typeface

For body text we use Karla.

Karla is a grotesque sans serif typeface family that supports languages that use the Latin script and the Tamil script. This is the Latin script part of the family, with Roman and Italic styles in two weights, Regular and Bold.

Karla is open source and is available on Google Fonts:

<https://fonts.google.com/specimen/Karla>

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

‘?’!(%)[#]{@}/&\<-+=>\$£:;,.*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

‘?’!(%)[#]{@}/&\<-+=>\$£:;,.*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

‘?’!(%)[#]{@}/&\<-+=>\$£:;,.*

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

‘?’!(%)[#]{@}/&\<-+=>\$£:;,.*

Formatting Examples

Below are some examples of how you can format both Oswald and Karla.

LOREM IPSUM

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

LOREM IPSUM

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Headline: Oswald Bold 24pt (Body size x 2) UPPERCASE	Body: Karla Regular 12pt Sentence case
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Headline: Oswald Bold 12pt UPPERCASE	Body: Karla Regular 12pt Sentence case
--	--

Headline: Karla Bold 12pt Title Case	Body: Karla Regular 12pt Sentence case
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BRAND ELEMENTS

The Quarter Circle

The quarter-circle can be used as a signature device on all of our visual communications. This is a simple but effective way to inject our identity into all the collaterals we're putting out both on print and digital.

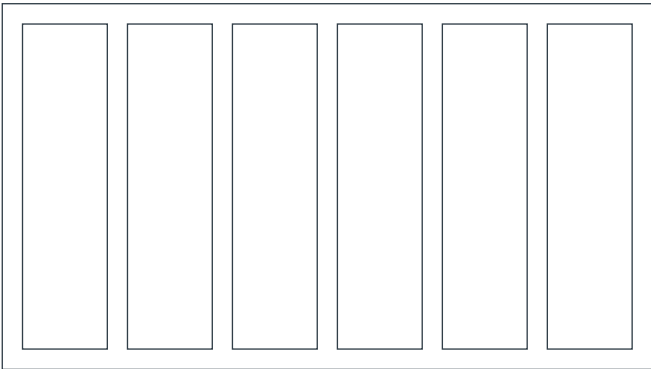
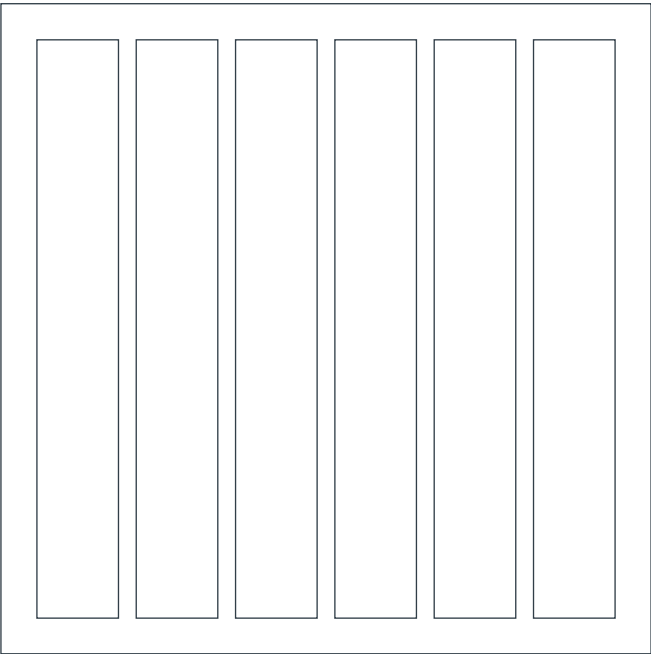
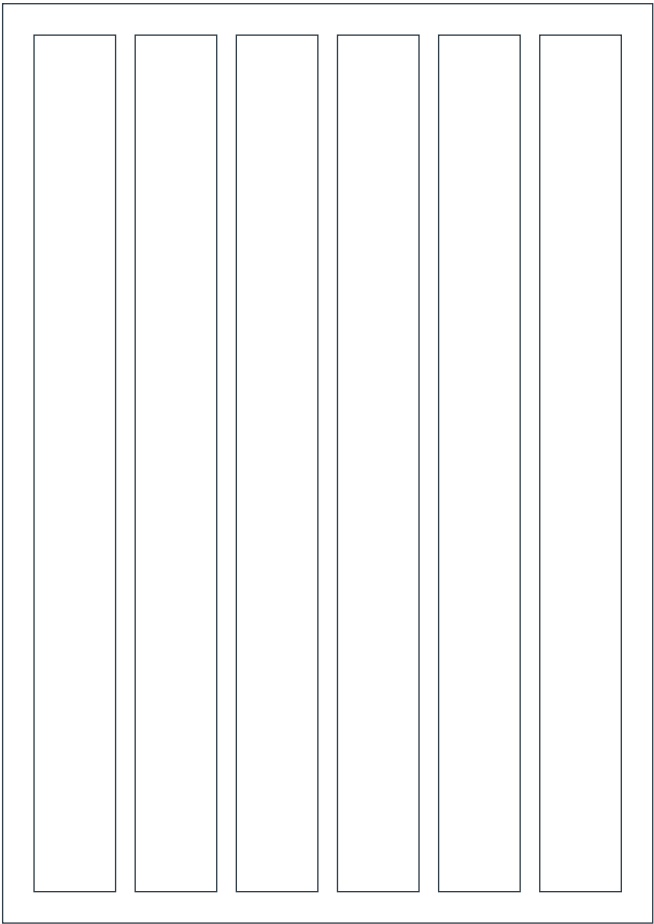
It can radiate from all 4 corners of a communication's design. We can either crop an image into the quarter circle or use it as a content separator.



The Grid System

We use a simple 6 column grid system for most of our print and digital communication materials. This system is meant to serve as a starting point, helping us to be more efficient in how we organize content.

On the next page, you'll see how we utilize both the quarter circle and the grid system to design our collaterals.



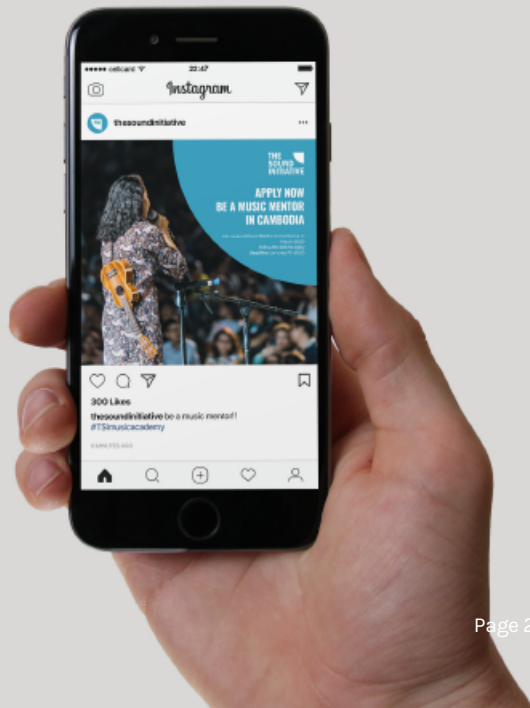
Usage Examles

As you can see below, the quarter circle and the grid system makes for a very versatile platform to organize all the contents we have.



APPLICATIONS





THANK YOU

For questions about art direction or branding regarding The Sound Initiative, please contact:

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