



Musicnotes Brand Guidelines

Primary Logo

This Musicnotes logo lockup is our primary logo and should be used in most cases. The logo lockup includes a "doe" note icon in a circle alongside a script wordmark.

The size ratios and spacing between the type and illustration elements should never change.



Logo

Primary Logo with Descriptor

When desired, the primary logo can also appear with the Sheet Music Anywhere descriptor. It's important that the spacing and size relationship of the descriptor and logo do not change.



Logo

Primary Mark

The primary mark consists of the "doe" note within the filled circle, from the primary logo. This version of it is considered the "hero" of marks within the system, and should be used the most often.



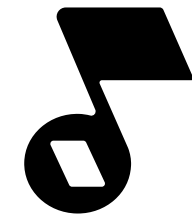
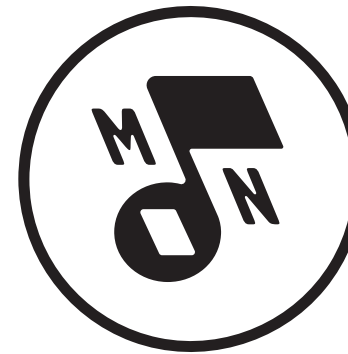
Logo

Secondary Marks

Musicnotes has variations on the primary mark that are considered secondary marks. These marks have flexible applications across digital and print platforms.

Possible uses include:

- Social media profile pic
- Social Media posts
- Web or video applications
- Smaller printed collateral (business cards, stickers, apparel)



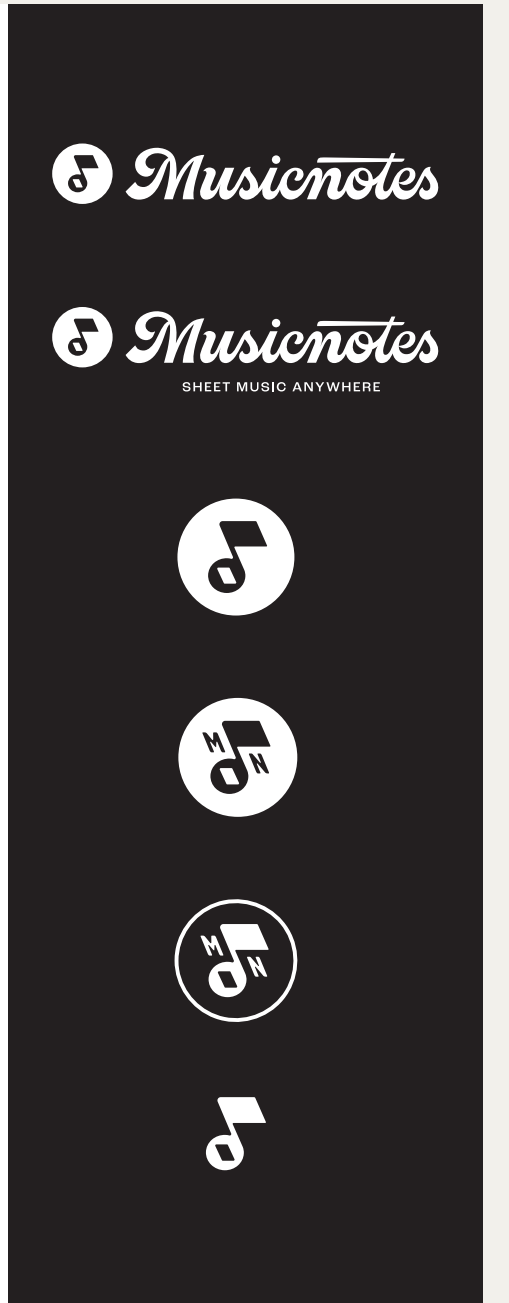
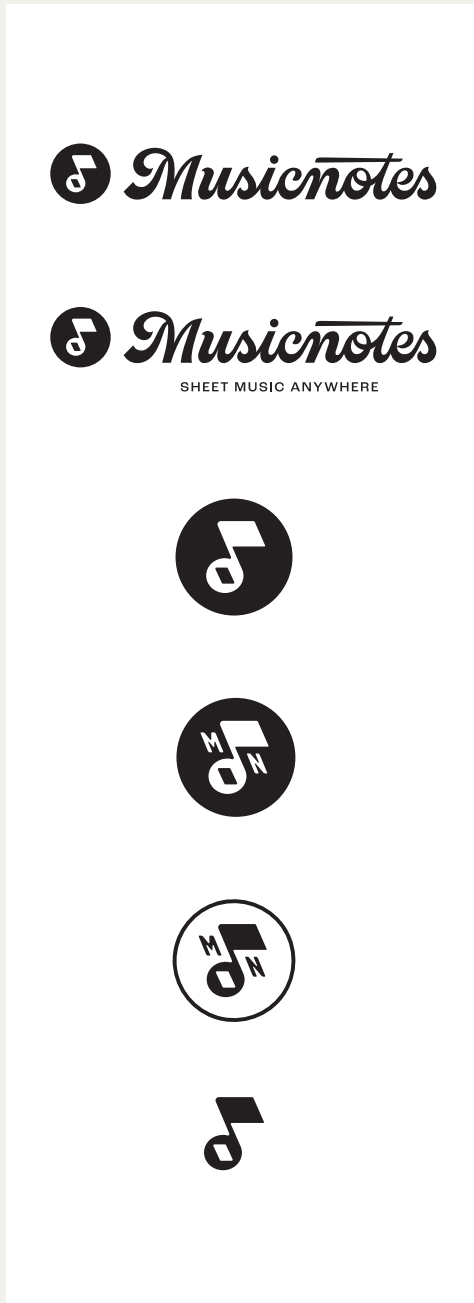
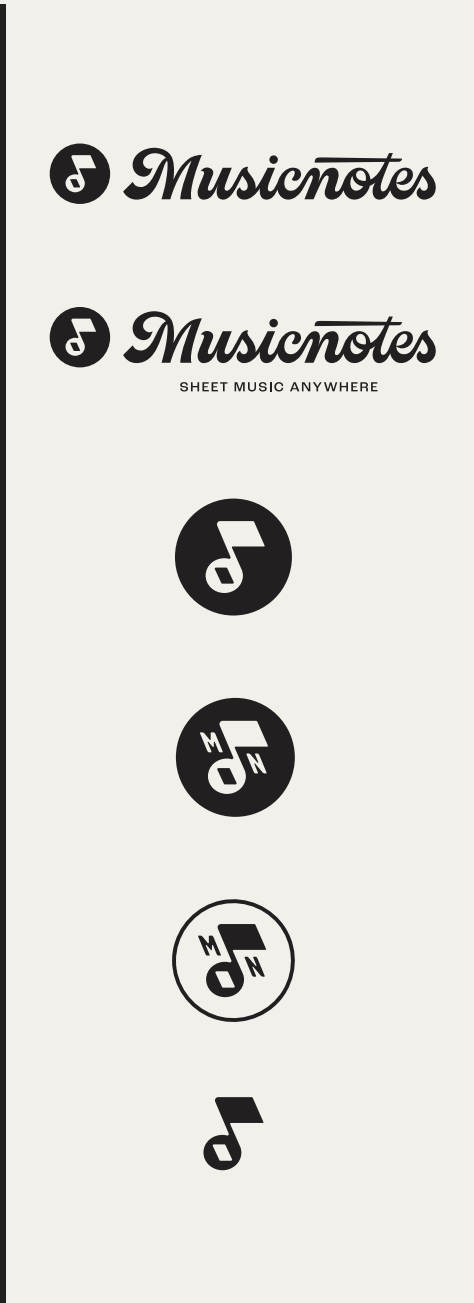
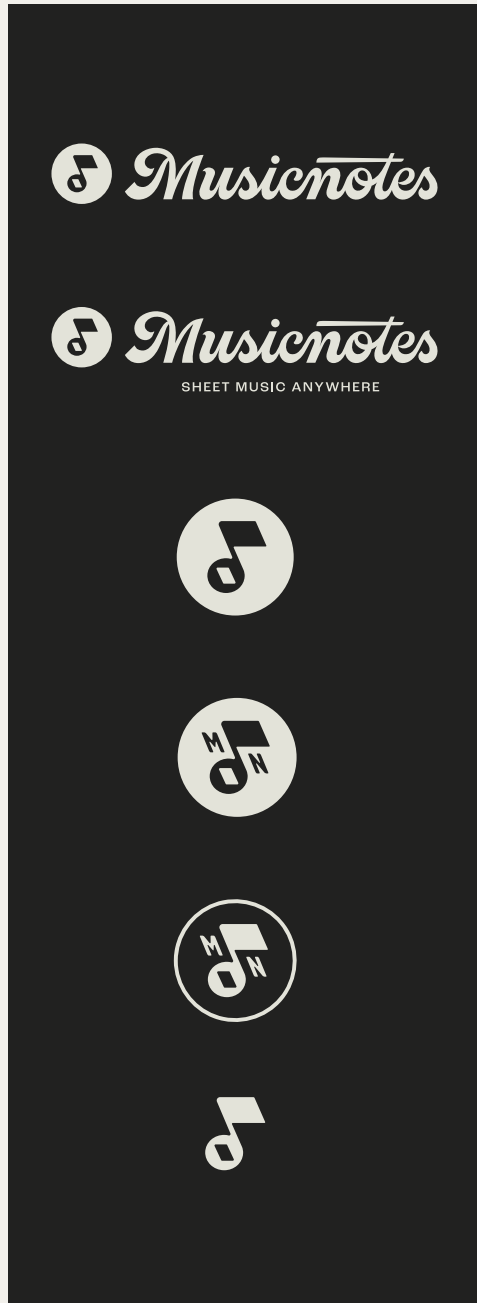
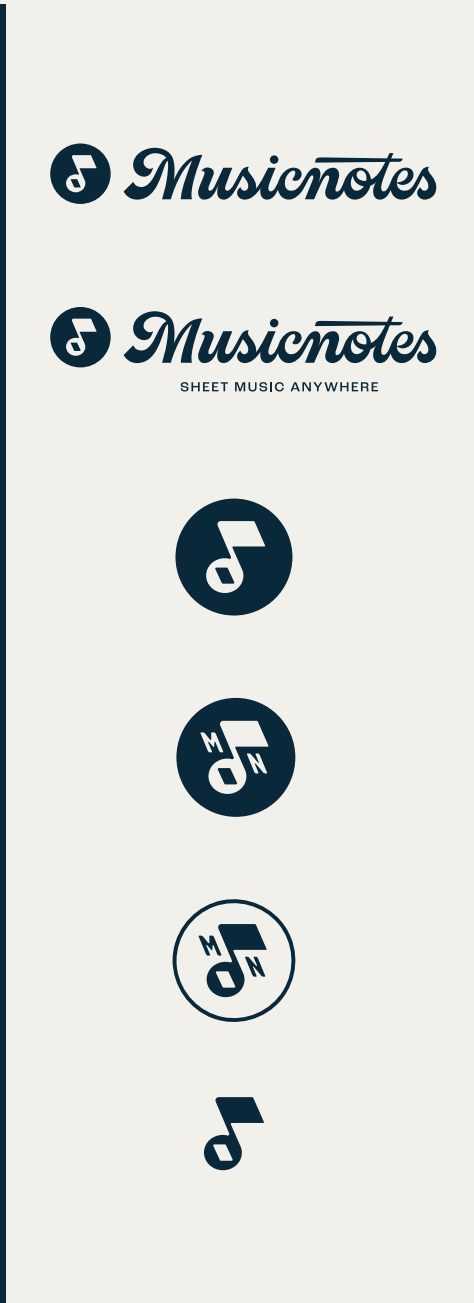
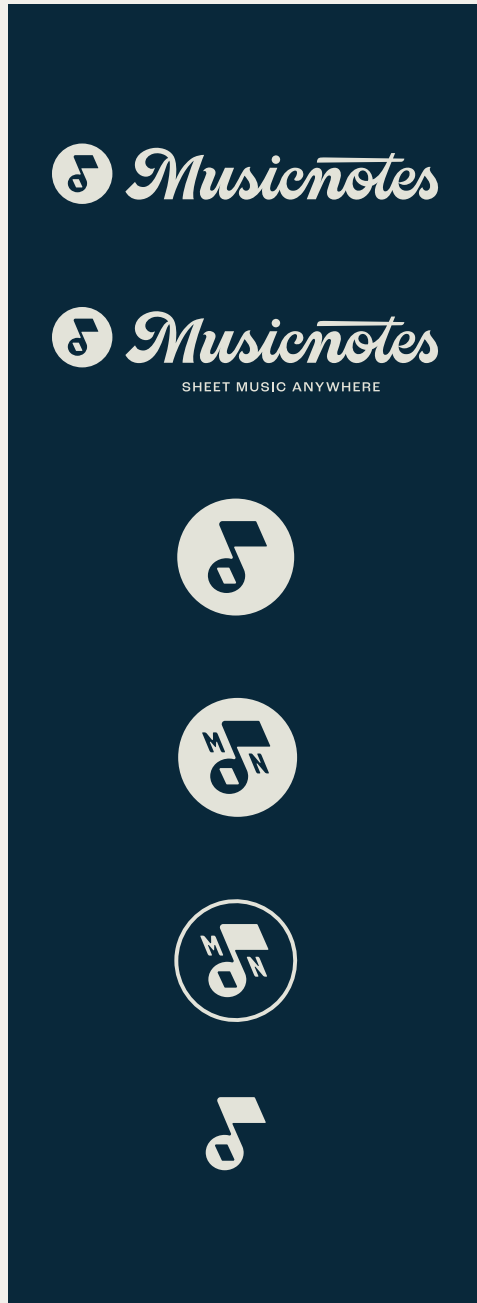
Clear Zone & Sizing

To ensure that the logo is always legible and accurately reproduced, follow these recommended minimum sizes.



Logo Variations

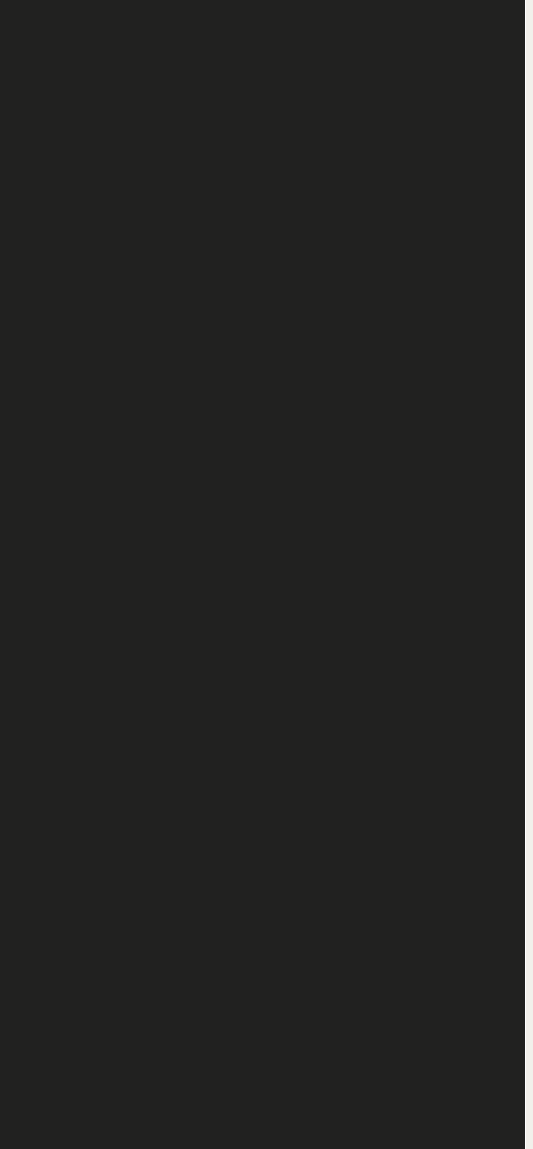
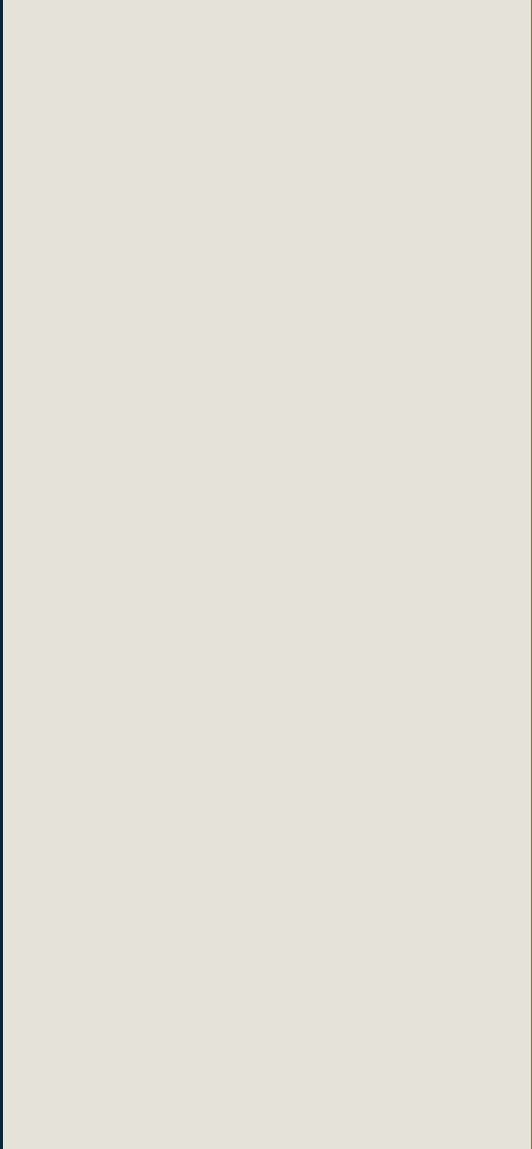
Individual logo files have been provided in two formats. Illustrator AI files are vector CMYK and should be used for print projects. Transparent PNGs are RGB and should be used for digital projects.



Primary Palette

The Musicnotes color palette consists of a family of colors that provide range and flexibility for print and digital applications.

The Primary Palette is the core of the brand palette, and brand applications should appear most frequently in these colors.



Primary Navy

HEX: 09283a
CMYK: 95 75 51 56
PMS: 539 C

Primary Base

HEX: e3e3d9
CMYK: 10 7 13 0
PMS: 9080 C

Primary Gold

HEX: 996536
CMYK: 32 59 88 18
PMS: 7574 C

Primary Charcoal

HEX: 212120
CMYK: 71 65 66 74
PMS: 419 C

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