



**BRAND GUIDELINES**  
**for FUNDED ARTISTS**



## *WELCOME TO THE NEW MUSIC NETWORK*

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Sound and music is the national charity for new music.

*Our vision is to create a world where new music and sound prospers, transforming lives, challenging expectations and celebrating the work of its creators.*

Our work includes composer and artist support and development, partnerships with a range of organisations, live events and audience development, touring, information and advice network building, and education.

We champion new music and the work of British composers and artists, and seek to ensure that they are at the heart of cultural life and enjoyed by many.

We are funded by Arts Council England (<http://artscouncil.org.uk/>).

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# 1. THE AGREEMENT

By signing your contract with us, you have made a commitment to acknowledge our support publicly.

You should do this by featuring Sound and Music's logo, alongside any specific programme logos on all of your marketing and promotional material, both online and offline during and throughout your funded project or programme period.

In receipt of support from us you can use our acknowledgement logos.

We hope you will use our logos liberally, and regard them as visually indicative of your success.

You can find more information about why funding acknowledgement is important on the Arts Council England website:

<http://www.artscouncil.org.uk/funding/information-funded-organisations/grant-award-logo-and-guidelines/faqs/#1>

## 2. BRANDING AND DESIGN GUIDELINES

Below we have provided you with everything you will need in order to include Sound and Music's logos into your marketing materials in the most effective way.

For enquiries please contact: [marketing@soundandmusic.org](mailto:marketing@soundandmusic.org)

The following areas are covered within:

- ✓ Logos and formats
- ✓ Design and dimensions
- ✓ Placement
- ✓ Digital
- ✓ Print

We have also included some helpful hints, tips and contacts to get you going.

Sound and Music require you to include our logos on the following:

- Posters and flyers
- Printed materials and information guides
- Websites and digital platforms
- Venue banners and promotional signage

## 3. HOW TO USE SOUND AND MUSIC'S LOGOS

The logos you will need are featured below in a variety of formats.

### 3.1. DOWNLOADS

Please download the following logos as necessary.

#### 3.1.1. SOUND AND MUSIC

##### Print (CMYK):

- Sound and Music Logo - Black ([eps](#)), ([tif](#)), ([jpg](#))
- Sound and Music Logo - White ([eps](#)), ([tif](#)), ([jpg](#))

##### Web (RGB):

- Sound and Music Logo - Black ([eps](#)), ([png](#)), ([jpg](#))
- Sound and Music Logo - White ([eps](#)), ([png](#)), ([jpg](#))

#### 3.1.2. COMPOSER-CURATOR

##### Print (CMYK):

- Composer-Curator (solo) Logo - Black ([eps](#)), ([tif](#)), ([jpg](#))
- Composer-Curator (solo) Logo - White ([eps](#)), ([tif](#)), ([jpg](#))
- Composer-Curator (combined) Logo - Black ([eps](#)), ([tif](#)), ([jpg](#))
- Composer-Curator (combined) Logo - White ([eps](#)), ([tif](#)), ([jpg](#))

## Web (RGB):

- Composer-Curator (solo) Logo - Black ([eps](#)), ([png](#)), ([jpg](#))
- Composer-Curator (solo) Logo - White ([eps](#)), ([png](#)), ([jpg](#))
- Composer-Curator (combined) Logo - Black ([eps](#)), ([png](#)), ([jpg](#))
- Composer-Curator (combined) Logo - White ([eps](#)), ([png](#)), ([jpg](#))

## 3.1.3. AUDIENCE LABS

### Print (CMYK):

- Audience Labs (solo) Logo - Black ([eps](#)), ([tif](#)), ([jpg](#))
- Audience Labs (solo) Logo - White ([eps](#)), ([tif](#)), ([jpg](#))
- Audience Labs (combined) Logo - Black ([eps](#)), ([tif](#)), ([jpg](#))
- Audience Labs (combined) Logo - White ([eps](#)), ([tif](#)), ([jpg](#))

### Web (RGB):

- Audience Labs (solo) Logo - Black ([eps](#)), ([png](#)), ([jpg](#))
- Audience Labs (solo) Logo - White ([eps](#)), ([png](#)), ([jpg](#))
- Audience Labs (combined) Logo - Black ([eps](#)), ([png](#)), ([jpg](#))
- Audience Labs (combined) Logo - White ([eps](#)), ([png](#)), ([jpg](#))

*If the format you need is not included in the links provided please contact Sound and Music for an alternative.*

**Please ensure that you use these logos as they are provided.** We ask that you **do not alter the proportions** of any of these logos, **change their colours**, or **crop** them. Misuse of a logo can alter its impact, accessibility and meaning to its audience.

## 4. BLACK, WHITE AND COLOUR

Sound and Music's logo and our specific programme logos should (unless otherwise stated) appear in black and white.

- ✓ **Black on white/pale background**



- ✓ **White on black/dark backgrounds**



These logos should **never be produced in any other colours.**



## 5. SIZE AND RESIZING

Below are the minimum sizes for Sound and Music's logos to appear relative to the page size.

Where appropriate, the logos may appear larger to ensure visibility.

<b>Paper Size</b>	<b>Logo Height</b>
A2-A0	20mm
A3	18mm
A4	15mm
A5	12mm
DL	10mm
Below DL	8mm

Please **do not change the proportions of the logos**. The logo heights listed above should always remain in proportion with their widths.

# 6. ALIGNMENT AND PLACEMENT

## 6.1. PRINT

To ensure that our logos and your work look great, we ask that you consider placement carefully.

You should ensure that you place enough blank space around the logos – called ‘clear space,’ which refers to the radius of black space around artwork. This ‘clear space’ should exclude everything, including: typography, graphics and photographs.

Please ensure that you **include a 1.5mm radius of ‘clear space’** around our logos.



Image courtesy of @TheUrbanJester

Sound and Music's logos should be **positioned in the top/bottom left-hand corner** of all publications, **with 1.5mm of 'clear space'** from the edge of the page.

If you are producing printed material, you will also need to consider an additional 'bleed' on your artwork of 5mm.

For more information, please visit:

<https://helpx.adobe.com/illustrator/using/printers-marks-bleeds.html>

<http://blog.spoongraphics.co.uk/tutorials/designing-for-print-setting-up-crops-and-bleed>

## 6.2. ONLINE

If you, your organisation or your event has a website, blog or online platform, you must include Sound and Music's logo. Our logo should be located on either the Home or project page.

**The logo must be clear and visible (a minimum of 70 pixels in height), accompanied by a link to our website.**

[www.soundandmusic.org](http://www.soundandmusic.org)

You may also be required to include a link to a specific programme or project page.

## 7. SOCIAL MEDIA

If you use social media platforms (i.e. Facebook, Twitter) to promote and publicise your work, you should also display our logos and links as above.

We would also like to share the work *you* do and help you to form connections with our new music networks. By 'following' and 'liking' our pages, we can ensure this more effectively.

Sound and Music are subscribed to the following platforms:

**Facebook:** <https://www.facebook.com/soundandmusic>

**Twitter:** <https://twitter.com/soundandmusic> or @soundandmusic

**Vimeo:** <https://vimeo.com/soundandmusic>

**YouTube:** <https://www.youtube.com/user/SoundandMusicTV>

**SoundCloud:** <https://soundcloud.com/soundandmusic>

## 8. AUDIO AND VIDEO CONTENT

If you are planning to produce any film, sound or broadcast media you are required to include Sound and Music's logo in the credit sequence.

Sound media must include a verbal acknowledgement. For example: 'This production is supported by Sound and Music'.

For more information, please visit:  
<http://www.wikihow.com/Make-Movie-Credits>

## 9. ADVERTISING

Sound and Music's logos must be featured in any printed publications and advertising campaigns that you run throughout your project or programme.

However, if the advert size does not allow you to include our logo at a size that is clearly visible, readable and in compliance with the above guidelines, you are required to include the following:

**Supported by Sound and Music**

If you are producing a brochure or programme, Sound and Music's logo should appear on the front or back cover and adhere to the logo guidelines above.

# 10. HINTS, TIPS AND HACKS

Throughout this guide, we have included additional links to further information and references.

Sound and Music are here to support you throughout your project or programme. We would like to do this by sharing our knowledge with you to help you to successfully market your project, event or output.

Below are some of our favourite links, companies and hacks to get you started.

## 10.1. GETTING YOUR WORK MADE

### **Design Guidelines:**

<http://designinstruct.com/print-design/a-guide-to-preparing-files-for-print/>

<http://www.picresize.com/>

<http://www.adobe.com/uk/creativecloud.html>

### **Print Guidelines:**

<http://www.papersizes.org/a-paper-sizes.htm>

<http://www.newspaperclub.com/artwork-guidelines>

<http://specle.net/uk/guardian-news-media/guardian-and-observer-print-advertising-guidelines>

<http://www.rnib.org.uk/information-everyday-living-reading/large-and-giant-print>

## 10.2. GETTING YOUR WORK 'OUT THERE'

### **Audience Segmentation:**

<http://www.audiencefinder.org/>

### **Distribution:**

<http://www.theaudienceagency.org/services/distribution>

<http://londoncallingarts.com/>

<http://www.stickupmedia.com/>

<http://impactideas.co.uk/>

## 10.3. GETTING YOUR WORK ONLINE

### **Social Media Guidelines:**

<http://www.socialmediaexaminer.com/social-media-image-sizes/>

<https://tweetdeck.twitter.com/>

<https://bitly.com/>

### **Measuring Tools:**

<http://www.google.com/analytics/>

<https://analytics.twitter.com/about>

<http://www.adobe.com/uk/marketing-cloud/web-analytics.html>