POLARITY

FIND YOUR SOUND

Brand Identity Guide
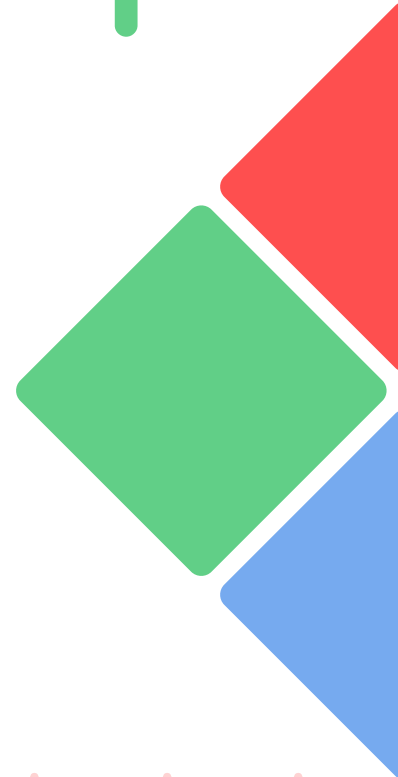
Contents

Brand Impressions

Modern
&
Dynamic

The Polarity brand is **modern**. We build cutting-edge digital products for music creators and our brand must look and feel as such.

The Polarity brand is **dynamic**. We innovate in an ever-changing software environment. Our brand must look and feel as **dynamic** as the products we create.

Brand Lockup

The Polarity Brand lockup should help to communicate our values as a **modern** and **dynamic** brand. The logotype helps to create a **dynamic** look and the tagline helps our brand convey a clean and **modern** style. The brand icon, which combines the imagery of a compass and audio waves, prominently features diagonal lines, aiding the **dynamic** impression of the brand. The mixture of these sharp, diagonal lines with softer, rounded corners aligns with design precedents of **modern** brands and matches well with the typeface in the logotype. The Polarity lockup should be displayed proudly on brand assets and always used appropriately in accordance with the guidance presented in the following pages of this guide.

Lockup: Do's

Minimum Width: 1.5"
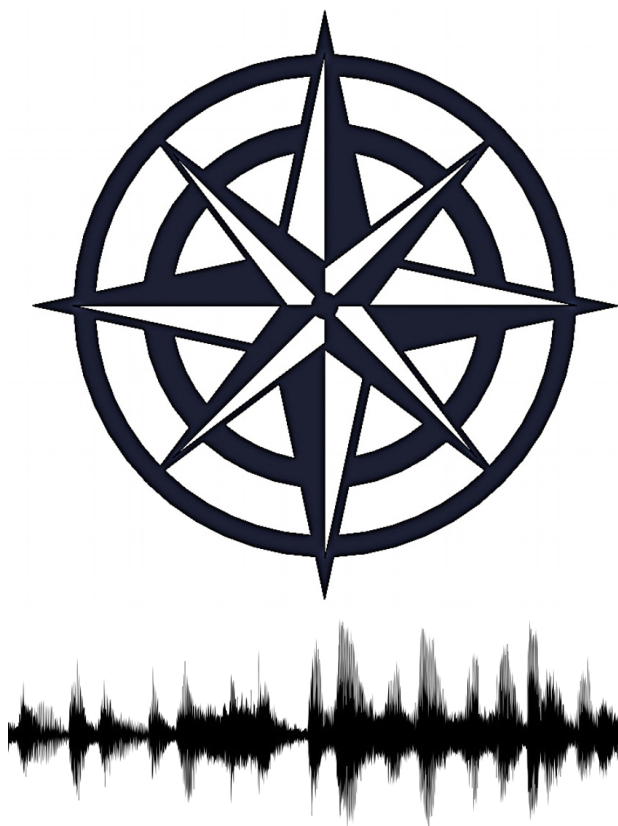
Spacing

At a minimum, the space on each side of the lockup should be equal to the width of the "O" in "Polarity" within the lockup.

Usage

When possible, the full lockup should be displayed on print and digital media. When space is limited, The icon may be displayed by itself.

Sizing

The lockup should be displayed with a minimum width of 1.5 inches in print media and 80 pixels in digital media.

Lockup: Don'ts

Streching

When possible, the full lockup should be displayed on print and digital media. When space is limited, The icon may be displayed by itself.

Backgrounds

Do not display the lockup on backgrounds that do not provide enough color contrast from any of the colors within the lockup. The ideal backgrounds for the polarity lockup are white or black(#222222).
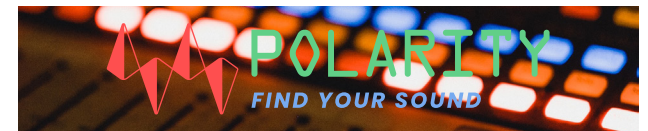
Spacing

The Polarity lockup should not be placed in a containing box without the proper space around the lockup as specified on page 3 of the guide.
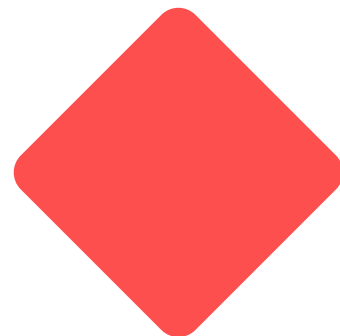
Color

The Polarity brand utilizes a split-complementary color scheme consisting of warm and cool colors. This color combination tends to have a striking effect, which aids the **dynamic** look of our brand. This combination also creates an artificial feeling, which aids the **modern** impression of Polarity. The colors chosen are high-key colors, which is consistent with many brands in the music software space and makes our brand feel friendly and **modern**.
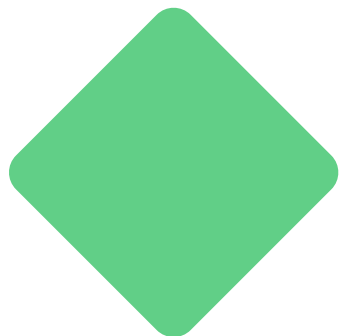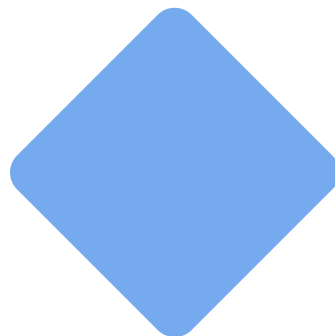
Hex: #61CF87
RGB: 97, 207, 135
CMYK: 53, 0, 35, 19

Hex: #FE4F4F
RGB: 254, 79, 79
CMYK: 0, 69, 69, 0

Hex: #76AAEF
RGB: 118, 170, 239
CMYK: 51, 29, 0, 6

Polar Green is the primary color of the Polarity brand and should be used in around 50% of design elements.

Polar Red is the secondary color of the Polarity brand and should be used in around 40% of design elements.

Polar Blue is the accent color of the Polarity brand and should be used in around 10% of design elements.

Typography

OCR A Extended
Regular

OCR A is a stylized sans-serif typeface that provides a **dynamic** look and feel for the Polarity brand. This typeface is best used for headings and should not be used in body text.

Poppins
Bold
Medium
Light
Bold Italic

Poppins is a sans-serif typeface that provides a **modern** look and feel for the Polarity brand. This is a versatile and highly readable typeface ideal for sub-headings and body text. Poppins may be used in bold, medium, light, and bold italic variants.