



BRAND GUIDELINES

BRAND IDENTITY GUIDE

THANK YOU FOR REVIEWING THIS IMPORTANT DOCUMENT.

Used properly, the guidelines found within it will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

WHY IS THIS NECESSARY?

Proprietary logos, approved typefaces, the visuals we choose and the words we use — every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

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INTRODUCTION

YAWRAY MUSIC GROUP'S STORY

YawRay Music Group (YMG) is a trailblazing record label and music powerhouse that aims to redefine the African music industry. Founded by the visionary artist Yaw Ray, our mission is to curate an enriching musical journey that resonates with diverse audiences worldwide.

At YMG, we believe in the power of music to transcend cultural boundaries and unite people from all walks of life. Our unique blend of Ghanaian highlife melodies and infectious Afrobeat rhythms creates a captivating and distinctive sonic experience that speaks to the heart and soul of our listeners.

Authenticity, excellence, and innovation are the pillars that drive our music production and artist development. We provide our talented artists with a nurturing and empowering environment, encouraging them to express their individuality and evolve as artists while staying rooted in their cultural heritage.

Beyond creating exceptional music, YMG is committed to making a positive impact on society. Through our music, we address social issues, advocate for change, and promote messages of love, unity, and resilience. We strive to be a force for good, using our platform to uplift communities and inspire positive change.

As we forge ahead, YMG envisions a world where our music becomes a catalyst for positive transformation, propelling YawRay Music Group and other exceptional talents to global recognition and success. Together, we are redefining the Afrobeat and Highlife genre, celebrating the vibrancy of African sounds, and leaving an enduring legacy in the annals of music history.

BRAND VOICE



AUTHENTICITY

We embrace artists' uniqueness and resonate with their core, while evolving with the times



INNOVATION

Driven by passion, we set global music standards with fresh perspectives



LOYALTY

We foster loyalty, support, and unity in YMG for collective success and growth.



INCLUSIVITY

Celebrating diversity through music, fostering inclusivity for artists, partners, and fans



EXCELLENCE

We strive for musical excellence, leading to exceptional performances and production.



EMPOWERMENT

Empowering artists to thrive, we uplift communities and inspire positive change through music

BRAND POSITIONING

MISSION

YawRay Music Group aims to curate an enriching musical journey that amplifies the voice of Africa and promotes cultural appreciation through exceptional artistry

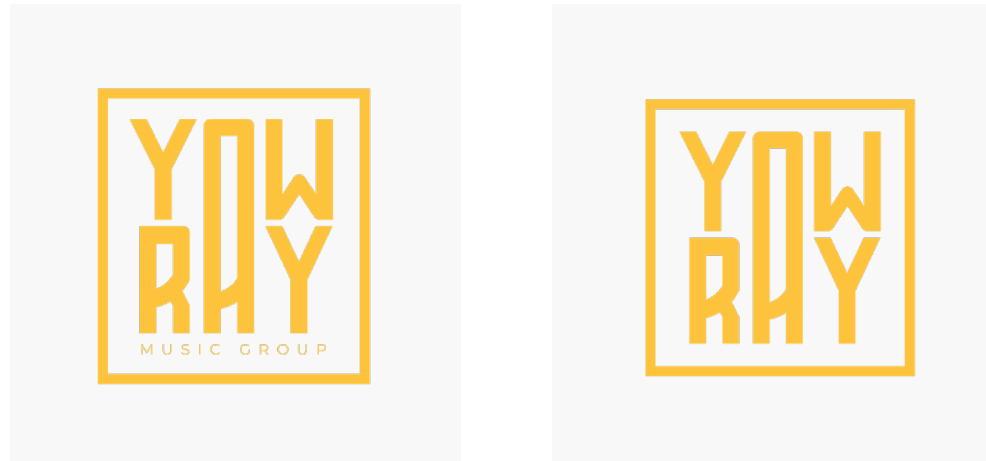
VISION

YawRay Music Group's vision is to lead the African music industry, promoting global recognition for exceptional talents and using music as a catalyst for positive change

OUR LOGO

PRIMARY LOGOTYPES

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the YawRay Music Group brand. It is essential that the logo is always applied with care and respect.



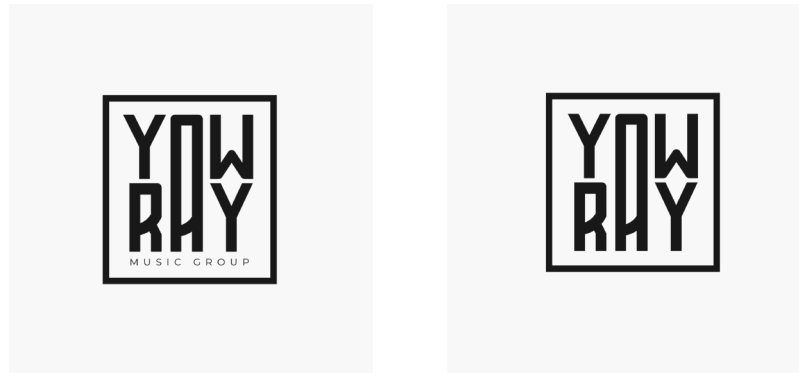
PRIMARY LOGOTYPES



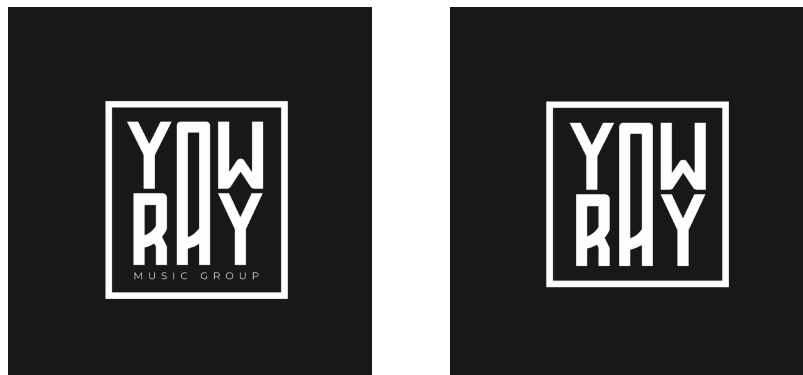
YawRay Music Group brand also has an icon mark. These are to be used particularly in situations where legibility at small screen sizes becomes an issue.

BLACK & WHITE VERSIONS

When using the logo on dark backgrounds, simply use the white version of the logo. When colour cannot be used, simplify the mark by using all black.



WHITE VERSIONS



CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the height of the capital X in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space



MINIMUM SIZE

Minimum size refers to the smallest dimensions allowed for the YawRay Music Group logo. The minimum sizes for each configuration of the logo are listed below.

For print: 1.17" minimum
For web: 96 pixel minimum



For print: 1" minimum
For web: 96 pixel minimum

CORRECT LOGO USAGE

The logo can be placed on a background with one of the colours from the primary or secondary colour palette, as well as white, black, or gray. Here are examples of the logo applied in these instances.

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery, except when the background is bright enough for the type to be rendered in colour.



INCORRECT LOGO USAGE



Do not change the colours of the logo



Do not place elements in the logo clear space



Do not condense, expand or distort the logo



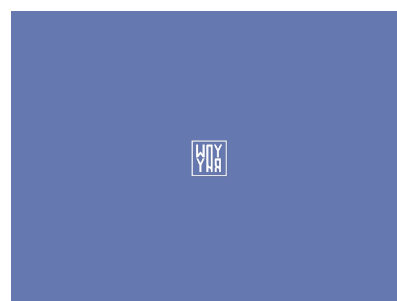
Do not add a drop shadow, bevel and emboss, inner glow or any other text effects to the logo.



Do not crop the logo



Do not rotate the logo



Do not reduce the size of the logo beyond its minimum size.



Do not alter the transparency of the logo

BRAND TYPEFACE

CORRECT LOGO USAGE

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Nunito was selected to complement the voice and tone of YawRay Music Group's brand. This typeface is a websafe font with flexibility built in — there are a range of styles within the font family.

NUNITO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

PRIMARY TYPEFACE

LORA

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!@#\$\$%^&*) 0123456789

SECONDARY TYPEFACE

Lora is a good option when primary brand font, Nunito is unavailable and a standard font must be used.

COLOUR USAGE

BRAND COLOUR PALETTE

Our colour palette has 4 colours, primary, secondary and 2 neutral, each with its own mix of colours. Lean heavily on the primary yellow, but use supporting sets to build colour schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colours.

PRIMARY

CMYK 0 | 24 | 87 | 87
RGB 254 | 195 | 61
HEX #FEC33D

SECONDARY

CMYK 30 | 90 | 100 | 36
RGB 129 | 40 | 6
HEX #812806

NEUTRAL

CMYK 73 | 67 | 65 | 79
RGB 24 | 24 | 24
HEX #181818

NEUTRAL

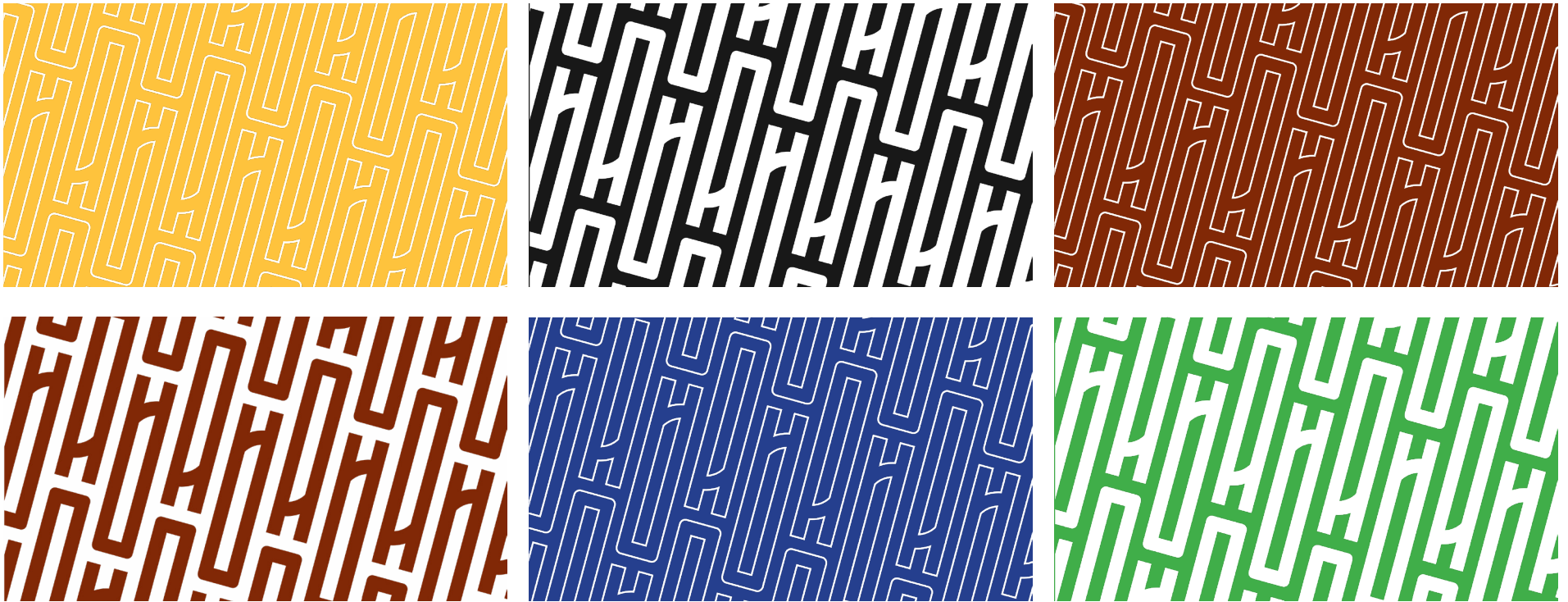
CMYK 0 | 0 | 0 | 0
RGB 254 | 254 | 254
HEX #FEFEFE

RULE OF THUMB

A robust colour palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity.

GRAPHIC PATTERNS

The pattern can be used on a variety of different collateral all across the brand. The pattern can even be used with type or imagery placed on top.



PHOTOGRAPHY

Photography helps carry YawRay Music Group's brand and voice. Provided are examples that help portray the brand image. In general, photography should convey a feeling of authenticity to viewers. Images should be at least 300DPI for printed and web art-works.





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