

Style Guide

This document will provide the basic rules for using our corporate identity when creating any materials.





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Introduction

A style guide (or manual of style) is a set of standards for the writing and design of documents, either for general use or for a specific publication, organization or field.

A style guide establishes and enforces style to improve communication. To do that, it ensures consistency within a document and across multiple documents and enforces best practice in usage and in language composition, visual composition, imagery and typography.

Most style guides are revised periodically to accommodate changes in conventions and usage. The frequency of updating and the revision control are determined by the subject matter.



About

VerseOne Distribution provides free digital music distribution services for artists to sell their music and music videos on digital streaming and download stores worldwide. Music and music videos submitted to us gets distributed to 280+ endpoints. Artists keep 100% of their copyrights. Publishing and neighboring rights services are provided to artists on demand.

VerseOne Distribution is owned and operated by Verse One Media LLC, a Delaware Company.

PRIMARY INDUSTRY – Distribution, Publishing.



Mission

VerseOne Distribution was founded to help independent artists get access to copyrights protection tools for their audio tracks and music videos without having to pay monthly upfront payments or yearly subscription fees. Helping musicians who previously had limited or no access to copyrights protection services and tools for real global reach of their musical and creative talents is our passion.

Logo Variations

Our identity is much more than just a logo, but obviously the logo is the most important element that identifies us and let us to stand out. That's why it's so important to use the logo exactly as specified in these guidelines. Use only the provided files of the logo.

Our logo is a fresh, bold identity that unites all of our communications.

Our logo is a combination of the graphic element and text. All logo elements should stay together to best represent our brand. However the graphic element can be used separately as an icon, favicon, branding or design element, social media profile picture, etc.



Sizing And Clear Spaces

The logo can be scaled only proportionally. Refer to the provided .ai files for the right ratio and dimensions. The minimum size of the logo should be not less than indicated here.

Everyone needs a little extra space to breathe. Clear space between the logo and any other element in all forms of marketing should be equal to at least one letter “V” height.

Adhering to the above guideline will ensure the logo retains its integrity and legibility across all forms of media.

1.378" / 35 mm
(Min. Size in Print)



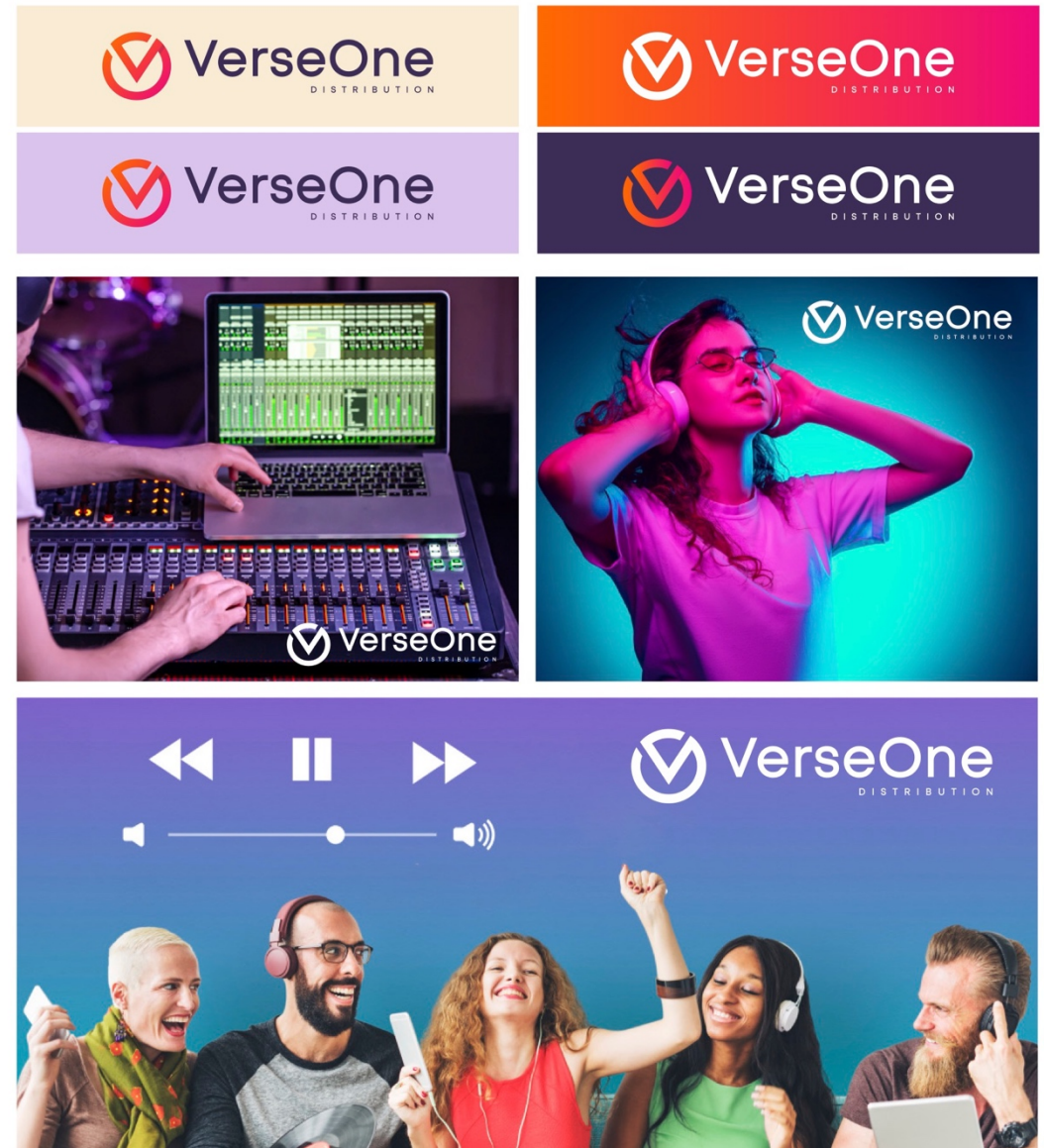
70 px
(Min. Size Onscreen)



Acceptable Logo Usage

As far as possible use the logo on white, neutral or corporate color backgrounds. Use the corresponding logo version depending on the background color. If the logo needs to be placed on a dark background, use the negative logo. For all backgrounds, ensure that logo contrasts well with them and is clearly visible. These rules apply to both solid backgrounds as well as images.

Logo should stay visible on the images. Try to place the logo on the most free area of the image. If the image is too busy and makes the logo unreadable use a solid color plate or color overlay on the image behind the logo.



Improper Logo Usage

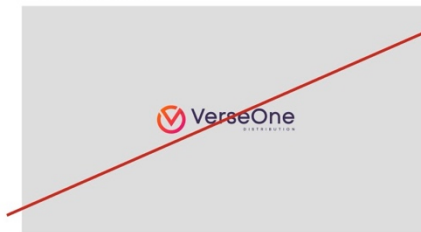
It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document – there are no exceptions.

Do not sit the logo on high contrast or vibrant colors. Do not place the logo on colors and tones similar to the logos colors.

Do not tilt, rotate, stretch, skew or distort the logo in anyway.

Do not add unnecessary embellishments like drop shadows, gradients, embossing etc. to the logo.

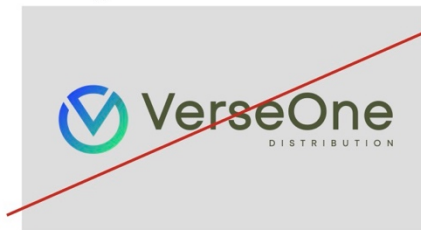
Too Small



Adding Effects



Wrong Color



Disproportionate Scaling



Rotation



Illegible on Background



Primary Colors

Here are the colors that we use in our corporate materials. Using consistent colors in our visual communications across print and web strengthens our identity.

These are the key colors of our brand that we use for the logo and primary branding elements. These colors should always remain unchanged.



CMYK: 0 / 69 / 94 / 0

RGB: 255 / 106 / 0

HEX: #FF6A00

Pantone: 1505 C




CMYK: 0 / 96 / 11 / 0

RGB: 238 / 9 / 121

HEX: #EE0979

Pantone:
P Process Magenta C



CMYK: 86 / 89 / 34 / 31

RGB: 61 / 44 / 86

HEX: #3D2C56

Pantone: 669 C

Secondary Palette

The following colors may be used to complement the primary palette. Consider their use for additional elements, secondary color blocks, backgrounds, infographics, color accents, highlights and auxiliary UI/UX elements.



CMYK:
3 / 8 / 20 / 0

RGB: 249 / 235 / 212
HEX: #f9ebd4



CMYK:
61 / 0 / 25 / 0

RGB: 0 / 235 / 224
HEX: #00ebe0



CMYK:
71 / 38 / 7 / 0

RGB: 81 / 137 / 191
HEX: #5189bf



CMYK:
78 / 100 / 1 / 1

RGB: 99 / 26 / 134
HEX: #631a86



CMYK:
17 / 27 / 0 / 0

RGB: 218 / 196 / 236
HEX: #dac4ec




CMYK:
57 / 0 / 58 / 0

RGB: 97 / 226 / 148
HEX: #61e294



CMYK:
100 / 91 / 13 / 2

RGB: 9 / 12 / 155
HEX: #090c9b



CMYK:
60 / 50 / 50 / 100

RGB: 0 / 0 / 0
HEX: #000000

Typography

Our font styles are pre-selected. Use these fonts for all corporate texts. Use different styles of the font for different parts of text and elements on website and printed materials to display the hierarchy. Our corporate typeface for titles and body text is Lorin. Clean, distinctive and legible, it is available in a variety of weights.

Lorin Bold

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
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 0 ! @ # \$ % ^ & * () ? / " ' | \

Lorin Regular

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
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 0 ! @ # \$ % ^ & * () ? / " ' | \

Lorin Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?'/''|\

Lorin ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()?'/''|\

Note: The font sizes mentioned here are not the strict instruction. They are put just to show the proportions between the different text elements in the layout.

H1

Lorin Bold 20 pt

H2

Lorin Bold 14pt

Quote

Lorin Light 10pt

H3

Lorin ExtraBold 12pt

Text

Lorin Regular 12pt

Subtitle

Lorin Bold 12pt

Menu

LORIN REGULAR 12PT ALL CAPS

Tag

LORIN EXTRABOLD 10 PT ALL CAPS

Article Structure

Here is an example of how the typography rules work in a sample article.

Main Heading: Lorin Bold 24 pt

Title Goes Here

Subtitle: Lorin Bold 14 pt

Subtitle goes here

Paragraph introduction: Lorin Light 14 pt

"Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit..."

Paragraph: Lorin Regular 12 pt

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet.", comes from a line in section. Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.

WHERE DOES IT COME FROM?

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Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing

Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet.", comes from a line in section. Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation

H. Rackham. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, Bonorum et Malorum" Lorem Ipsum passage, and going through the cites of the word in classical literature,

Imagery

We prefer to use high quality photos, stock images and custom graphics that reflect what we are doing and related to our business. Always remember to respect copyrights for any images you select to be associated with the brand or to be used with our logo.

All the images can be used as they are or with our branding and logo. Ensure that logo and text on the picture are well seen and readable. See the examples of how we combine our branding with images.

