



VISUAL IDENTITY GUIDELINES

FEBRUARY 2013

Brand Strategy

Logo

Color

Pattern

Typography

General Examples

OUR MISSION:

“The All Night Party’s mission is to connect music, business and the arts through shared opportunities.”

OUR VALUES:

- Exceed Expectations
- Honesty
- Collaboration
- Community
- Fun
- Communication (transparency matters! also: we speak many languages)
- Creativity (no boundaries on ideas)

OUR ARCHETYPE: MAVERICK ARTIST

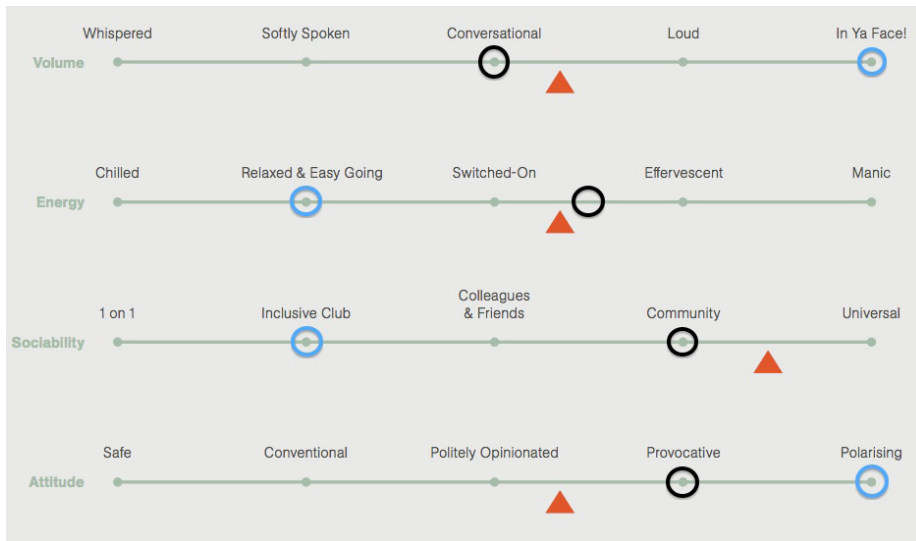
OPPORTUNITY

To position The All Night Party as the #1 provider of business-based solutions to music, entertainment and marketing challenges. We’re experts in marketing, music licensing and creative production services.

BRAND THEME

Our Archetypal Traits – Rebel, Creator, Craftsman, Expert. From our archetypes we might derive: We develop unique products and programs that liberate our clients from their mundane competitors.

ANP VOICE CHART



Black circles = ANP Official ANP Voice. Blue = bands.tanp.com voice. Red = Australia

OUR PERSONALITY

We are artists, fluent in the languages of music, business, marketing and good at making connections among brands, bands or fans.

OUR VOICE

SMART

Having or showing quick intelligence or ready mental capability shrewd or sharp, as a person in dealing with others or as in business dealings clever, witty, or readily effective, as a speaker, speech, rejoinder, etc.

COLLABORATIVE

To work with another or others on a joint project

COOL

Calmness; composure; poise: unruffled elegance or sophistication

CREATIVE

Having the quality or power of creating resulting from originality of thought, expression, etc.; imaginative originitive; productive

BOLD

Not hesitating or fearful in the face of actual or possible danger or rebuff; courageous and daring not hesitating to break the rules of propriety; forward; impudent necessitating courage and daring; challenging beyond the usual limits of conventional thought or action; imaginative

TRUSTWORTHY

Worthy of being trusted; honest, reliable, or dependable

OUR LOGO

Our new logo is bold, smart, and really cool. We have married it with our company name for easier use and improved communication of what The All Night Party actually does. Our standard “full owl” can be used alone in some limited cases.



Horizontal version ^



Grayscale version ^



LOGO USAGE

DO...



...place the logo on a white background



...keep a clear space around the logo measured by the diameter of the owl's eye.



...use this all white version for placement on darker backgrounds. Using our full-color logo is always preferred when possible.

DO NOT...



...rotate the logo.



...swap the colors.



...use the “full owl” next to the typeface.

USING THE “FULL OWL”

We will still use the “full owl” (only orange or gray) for things like social media icons, badges, email signatures. general artistic/syle use, and in cases where we wish to simply acknowledge our visual brand. Usage of the “full owl” should be rare. When in doubt, use the official logo..



OUR COLORS

Our ANP orange is now bolder and we've dropped the ancillary colors in favor of a simplified gray-scale. To emphasize the two sides of our company (MUSIC + DESIGN) the primary and secondary colors flip roles. When speaking from the design-side, use BLACK 60%. When speaking from the music-side, use ORANGE. When speaking from both sides, or when in doubt, use ORANGE.

DESIGN

PRIMARY



C = 1 %
M = 82 %
Y = 97 %
K = 0 %

R = 237
G = 85
B = 38

#EC5526

SECONDARY



C = 60 %
M = 51 %
Y = 51 %
K = 20 %

R = 102
G = 102
B = 102

#666666



WHITE

TERTIARY



BLACK = 80 %
*use primarily for body font



BLACK = 10 %
*use primarily for patterns

MUSIC

PRIMARY



SECONDARY



WHITE

TERTIARY



BLACK = 80 %
*use primarily for body font



BLACK = 10 %
*use primarily for patterns

COLOR USAGE

DO...

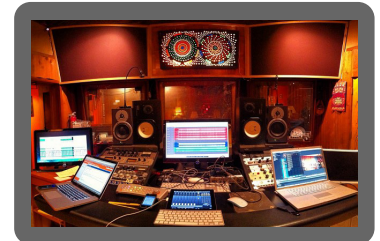


...use the "full owl" in gray or orange.

DIGITAL



MUSIC



...use BLACK 60% as the primary color for the music-side of ANP.

...use ORANGE for the primary color the design-side of ANP.

DO NOT...



...mix the orange and gray within logo.



...make patterns with solid white, black, or orange.

OUR FONT

PRIMARY FONT - TONDU BETA

SECONDARY FONT - HELVETICA NEUE LIGHT (all caps)

Body font - Helvetica Neue

FONT USAGE

HEADER TYPE

SUBHEADER TYPE

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...use BLACK 60% (all caps) for the first word/s in a header.

...use ORANGE (all caps) for the second/last word/s in a header.

...use BLACK 60% (all caps) for subheaders.

...use BLACK 80% for body text..



...use white text when it appears over ORANGE or BLACK 60%.

In cases like this, use only our primary font - Tondou Beta.

HEADER DESIGN

IT'S DIGITAL, BUDDY!

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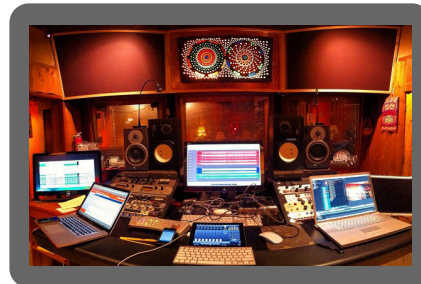


HEADER MUSIC

IT'S THE MUSIC, DUMMY!

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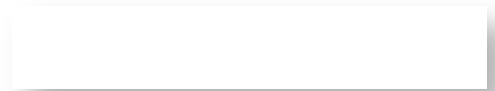
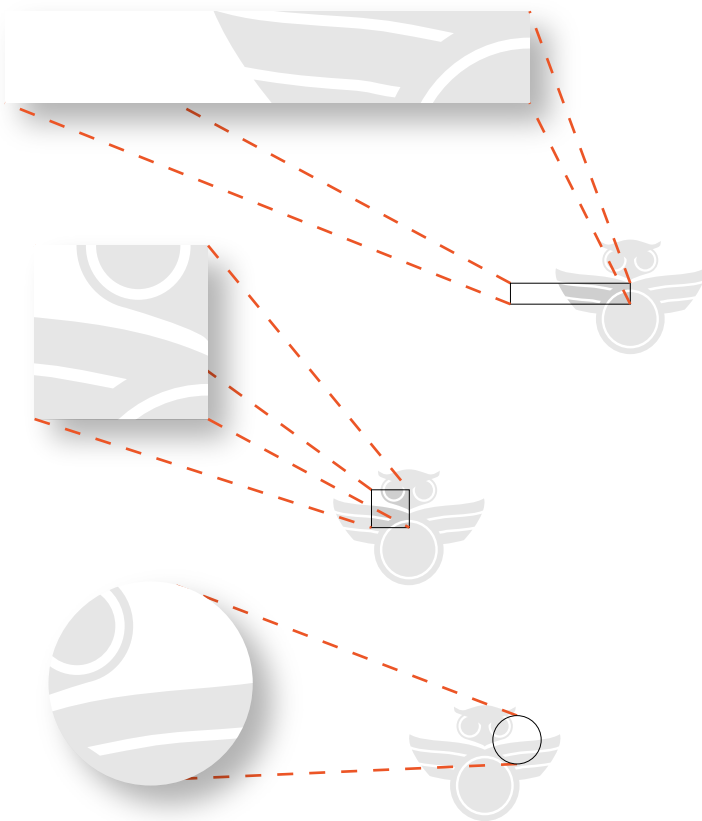
Body text can appear in orange when used on a white background. Use it sparingly and only for emphasis - links are good examples. Most body content should be BLACK 80%

OUR PATTERNS

Simplicity and symmetry are beautiful things. Our company communicates these ideas by not overcomplicating our graphics. By sticking with simple, symmetrical shapes, and by using them in smart, functional, and creative ways, they communicate a clean, cool, and clear identity that reflects our values as a company.

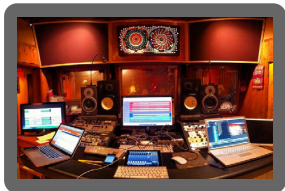
- Circles.
- Squares.
- Rectangles.
- Rounded corners.
- Content areas are white on a white background with a 40% drop shadow effect.

Use those basic elements for all pattern creation.

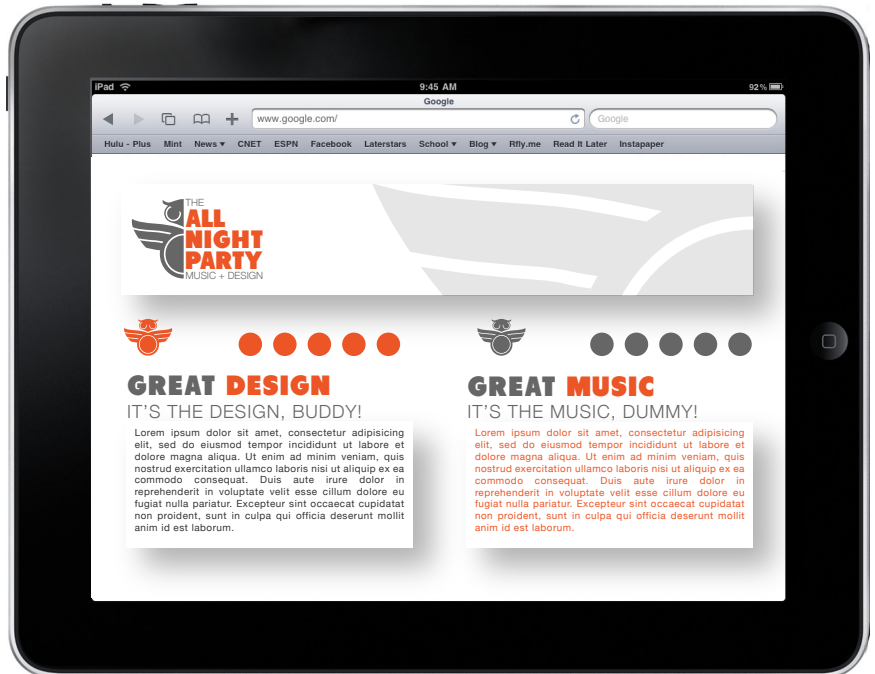


To keep things from getting too boring, use our owl to break up the monotony by zooming in on a section of the owl to create a background pattern. Be sure to set the **transparency** to BLACK 10% to ensure that any font placed over it will still be legible.

Only use colored content areas for section headers, buttons, dividing areas, media etc. Never use them to hold body text.



GENERAL EXAMPLES





2834 Spring Grove Ave.

Cincinnati, OH 45225

t 513.253.3702

e info@theallnightparty.com

w theallnightparty.com

HEADER TYPE

SUBHEADER TYPE

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BUSINESS CARDS

