



# BANDS

## BENEFIT

— GRAPHIC STANDARDS HANDBOOK —



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## Introduction

These guidelines describe the visual and verbal elements that represent Band Benefit’s corporate identity. This includes our name, logo and other elements such as color, type and graphics.

The Band Benefit brand, including the logo,name, colors and identifying elements, are valuable company assets.

Band Benefit is a Niagara based radio station having a main focus of spreading word about local charities and benefits that listeners can donate too. This station donates all proceeds to causes that you deem noteworthy, by donating to this station, there are many rewards including the charity, the station and personally. Giving the gift of a good deed, keeping the station alive, making the music you like stay around all whilst receiving cool Band Benefit merchandise. We strive for a relationship within the community where we are constantly giving back. This station is filled with good tunes and good people.

### COMPANY OVERVIEW

The company is composed of our 2 hosts, with goals of reaching out to the community, peaking interest with suggested songs by the listeners, gaining sponsors from people in the community, the sponsor will also receive gifts/perks from the station. We believe in constantly paying it forward. The news will revolve around local charities/benefits that people can take part in. Listeners can participate in talk shows and games, all in which to gain more money. The station will also host external events that revolve around the community, showing off their local talent, this including bands, artists, poets etc.

### FORECAST FOR THE FUTURE

Our 2 year goal is to grow as much as we can, to take in as many sponsors/patrons and branching out to more locations in Niagara. Hitting a bigger audience, and supporting more businesses in the area. Giving to them and vise versa. We believe that everyone can benefit from each other, to make a stronger community.

### SERVICES

We provide our listeners with a recreational outlet, with good music and good news that can better improve our community.

### COMPETITORS

Our competitors consist of the other local radio stations that residents are already avid listeners of. These consist of 97.7 Htz FM and 91.7 Giant FM. These stations play mostly popular pop/rock artists, with the popular news topics such as sports, movies and celebrities.

### DEMOGRAPHICS

We are targeting our Niagara listeners between the ages of 25-40, anyone who is interested in giving back to the community and fuels the fire of good music.

### FINANCIAL DATA

We are a donation based business, we survive off of the people in our community. For every donation a percentage will go towards the charity/benefit and a percentage towards the station. The patrons/sponsors accumulated would receive perks from the station including band merchandise and tickets to see upcoming local shows.



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## Identity Basics

### Full Colour Logo

Available in CMYK, Pantone + RGB colour spaces. To be used in high quality print applications, such as marketing/promotional materials. When possible, the full colour primary stacked logo is always preferred.

#### PRIMARY:



#### SECONDARY:



**Reversed**

To be used in high quality print applications / promotional materials where the primary or secondary full colour logo files cannot be effectively utilized. When possible, the full colour primary stacked logo is always preferred.

**PRIMARY:**



**SECONDARY:**



**Black**

One colour to be used in black and white printing, such as business documents. Primary stacked logo is always preferred.

**PRIMARY:**



**SECONDARY:**



## MERCHANDISE



## SIGNAGE





GUIDE LINES & ACCEPTABLE SIZE



The protection zone is equal to the height of the E in the text.



1.24 inches  
or 89 pixels of  
minimum width



3 inches  
or 215 pixels  
of minimum width

UNACCEPTABLE CONFIGURATIONS



changing colours of headphones



removing headphones



scaling type



changing colours



condensing the name to initials



using outlines



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# COLOUR PALETTE

## Primary

PANTONE  
2757 U

CMYK  
84,75,25,0  
RGB  
68,79,127  
HEX  
#001E60

PANTONE  
130 U

CMYK  
0,47,92,0  
RGB  
248,153,47  
HEX  
#F2A900

## Secondary

CMYK  
0,0,0,0  
RGB  
255,255,255  
HEX  
#ffffff

CMYK  
75,68,67,90  
RGB  
0,0,0  
HEX  
#000000

Only for certain situations may these other colours be of use.

## Background

BAND  
BENEFIT

BAND  
BENEFIT

Only for certain situations may these other colours be of use. And if used for the logo then white should be used for the type.





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## TYPOGRAPHY



FUTURA Std  
Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
For use in the logo

FRUTIGER LT Std  
55 Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
For use as headers

FRUTIGER LT Std  
45 Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
For use in body text

UNIVERS LT Std  
55 Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
Alternative use for header

UNIVERS LT Std  
55 Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
Alternative use for body text

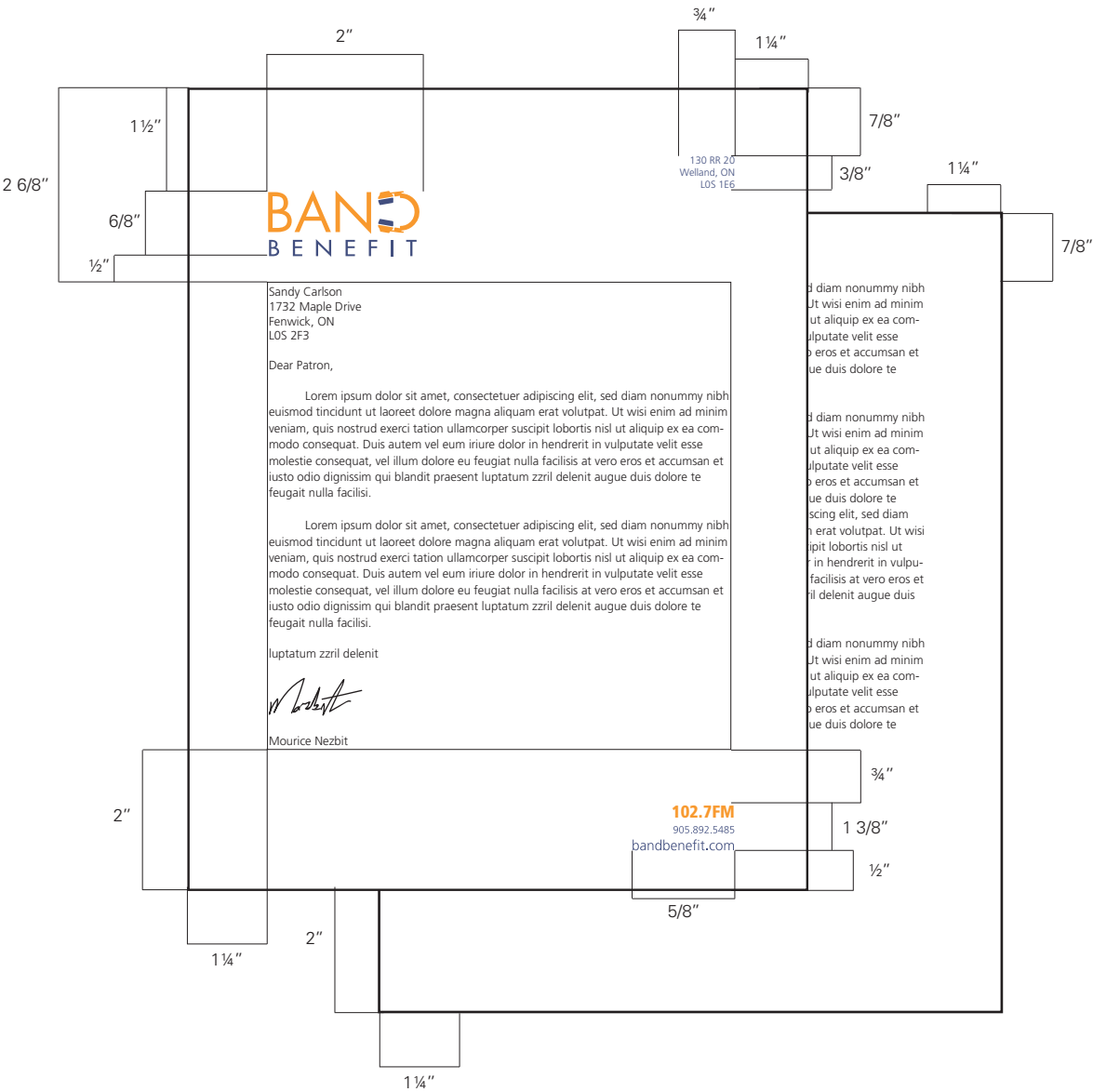


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STATIONERY

Letterhead  
Checklist

- Font Name  
Frutiger LT Std
- Font Style  
45 Light
- Font Size  
12pt
- Type Colour  
Black
- Signature Colour  
Black



# ENVELOPE & MAILING LABEL



For the envelope (9.5”x 4.13”) the primary logo is used with the address in Frutiger LT Std 45 light 10pt formatted to the right of the logo. The back will include the white and orange headphones on the blue flap with the station number.



# BUSINESS CARD



The front of the business card will include an inversed version of our logo with the stations number. The back includes the contact information for the individual members of Band Benefit. For example, Will Davids and his personal email address.





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## Additional Applications

### TOTE BAG

The bag is designed to have an interactive handle, the orange headphones from the logo. On a blue bag with the logo and station number on the bottom right corner.



## KIT FOLDER



The cover of the kit folder will include a tab that secures into the back, the tab is designed to be the headphones in the logo. The station number is also displayed on the bottom right corner. Inside includes the business card displaying the logo.

## BUTTON



The button is the headphones from the logo, in a blue and orange background with the inverse as the headphones.

