

BRAND



GUIDE

CONTENTS

05 MISSION

07 TYPOGRAPHY

09 LOGO VARIATIONS

11 LOGO SIZES

13 LOGO SPACING

17 LOGO RESTRICTIONS

19 COLOR

21 COLOR USAGE

23 PHOTOGRAPHY

25 EXAMPLE



WELCOME TO

**ANTENNA
RECORDS**

OUR MISSION

Antenna Records is a completely independent record label. We pride ourselves on giving our artists the tools and resources to write, record, produce, promote, and perform their music at the lowest possible cost with the highest possible return that we can. All artists own the rights to their music, because it is *their music*. We're as DIY as we can get, while still being an actual functioning label.

We believe that anyone who wants to be a musician can be a musician as long as they put in the work. We have a 100% anti-discrimination policy that we consider the most important part of our brand. We welcome the LGBT+ community, people of color, women, all religious backgrounds, and whatever it is that makes you different from the so-called "norm." Our motto is "*The most punk thing you can be is yourself.*" You don't have to wear leather and chains to be part of this scene. All you need is respect for others and a passion for music. If your music isn't intersectional, it isn't music.

TITLE

HEADING PRO
ABDCEFGHIJKLM
NOPQRSTUVWXYZ

SUBTITLE

HEADING PRO
ABDCEFGHIJKLM
NOPQRSTUVWXYZ

HEADING

HEADING PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY

Univers
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

TITLE

Here the title is seen with **Heading Pro Treble Heavy Italic** at 50 pt. This works great on top of images for promotional posters and for web advertising. If you need to but a short body of text on something, this is the go to.

SUBTITLE

The subheading uses **Heading Pro Treble Heavy** at 50 pt in a 1 pt white outline. This pairs well with the title typeface. It should never be used in place of the title typeface, only with it.

HEADING

All headings will use **Heading Pro Smallcase Heavy**. Here it is shown at 30 pt.

BODY

If a body of text is longer than three lines of text, use **Univers Roman**. Here it is shown at 12 pt. If Univers is unavailable for web, use Helvetica Neue or Open Sans in its place. Univers Roman can also be used for subheadings, as it is in this text body.



A. DARK BACKGROUND



B. LIGHT BACKGROUND



C. ONE COLOR



D. GRAYSCALE

LOGO COLOR VARIATIONS

A. DARK BACKGROUND

This is the standard logo. All other variations are based on this.

B. LIGHT BACKGROUND

Use this version for white or light backgrounds.

C. ONE COLOR

Use this version when color options are limited or calls for a single color use.

D. GRAYSCALE

This is only to be used when color printing is not available. Never use this on top of a colored image.



SCALING

The Antenna records logo should never be scaled down smaller than 50px in digital and 75mm in print.

The Antenna Records icon should never be scaled down smaller than 25px in digital and 10mm in print.

LOGO SPACING

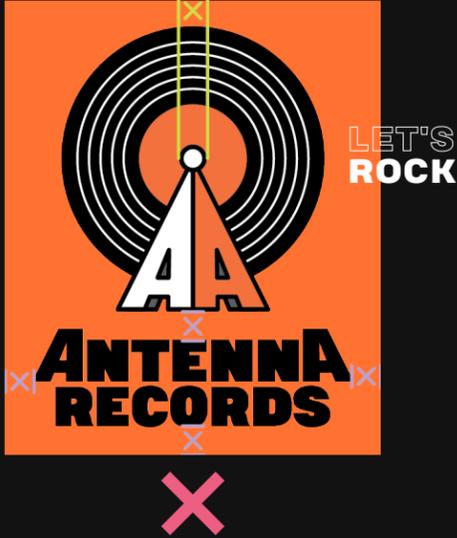
Our logo and icon's exclusion zone is demonstrated to the left. It is equal to the full height of inner white circle within the logo. Do not place anything within this exclusion zone. Breaking this rule prevents our logo from standing out and looking its best.



LOGO SPACING EXAMPLES



Here are examples of incorrect and correct ways to respect the exclusion zone. Remember: the exclusion zone is just the **minimum** amount of space that must be between the logo and other objects. Feel free to give it a little more breathing room.





LOGO MISUSE

RULES FOR LOGO MISUSE:

- Do not add a gradient to the logo.
- Do not change the typeface of the logo.
- Do not change the color of the color to a secondary color of the brand or of a color outside of the brand.
- Do not stretch, twist, squish, pull, warp, or distort the logo in any form.
- Do not rotate or spin the logo.
- Do not manipulate or change strokes or shapes within the logo.
- Do not remove the antenna, the tower, or the record in the logo.
- Do not crop photos or patterns or make a mask out of the logo.
- Do not outline the logo.

BRAND COLOR PALETTE



The three main colors used for the brand are the **Pantone Bright Orange, Black, and White**. Everything else can be used for a secondary palette. Secondary colors should never appear without the Pantone Bright Orange.



HEX	FF6C2F	000000	FFFFFF
RGB	255 108 47	0 0 0	100 100 100
CMYK	0 64 100 0	100 100 100 100	0 0 0 0
PANTONE	BRIGHT ORANGE		



HEX	3F43AD	5B5D62	D5E839
RGB	63 67 173	91 93 98	213 232 57
CMYK	100 91 0 0	63 50 32 57	12 0 91 0
PANTONE	BLUE 072 U	433 U	388 U



HEX	BFA1E3	E56284
RGB	191 161 227	229 98 132
CMYK	27 38 0 0	0 86 26 0
PANTONE	264 U	205 U



**THE MOST PUNK
THING YOU CAN
BE IS YOURSELF**



FF6C2F

255 108 47

0 64 100 0

BRIGHT ORANGE



FFFFFF

100 100 100

0 0 0 0



D5E839

213 232 57

12 0 91 0

388 U

COLOR USAGE

This image portrays an appropriate way to use the brand color palette. The Pantone Bright Orange and black are used for the logo, and the green used for the image. White helps balance out the colors in the composition.



**ANTENNA
RECORDS**

PHOTOGRAPHY

Photos used to promote Antenna Records are to be edited as duotone images in the darkest black available and one other color within the Antenna brand. For posters and t-shirts, Dayglo ink is preferred with screen printing. For print and web, refer to the color portion of the brand guide.



FF6C2F

255 108 47

0 64 100 0

BRIGHT ORANGE



000000

0 0 0

100 100 100 100



THE MOST PUNK THING YOU CAN BE IS

EXAMPLE:



THE ANTENNA CLUB REDUX

A REUNION BRINGS MODS AND ROCKERS BACK TO THE PUNK CROSSROADS.

BY CHRIS DAVIS

When it comes to the history of alternative music and culture in Memphis, all roads lead to the fabled Antenna Club, a grimy black hole of a bar once situated on the northwest corner of Madison and Avalon, between a pawn shop and a dentist's office that was also — most conveniently — a leasing office for inexpensive Midtown rental properties. The Antenna, widely regarded as one of the first and longest-lived punk-oriented venues in America, closed 14 years ago. It was a hub for creativity in Memphis and is being remembered and celebrated with a 26-band concert August 14th and 15th at Murphy's and at Nocturnal, the site of the original venue.

When the Crime played the Antenna Club in the early 1980s, lines would snake down Madison and spill around the corner onto Avalon. The band, which featured guitars and vocals by Jeff Golightly and Rick Camp, was a risky experiment in a city where all the good-paying gigs went to top-40 cover bands. But Golightly and Camp, who still play together in a multigenerational band called the Everyday Parade, were on a quest to play new wave and punk music in Memphis and to eventually write their own songs. Before long, they were touring and playing bigger clubs and coliseums around the region. But no matter how big the gigs got, they always looked forward to coming home to the Antenna and to Memphis' burgeoning punk-rock scene.

"We were part of something new," says Golightly, who has a conflicting gig and can't participate in this weekend's reunion. "The folks we called 'criminals' were ready for us, and they were ready for the scene that developed around the Antenna. The room is magical. We packed the place on a regular basis, and the heat and sweat practically made the place rain inside. When you put bodies in that space, the sound was like nowhere else, and the Crime could make it pulsate."

Panther Burns' loquacious drummer Ross Johnson, who has attempted but never finished a book on the Antenna Club, confesses, only somewhat begrudgingly, that Golightly's description of the early scene is accurate. As a part of the snottier, noisier art-rock side of Memphis punk, there was a time when Johnson couldn't readily admit it was the Crime's smart power pop that kept the club's doors open. "We could be really cruel sometimes," he says, remembering that he used to get a kick out of sitting at the bar and heckling other bands. "Time softens things," he says, recalling the time he was thrown out of the club for throwing a beer at his sometime-bandmate Alex Chilton.

This is just an example of what an article would look like for Antenna Records. To read the actual article, go here:

<https://www.memphisflyer.com/memphis/the-antenna-club-redux/Content?oid=1590578>

YOURSELF



