

MUSICIANS INSTITUTE

BRAND AND STYLE GUIDE

TABLE OF CONTENTS

MISSION STATEMENT	3
BRAND VOICE	4
LOGO	
» Overview	5
» Master Logo	6
» Mark	10
TYPOGRAPHY	14
COLORS	15
GRAPHIC ELEMENTS	16
STATIONERY	
» Letterhead	17
» Envelope	18
» Business Cards	18
IMAGERY	19
CONTACT	20

WHO IS MI?

Musicians Institute is dedicated to inspiring artistic and academic excellence while preparing students for careers in the music and entertainment industry. Our cutting-edge educational offerings provide the information, skills and expertise necessary for musicians and creative professionals to achieve their goals. We strive to develop a diverse array of talented individuals who can enrich the global community with their artistic contributions.



BRAND VOICE

PASSIONATE

ENERGETIC

CREATIVE

EXPRESSIVE

AUTHENTIC

OPTIMISTIC

CARING



LOGO: OVERVIEW

Musicians Institute's brand is comprised of a Master Logo, and the MI Mark.

The master logo holds our brand equity. All external-facing and corporate collateral should contain the master logo.

Generally, the MI Mark can be used as the main focus of our brand, as long as the master logo is also represented somewhere in the creative. In instances that the master logo appears in a photo used in the creative, the master logo itself can be omitted.

MASTER LOGO



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

MI MARK



MASTER LOGO: PARTS

The master logo is comprised of two elements:

- » The Logo
- » The Word Mark

Only the Logo can be used on its own. The Word Mark should never be used on its own.

STACKED MASTER LOGO



LOGO

MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

WORD MARK

HORIZONTAL MASTER LOGO



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

LOGO

WORD MARK

MASTER LOGO: COLOR VARIATIONS

MI's logo should always be shown in the colors Red (PMS 1797), Black and White. The logo can be shown in solid black and/or reversed out into solid white, but should never be shown in solid red.



TWO-COLOR: PMS 1787 & BLACK (FOUR COLOR/DIGITAL PRINTING)



ONE-COLOR: BLACK



TWO-COLOR: PMS 1787 & WHITE (FOUR COLOR/DIGITAL PRINTING)



ONE-COLOR: WHITE

MASTER LOGO: SIZE & SPACING

MINIMUM SIZE

Minimum size for the stacked master logo is 1.5" wide.

Minimum size for the horizontal master logo is 2.5 inches wide.

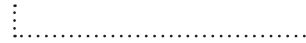
CLEAR SPACE

For both the stacked and horizontal master logo, the clear space around the logo should be equal to the size of 2 "M's" in the word "Musicians"

MINIMUM SIZE



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC



1.5 inches wide



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC



2.5 inches wide

SPACING



MASTER LOGO: INCORRECT USAGE

Always ensure the master logo is used as follows:

Do: Always use colors as specified

Don't: Modify logo colors, even if it means simply reversing them, or making the entire logo Red

Do: Always use lockup as specified

Don't: Separate the logo from the word mark or scale one independently of the other

Do: Always scale the master logo lockup proportionally, using the Shift key

Don't: Stretch or otherwise modify the master logo in scale

Do: Always ensure the master logo is legible over its background. Use the reversed version of the logo when necessary

Don't: Place the full-color version of the logo over a dark background.

Do: Always use the master logo word mark as specified

Don't: Reset type in the master logo for any reason

CORRECT USAGE



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

INCORRECT USAGE



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

Always use colors as specified



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

Always use lockup as specified



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

Always scale the master logo lockup proportionally, using the Shift key



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

Always ensure the master logo is legible over its background



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

Always use master logo wordmark as specified

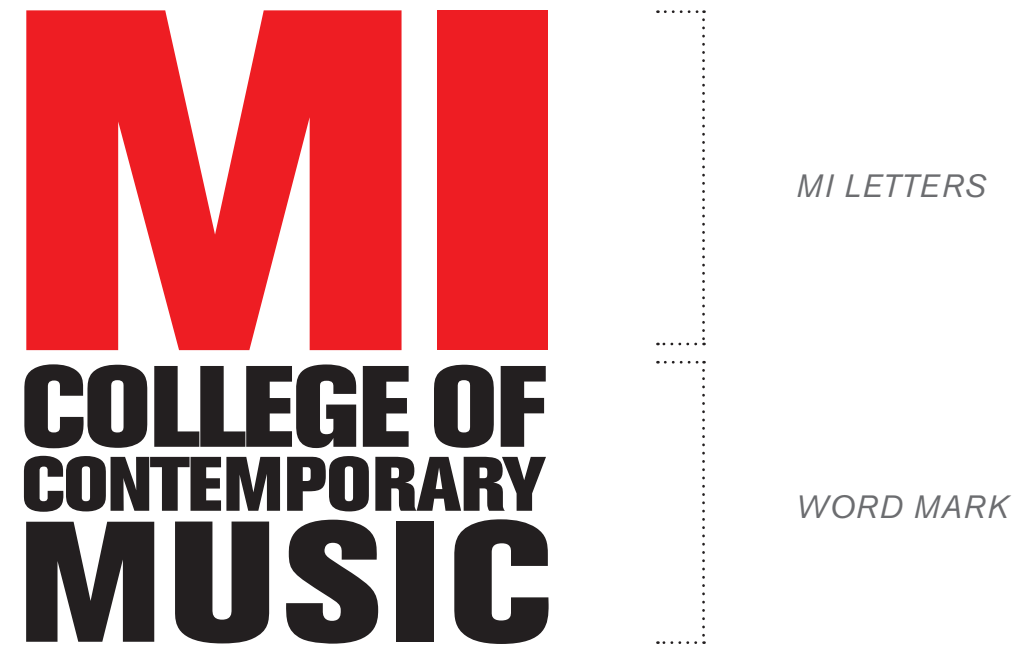
MI MARK: PARTS

The MI Mark is comprised of two elements:

- » The MI Letters
- » The Word Mark

The MI Letters and Word Mark should never be used independently of each other.

STACKED MI MARK



HORIZONTAL MI MARK



MI MARK: COLOR VARIATIONS

MI's logo should always be shown in the colors Red (PMS 1797) and Black or White. The logo should never be shown in solid black and/or reversed out into solid white, or red.



TWO-COLOR: PMS 1797 & BLACK (FOUR COLOR/DIGITAL PRINTING)



TWO-COLOR: PMS 1797 & WHITE (FOUR COLOR/DIGITAL PRINTING)

MI MARK: SIZE & SPACING

MINIMUM SIZE

Minimum size for the MI Mark is 1" tall.

Minimum size for the MI Mark is 1.5" wide.

CLEAR SPACE

For both the stacked and horizontal master logo, the clear space around the logo should be equal to the size of the "U" in the word "Music".

MINIMUM SIZE



SPACING



MI MARK: INCORRECT USAGE

Always ensure the MI Mark is used as follows:

Do: Always use colors as specified

Don't: Modify Mark colors, even if it means simply reversing them, or making the entire mark Red

Do: Always use lockup as specified

Don't: Separate the MI letters from the word mark or scale one independently of the other.

Do: Always scale the MI Mark lockup proportionally, using the Shift key

Don't: Stretch or otherwise modify the MI Mark in scale.

Do: Always ensure the MI Mark is legible over its background. Use the reversed version of the mark when necessary.

Don't: Place the full-color version of the MI Mark over a dark or red background.

Do: Always use the word mark as specified

Don't: Reset type in the MI Mark for any reason

CORRECT USAGE



INCORRECT USAGE



Always use colors as specified



Always use lockup as specified



Always scale the lockup proportionally, using the Shift key



Always ensure the MI Mark is legible over its background



Always use MI Mark wordmark as specified

TYPOGRAPHY

The primary supporting typeface for Musicians Institute is the Berthold Akzidenz Grotesk family and should be used whenever possible. Berthold Akzidenz Grotesk is a sans-serif typeface that can be used as headline or body copy. Berthold Akzidenz Grotesk works very well as body copy and can be considered for headline use when a more formal or traditional feel is required.

In cases where Berthold Akzidenz Grotesk can not be used, please use Helvetica as a substitute.

The Suggested Hierarchy on the right is an example of how you can use the different font weights to show hierarchy in a layout.

BERTHOLD AKZIDENZ GROTESK

LIGHT CONDENSED

CONDENSED

MEDIUM CONDENSED

MEDIUM CONDENSED ITALIC

BOLD CONDENSED

EXTRA BOLD CONDENSED

EXTRA BOLD CONDENSED ITALIC

LIGHT

REGULAR

ITALIC

MEDIUM

MEDIUM ITALIC

BOLD

BOLD ITALIC

EXTRA BOLD

SUPER

SUGGESTED HIERARCHY

BECOME A MASTER CRAFTSMAN AT GCA!

ELECTRIC

CERTIFICATE IN GUITAR CRAFT

*2 quarters . 30 credits**

Provides comprehensive training in the methods and techniques of professional electric guitar/bass design, fabrication and maintenance.

PARAGRAPH >> Berthold Akzidenz Grotesk, Regular

PARAGRAPH SUBHEADER >> Berthold Akzidenz Grotesk, Italic

PARAGRAPH HEADER >> Berthold Akzidenz Grotesk, Bold, All Caps

MAIN HEADER >> Berthold Akzidenz Grotesk, Bold, Tracking +75, All Caps, Supported with a Red rectangle (optional)

TAGLINE >> Berthold Akzidenz Grotesk, Light Condensed, All Caps

COLORS

MI's primary colors are Red (PMS 1797), Black and White. These are the colors that represent our brand, and should be used in all creative associated with the MI brand.

The secondary colors shown can be used for various reasons. However, there should always be at least 3 of the secondary colors used in the creative. There should never be an instance where one of the secondary colors would be used on its own, even if in conjunction with the primary MI colors.

PRIMARY PALETTE

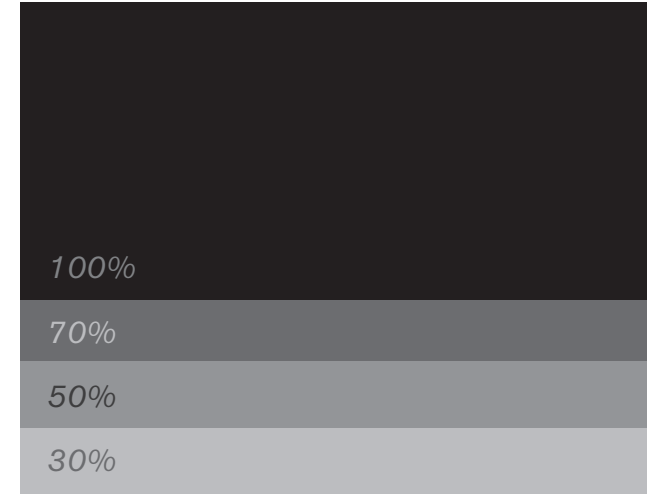
RED



PMS #1797

C:0 M:100 Y:100 K:0

BLACK



WHITE



SECONDARY PALETTE

MAGENTA



C:32 M:89 Y:16 K:1

ORANGE



C:11 M:64 Y:96 K:1

TURQUOISE



C:78 M:22 Y:21 K:0

PURPLE



C:43 M:76 Y:0 K:0

GREEN



C:30 M:19 Y:100 K:1

YELLOW



C:11 M:14 Y:90 K:0

GRAPHIC ELEMENTS

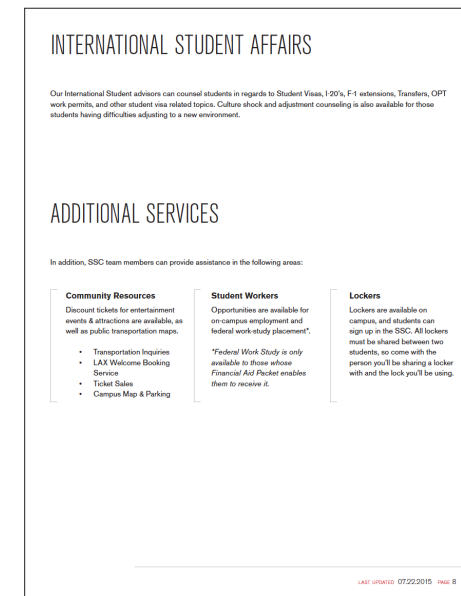
The main graphic element seen in many of MI's creative assets is the line. Lines are used as separators, they can add visual interest, and direct your eye to specific information. In the examples to the right, you can see how lines should be used in some of MI's print and digital collateral. Lines should be thin and only shown in red, shades of black, or white.

MI also uses icons as graphics, especially in digital platforms. Icons should be solid, not outlined, and accompanied with a title.

OUTDOOR ADVERTISING



MI STUDENT SUPPORT CENTER BROCHURE



WEBSITE ICONS



STATIONERY: LETTERHEAD

MI has one official letterhead to be used for multiple purposes within our brand. It can be used across all core academic identities, brand extensions, and official MI business. Using the letterhead consistently presents the MI brand as professional and undiluted.



Date

Name

Company

Address

City, State, Zip

Greeting

Voloremo luptatus aut pro que cus, qui to quo int reperrovid quiate exerum intis etur, et autatec epellest, solos maximos dolute aboesciam, sa dolori officatur ad que praeprehent undis apereptur atur? Qui rae abor sum fugit la ex entium et ventemque placeaque nam quia nosam que nobitiam utatis eati alic te persperum utatur? Ore as aliqui omniat.

Ulparchit, sequi conem et fugitio rporrovid el imus volorios at est et essus providitatum endis evenet officid usapieni qui quaepud ignimet maionse ruptaquae qui dis et laboreris et que doluptatis evendan diationestem et et, ulparciaest labor sequibus eum que suntem re qui non-ecabor simposam, consequid magnatur, ventis ut alia perate vendiciene aut quam et et minte remolori necupta temquam facepe volore occae natiam dunt aut fugiam re dolesto inullupisi alique mos ea inveniendis apitiissit imaximpore doloresto explici psumquo blaut vendam, odita atur, quia nus ut ut quationse perro exceatiente dolorenditam rem fugit volor as alibus et quiati ulparup tiantis dolorit eni qui derchicid esenimi ncturia eum illaut ut rem et ipis simus.

Signature,

Name

ADDRESS 6752 Hollywood Boulevard, Hollywood, CA 90028
EMAIL admissions@mi.edu | TEL 323.462.1384 | TOLL FREE 800.255.7529 | FAX 323.462.6978 | WEB www.mi.edu

MI Master Logo should be centered at 3.5 inches wide

Body copy should be presented in Helvetica Regular, 10pt with 1.5 line spacing

Footer copy should be presented in Helvetica Regular, 8pt

STATIONERY: ENVELOPE & BUSINESS CARD

On the MI Envelope, the master logo should be left-aligned at 3.5" wide. Address is written underneath the logo, left-aligned with the word mark, in Georgia Bold, 7pt.

On the MI Business Card, the only information that changes is the name, title, email address, and telephone number.



MUSICIANS INSTITUTE
COLLEGE OF CONTEMPORARY MUSIC

6752 Hollywood Blvd., Hollywood, CA 90028



mi.edu

DONNY GRUENDLER
PRESIDENT

EMAIL donnyg@mi.edu
TEL 323 860 1165
FAX 323 463 2440



IMAGERY

MI's imagery evokes the constant energy on campus that only comes from the love for music that lies in everyone on campus. There is a raw energy in the images used in MI's collateral that speaks clearly to our audience. The images used in any creative should have energy, passion and striking colors.



CONTACT INFO

MARKETING DEPARTMENT

Director of Marketing

Stacie Douthwaite

stacie@mi.edu

BRAND EXTENSIONS

Currently, there are two brand extension identities:

- » MI Student Support Center
- » MI Alumni Network

For each of MI's programs, there isn't one specific way to present them. They should be written in MI's main font, Berthold Akzidenz Grotesk. However, they may be represented in various styles of the font family, as shown to the right.

MI STUDENT SUPPORT
CENTER

MI ALUMNI
NETWORK

AUDIO ENGINEERING PROGRAM

BACHELOR OF MUSIC IN **COMPOSITION**

BASS PROGRAM

DRUM PROGRAM

GUITAR PROGRAM

GUITAR CRAFT PROGRAM

INDEPENDENT ARTIST PROGRAM

KEYBOARD TECHNOLOGY PROGRAM

MI SELECT/EXPRESS PROGRAM

MUSIC BUSINESS PROGRAM

VOCAL PROGRAM