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**The Music Partnership Brand Guidelines**

**These brand guidelines are designed to help answer any questions about the use of The Music Partnership logo and how it is used. If you have any further queries please email** **sameavesmarketing@gmail.com** **or call 07703 845013 and we will be able to help.**

The mission of The Music Partnership (TMP) is to provide, ensure and support the highest quality music education in the region by enabling music organisations to work together with schools, parents, carers and others, to enrich and enhance the lives of, and create a lasting impact on, all young people.

The Partnership will lead and innovate, building on the expertise, experience and extensive track record of music delivery in Staffordshire, Stoke-on-Trent and the Telford & Wrekin.

The Music Partnership brand has evolved from the North West Midlands Music Education Hub. After extensive consultation with the membership we have created a brand that reflects our values and aims.

**Values and Aims**

We are comprised of a number of organisations with differing aims and objectives but united in a desire to bring the best quality of music education to the widest number of young people. The Partnership delivers both teaching and experience of live performance and these opportunities are made possible by working together and the opportunity to unlock funding to deliver aspirational and inspirational learning.

All of our organisations have their own brands and are the main point of contact for the pupils they reach. They wish to maintain this and to enhance their profile by being a member of The Music Partnership.

**Logo Usage – a guide to which supplied logo size and format to use.**

**We encourage all partner members to use The Music Partnership logo wherever possible.**

Please note the logo should not be reproduced at less than 2.5cms across as the words will become illegible.

In any instances where you are not able to use the full partnership logo please include the following strapline under your own logo and in the DINpro Bold font.

**A member of The Music Partnership**

The numbered files that we have supplied refer to pixel size, these should be used depending on the size of the logo on screen.  As a general guide use as follows.

100px for emails and web use for example in headers or footers.

300px is a good size for PowerPoint presentations - so screen-based uses where you need something larger than 100px.

2000px is for screen when you need the logo full screen size - perhaps for a video or similar.  You should also use this size if you are creating word docs and are planning on printing out content at a size of A4 or similar on regular in-office printers.

If you are working on material either larger than A4 or anything that will be output by a professional printer you want to use one of the vector formats as these can be scaled to any size and stay nice and crisp.  The designer has supplied a variety of vector formats - acrobat (.pdf), illustrator (.ai), .eps & .svg.  Any professional package will be able to open these.  They are also provided in CMYK colour space so should output as expected in a pro-environment.

Please note that the colours might look odd on screen unless viewed with professional sofware than can display cmyk on screen accurately.

**Colour Palette Pantone Ref as well as CMYK Refs/Typography**

These references for the colours of the logo are detailed on page 3 of the brand guide.

**Imagery**

If images are used by partners in conjunction with The Music Partnership logo we will assume that the partner concerned has gained all the necessary permissions from the participants and their parents. In addition to this, if information is emailed or sent to lists held by the partnership we will also assume that all possible steps have been taken to ensure compliance with GDPR requirements.