STYLE GUIDE

This document provides guidelines and tools for using African Nova Scotian Music Association's visual brand. It outlines the building blocks of the logo, the visual identity, and contains sample applications to illustrate our look and feel. Our brand is our story and identity. Cohesive and thoughtful use of this document will help me strengthen our brand and reputation.

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OUR LOGO

LOGO

OVERVIEW

Keywords associated with the ANSMA logo are sound, afrocentric, youthful, modern, equity and world stage. The soundbars are arranged to to shape of the letter ‘m’ and a crown. The badge layout variation of the logo can be interchangeably representaed as a record, globe and/ or a cymbal.

The logo must never be recreated or modified in any way. It should always be used in colour, unless production restrictions prohibit it. In cases such as these alternative one versions found in the asset package may be used accordingly.

ACRONYM

FULL

BADGE

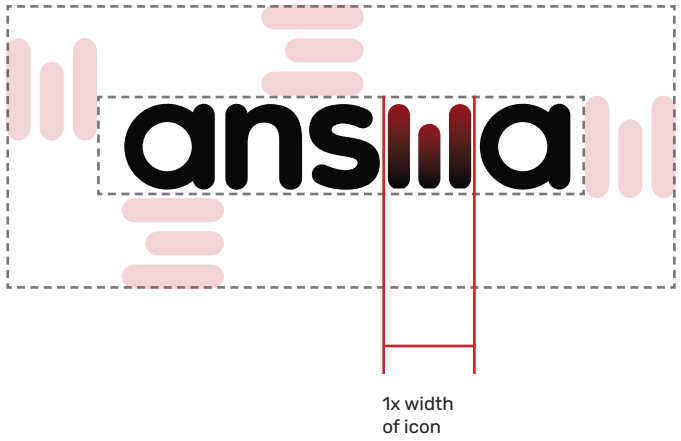
LOGO

SIZE AND SPACING

For legibility, the logo is never made smaller than 1 inch wide in print, or 100 pixels wide on-screen. It is important that clear space be maintained from all surrounding elements in order to distinguish the wordmark within a layout. Clear space is determined by 1x the width of the icon/crown in the logo.

MINIMUM SIZE

CLEAR SPACE

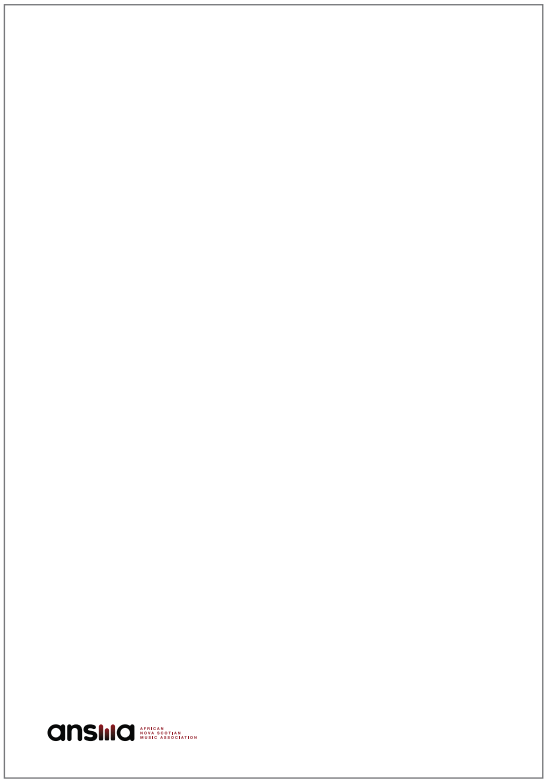


LOGO

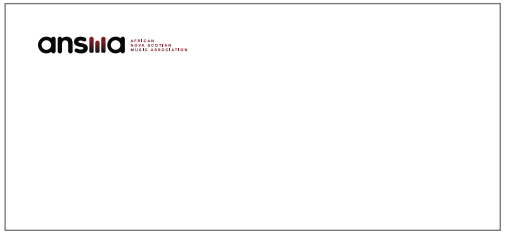
POSITIONING

The primary placement of the logo is in the bottom left corner of a layout. Secondary placement of the logo is in the top left corner. Size of the logo should be between a third and fourth of the layout width.

PRIMARY



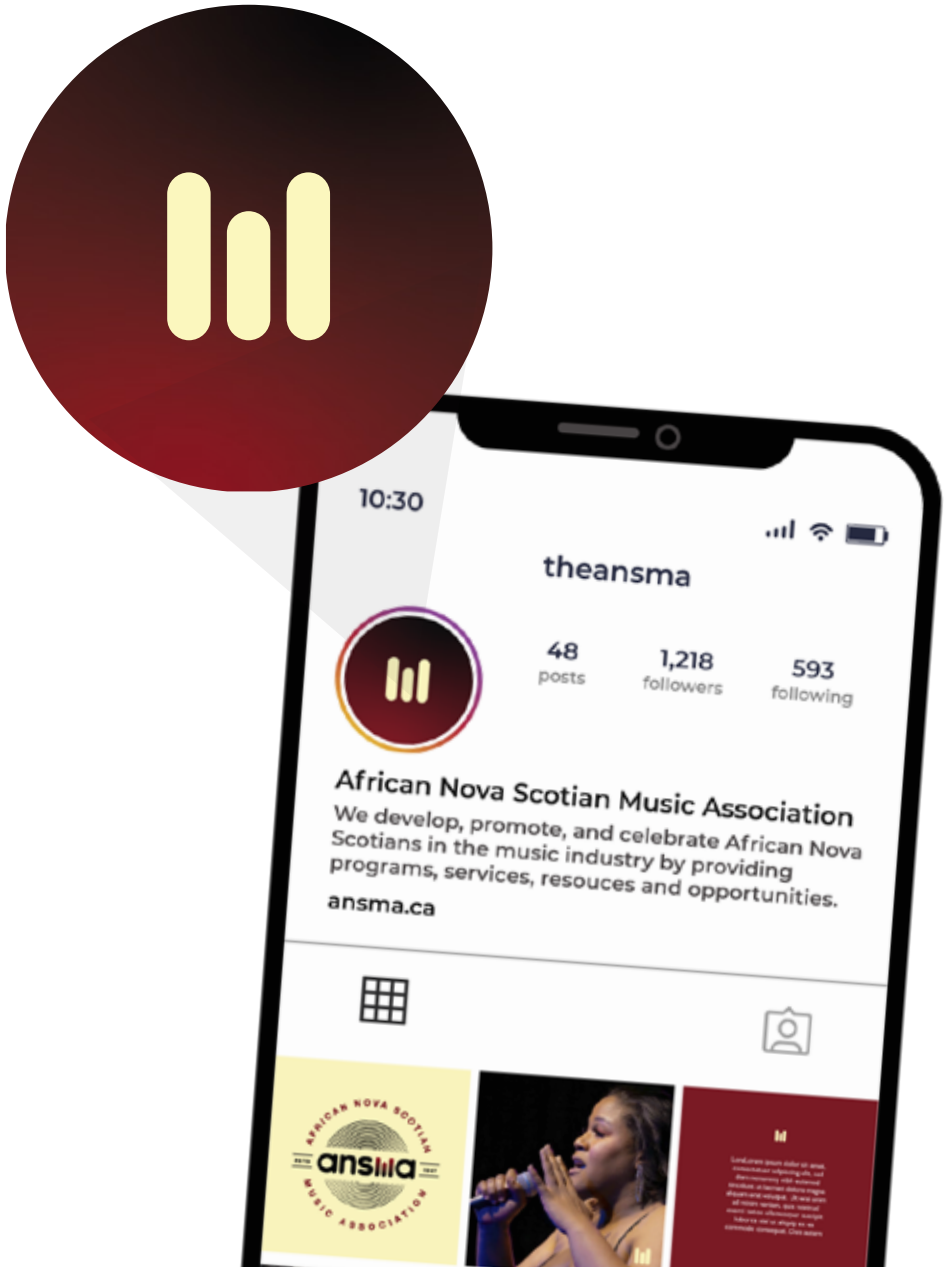
SECONDARY



SOCIAL MEDIA ICON

The social media icon uses an isolated version of the crown/sound bars from the official logo. For purposes of our branding we will refer to this icon as the ANSMA crown.

The crown can also be used as a subtle identifier on other social media materials, etc.



TYPOGRAPHY

FONTS

HEADINGS

DIN 1451 Std is the typeface for headings. It is used as a base for all communications and should be used it 'ALL CAPS' only.

DIN 1451 STD

Aa

ABCDEFG
HIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!”#$%&’()*+?:;<=>?@

FONTS

PARAGRAPH TEXT

Gill Sans Nova is the typeface for paragraph text. Paragraph text should always be set at minimum 2 weigths below the paragraph text weight.

It is preffered that additional weights be used only to achieve contrast in bodies of text.

GILL SANS NOVA

Aa

ABCDEFG
HIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!”#$%&’()*+?:;<=>?@

COLOUR PALETTE

COLOURS

PRIMARY

The official palette consists of Deep Red, Red, Ivory, Black & White.

Paragraph text should be set in black, white or Deep Red only. In instances where the background is coloured, you may use Ivory or Red in headings.

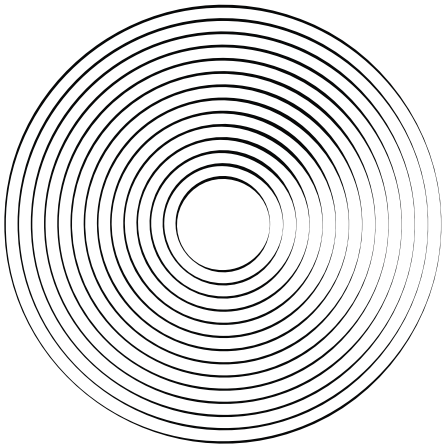
GRAPHIC DEVICE

GRAPHIC DEVICE

EXAMPLE

CYMBAL

The abstract cymbal is extracted directly from the official logo. These cymbals can vary in size and colour in any given layout



USAGE EXAMPLES

SAMPLES

Social media graphic and business cards.

If you have any questions about this document or other related topics, please contact us.

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