

# CONSISTENT SOUL

DESIGN AND VISUAL BRANDING FOR NYCROPHONE

BRANDING GUIDE FOR THE NYCROPHONE UNIVERSE

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# MENU

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# PREFACE



## INTRODUCTION TO NYCROPHONE:

NYCROPHONE caters to open minded music lovers all over the world – an eclectic source to discover and support unique artists and their quality work.

NYCROPHONE – New York's MiCROPHONE! Your music blog to inspire and be inspired!

NYCROPHONE is supporting and managing independent artists internationally.

NYCROPHONE is not bound to one genre. It is crossing different styles that have one thing in common – *soulfulness*.

NYCROPHONE delivers content we personally love – for you to be inspired by, share and enjoy – but also to suggest your favorites to us.

Started from the ground up, NYCROPHONE is now followed by hundreds and liked by thousands. This design guide is one part of a 2nd Quarter 2013 push to focus the tremendous enthusiasm and energy of the not only the founders of NYCROPHONE, Hauke Gahrman and Whitney Krape, but also the artists, fans, and partners.

## OUR VALUES:

## We love music and we love supporting the artists

**who make it.** Our talents are finding music, gathering an audience, and creating genuine soulfulness even across the wide world of the web. It doesn't matter where the artist is or where the audience is, we will connect artists to their audience.

## THE GUIDE:

This guide breaks down how the international brand NYCROPHONE is represented visually through media, from print to web, across 3rd party sites, and when interacting with other design and brands. The guide is primarily for internal use but may be reviewed outside the company.

From graphic elements to fonts to whole website pages are explored here. Using this document, any member or affiliate of NYCROPHONE should be able to accurately represent the brand. 3rd parties are required to consult NYCROPHONE before using the brand even when consulting this guide.

Some use of language, common phrases and text use, is explored in the document but final decisions should be run through the owners.

Future design, explorations, or unfinished ideas are not represented here; once published the document will need to be appended to for changes.

## GET LISTENING:

Great design and style are found throughout this guide but there's no music here, get to nycrophone.com and let the soul flow. Find a listen to a song, find a new artist, and connect with a community of listeners. **Inspire and be inspired!**

- Hauke and Whitney

