



# Brand Guidelines

## Purpose of this document

The purpose of this document is to offer understanding and clear visibility towards the brand message of Jamendo. The rules are meant to give coherence to the brand's visual voice and strengthen the brand's perception towards the general audience.

Under no circumstance changes or interpretations of the rules presented in the following chapters are allowed.

For inquiries please contact [support@jamendo.com](mailto:support@jamendo.com)

## **Jamendo definition**

Jamendo is one of the biggest online emergent music platforms. It provides free music for personal entertainment and various licenses for projects or businesses. Jamendo supports unaffiliated, independent artists by offering them a global space to display and sell their creations.

## The brand's tone of voice

Flawsome.

Something that is totally awesome, but not without it's flaws.

We are human and we try to make the best of it.

Brand Tagline

**Artists. Music. Licensing.**

In an ever-crowded communication industry we believe things need to be simple and honest for our artists, users, customers and partners. And quality should make the final difference.

The above tagline is meant to clearly describe the brand's core activities and focus. The purpose of this Brand tagline is to reinforce the unity but also emphasize the full service pallet Jamendo as a business is providing.

# JAMENDO CORPORATE LOGO

## The Logo

Jamendo, as a brand, has one main corporate logo and 3 Services Logos designed to describe & support the 3 main business lines.

Each of the logos are to be used only in their designated context and business sector and never outside of it.



# FONTS

**Jamendo Main Typefaces**

The Futura Demi and Book is the main typography, used for any corporate or advertising communication.

This is the typography used for the Corporate Logo and its variations.

If this typography is not available or installed on your operating system, the Arial and authorized alternative solution.

## MAIN TYPEFACES

**FUTURA DEMI****A B C D E F G H I J K L M N O P Q R S T U V W X Y Z****1 2 3 4 5 6 7 8 9 & @ , . «» ‹ › “ ” ‘ ’ ” ”****FUTURA BOOK****A B C D E F G H I J K L M N O P Q R S T U V W X Y Z****1 2 3 4 5 6 7 8 9 & @ , . «» ‹ › “ ” ‘ ’ ” ”**

## ALTERNATIVE TYPEFACE

**ARIAL****A B C D E F G H I J K L M N O P Q R S T U V W X Y Z****1 2 3 4 5 6 7 8 9 & @ , . «» ‹ › “ ” ‘ ’ ” ”**



# JAMENDO CORPORATE LOGO

**Logo versions**

There are two versions of the Corporate Logo, the Vertical and the Horizontal.

You can choose the Corporate Logo that best fits the physical layout in which it will be used. It is important to always display these Logos, as shown in this guide, without modification.



**Jamendo**

Vertical Logo



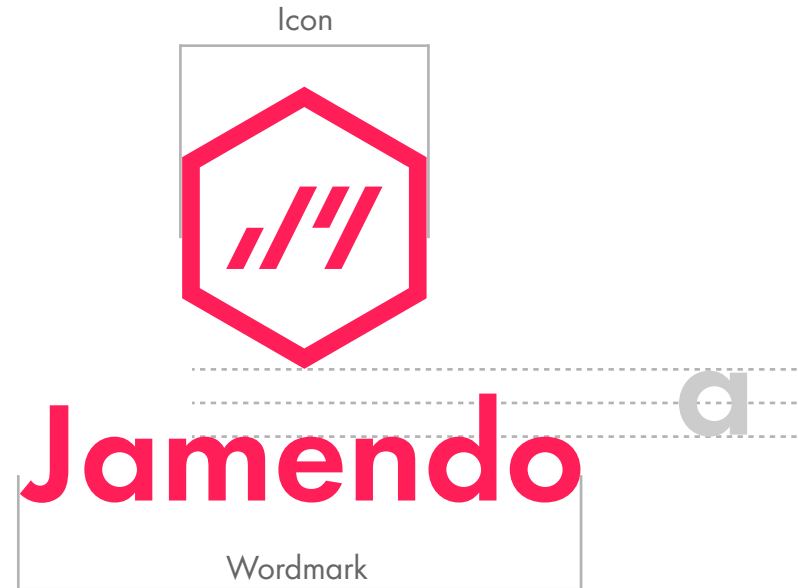
**Jamendo**

Horizontal Logo

### Space between the Icon & Wordmark

For the Vertical Logo, the space height between the Icon and the Wordmark is equal to «a» letter of the Wordmark.

For the Horizontal logo, the space width between the Icon and the Wordmark is equal to the width of a «a» letter of the Wordmark.



### The Exclusion Zone

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath.

The exclusion zone is equal to half the height of the J letter.



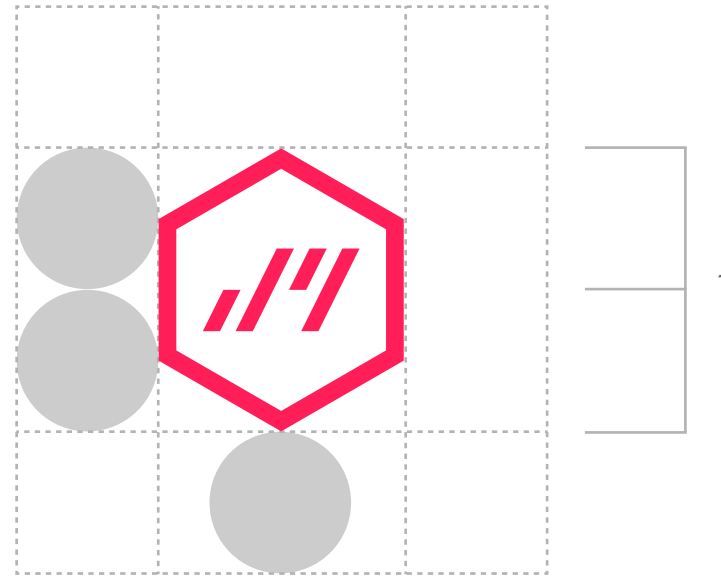
### The Icon Usage & Exclusion Zone

The Icon can be used without the wording, especially for social media.

In this case, the Exclusion zone is equal to half the height of the Icon:

Note:

While the icon can exist without the Wordmark, the Wordmark should never exist without the Icon.



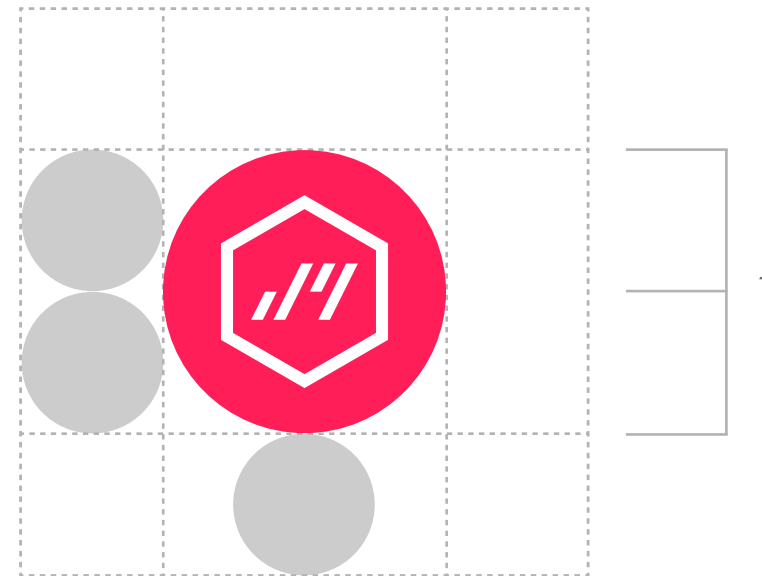
### The Icon Usage & Exclusion Zone

The Icon can be used without the wording, especially for social media.

In this case, the Exclusion zone is equal to half the height of the Icon:

Note:

While the icon can exist without the Wordmark, the Wordmark should never exist without the Icon.



### Minimum Sizes

To ensure the readability and the good reproduction of the Logo, the Minimum Sizes must be respected.

The sizes are different in physical print and on screen.



28 x 21 mm.



80 x 59 px



44 x 14 mm.



125 x 40 px



12 x 14 mm.



35 x 40 px



16 x 16 mm.

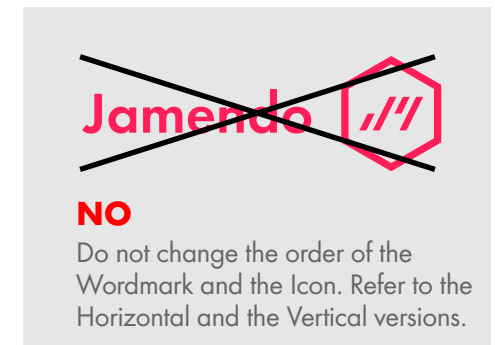
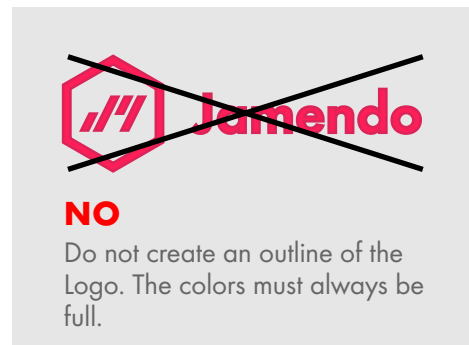
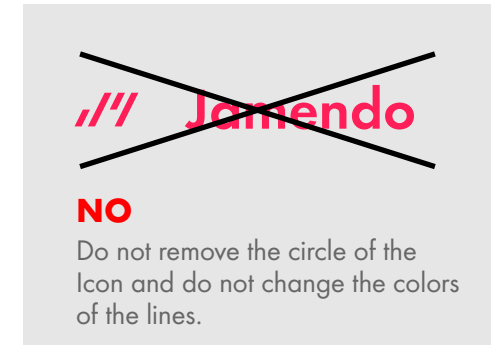
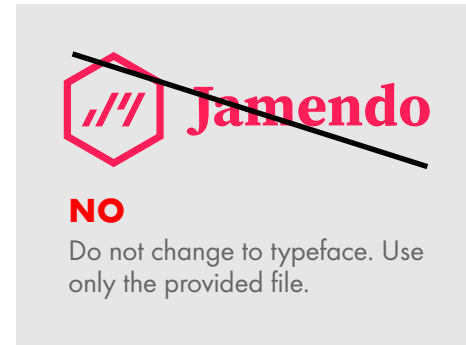
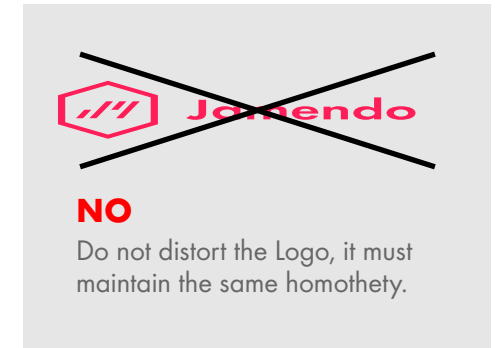
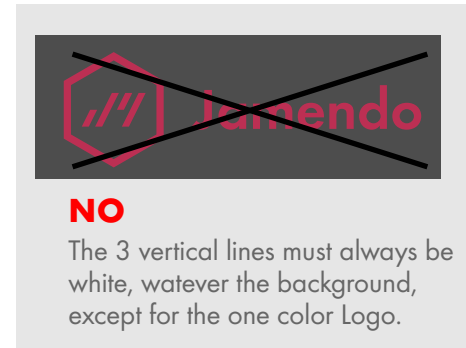
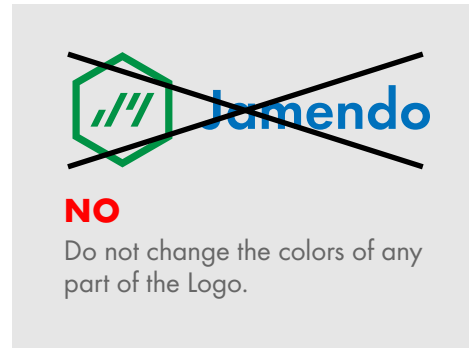


45 x 45 px

### Logo Misuse

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document – there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.





# SERVICES LOGOS

## Jamendo Music Logo versions

There are two versions of Jamendo Music Logo, the Vertical and the Horizontal.

You can choose the Logo that best fits the physical layout in which it will be used. It is important to always display these Logos, as shown in this guide, without modification.

### Note

The same rules as Corporate Logo must be applied, concerning:

- The space between the Icon and the Wordmark
- The Exclusion Zone
- The Logo Minimum Size
- The Logo Misuse
- The Logo Colors Options



**Jamendo  
Music**

Vertical Logo



**Jamendo  
Music**

Horizontal Logo

### Jamendo Artists Logo versions

There are two versions of Jamendo Artists Logo, the Vertical and the Horizontal.

You can choose the Logo that best fits the physical layout in which it will be used. It is important to always display these Logos, as shown in this guide, without modification.

#### Note

The same rules as Corporate Logo must be applied, concerning:

- The space between the Icon and the Wordmark
- The Exclusion Zone
- The Logo Minimum Size
- The Logo Misuse
- The Logo Colors Options



**Jamendo  
Artists**

Vertical Logo



**Jamendo  
Artists**

Horizontal Logo

## Jamendo Licensing Logo versions

There are two versions of Jamendo Licensing Logo, the Vertical and the Horizontal.

You can choose the Logo that best fits the physical layout in which it will be used. It is important to always display these Logos, as shown in this guide, without modification.

### Note

The same rules as Corporate Logo must be applied, concerning:

- The space between the Icon and the Wordmark
- The Exclusion Zone
- The Logo Minimum Size
- The Logo Misuse
- The Logo Colors Options



Jamendo  
Licensing

Vertical Logo



Jamendo  
Licensing

Horizontal Logo

# COLORS

## The Logo

Jamendo, as a brand, has one main corporate logo and 3 Services Logos designed to describe & support the 3 main business lines.

Each of the logos are to be used only in their designated context and business sector and never outside of it.



**Jamendo  
Artists**



**Jamendo**



**Jamendo  
Licensing**



**Jamendo  
Music**

### CORPORATE & MUSIC PINK



PMS  
191 C

HEX

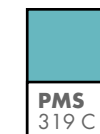
#FF1e58

CMYK

C: 0  
M: 89  
Y: 47  
K: 0

RGB

R: 255  
G: 30  
B: 88



PMS  
319 C

HEX

#67B7BF

CMYK

C: 74  
M: 5  
Y: 32  
K: 0

RGB

R: 103  
G: 183  
B: 191

**Logo Colors Options**

For both Vertical and Horizontal Logos, the colored version is preferred.

Depending of the situation and of the printing process and support, the one color in black is acceptable.

For the black or dark backgrounds, the reversed logo in white color is an acceptable way of reproducing Jamendo Logo.

 <b>Jamendo</b>	 <b>Jamendo</b>
 <b>Jamendo</b>	 <b>Jamendo</b>
 <b>Jamendo</b>	 <b>Jamendo</b>
 <b>Jamendo</b>	 <b>Jamendo</b>

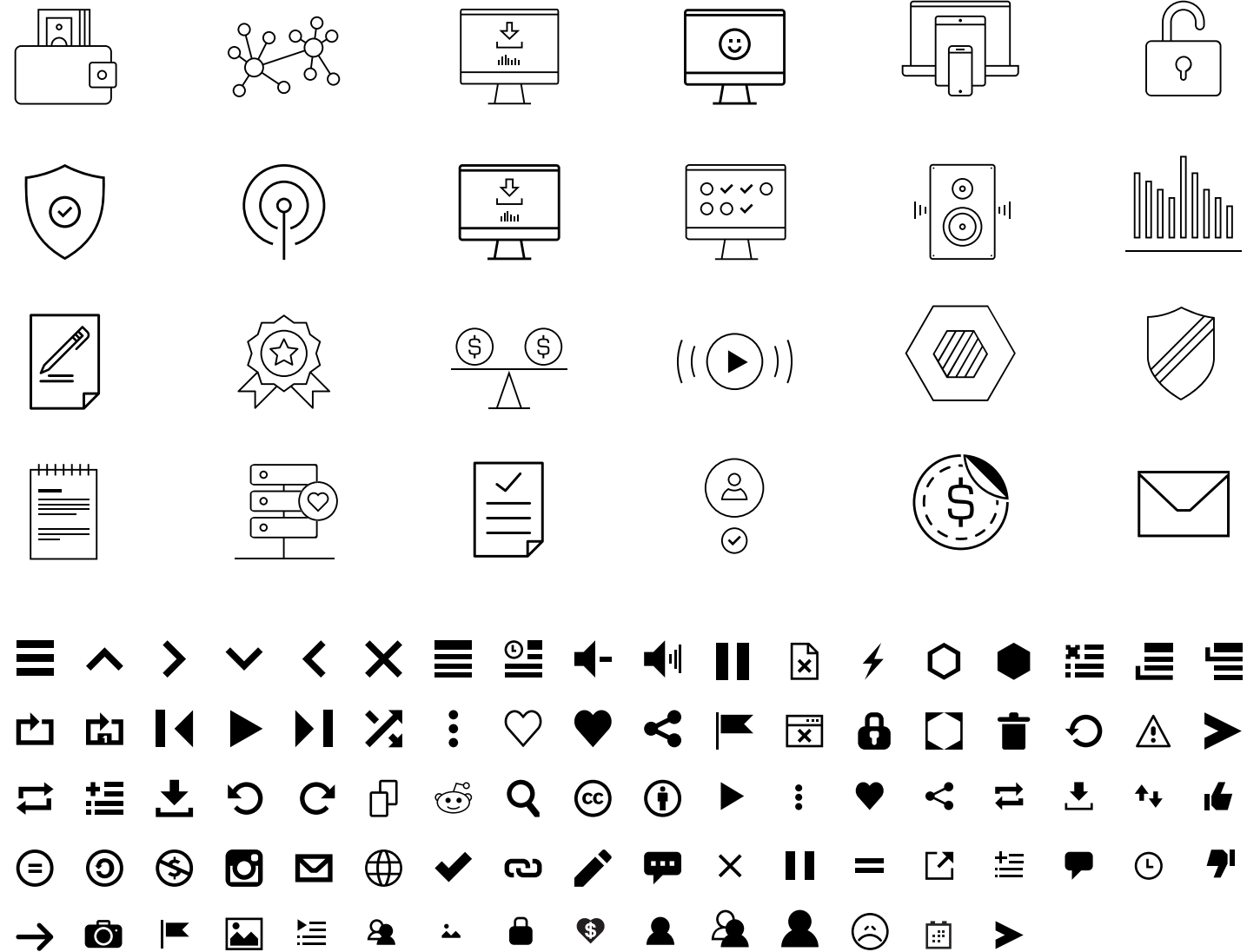
# ICONS



## Vector Icons

Many icons are used on jamendo websites. These icons in vector format can be used for presentation or advertising documents.

Please contact the communication or design department to request it if needed.



# PROSPECTING TOOLS

**Partner best practices**

The idea is to display Jamendo logo bigger than any other text.

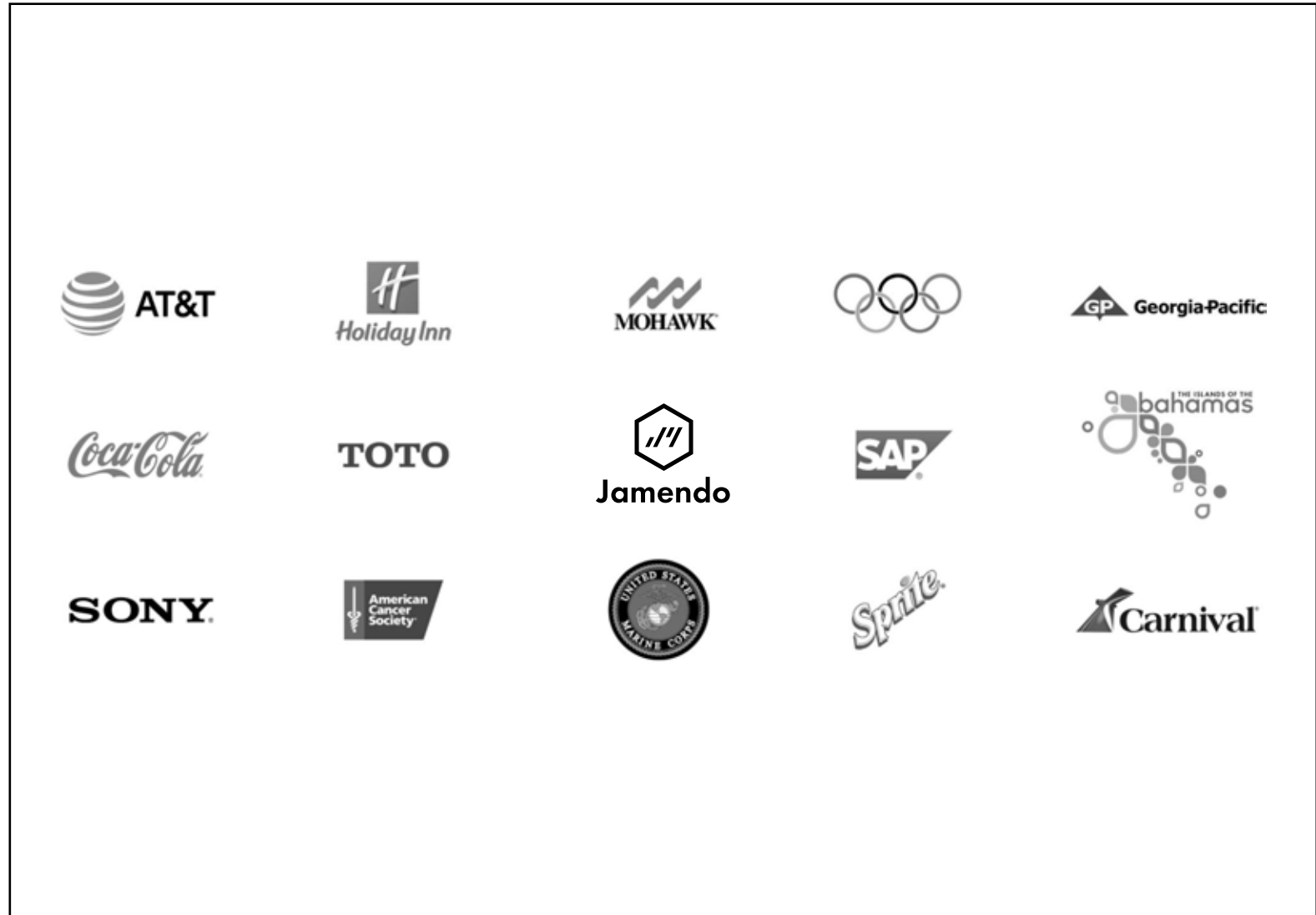
Music provided by



**Jamendo**

## Partner best practices

With multiple partners, the logos must have the same size.



## Partner best practices

Usage of the color version for light pictures. The logo position is according with the picture for a good visibility.

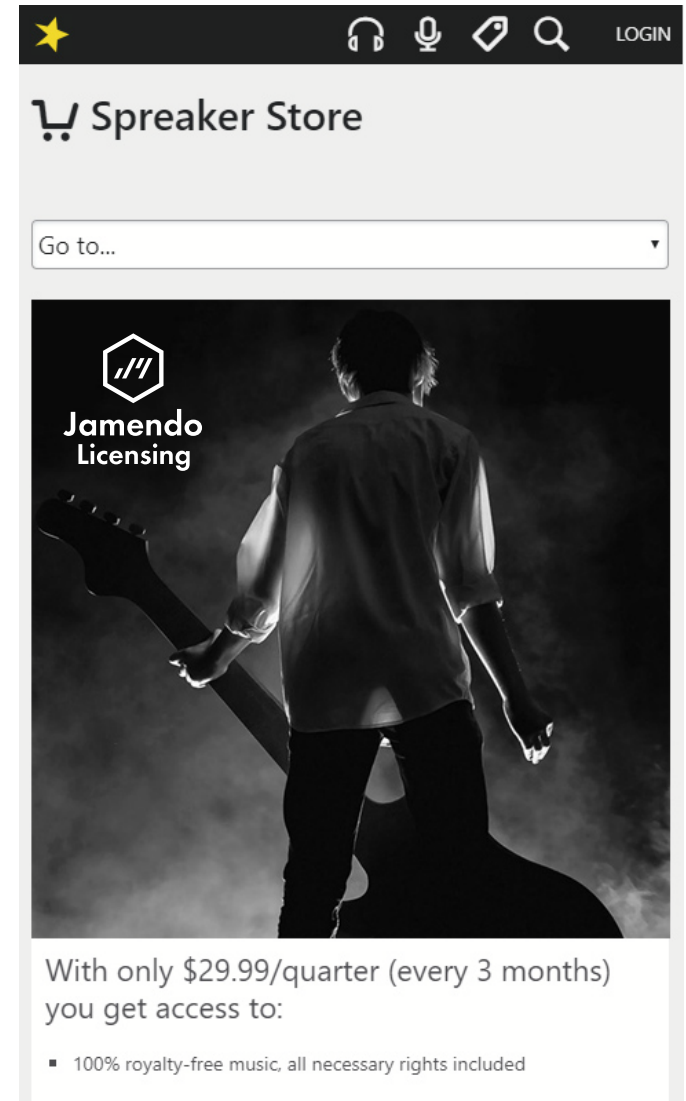
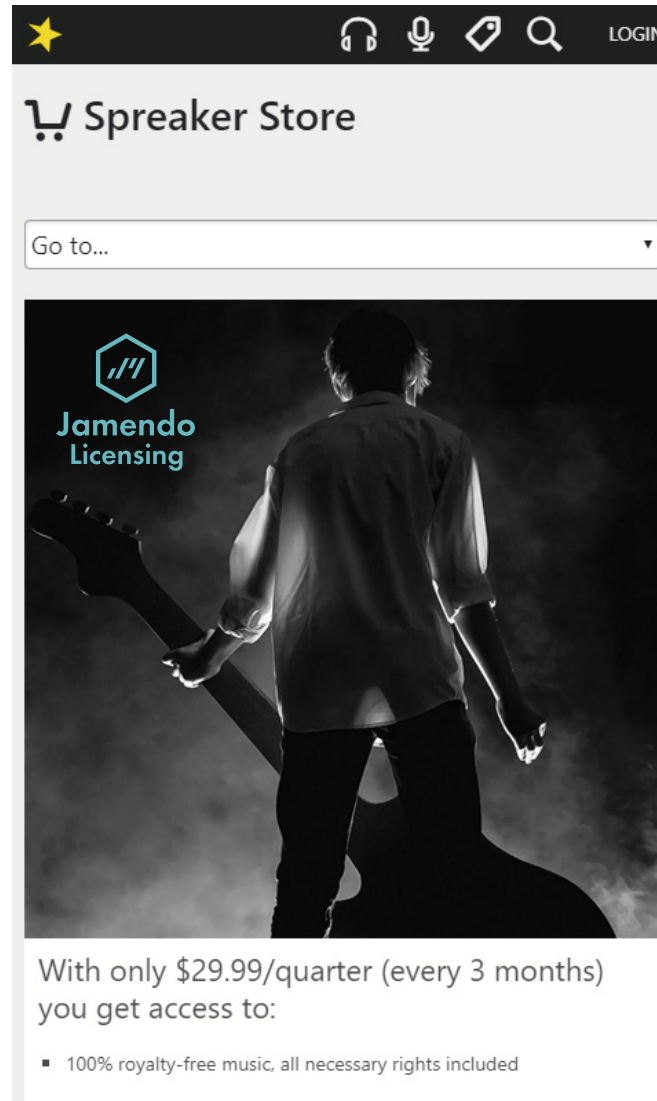
The screenshot shows the Spreaker Store website. At the top, there is a navigation bar with the Spreaker logo, a search bar, and links for Listen, Create, Plans & Pricing, LOGIN, and a SIGN UP button. Below the navigation bar, the main content area features a shopping cart icon and the text 'Spreaker Store'. On the left side, there is a vertical menu with the following items: Pro plans, Mobile Apps, Ad Campaigns, Voiceover, Transcription, Course & Mentoring, Jamendo (highlighted), and Epidemic Sound. The main content area displays a large advertisement for Jamendo Licensing. The advertisement features a photograph of a young girl in a purple shirt and pants, wearing a red cape and a purple mask, striking a superhero pose against a bright, hazy background. The Jamendo Licensing logo is positioned in the top right corner of the image. Below the image, the text reads: 'Give your podcast the music it deserves. It's your podcast, your world, your rules. Choose among a wide selection of royalty-free music & create the best sound moods for your audience. No matter what your podcast is about, we have the right tracks for you!' At the bottom of the advertisement, there is a yellow button with the text 'DISCOVER THE MUSIC'.

### Partner best practices

Usage of the color version or white version for dark picture pictures.

For square or vertical pictures, the vertical version is preferred.

Note: never usage the color version of Jamendo Music on a dark picture.



## Video Tag usage

The animated video logo tag comes at the end of all video materials.

The way to use it is as follows.

The first 2 seconds containing the brand Tagline (Artists. Music. Licensing.) appears over the final video sequences with a transparent background.

The last 3 seconds of the animation are dedicated to the brand and only the Jamendo brand.

The animation comes in white background and black background and it's meant to be used accordingly to the overall image of the footage.



1.



2.

Artists. Music. Licensing.

3.



4.

**More infos?**

You can contact us at:

**[talk-to-us@jamendo.com](mailto:talk-to-us@jamendo.com)**