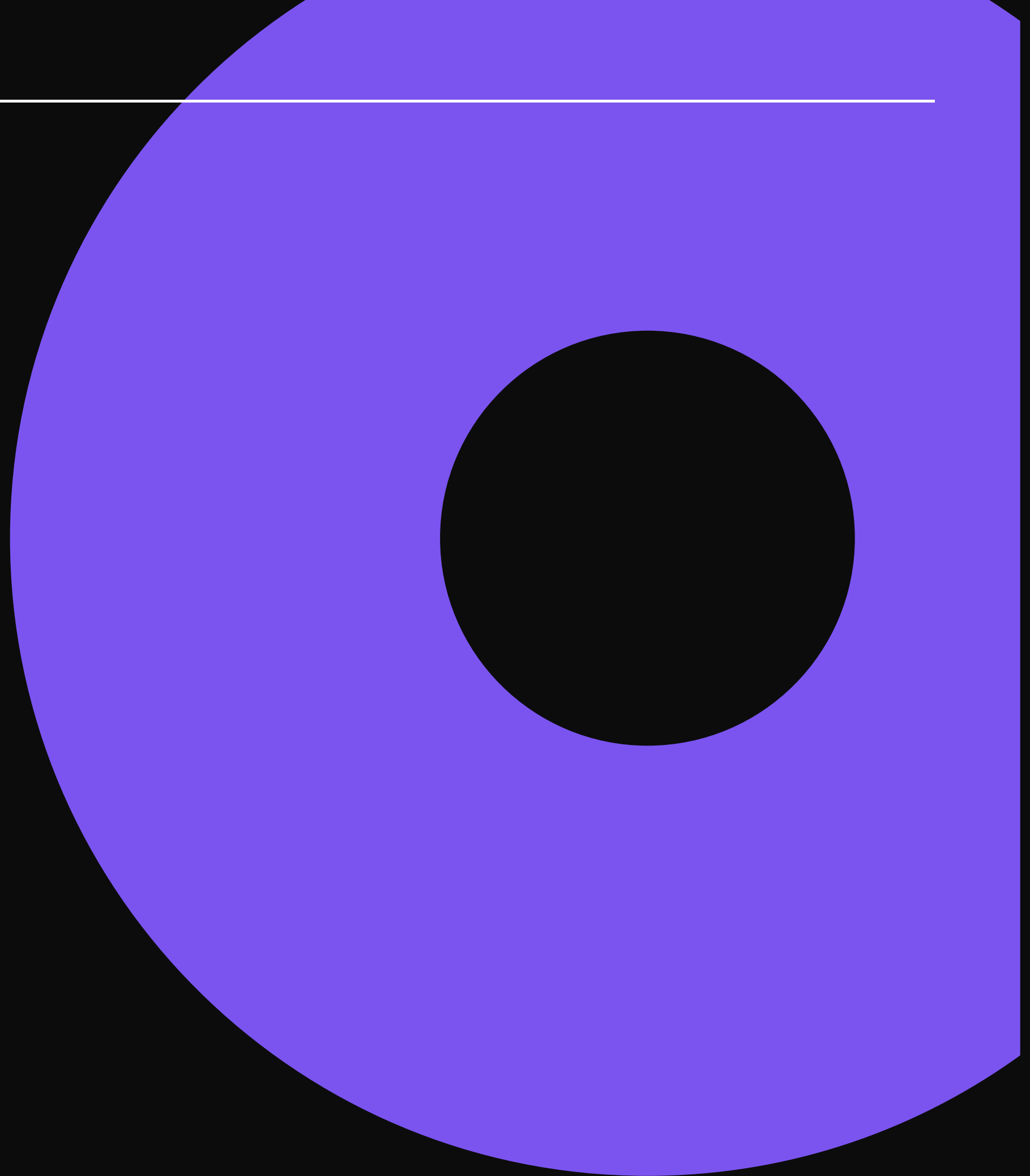

Amazing
Brand Identity
Guidelines

Version 2.0



01.

Introduction

The purpose of these guidelines is to create consistency across all marketing deliverable to tell a cohesive brand story, as well as provide guidance for all future materials.

The guidelines provided should be followed whenever possible to ensure a consistent brand message is applied throughout the marketing materials.

We do understand that there are certain applications where flexibility is required and creative judgement will have to be applied. As such, these guidelines provide freedom within a framework.

02.

Brand Statement

A radical, ethical and new
Disruptive approach to music
Discovery and curation.
A platform for best of global talent.
Treating music fans intelligently.
And fairly.
Transforming the way people
connect and Interact through Music

The Logo





Lock up

Lock Up



x

x

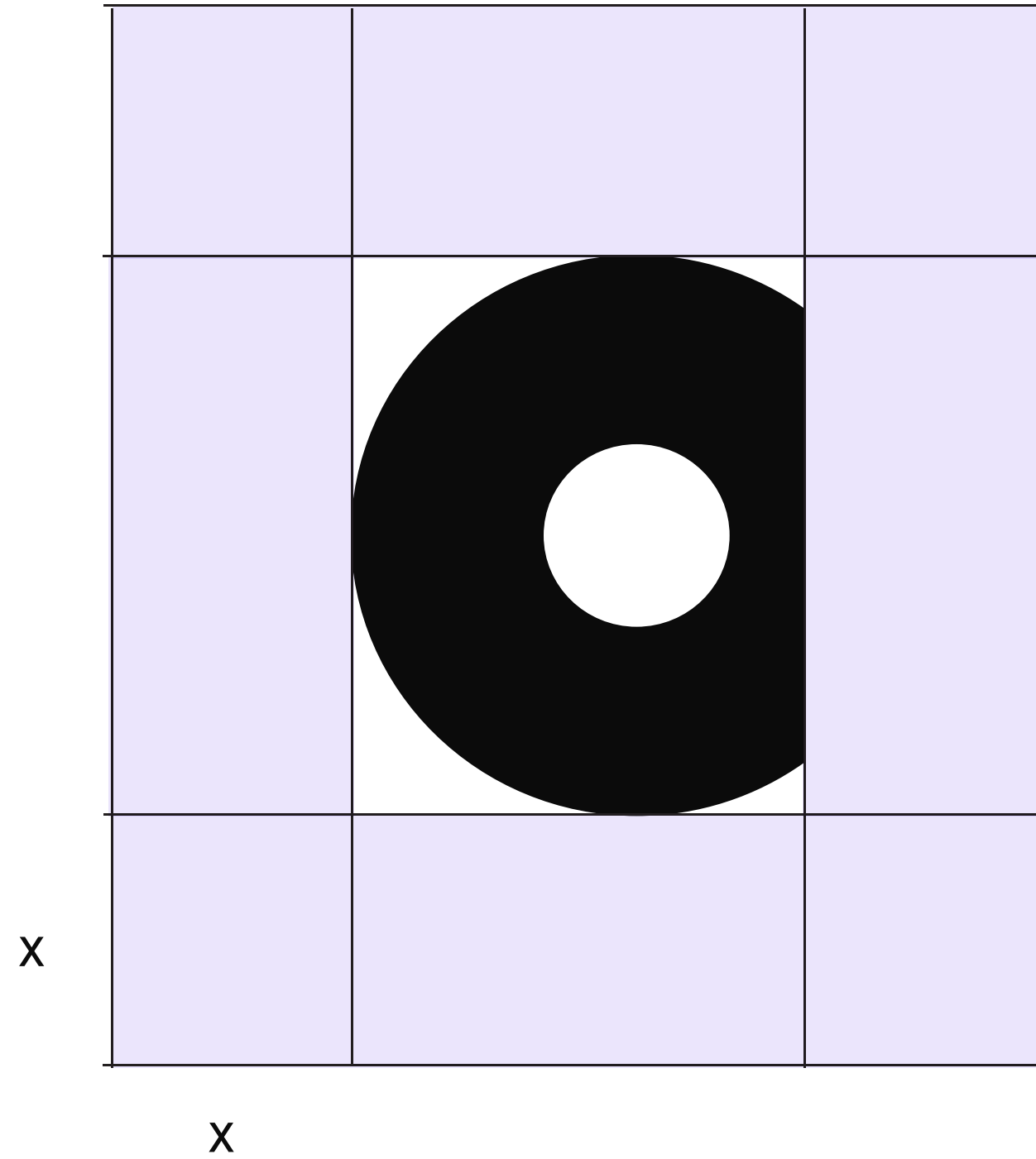
Wordmark

Core Logo

Amazing

Icon

Core Logo



Icon

Core Logo



Lock up

Lock Up



Lock ups

Derivations



Lock ups

Misuses



NO
Logo Misuse



NO
Logo Misuse



NO
Logo Misuse



NO
Logo Misuse



NO
Logo Misuse



NO
Logo Misuse

Color

White

RGB
19 R
12 G
75 B

HEX
#130C19

PMS
BLK 6C

CMYK
100% BLK
20% MAG
20% CYAN

RGB
123 R
84 G
240 B

HEX
#7b54F0

PMS
265

CMYK
71% MAG
66% CYAN

Lock ups

Logo Color Assignments



Contexts

Lock ups

Applied Usage

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Lock ups

Usage examples



02.

Contact

A radical, ethical and new
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