

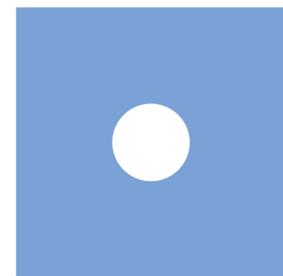


BRAND STYLE GUIDE

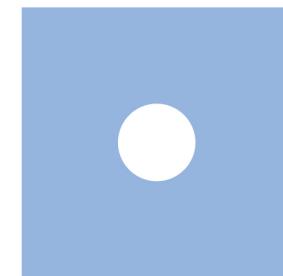
**CORELIA PROJECT -
BRAND GUIDELINES**

COLOUR PALETTE

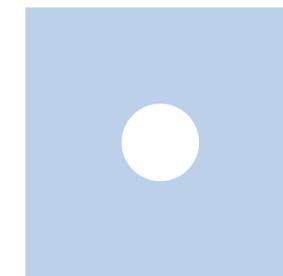
PANTONE 659 C
C52 M28 Y0 K0
R123 G162 B213
HEX #7BA2D5



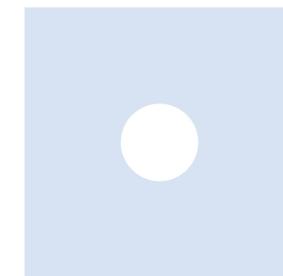
100%



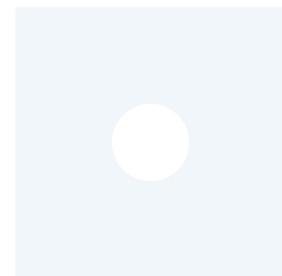
80%



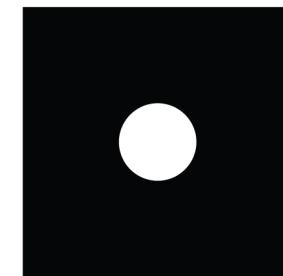
50%



30%

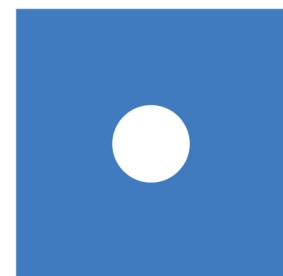


10%

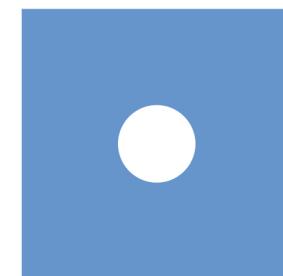


C75 M68 Y67 K90
R0 G0 B0
HEX #000000

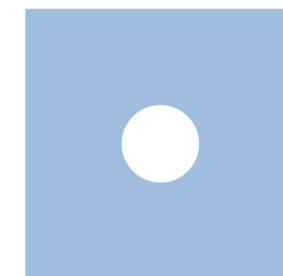
PANTONE 660 C
C76 M47 Y0 K0
R66 G123 B191
HEX #427BBF



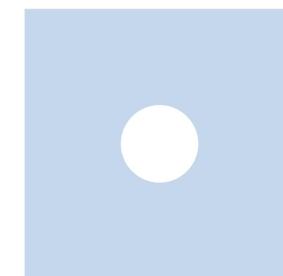
100%



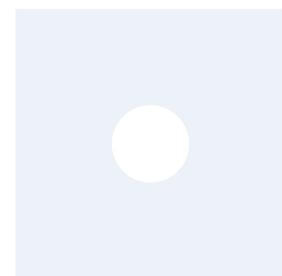
80%



50%



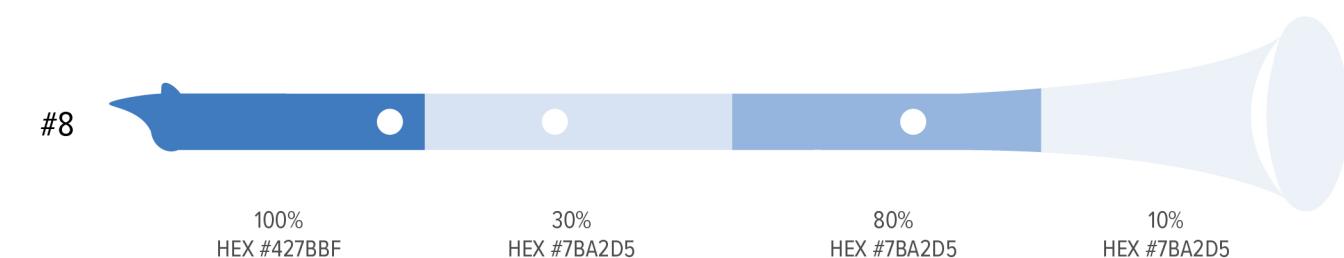
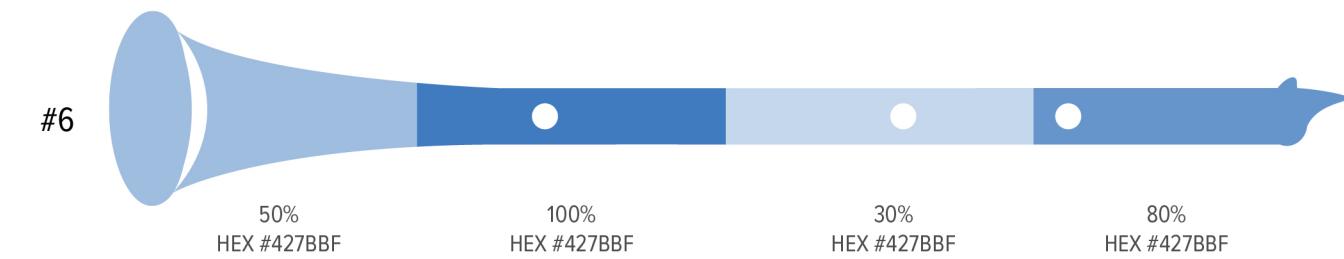
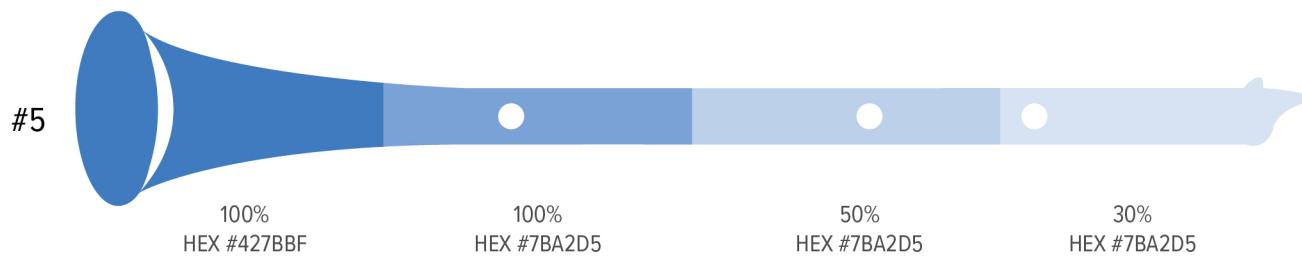
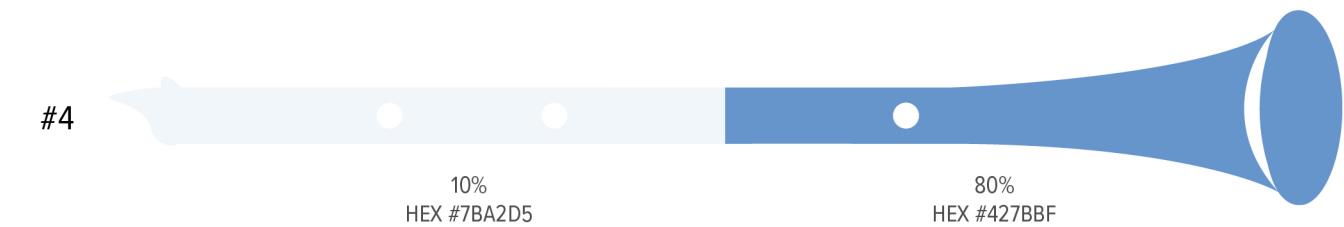
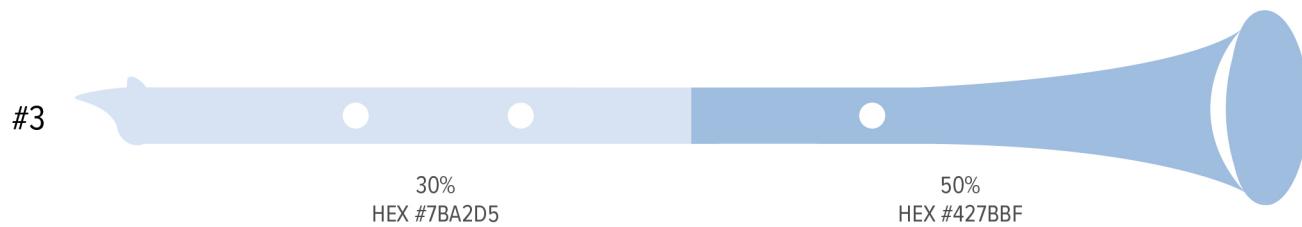
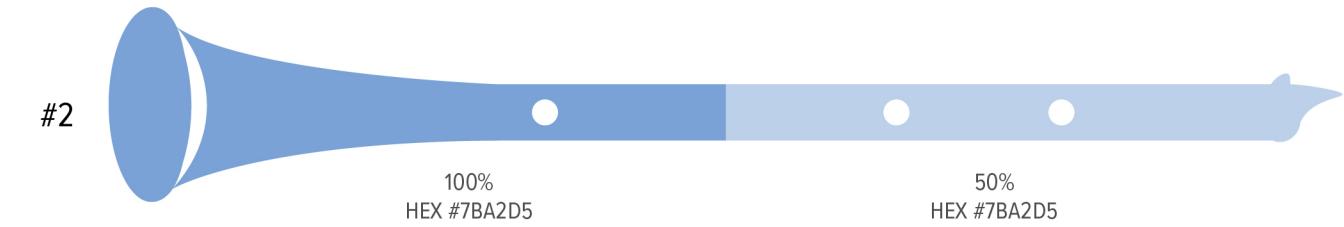
30%



10%

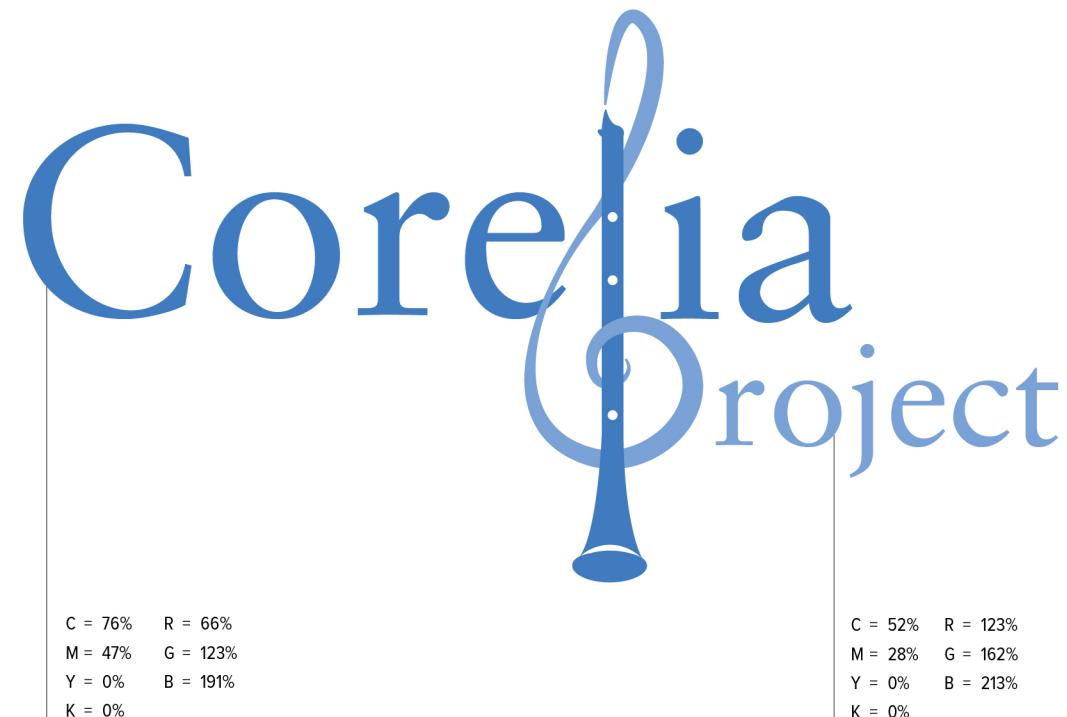
CORELIA PROJECT - BRAND GUIDELINES

SUGGESTED COLOUR COMBINATIONS



CORELIA PROJECT - BRAND GUIDELINES

CORELIA PROJECT - MASTER LOGO_CMYK_RGB



CORELIA PROJECT - MASTER LOGO_BLACK AND WHITE

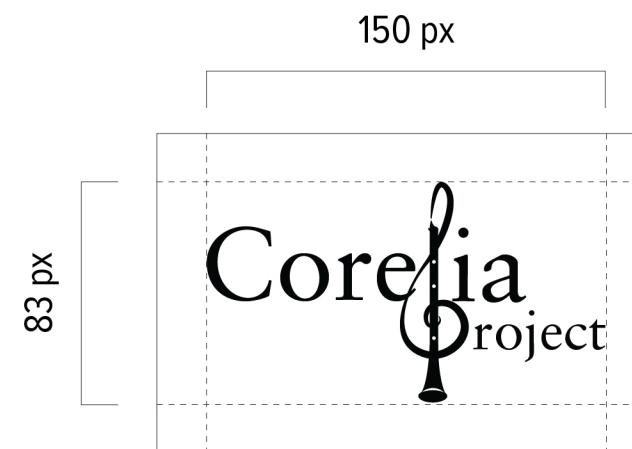


CLEAR SPACE



Clear space is defined as the area around the logo that excludes other graphics and typography. Use the height of the letter "o" in 'Corelia' to determine the width of the clear space around the logo.

CORELIA PROJECT - MINIMUM LOGO SIZE



CORELIA PROJECT -
BRAND GUIDELINES

CORELIA PROJECT - MASTER LOGO_CMYK_RGB REVERSED



C = 0% R = 255%
M = 0% G = 255%
Y = 0% B = 255%
K = 0%

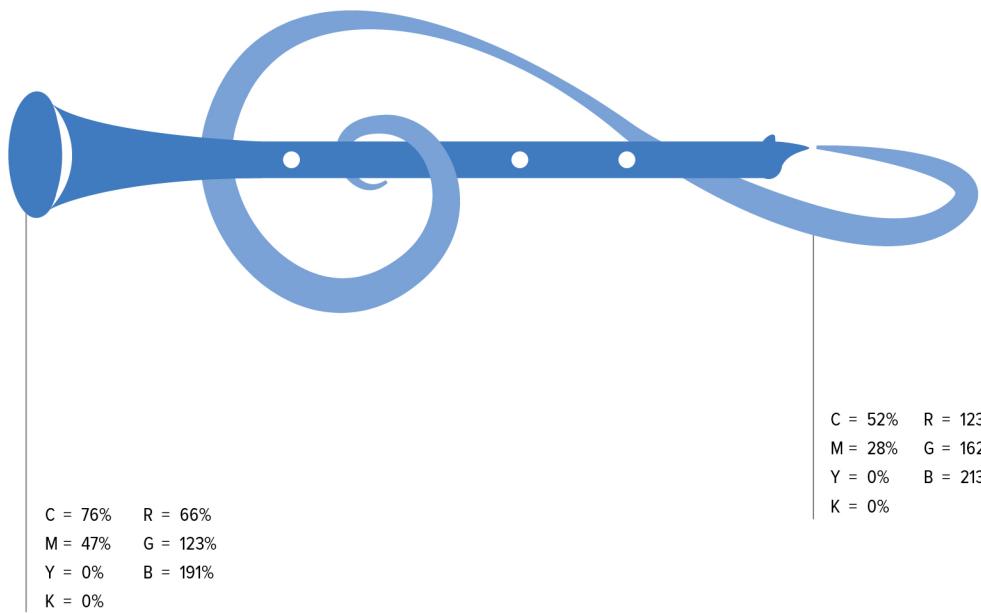
CORELIA PROJECT - MASTER LOGO_BLACK AND WHITE REVERSED



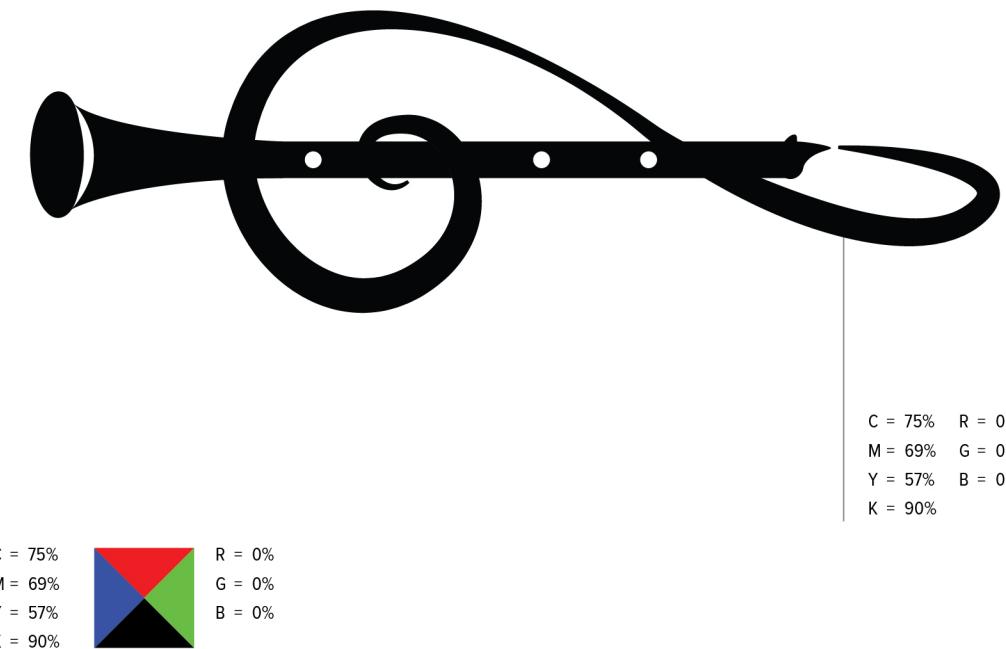
C = 0% R = 255%
M = 0% G = 255%
Y = 0% B = 255%
K = 0%

CORELIA PROJECT - BRAND GUIDELINES

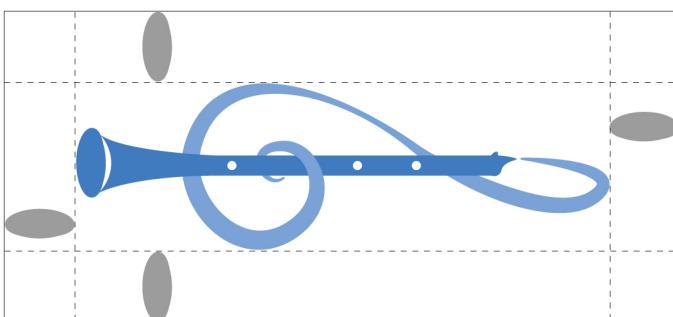
CORELIA PROJECT - SUB LOGO_CMYK_RGB



CORELIA PROJECT - SUB LOGO_BLACK AND WHITE

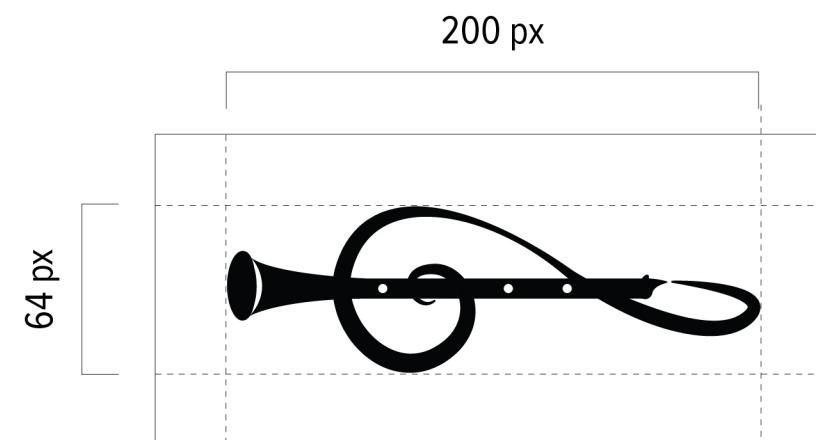


CLEAR SPACE



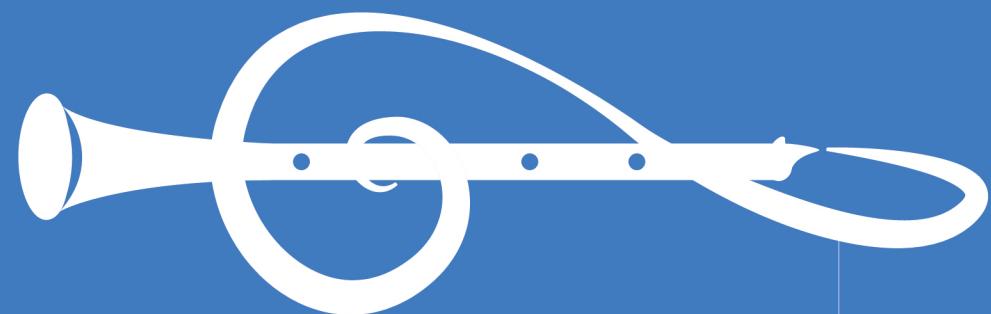
Clear space is defined as the area around the logo that excludes other graphics and typography. Use the height of the oval in the clarinet to determine the width of the clear space around the logo.

CORELIA PROJECT - MINIMUM LOGO SIZE



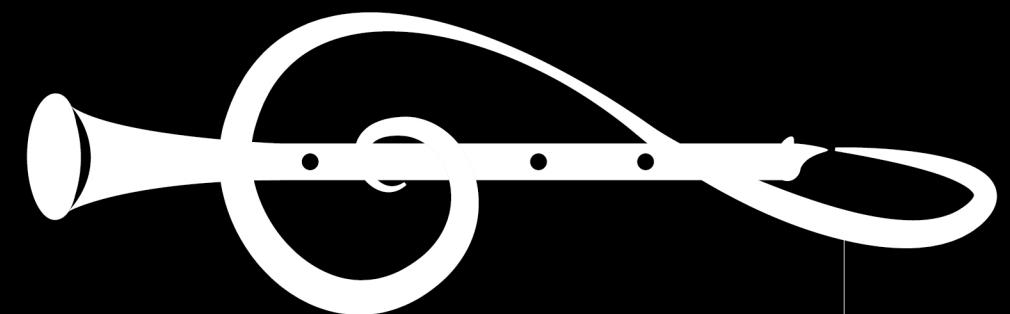
CORELIA PROJECT -
BRAND GUIDELINES

CORELIA PROJECT - MASTER LOGO_CMYK_RGB REVERSED



C = 0% R = 255%
M = 0% G = 255%
Y = 0% B = 255%
K = 0%

CORELIA PROJECT - MASTER LOGO_BLACK AND WHITE REVERSED



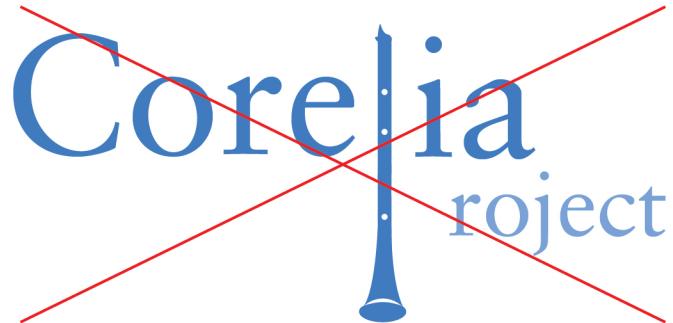
C = 0% R = 255%
M = 0% G = 255%
Y = 0% B = 255%
K = 0%

CORELIA PROJECT - BRAND GUIDELINES

CORELIA PROJECT - MASTER LOGO_RESTRICTIONS



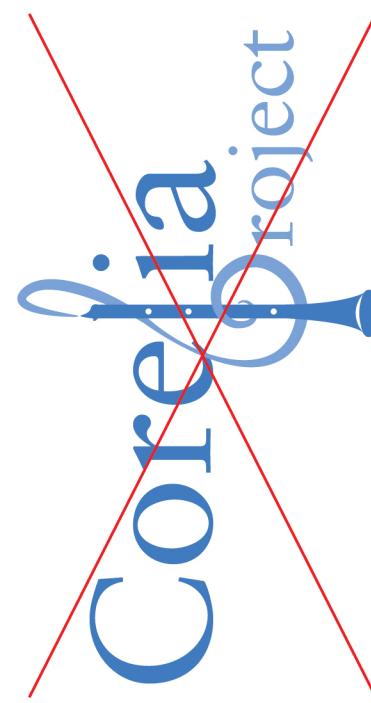
Do not warp master logo



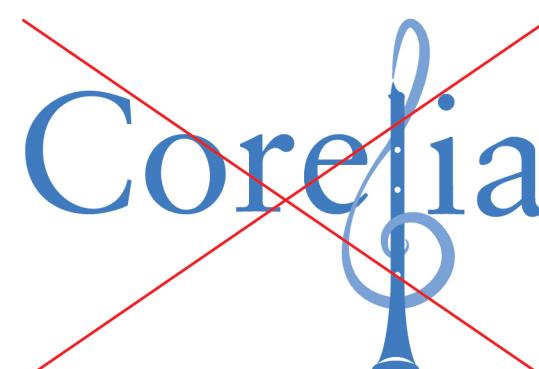
Do not remove elements from master logo



Do not change colour of master logo

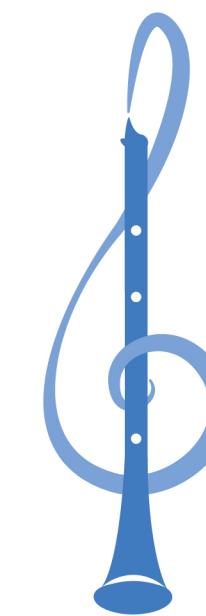


Do not remove rotate master logo

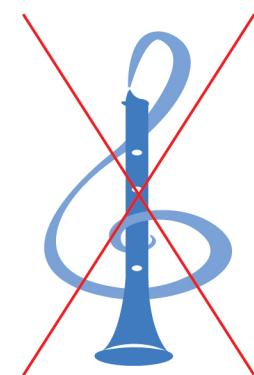


Do not remove typography from master logo

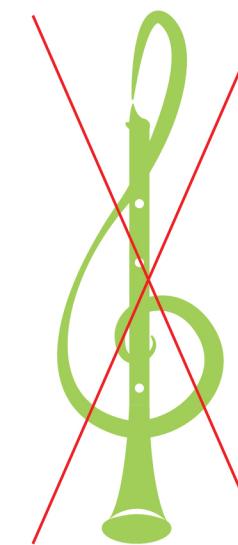
CORELIA PROJECT - SUB LOGO_RESTRICTIONS



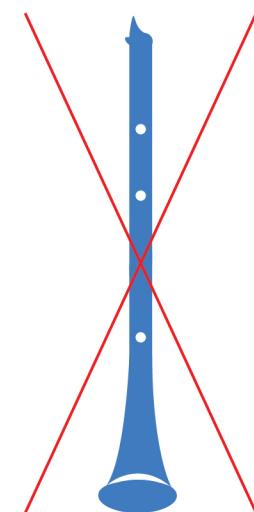
Sub-logo can be rotated to the
exampled vertical position



Do not warp sub-logo



Do not change colour of sub-logo



Do not remove elements from sub-logo

**CORELIA PROJECT -
BRAND GUIDELINES**

MASTER LOGO_FONT

Sabon Lt Pro

Logo and printed headlines.

Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

**CORELIA PROJECT -
BRAND GUIDELINES**

HEADLINE_FONT

Besley

Printed headlines and online headlines.

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
 abcdefghijklmnopqrstuvwxyz
 1234567890

SemiBold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

SemiBold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

SUB-HEADING AND BODY COPY_FONT

Lato

Printed sub-headings, printed body copy, online subheadings and online body copy.
(please note that Lato may need negative tracking)

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Light Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Italic *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
 abcdefghijklmnopqrstuvwxyz
 1234567890

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

CORELIA PROJECT - BRAND GUIDELINES

GRAPHIC ASSETS_GUIDE



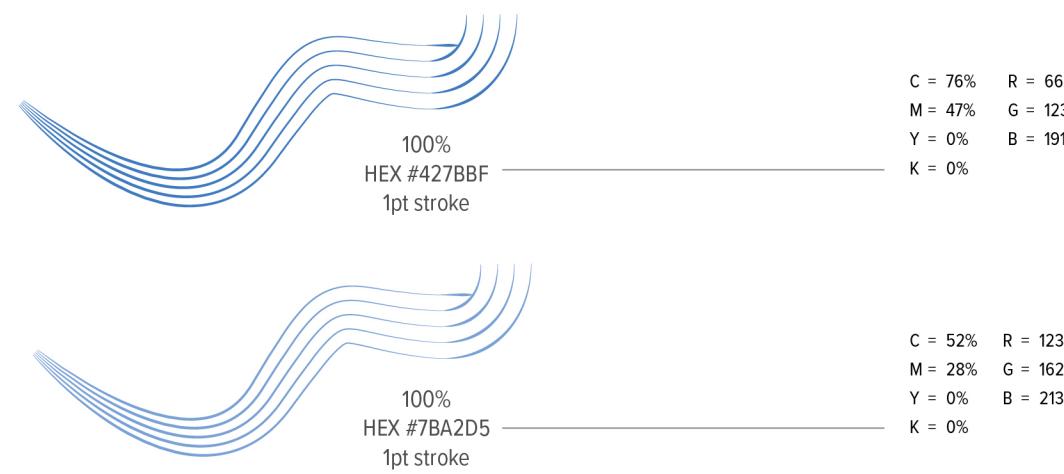
C = 75% R = 0%
M = 69% G = 0%
Y = 57% B = 0%
K = 90%

GRAPHIC ASSETS_GUIDE REVERSED

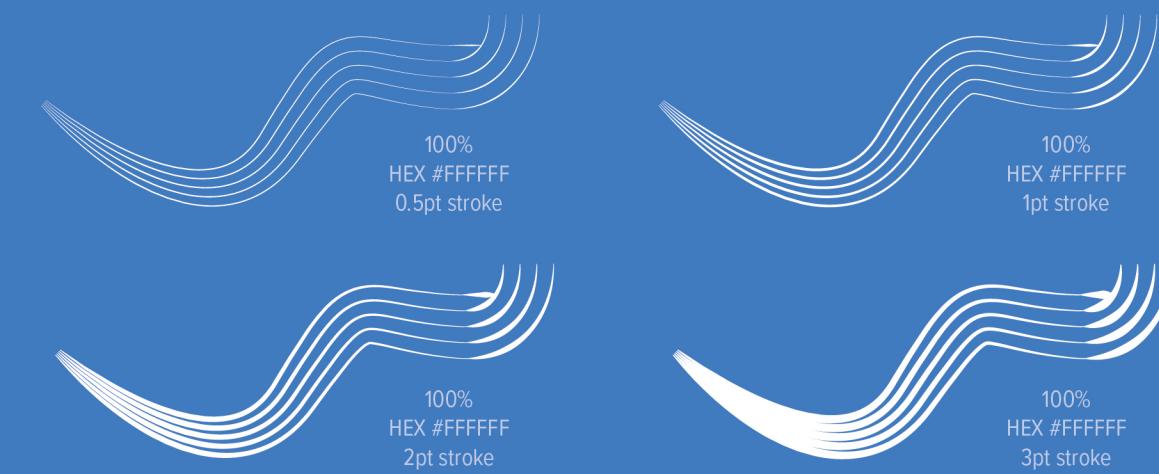


C = 0% R = 255%
M = 0% G = 255%
Y = 0% B = 255%
K = 0%

COLOUR



LINE WEIGHT

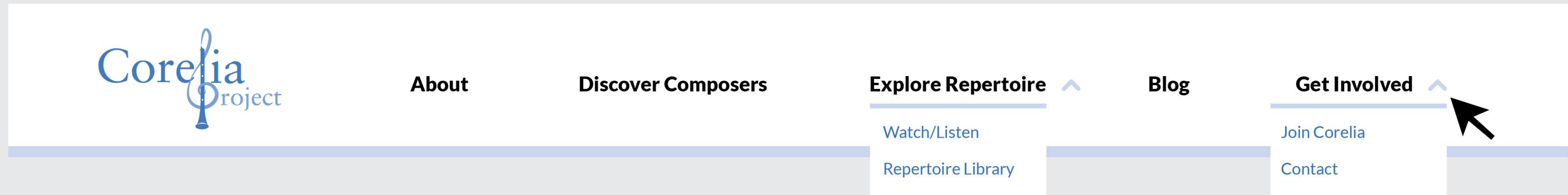
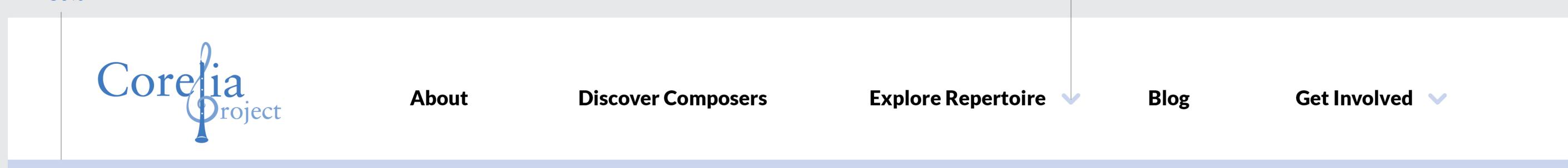


CORELIA PROJECT - BRAND GUIDELINES

CORELIA PROJECT WEBSITE - HEADER NAVIGATION BAR_ WEB ASSETS_GUIDE

HEX #427BBF

30%

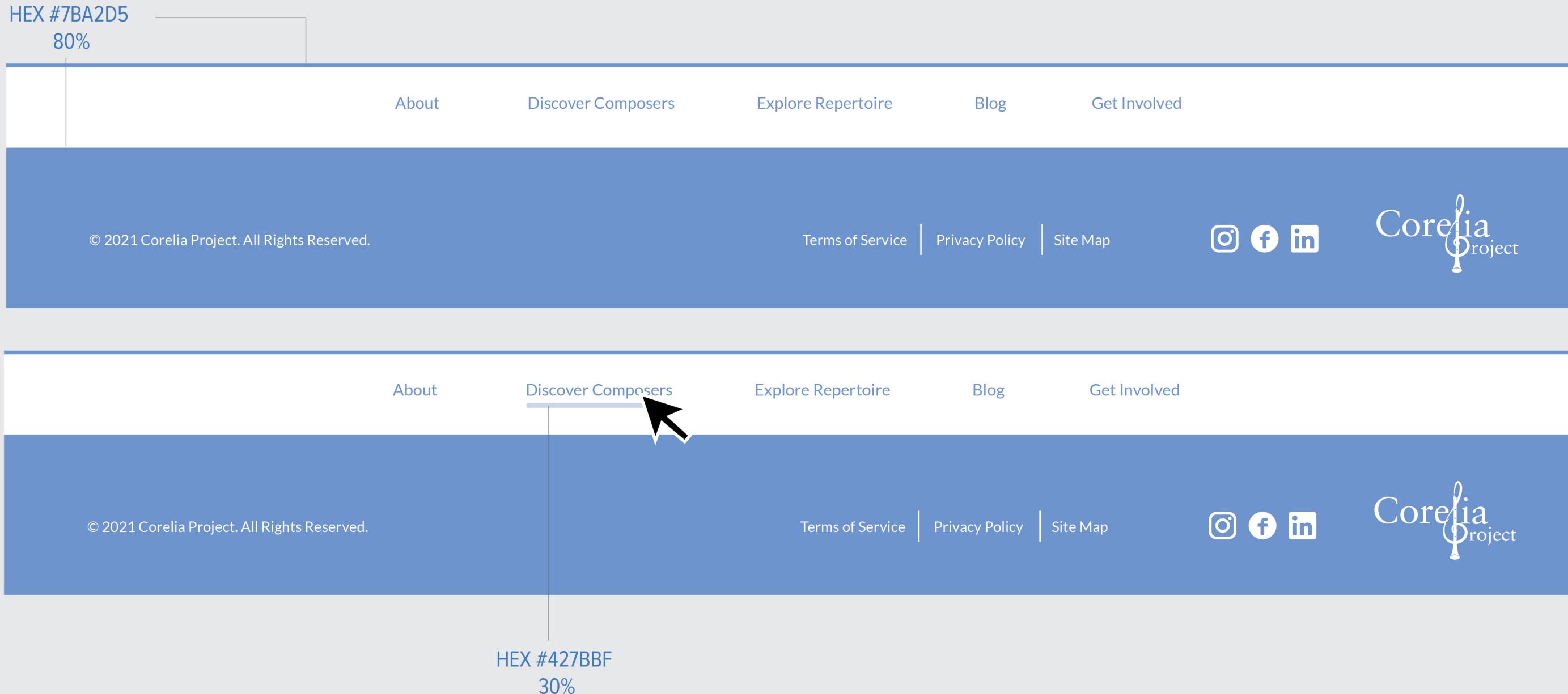


This is the header navigation bar that will be a graphic asset throughout the web pages. The master logo is aligned to the left. There are drop down boxes that navigate to other connected web pages. The header navigation bar will lock into position as the user scrolls through the pages, giving easy accessibility.

When the user hovers over the page title a line will appear. If the user clicks on the page title it will either take them directly to the page or it will present the drop box with connected pages.

CORELIA PROJECT - BRAND GUIDELINES

CORELIA PROJECT WEBSITE - FOOTER NAVIGATION BAR_ WEB ASSETS_GUIDE



This is the footer navigation bar that is positioned at the bottom of the web page. When the user hovers over the page title a line will appear.

CORELIA PROJECT - BRAND GUIDELINES

CORELIA PROJECT WEBSITE - UNIVERSAL NAVIGATION_ WEB ASSETS_GUIDE

HEX #7BA2D5
50%



HEX #7BA2D5
100%



This is the back button. This will take the user back to the previous page.
When the user hovers over the button it will fade to a darker tone.

HEX #427BBF
30%



HEX #427BBF
80%



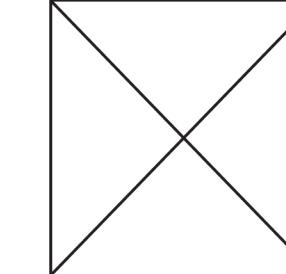
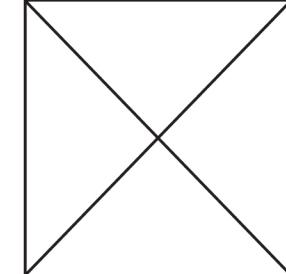
This is the back to the top button. This will take the user back to the top of the page. When the user hovers over the button it will fade to a darker tone.

HEX #7BA2D5
80%

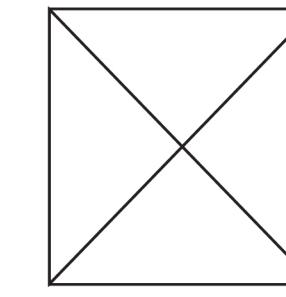
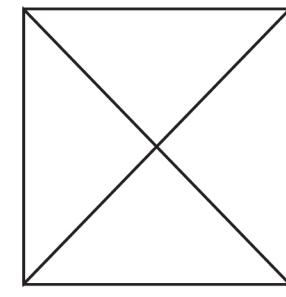


This is a drop down box button. This will navigation will provide more page options.

HEX #427BBF
30%



HEX #7BA2D5
80%

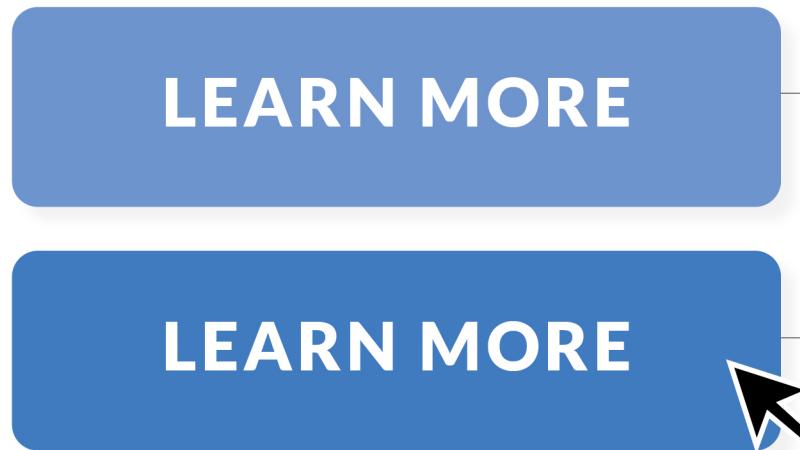


HEX #7BA2D5
80%

These are scrolling navigation left to right buttons. This helps direct the user throughout the content. When the arrow is in light blue it means that there is no content to that particular direction, however if it is dark blue it means that there is content to that direction.

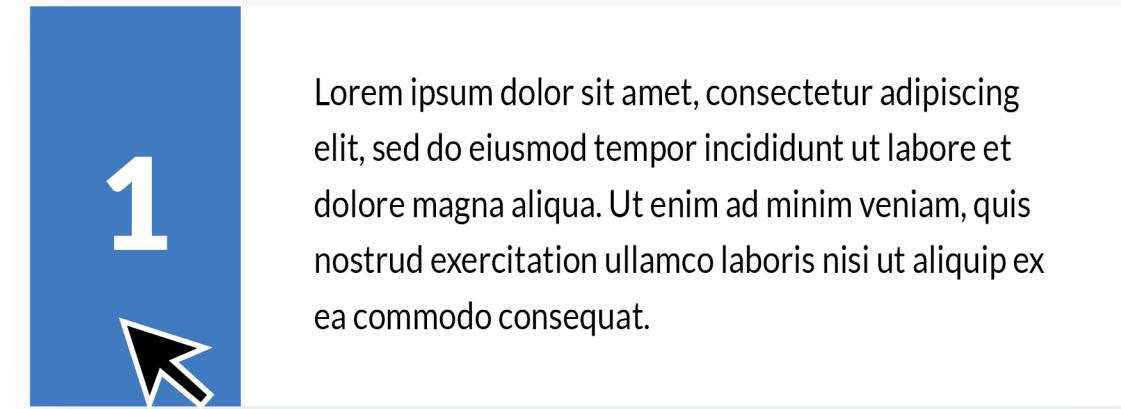
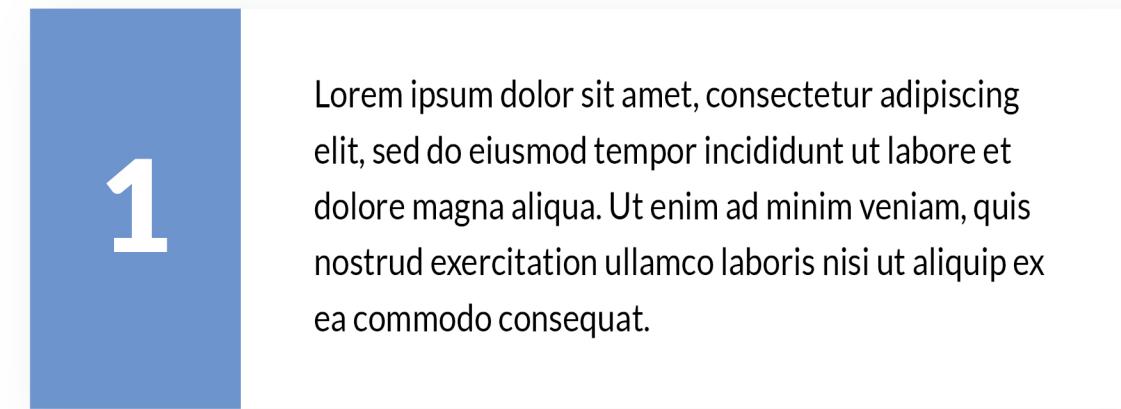
CORELIA PROJECT - BRAND GUIDELINES

CORELIA PROJECT WEBSITE - HOME PAGE_ WEB ASSETS_GUIDE



This button will take the user to the About Page to learn more about the Corelia Project. When the user hovers over the button it will change to a darker tone.

CORELIA PROJECT WEBSITE - ABOUT PAGE_ WEB ASSETS_GUIDE REVERSED



These captions provide information to the user on how to use the website and what the websites purpose is. This is not a button. When the user hovers over the caption the colour will darken in tone creating a focus for that information.

CORELIA PROJECT - BRAND GUIDELINES

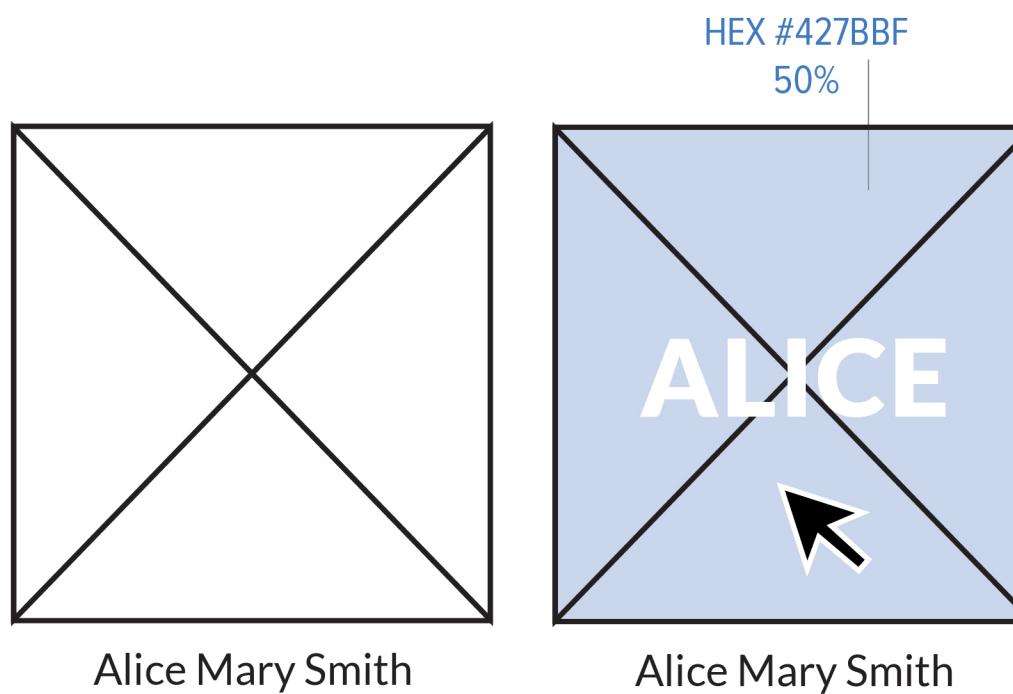
CORELIA PROJECT WEBSITE - DISCOVER COMPOSERS_ WEB ASSETS_GUIDE



This is the search bar for the discovering composers. Users can type in a composer name or a song to help categorise the data and search more easily and efficiently. The sub logo is positioned to the right hand side, indicating the search/ enter button.



This alphabet navigation bar filters the composers by what letter their first name starts with. This helps the users navigation and search process.



This is how the composers profile will appear. When hovered over the first name of the composer will appear on top of the image with a blue tint. This button will direct the user to the composers profile that has more information.



This button will load more composer profiles for that particular category or filter. When hovered over the button fades to a darker tone.

CORELIA PROJECT - BRAND GUIDELINES

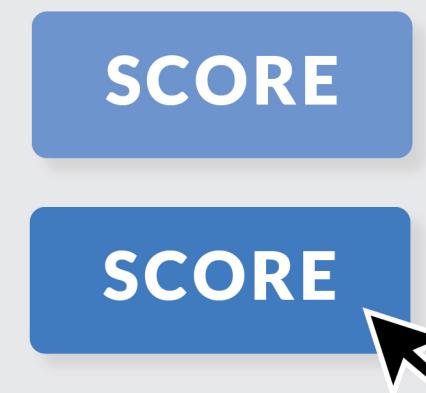
CORELIA PROJECT WEBSITE - EXAMPLE COMPOSER PAGE_ WEB ASSETS_GUIDE



This is a 30 second soundtrack system that presents a snippet of the song for the audience to listen to. This is an interactive component of the website that is engaging and fun. It will feature a play and pause button, as well as showcase a music note that has been manipulated to represent the duration icon of the soundtrack.



This is a drop down box button that allows the user to choose and switch between Solo music and Chamber music.



This is the score button, and will take the user to a website that has the full score which they can listen to for that particular song. When hovered over the button fades to a darker tone.

CORELIA PROJECT - BRAND GUIDELINES

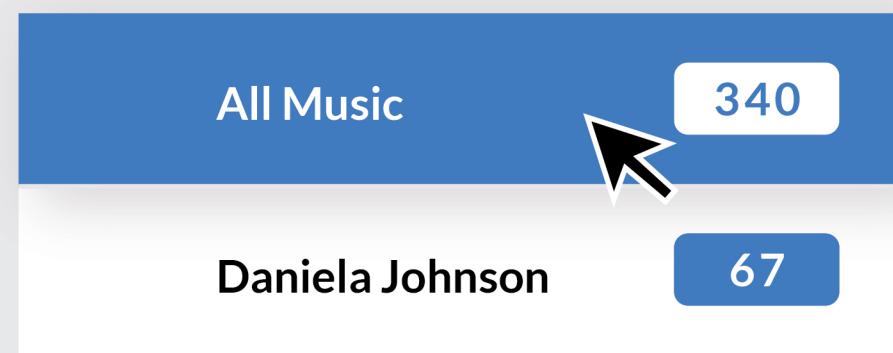
CORELIA PROJECT WEBSITE - REPERTOIRE LIBRARY_ WEB ASSETS_GUIDE



This is the search bar for the discovering composers. Users can type in a composer name or a song to help categorise the data and search more easily and efficiently. the sub logo is positioned to the right hand side indicating the search/ enter button.



This alphabet navigation bar filters the composers by what letter their first name starts with. This helps the users navigation and search process. When a letter is selected it will be indicated by a darker blue tone background.



These are buttons that will appear of the left hand side of the page. These buttons help filter to the particular artist. A number indicates how many songs that they artist has composed. Users can locate the songs in a more efficient way.



This button allows the audience to read more about that particular artist. The user would click read and it will take them to a page that has information purely about that one song selected. When hovered over the button fades to a darker tone.

This button will load more content for that particular category/ filter. When hovered over the button fades to a darker tone.

**CORELIA PROJECT -
BRAND GUIDELINES**

CORELIA PROJECT WEBSITE - BLOG AND EXAMPLE BLOG POST_ WEB ASSETS_GUIDE



Wharf : In Progress

14/02/19

Wharf : In Progress

14/02/19

This button will take the user to the particular blog post/page. when being hovered over, the picture will fade to a blue tint and the name of the blog will appear on top of the image.

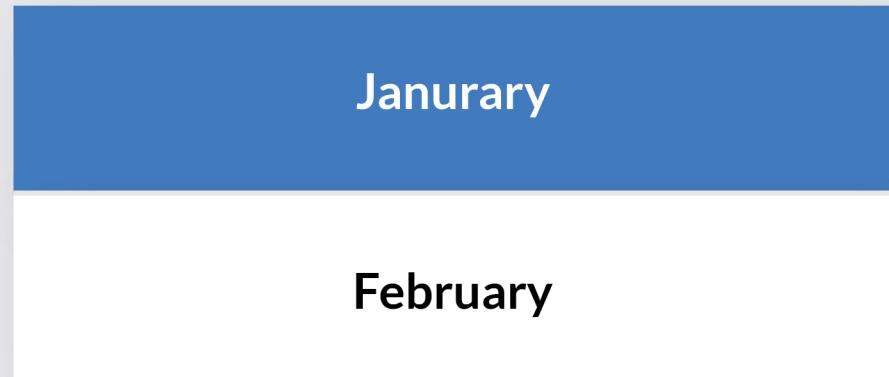
LOAD MORE

LOAD MORE

This button will load more content for that particular category/ filter.
When hovered over the button fades to a darker tone.

CORELIA PROJECT - BRAND GUIDELINES

CORELIA PROJECT WEBSITE - CORELIA FORUM_ WEB ASSETS_GUIDE



User Name
2h

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

1 Comments | Share

Comment.....

User Name
1h

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

0 Comments

Users can add a post to the Corelia Community Page and share their stories, experiences and passions for clarinets and classical music. Users will be able to type a message and accompany it with an image if they wish. Users will have their own profile image, however if this is not possible they can stay anonymous if they wish.

Users can comment on each others posts and also share the post to other social media platforms.

HEX #427BBF

10%

CORELIA PROJECT - BRAND GUIDELINES

CORELIA PROJECT WEBSITE - CONTACT PAGE_ WEB ASSETS_GUIDE

YOUR NAME (required)

Users can fill out their details in the contact page. This allows the Corelia Project to get back to them in an organised manner.

YOUR EMAIL (required)

SUBJECT

MESSAGE

SEND MESSAGE

SEND MESSAGE



This is the send message button that will submit the users contact information. Corelia Community will receive this message and details. When hovered over the button fades to a darker tone.

SEND MESSAGE