



mondomusic

it's a musical world

brand manual



about

about mondomusic

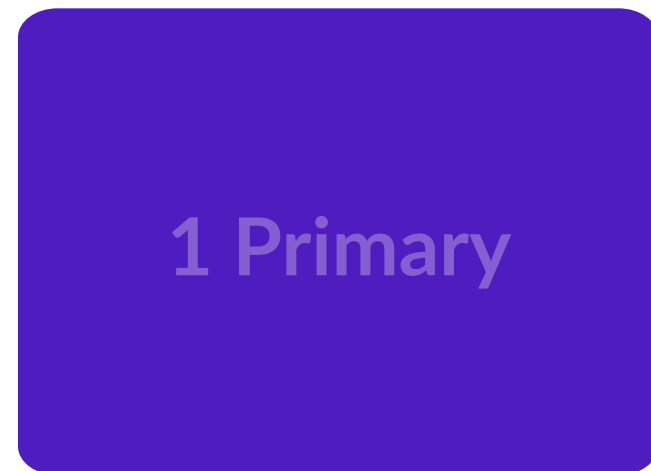
mondomusic is a dedicated social network for professional and amateur musicians, teachers, businesses and music lovers, designed to meet the specific needs of the musical world.



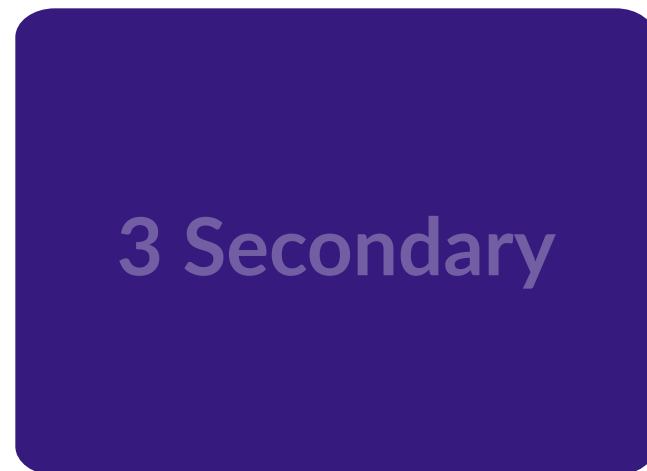
colours

basic palette

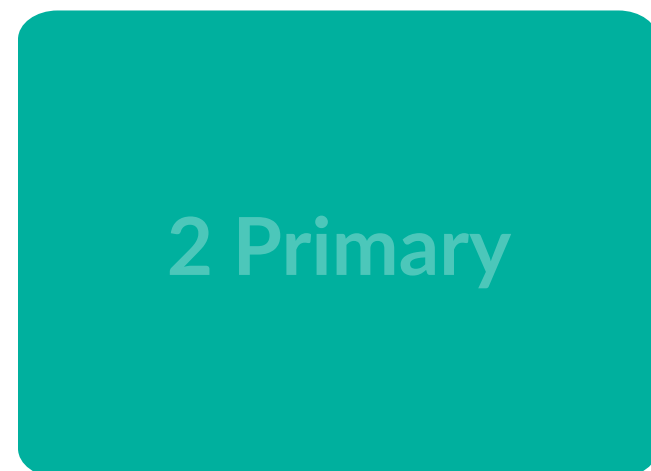
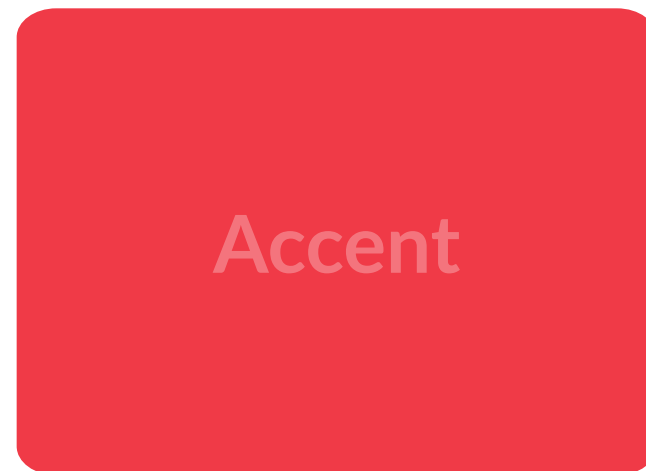
RGB 79 27 191
CMYK 87 84 0 0
#4f1cbf



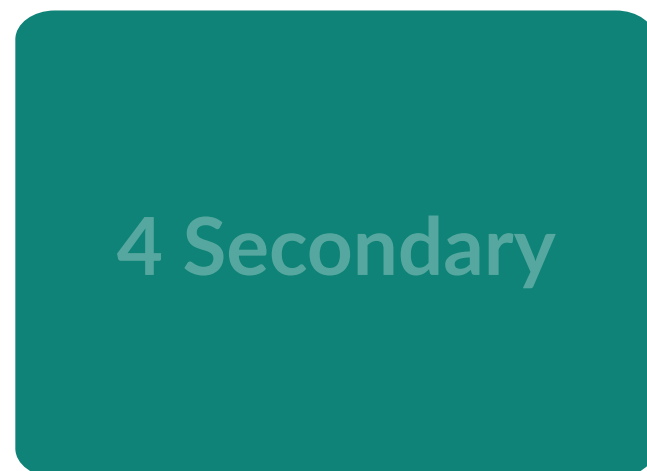
RGB 53 26 124
CMYK 98 100 13 5
#361a7d



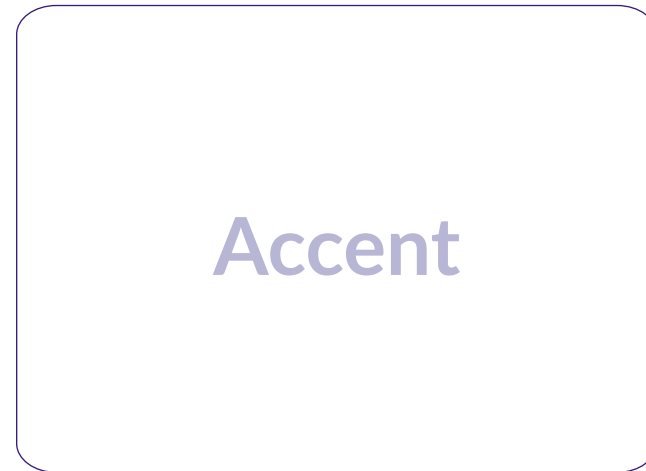
RGB 240 58 71
CMYK 0 87 64 0
#f03a47



RGB 0 176 158
CMYK 75 2 46 0
#00b09e



RGB 15 131 119
CMYK 83 25 55 10
#0f8377



RGB 255 255 255
CMYK 0 0 0 0
#ffffff

usage



gradient

backgrounds/graphics

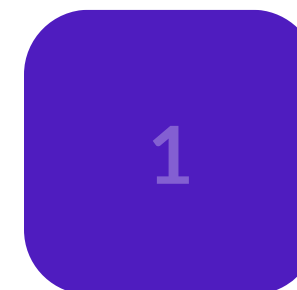


RGB 53 26 124
CMYK 98 100 13 5
#361a7d

RGB 0 176 158
CMYK 75 2 46 0
#00b09e

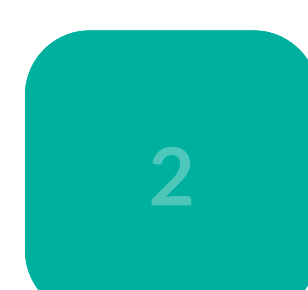


logo



RGB 79 27 191
CMYK 87 84 0 0
#4f1cbf

RGB 0 176 158
CMYK 75 2 46 0
#00b09e



extended palette

greyscale

RGB 22 27 34
CMYK 83 68 52 80
#161b22



RGB 38 45 57
CMYK 83 68 52 61
#262e38



RGB 75 90 113
CMYK 74 57 36 24
#4a5970



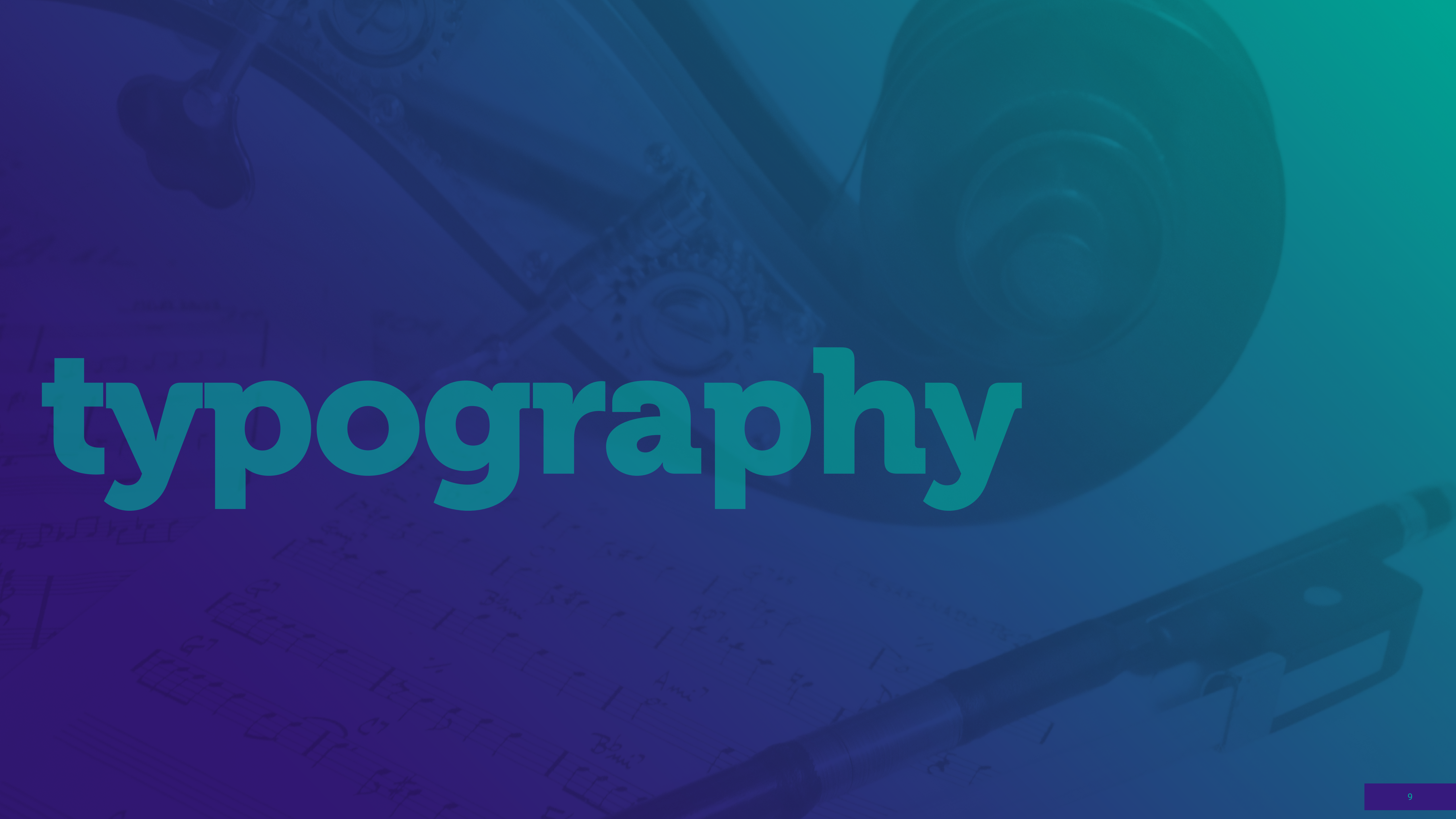
RGB 134 151 174
CMYK 52 35 21 5
#8796ad



positive Accent

RGB 52 196 56
CMYK 70 0 95 0
#33c438





typography

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

bodytext

Pa quas molum aut volorporibus solorei cientem et adioressit fugias aut omnimin ere, omnimil et aliam, sita consed modicum nos ma atiuustotatem aceaque sequiam apidipsus maximus danihiliquia velisimet pliquos sintur? Quid magnihi caeptam, ut quat facerio rumquia voloriam vendi ipsae miniatatem nam, que sit, velitio volla dolum reicat labo. Ecto ex et aliquis inulparum comprehendel il inctemp oreperit ped maiores siminvero ium vendelest voluptio. Most, arioren ihillamus, si antur aut quat quatur? Icius solliquas quam, officitae lam fuga. At landit odiciur, nusam volori doloratibero odic totati.

Regular
10-24 pt.
Tracking 0

museo

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

opener

ExtraBold – 900
233 Pt.
Tracking -20
Lower case
light-blue in 40-60% trans-
parency

headlines

Bold – 700
62 Pt.
Tracking -10
Lower case

subheadlines

Bold – 700
30 Pt.
Tracking 0
Lowercase



logo

logo

the mondomusic logo comprises three main elements:

- 1** The circle represents the world and the five ledger lines, music and a wave, suggesting the flow of music

Circle colours gradient:



RGB 79 27 191
CMYK 87 84 0 0
#4f1cbf

RGB 0 176 158
CMYK 75 2 46 0
#00b09e

- 2** The logotype consists of two words combined without a space; "mondo" and "music" – mondomusic.

The colour for mondo is **1** , while for music is **2**

- 3** The slogan or strap line "it's a musical world" conveys our mission.

The font is Lato black.



logo icon / app icon



vertical logo



mondomusic



mondomusic

it's a musical world



mondomusic



mondomusic

it's a musical world

vertical logo black and white



horizontal logo



horizontal logo black and white



logo usage

for small use - use horizontal only without the slogan



minimum size

150 px or 40 mm



40 px or 11 mm

logo usage

Rules apply for horizontal and vertical versions



Use logos with a gradient in the circle only on white or bright backgrounds



Use logos with the purple in the circle only on applications that cannot display the gradient correctly (e.g. merchandise, some print methods) or in very small applications



Use white logos only on dark or gradient backgrounds



Use black logos only on print applications such as letters

prohibited usage

Do not crop the logo



Do not distort the logo



Do not change the logo's transparency, unless it is coordinated with us



Do not change the colour of the logo



to avoid logo misuse, please bear in mind these instructions:

Do not rotate the logo or single parts of it



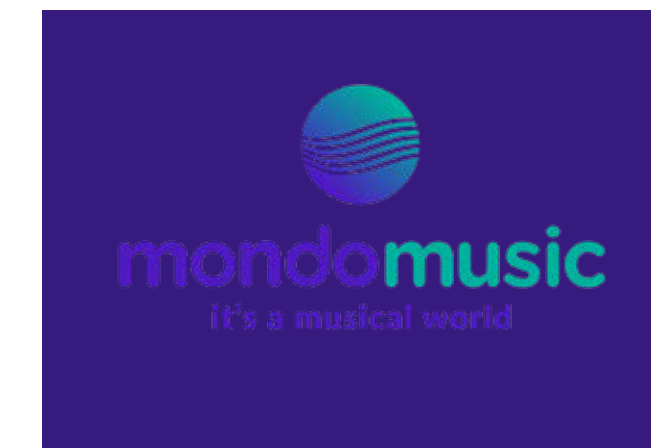
Do not add effects such as shadows or



Do not change the typeface



Do not place the logo against backgrounds that undermine readability



safe area



— = one spaceunit equals the height of the letter "d" of mondomic

□ = represents the safe are

download logo

Click [here](#) to download logo files.
For further details, please contact
us at info@mondomusic.app.



mondomusic
it's a musical world



graphics style

graphics style

the pictorial world consists of two types of photo:

- classical instruments
- instruments (mostly analogous) in combination with players

The intention is to focus on classical music. In addition, the photos are designed to identify the target group: from amateur musicians to expert professional players and music lovers. The images are always in black white with a slightly increased contrast.



graphics style

photos

every picture consists of two layers:

- the photo
- the gradient



3

RGB 53 26 124
CMYK 98 100 13 5
#361a7d

RGB 0 176 158
CMYK 75 2 46 0
#00b09e

2

To create the mondomusic pictorial world, the photo must be placed on the gradient A with a transparency of 20-30%. The photo should have the transparency effect “multiply”.



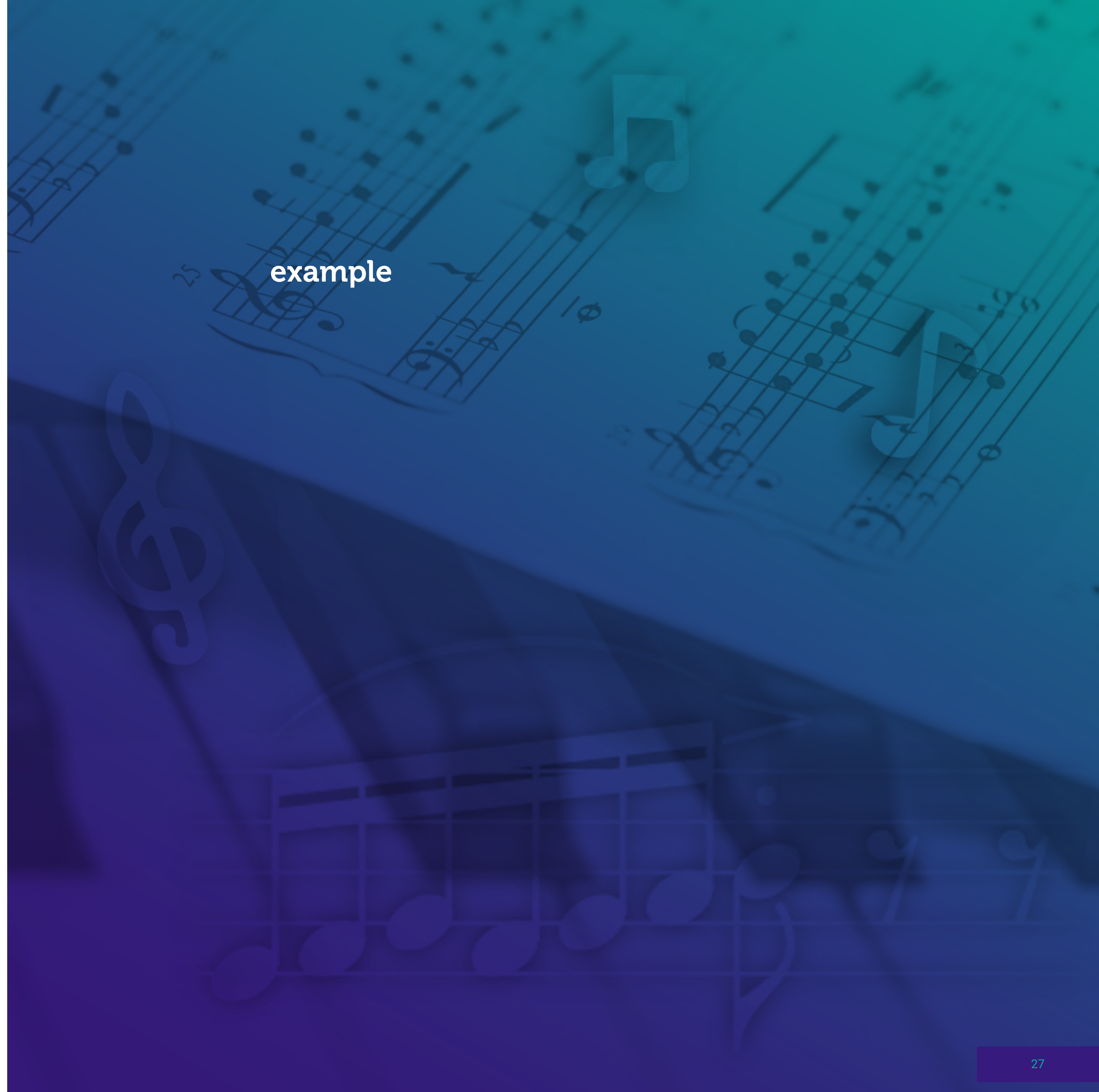
graphics style

graphics



Graphics may also be added. These are faint musical notes and other musical symbols. They are variable in position, rotation and transparency. They should not be too prominent and must have the transparency effect “multiply”.

example





mondomusic