

# Ryan Eno Music

Brand Guideline V 1.0

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## Overview:

This brand guideline was created to provide clarity for Ryan Eno Music and to ensure the brand stays consistent across all platforms when used. This guideline provides a set of rules to be followed when using the Ryan Eno Music logo.

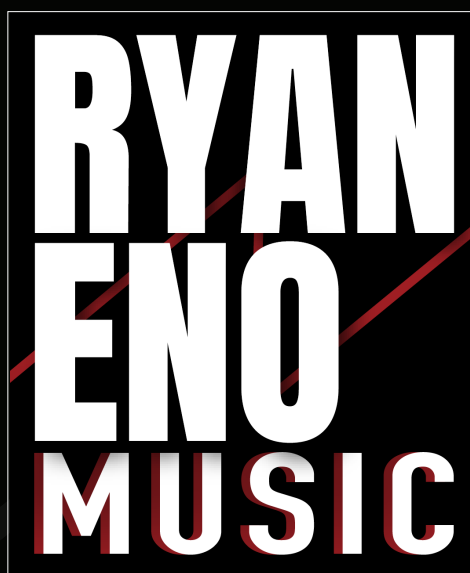
## Logo:

The Ryan Eno Music logo was designed to provide a professional and masculine vibe. It is bold, simple and straightforward. The large letters make the logo easy to read. There is a red line behind the text that represents a 'sawtooth' waveform which will be recognized by musicians and audio professionals.

Horizontal:



Vertical:



# Logo Use:

## Minimum Size

The minimum height for the horizontal logo is suggested to be 1 inch and the minimum height for the vertical logo is suggested to be 1.25 inches. The minimum size rules may be broken when used for smaller applications but the logo needs to maintain its proportions and be legible.

Horizontal:

1 "



Vertical:

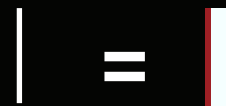
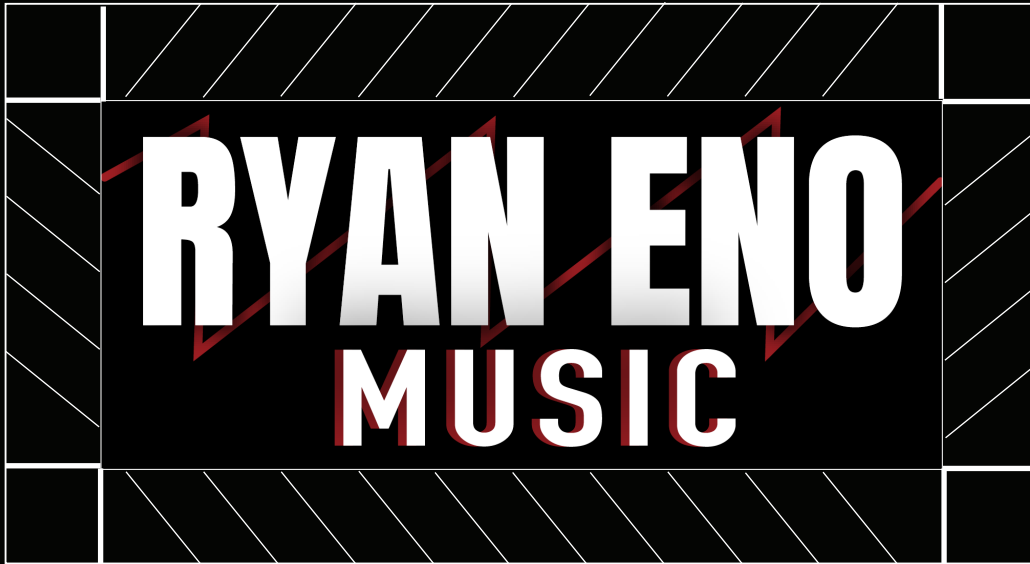
1.25 "



## Logo Use:

### Spacing Requirements:

The length of the 'l' in the word music is the minimum spacing required for around the logo.



# Colours:

## Colour Palette

The chosen colour palette consists of two reds and two neutral shades. This provides a masculine, confident and professional feel for the brand. The deep red is a reference to loud music in audio recording applications. This is also represented in the 'sawtooth' waveform of the logo.

Deep Red  
#A41E23

Bright Red  
#D92327

Grey  
#DEDADA

Black  
#000000

## Typography:

### Primary Typeface :

ABC  
abc | 123

### ANTON

Anton is the strong and bold font used in the logo. It is a san-serif typeface designed by Vernon Adams retrieved from Google Fonts (2021). It was chosen for the logo for its modern, confident and bold look. This font used in the logo creates a powerful and compelling visual.

### Secondary Typeface:

ABC  
abc | 123

### ROBOTO

Roboto is chosen to compliment the bold Anton typeface. Roboto is a san-serif typeface designed by Christian Robertson retrieved from Google Fonts (2021). This typeface provides a friendlier feel and is easy to read. Roboto can be used in a variety of weights; light, regular, medium and bold.

## Attributions:

Adams, V. (n.d.). Google fonts. Retrieved February 20, 2021, from [https://fonts.google.com/specimen/Anton?preview.text\\_type=custom#standard-styles](https://fonts.google.com/specimen/Anton?preview.text_type=custom#standard-styles)

Robertson, C. (n.d.). Google fonts. Retrieved February 20, 2021, from [https://fonts.google.com/specimen/Roboto?preview.text\\_type=custom](https://fonts.google.com/specimen/Roboto?preview.text_type=custom)