


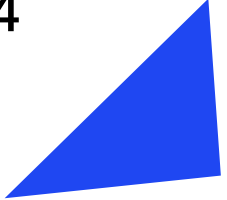


# BRAND GUIDE

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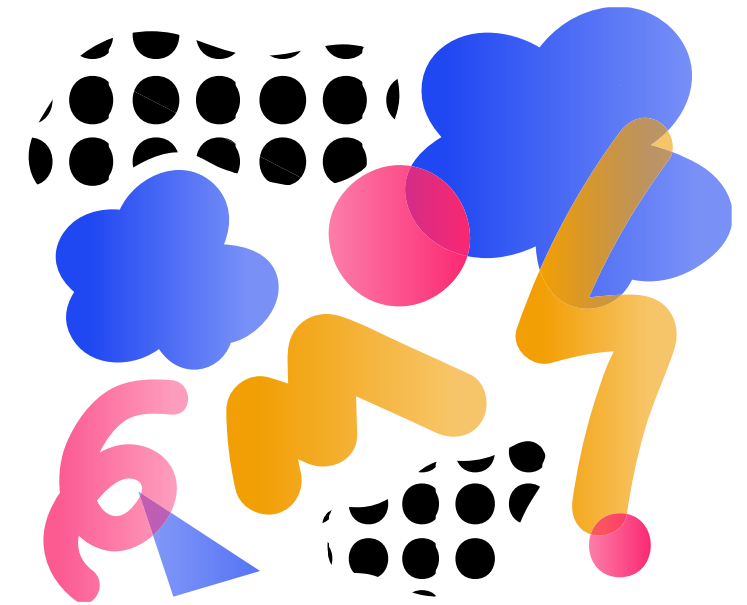
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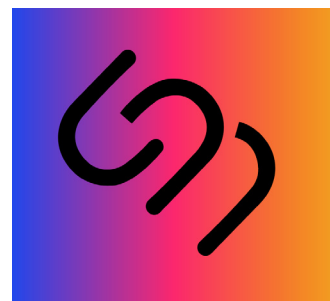


# MISSION STATEMENT

## Here at Shades...

*We value individuality but also see the importance in community. Everyone has something unique to bring to the table. At the Shades Music Museum, no one gets left in the shadows. Everything we do revolves around empowering creatives and being proud of our pasts. Many of our featured artists that we highlight are under-recognized or deserve to be appreciated more. Our taste range from blues to rock to hip-hop and many more at Shades. Our voice is always to be encouraging and dedicated to inspiring and providing knowledge for the generations to come.*





If the logo needs to be on a gradient background, the logo should either be black or white and should match the color of the wordmark if being used together.



The Shades logo represents individuality and collectiveness together. Through shades music, each person has their own place within. The logo and wordmark can be used separately or together with the correct ratio.

# LOGO



Do not resize logo or wordmark if using them together. Keep same even measurements. Keep tracking the same.



Do not change position of the logo in relation to the wordmark.

# DONT'S X



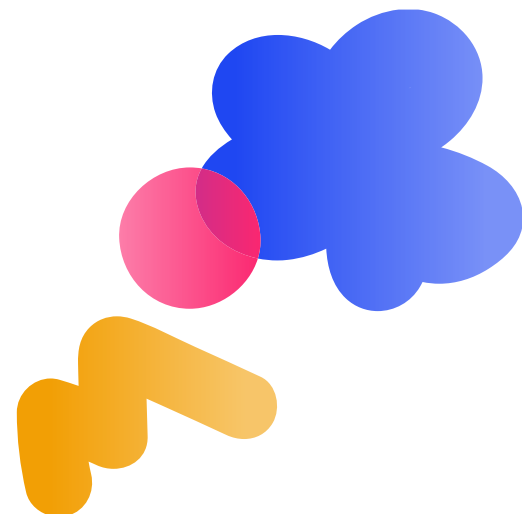
Wordmark can only be black on white or gradients or white on black.



Do not use gradient logo on another gradient. Gradient logos are used on solid black or white backgrounds.

## Subheadings

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In tortor ex, rutrum at facilisis sit amet, lacinia id est. Nulla sollicitudin nisi ut vehicula fermentum. Aenean massa nulla, ultrices quis mollis ut, blandit et tellus. In mollis egestas elit, eget blandit libero condimentum id. Donec viverra justo eget tellus tincidunt, euismod cursus nisi dignissim. Nulla ipsum magna, ornare vel justo vel, ultrices ultrices eros. Cras in lobortis dolor. Nulla dui odio, bibendum vel purus vitae, ullamcorper auctor arcu. Morbi fermentum tincidunt nunc a imperdiet. Quisque tincidunt magna pellentesque odio lobortis mattis.



# TYPOGRAPHY

**Aa**

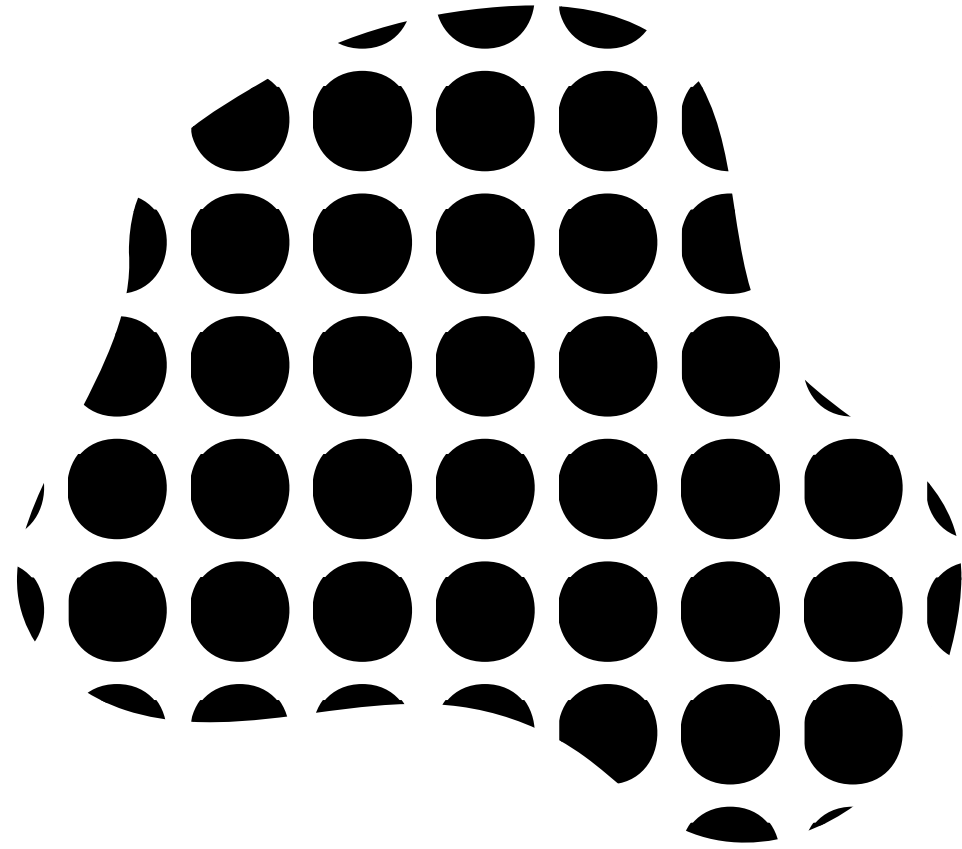
**Cocogoose**  
Regular

Aa

Made Tommy  
Regular

*Aa*

*Roboto*  
*Italic*



## Classic black and white

*Black and white are the primary colors that we like to use in our shape design and patterns. It is paired with our gradient to make the colors pop out even more!*

# COLORS

## Our gradients

*Our secondary colors features a gradient following from blue to orange with pink in-between. This gradient can be used for backgrounds, across letterforms, or in graphics. Each separate color can also form their own gradient but it has to be light to dark of the same hue and appear very subtly.*

#1f47f2

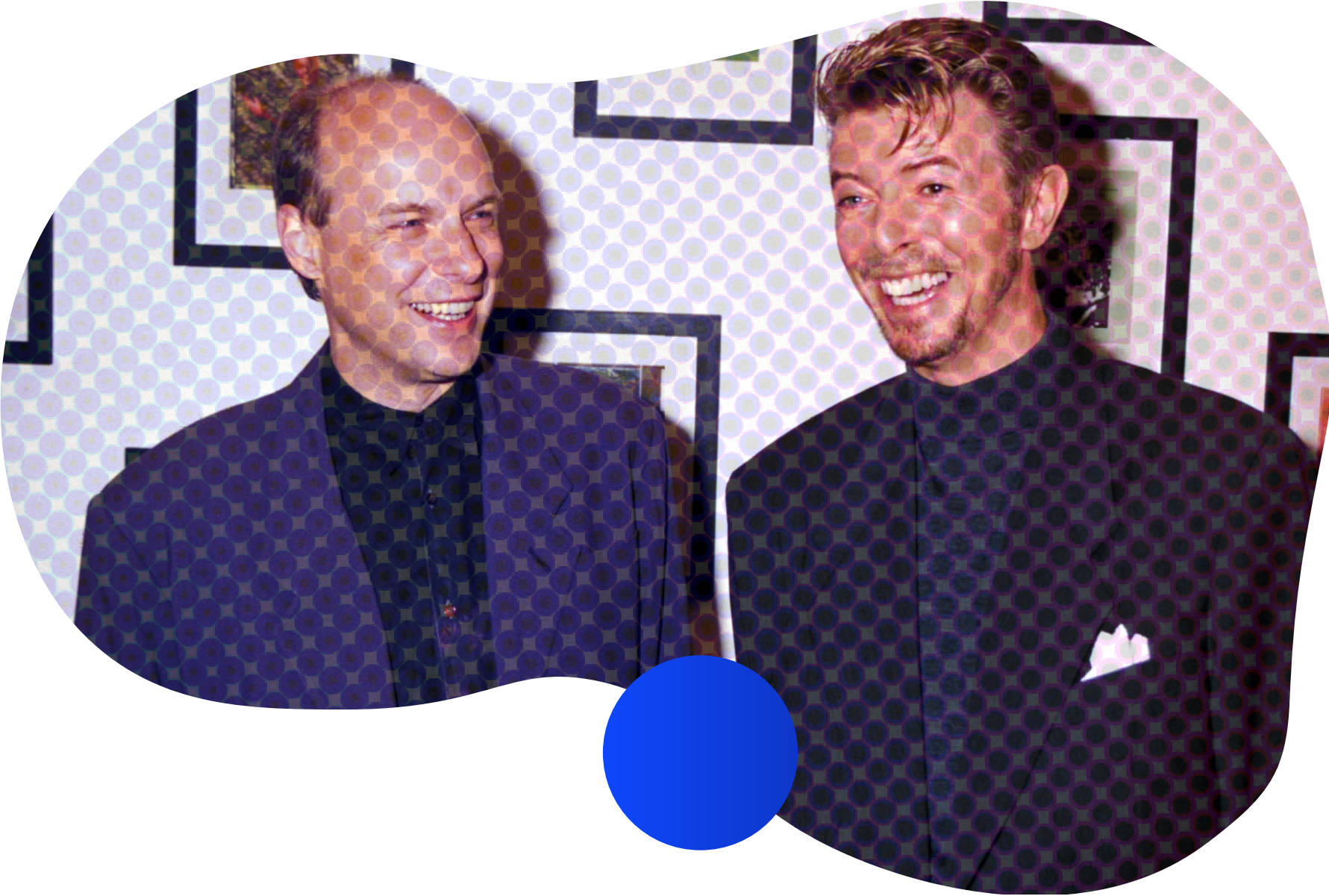
#fb2770

#f29f05



# Shades & Shapes.

*All photography includes masks and a halftone gradient. This fun pattern bring life to our artists and shows the uniqueness in all of us. The gradient should be lowered in opacity. When using colored photography, use the hard light color mode on the gradient. When using black and white photography, make sure to use the darken color mode to allow the figures and pattern to stand out even more!*



# PHOTOGRAPHY





## This is how we Shades.

This one of our banner advertisements appearing on the side of a street. The logo and wordmark are on their appropriately based background with the gradient logo and the white wordmark on black. Because the logo and wordmark do not appear on the same banner, the sizes are allowed to differ.

# APPLICATIONS



Here we have a branded guitar pick featured in our gift shop. When used by itself, the logo is allowed to be gradient, black, or white depending on the background. If it's the only mark, it should be gradiented.



We've included two options of business cards for our employees. Notice how on a white background, the gradient version of the logo fits the best. On a gradient background, you have the option to use a black or white logo but using the wordmark only is acceptable as well.







[www.shades.com](http://www.shades.com)  
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