worldwide
independent
network

# Brand Guidelines

# Colours

# 01

# 1.1 COLOUR PALETTE

The brand colors are Emerald, Green, Light Green and Orange.

Along with these, we also use Black and White.

Emerald is the main brand colour.

Orange is an accent colour and should be used sparingly.

**Emerald**

RGB: 0, 110, 73
HEX: #006E49

**Green**

RGB: 63, 170, 128
HEX: #3FAA80

**Light Green**

RGB: 150, 241, 169
HEX: #96F1A9

**Orange**

RGB: 255, 195, 13
HEX: #FFC30D

**Black**

RGB: 0, 0, 0
HEX: 000000

**White**

RGB: 255, 255, 255
HEX: FFFFFF

Only use flat colours for backgrounds.

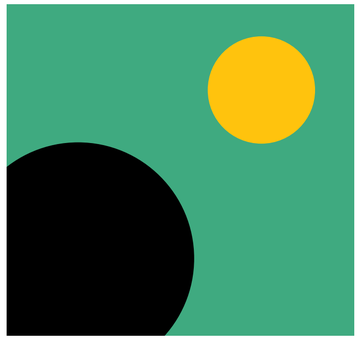
Only use *emerald*, *green*, *light green* and *black* and *white* as background colours.

Gradients can be used but only for elements.

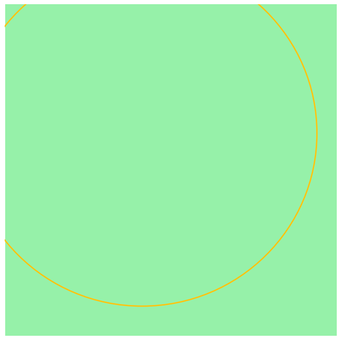
Orange should only be used sparingly as an accent colour and should not be too dominant on the canvas.

Designs must always include a shade of green (emerald, green or light green) on the canvas.

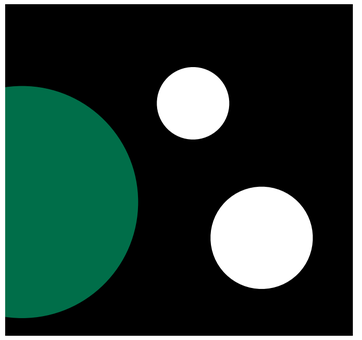
✓ Gradient use



✓ Orange accent use



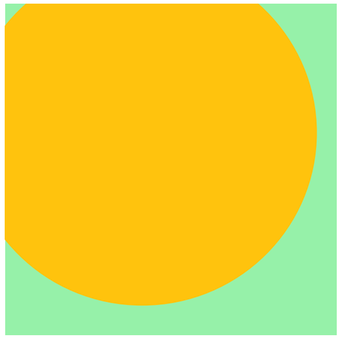
✓ Good accent use



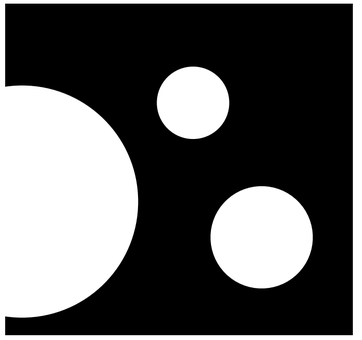
✓ Include green shade

✗ Gradient background

✗ Orange background



✗ Too much orange



✗ No green shade

# Logo

# 02

We have 2 primary logo variations:
A horizontal logo and a circlular logo.

Primary Logo - Horizontal

Primary Logo - Circle

## 2.2 LOGO VARIATIONS

We have 3 logo varations which can be used to give greater visibility or flexibility.

The primary logo should always be in *emerald*.

The outlined logo must always be in *white.*

The reversed logo must only use *emerald* for the logotype.

When using the horizontal logo, the logotype should only be *black* or *white*.

Primary logo

White outlined logo

Reverse logo

The only colours that should be used are *emerald*, *white* or *black*.

All proportions should be maintained and not rotated.

Logo elements should not be separated.

✓ Correct usage

✕ Do not rotate

✕ Do not change proportions

✕ Use permitted colours

✕ Don't remove circle

✕ Do not separate logo elements

# Typography

# 03

The typeface we use is Hando in a variation of weights.

The primary heading typeface is Hando Bold.

The primary subheading typeface is Hando Medium.

The primary body-text typeface is Hando Regular.

**Hando Bold**

**Hando Semibold**

Hando Medium

Hando Regular

Hando Light

Headings should be sentence case as default, however, all-caps can be used on creative designs, such as on social media and other marketing materials.

**Sentence case is the default for Headings**

**ALL CAPS CAN BE USED ON CREATIVE DESIGNS**

Give text room to breathe by keeping the tracking at zero, not too loose or too tight.

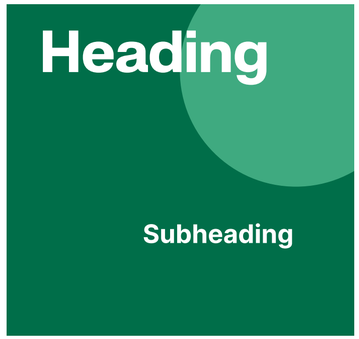
## 3.4 ALIGNMENT

We primarily align our text to the left and or right.

We avoid center alignment or justifying our text.

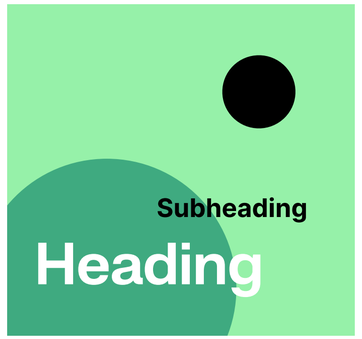
Try not avoid centering text. Text can be staggered to give flexible layouts.

Ensure that all important text is legible by choosing a suitable text colour and proportions.

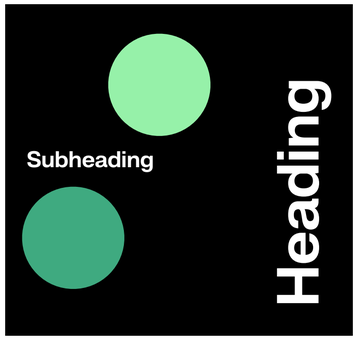



✓ Staggered layout

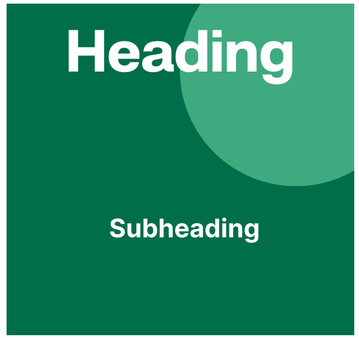
✓ Text is legible



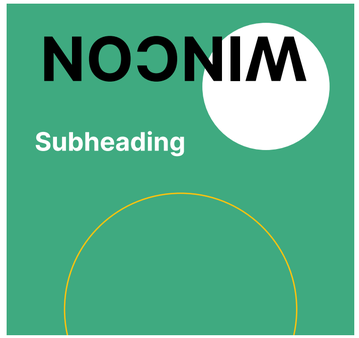

✓ All text is legible



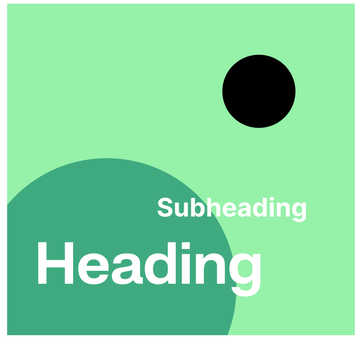

✓ All text is legible



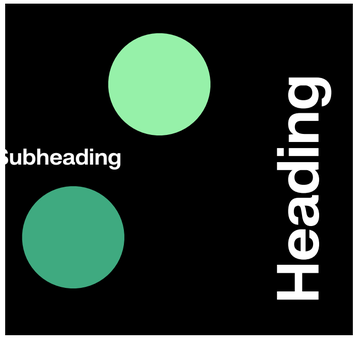

✕ Text color is different




✕ Unsuitable orientation

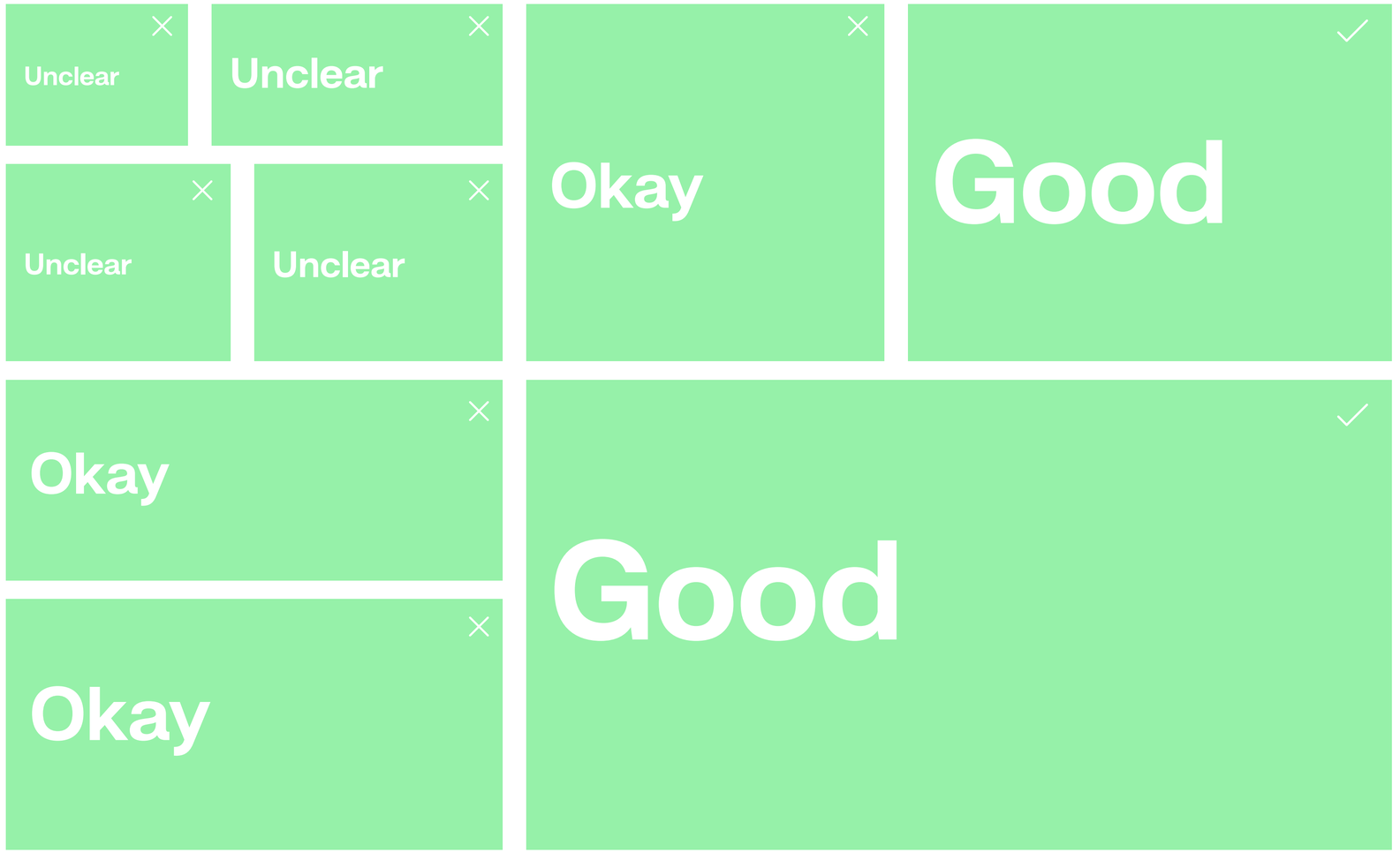



✕ Unsuitable text colour




✕ Don't cut off text

Some colour combinations can be difficult to read. Ensure that proportions are suitable depending on medium or document size.



# Brand Elements

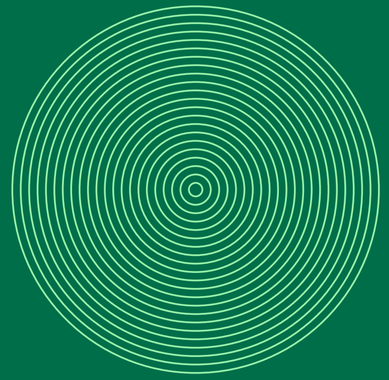
# 04

# 4.1 CIRCLE CONCEPT

Circles are basis of the WIN brand elements.

These can be used flexibility in many different style, as long as they are recognisable as a circular shape.

Whenever possible, you should always try to use graphics, frames and illustrations in a circular shape.

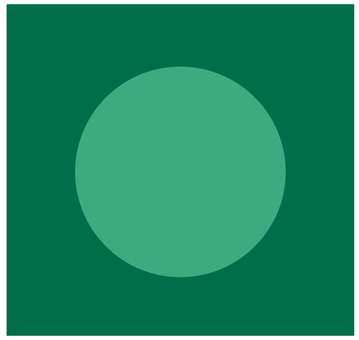


Elements must be circular.

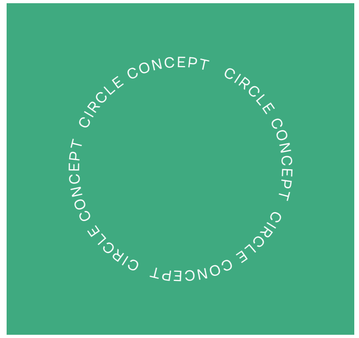
Always try to use circular text layouts over other shapes where possible.

Photo frames should remain circular, however this can change depending on the specific post type, like Partner and event posts (see Instagram section).

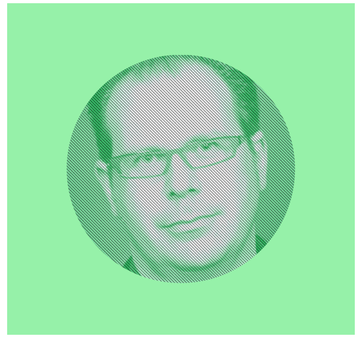
Try to include depth in elements and graphics, rather than flat design.



✓ Correct Shape

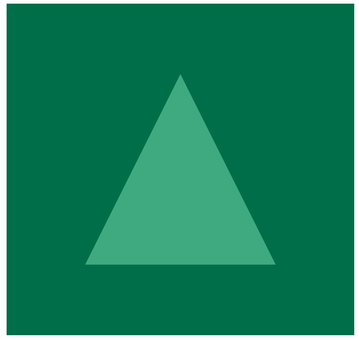



✓ Suitable layout

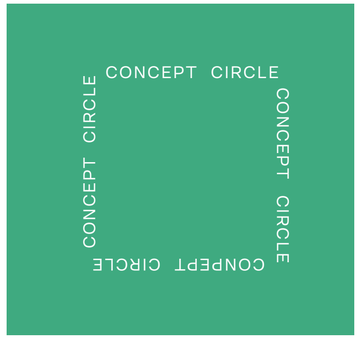


✓ Suitable frame

✓ Good depth



✗ Incorrect Shape




✗ Less suitable layout

✗ Less suitable frame

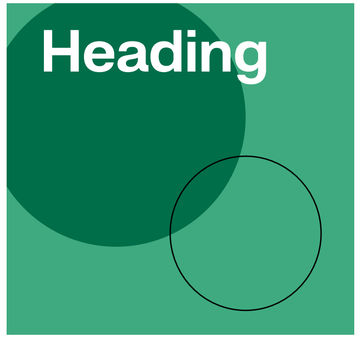
✗ Too flat

Try to keep the page layout harmonious by choosing appropriate proportions for shapes.

When overlapping and using multiple shapes, ensure they are balanced on the page.

For creative designs, ensure that there is at least one circular element on the page at all times.

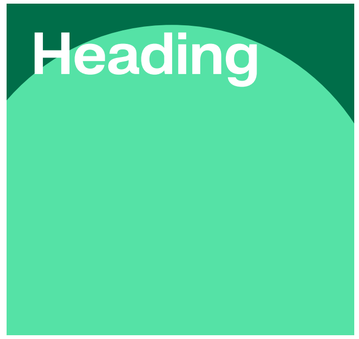
✓ Good proportions




✓ Good balance

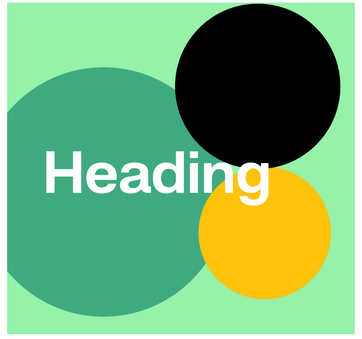
✓ Good balance

✓ At least one element




✗ Too big

✗ No balance to page




✗ No balance to page

✗ No circle element

Our iconography is simple and should be placed in circular frames with appropriate contrast.

# Photography

# 05

We can apply a duotone effect and a halftone pattern to photography to improve low-quality photographs and keeping them on-brand.

**A.** Find photo

**B.** Open **WIN Photo-treatment.psd** and on the layer **'01. PEOPLE'** double-click on the smart object named **'INSERT IMAGE HERE'**

**C.** This will open another tab. Place image in the group **'PLACE IMAGE HERE'**

**D.** Press Save and return to WIN **Photo-treatment.psd**. You can duplicate the layer and rename it.

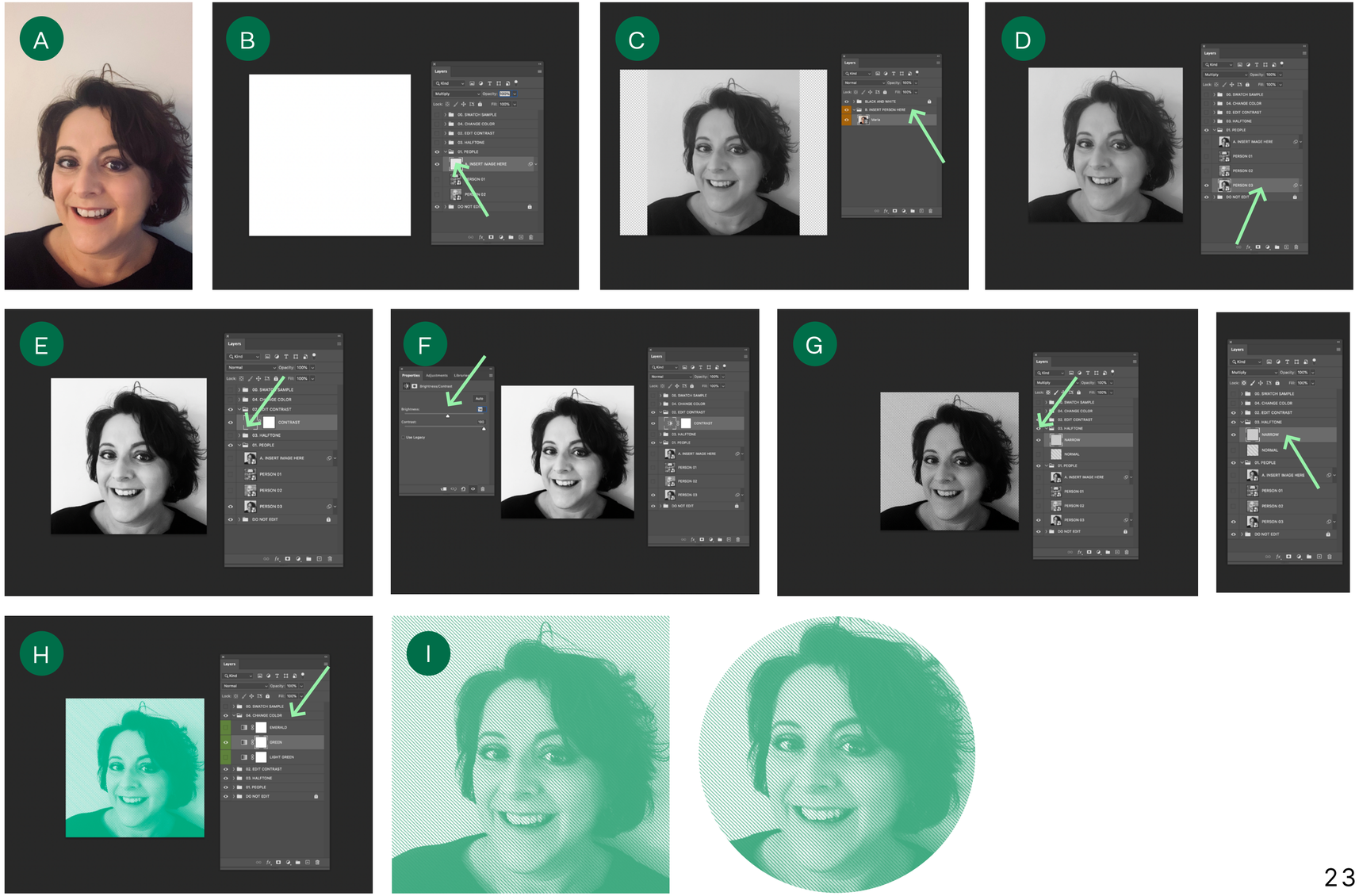
**E.** Go to layer **'02. EDIT CONTRAST'** and double-click to open the settings.

**F.** Change **settings** to **aid contrast.**

**G.** Turn on layer **'03. HALFTONE' to apply a halftone effect.**

**H.** Go to layer **'04. CHANGE COLOUR'** and and choose colour filter. Ensure others are unticked. Adjust **Contrast** until desired effect.

**I.** SAVE image.



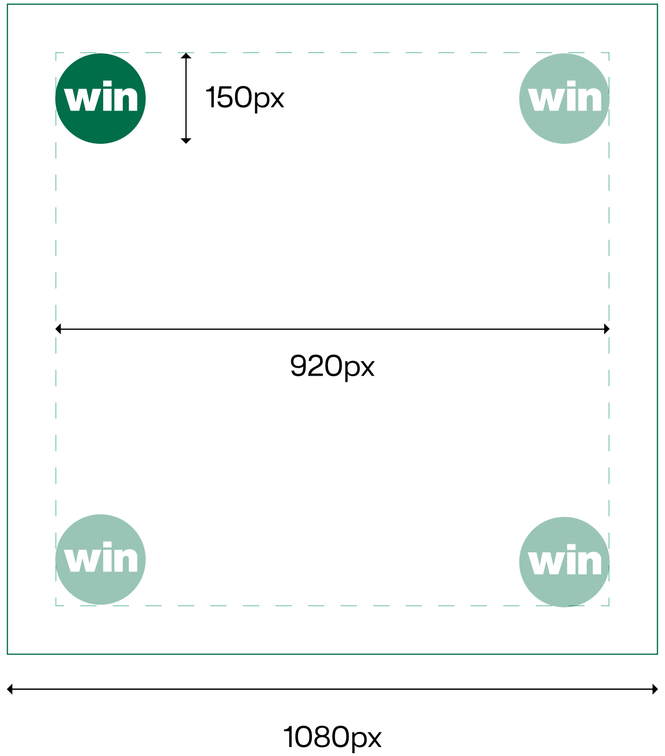
# Instagram

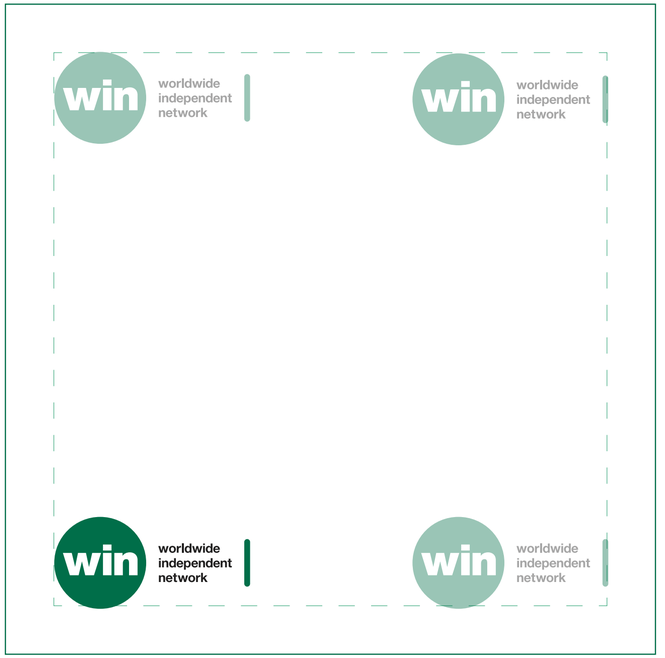
# 06

Set canvas at 1080px x 1080px

Set the margin at 80px, so the live area is 920px x 920px

The logo height should be fixed at 150px and should only be placed in the corners of the canvas, not centred.



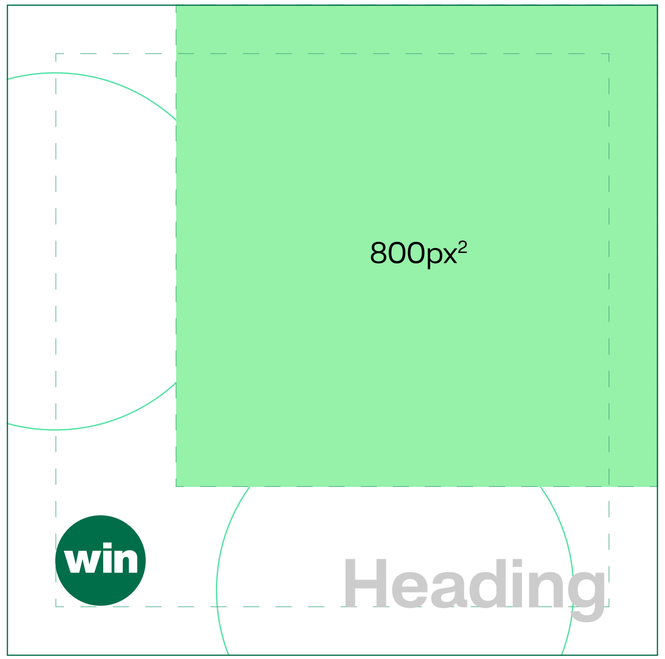



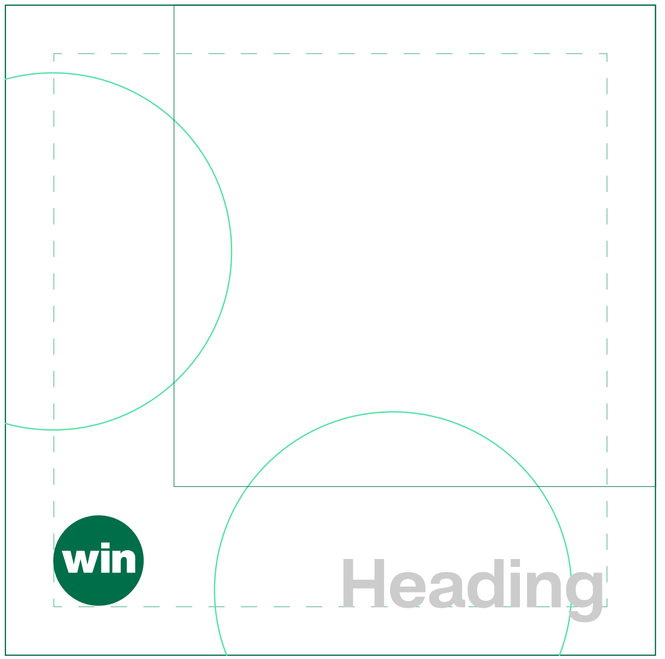
WIN Partner posts are fixed in the top right corner of the canvas with a frame of 800px x 800px.

Only the circle logo can be used and must be fixed in the bottom left.

The heading or post title is fixed in the bottom right and should text size should remain consistent.

We place 2 circle elements in the background of these posts, behind the frame, and should be styled differently in each post to give some variance.



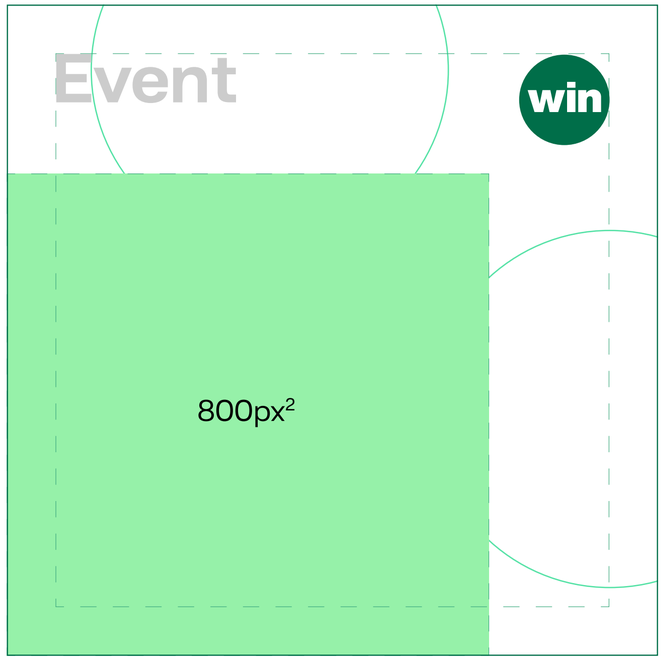
Here are some examples of a Partner post.

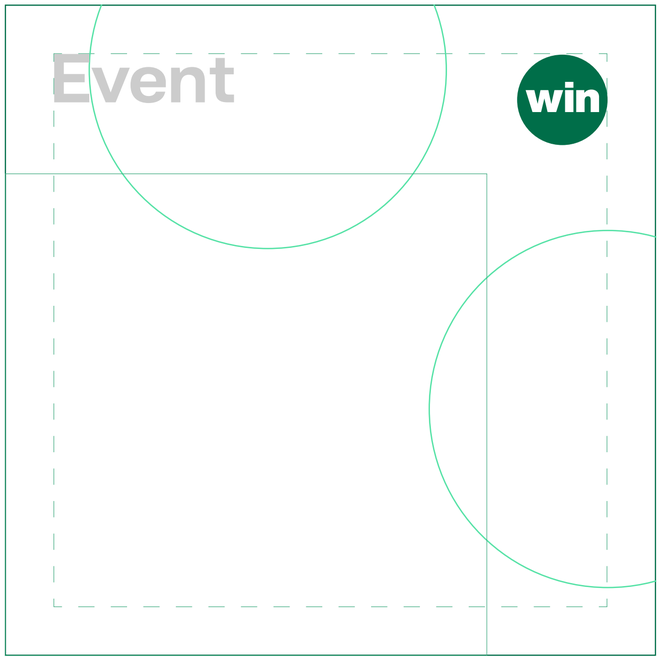
Event posts involved photography of events, which should be fixed in the bottom left corner of the canvas with a frame of 800px x 800px.

Only the circle logo can be used and must be fixed in the top right.

The heading or post title is fixed in the top left and should text size should remain consistent.

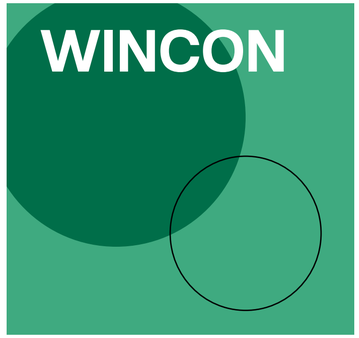
We place 2 circle elements in the background of these posts, behind the frame, and should be styled differently in each post to give some variance.



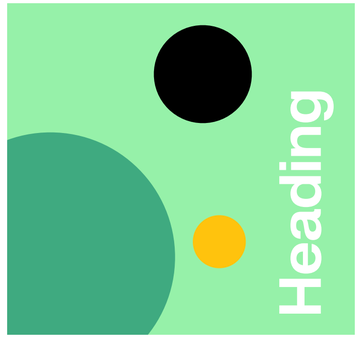



Here are some examples of an event post.

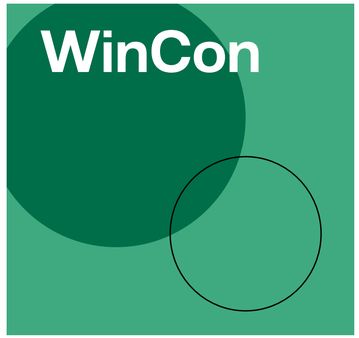
We maintain consistency between certain post types by keeping the headings either the same size, orientation or case.



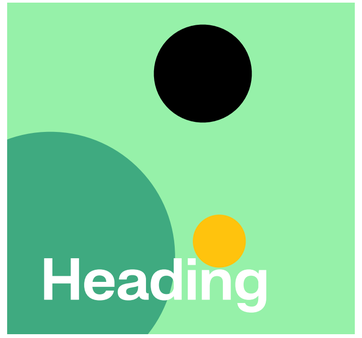

✓ Making these posts all-caps maintains consistency



✓ These post types share the same layout




✕ These post headings lack consistency



✕ Text orientation and layout are not similar enough

Together, Digitally
WINCON 2022
ASSOCIATION OF INDEPENDENT MUSIC IRELAND
Ireland Music Week
AIM Ireland Day
11am: Value
TA Activity
WINCON 2021
Thursday 18th June
WINCON 2021
Maria Amato/
Tak Yamazaki/
Gord Dimitrieff/
WINBOARD 2021
NEW MEMBERS
Maria Amato/
Collective Voices
Understanding the Value of a National or Regional Trade Association
SOUTH AFRICAN MUSIC WEEK
www.samw.co.za
TA Activity
WINCON 2021
The independent sector's place in the industry gets stronger and stronger, and while business models change, taking the independent route is seen increasingly as the best way to leverage the opportunities of today's industry, especially online.
RDx Webinar for WIN TAs
Wed 25th Nov
11.00-12.40 GMT
LIVE
WIN Webinar
Annual report 2021-22
LIVE
Webinar
European Town Hall Call
Wed 12th May
12:00 CST
WINCON 2021
BIMEPRO
El sector independiente nacional, latinoamericano y mundial en cifras
Jueves 28/10 - 18.20h.
SONIA DURÁN - UFI
CRISTOBAL DAROBETTA - OLMI
NOEMÍ PLANAS - WIN
TA Activity
WINCON 2021
Why WINTEL?
Show the value and strength of the indepedent music industry by measuring its size and economic contribution, in each country and globally.
VIA – VUT INDIE AWARDS 2021
DIE PREISE FÜR UNABHÄNGIGE GROSSARTIGKEIT IN 7 KATEGORIEN
DONNERSTAG, 23. SEPTEMBER, AB 20 UHR
WWW.VIAAWARDS.DE
TA Activity
WINTEL FAQS
Who can participate?
Any independent music companies and professionals with some activity in the recorded music business are welcome to participate.
Gord Dimitrieff/
Aporia Records, CA
WEBI-NAR
Performance rights updates
Observatorio Latinoamericano de Música Independiente (OLMI) Presentation
Presented by:
Cristobal Darobetia
TA Activity
The independent sector's place in the industry gets stronger and stronger, and while business models change, taking the independent route is seen increasingly as the best way to leverage the opportunities of today's industry, especially online.
CREATE · BUILD · WIN
#CREATESUCCESS
FUTURE INDEPENDENTS
3RD JUNE 2021
FUTUREINDEPENDENTS.CO.UK
TA Activity