

Using our Logo: A Guide for Partners

The majority of the work we do at Sound and Music is through partnership and it is crucial that our partners credit Sound and Music appropriately. The following guide is designed to help you do so correctly in external communications.

If any part of the document is unclear or you would like more information then please do contact us. We also do understand that there may be particular times when the rules set out here need to be broken in some way – however, we should always be consulted about this in advance of publication. To do so either contact your main contact with us, or email our communications team through kealy.cozens@soundandmusic.org

Contents

Using our Logo: A Guide for Partners	1
How to reference Sound and Music/SaM	2
About the brand.....	2
Written/verbal referencing	2
Capitalisation	2
How to use the Sound and Music logo	2
Logo exclusion zones.....	2
Logo dos and don'ts.....	3
Colour	4
Print advertising (singular page).....	4
Multi-page print items (booklets, brochures etc.)	4
Verbal and written acknowledgement.....	4
Film, sound and broadcast media	5
Online	5
Formats.....	5
Downloads	5

How to reference Sound and Music/SaM

About the brand

Sound and Music's vision is to create a world where new music and sound prospers, transforming lives, challenging expectations and celebrating the work of its creators.

Our work includes composer and artist support and development, partnerships with a range of organisations, live events and audience development, touring, information and advice, network building, and education.

We champion new music and the work of British composers and artists, and seek to ensure that they are at the heart of cultural life and enjoyed by many.

Written/verbal referencing

It is preferable that whenever Sound and Music is mentioned either in written or verbal communication that it is referred to by its full name. However, once the full name has been introduced to the audience it is possible to refer to Sound and Music by its abbreviation 'SaM'.

Capitalisation

When referring to Sound and Music in the full or abbreviated form all the words should be capitalised apart from the 'and', e.g. 'Sound and Music' or 'SaM'.

How to use the Sound and Music logo

Logo exclusion zones

The exclusion zone ensures that the Sound and Music logo appears unobstructed. The logo should work on a 1:18 ratio of exclusion zone to logo, therefore if a 90mm logo* was to be used then an exclusion zone of at least 5mm must be provided for.



*the 90mm measurement is derived from taking the measuring from the flat sides of the logo on the left and the right, leaving a slight overlap from the S (shown in the diagram).

Logo dos and don'ts

DO

- Punch-through the type in the logo if the type is uninterrupted
- Use the logo with white type over a complex area of imagery
- Punch-through the type in the logo if the type is uninterrupted

DON'T

- Punch through the type in the logo if the image interrupts the type and makes it illegible
- Use the logo in a colour/tone similar to the background imagery
- Use the punched-through logo over a complex area of imagery, where legibility of the 'Sound and Music' type is impaired
- Enclose the logo in a box
- Alter the proportions of the logo
- Add effects to the logo, e.g. shading or outlines

Colour

When the logo appears as a partner on external communication, the logo should appear as one colour with the type punched-through (unless it interrupts the integrity of the Sound and Music logo). It is acceptable in this context for the logo to be reproduced in the same colour as other logos in the group if required (see below).



Print advertising (singular page)

The Sound and Music logo should appear on all printed material for projects that it has been involved with. If the limit of printed space does not allow the inclusion of the Sound and Music logo in keeping with the requirements stated previously, then please use the text “Supported by Sound and Music” instead.

Multi-page print items (booklets, brochures, etc.)

The Sound and Music logo should appear on the front/back cover of any multi-page print items such as booklets or brochures that are related to the project that Sound and Music is involved in. If Sound and Music have partnered with you on one component of a wider project then the Sound and Music logo should be included in all relevant pages within the print items.

Verbal and written acknowledgement

All external communication (press release, event speech, interviews, etc.) regarding any project that Sound and Music has partnered in should include a verbal or written acknowledgement of our involvement, preferably with supplementary information about the capacity of the partnership.

Film, sound and broadcast media

Any visual or audio media such as videos or podcasts should either visually or audibly acknowledge Sound and Music's participation with the project. Any visual acknowledgement should adhere to the logo guidelines previously stated.

Online

Whenever Sound and Music is mentioned in any online copy the relevant text should link to the Sound and Music website (www.soundandmusic.org) or a relevant page on the Sound and Music domain. It is also preferable that any use of the Sound and Music logo online link to the Sound and Music website wherever possible.

Formats

The logos are supplied in different formats. To use the correct format for your purpose please find suggestions below:

- signs - EPS
- merchandise - EPS
- print stationery - EPS, TIF, JPEG
- online - GIF, JPEG, PNG
- PowerPoint - JPEG
- electronic templates – JPEG

Downloads

All the logos are available to download below or from the Sound and Music website here:

www.soundandmusic.org/knowledge-hub/about/logos

Print (CMYK):

Sound and Music Logo - Black - ([eps](#)) // ([tif](#)) // ([jpg](#))

Sound and Music Logo - White - ([eps](#)) // ([tif](#)) // ([jpg](#))

Web (RGB):

Sound and Music Logo - Black - ([eps](#)) // ([png](#)) // ([jpg](#))

Sound and Music Logo - White - ([eps](#)) // ([png](#)) // ([jpg](#))

