Brand Guide

by
www.theliftcreativeservices.com

Primary Logo

THE
MUSIC
PARTNERSHIP

Primary Logo Reversed

THE
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Brand-stamp

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Colours

Black and white with the following accents

CYMK: 55,22,3,0
RGB: 112,169,213

CYMK: 33,5,93,0
RGB: 182,203,65

CYMK: 68,22,69,4
RGB: 91,150,110

CYMK: 96,92,17,5
RGB: 51,58,128

CYMK: 65,95,14,2
RGB: 117,52,130

CYMK: 24,87,18,0
RGB: 193,71,133

Typeface

DINPRO BOLD
-50 Kerning

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