



# GROOVE ROOM

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Brand guideline  
Presentation





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# About us

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The Groove Room at the University of Fontys is a vibrant and creative space. Designed for both students and teachers, where they can record music, sounds and podcasts. It is a place for creative expression, equipped with everything you need to bring your ideas to life.



# Personality

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The brand personality is what makes the brand feel real and relatable. By choosing certain traits, like being approachable, playful, or warm, we're giving our brand a distinct 'personality.' This not only shapes how we design and talk about our brand but also influences how people feel about and remember us

## Playful

We want the Groove Room to be a fun and exciting place. Adding a playful touch makes it clear that creativity and enjoyment are a big part. It's a space where students can have a good time while learning about audio and podcasting.

## Approachable

We want students (and teachers) to feel comfortable and find it easy to use the Groove Room. Being approachable means everyone, especially students, can easily come in and make the most of the facilities without feeling intimidated.

## Warm

We aim to create a friendly and supportive environment. Being warm means everyone who comes to the recording studio feels welcome and valued. It's a place where people feel connected and encouraged to share their ideas and talents.

# Values

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These key values are the compass guiding our actions, reflecting our commitment to inclusivity, creativity and innovation.

## Creativity

We encourage creativity in the Groove Room, trying new ideas, and making cool sound projects.

## Approachable

The Groove Room is an inviting space, making sound exploration accessible to students.

## Innovation

The Groove Room always uses the newest and coolest technology for making and playing sounds.

# Master Logo

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Groove Room's logo, with its warm colors and fun lines, represents a harmonious and creative environment. The pause and play buttons in the "O" of Groove symbolize the interactive and collaborative nature of our space. It's a simple yet inviting logo that encourages students to use the Groove Room.

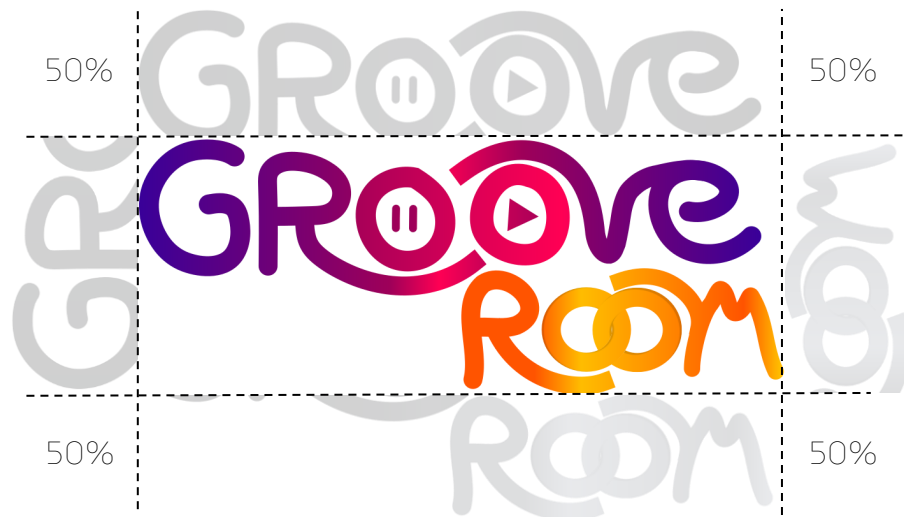


The warm colors and playful lines in the Groove Room logo capture the lively and dynamic vibe of our space. The logo reflects the constant rhythm and excitement, inviting everyone.

# Logo Spacing

To allow our logo to stand out, do not place any objects such as graphics or text in the clear space shown.

The clear space should be 50% of the logo height on all sides.



# Logo On Background

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Our logo should remain clearly visible regardless of the background color.

When the logo is shown on a white background the gradient should be used as the text color.

The logo can also be displayed on a black, purple and orange background. In this case the logo color should be fully white, to ensure it is clearly readable.





# Logo Rotation

Where required, our logo may be rotated.

## Do's

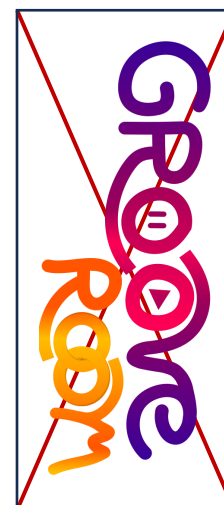
### Horizontal

This is the standard orientation, use this whenever possible.

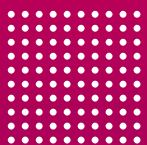


### Vertical

For applications where a vertical logo is better suited, rotate the logo 90°.

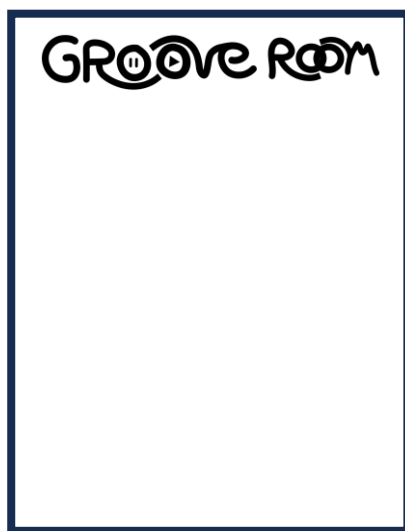


However, do not rotate the logo clockwise.



# Logo Display

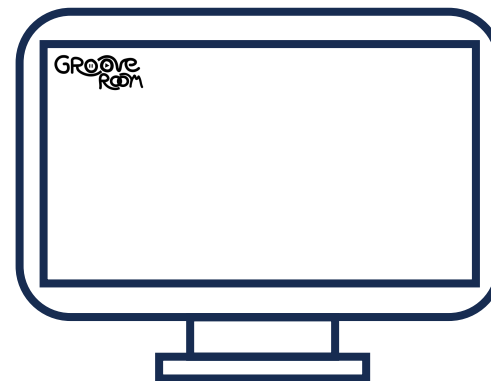
This page shows schematic examples of the display logo in applications.



Poster/flyer



Screen presentation



Website



Sticker



T-shirts



Keychain



Key/card



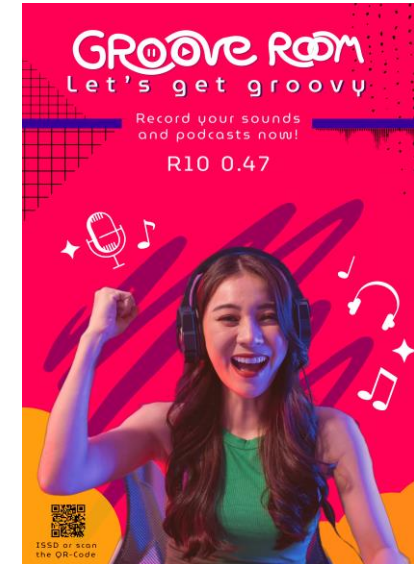
Cap



Mug

# Logo Display

This page shows examples of the display logo in applications.



## Museo Moderno (Regular)

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!  
@#\$%^&\*()

## Museo Moderno (Bold)

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!  
@#\$%^&\*()

09

# Typography

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The typeface we use is Museo Moderno. The bold version can be used for big headers, to make sure it stands out. Museo Moderno Regular is to be used for longer paragraphs of text. The light version can also be used but must still be clearly readable on the background.

This font has a playful and inviting feel, while remaining professional.

## Museo Moderno (Light)

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!  
@#\$%^&\*()



# Typography Color

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Text can be shown on a white, purple and orange background. To ensure there is enough of a contrast between the text and the background the text should be white when displayed on purple or orange. Text can also be shown on top of the gradient, in which case it should also be white.

When displayed on white the text can be either black, purple or orange.

White Text

on gradient

White Text

on purple

White Text

on orange

Black Text

on white

Purple Text

on white

Orange Text

on white





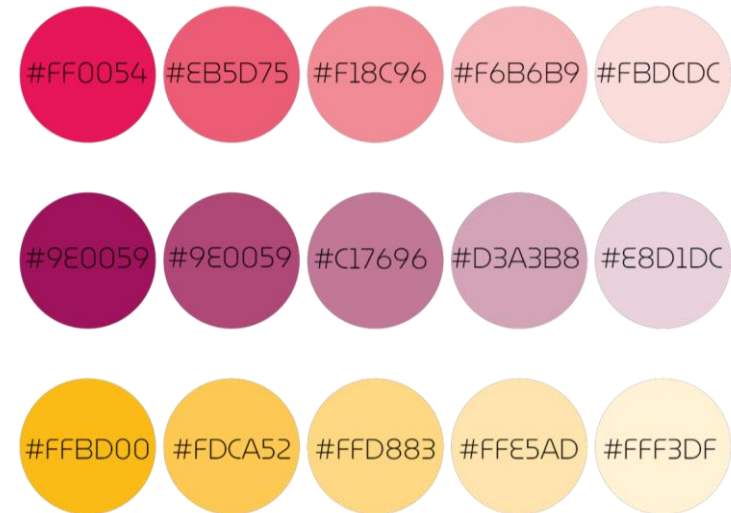
# Color Palette

We utilize a palette of warm colors to give an inviting feel. Our primary colors are purple and orange, while our secondary colors are different shades of magenta and yellow.

Primary colors



Secondary colors

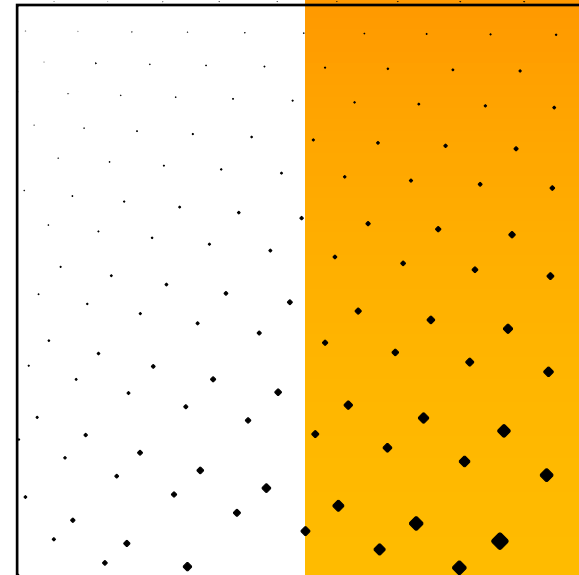
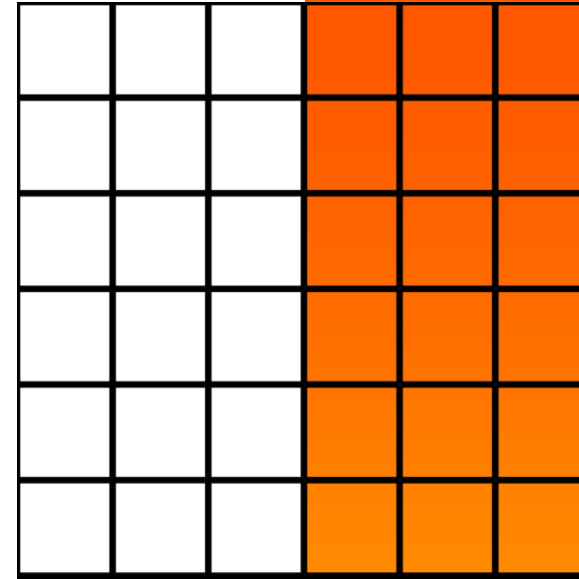


# Brand Pattern

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Stability and innovation in simplicity.

We've chosen for a pattern of squares and dots to create a cohesive and recognizable visual identity. The choice of these geometric elements is intentional, representing both stability and innovation. This pattern not only ensures consistency across different applications but also adds a touch of visual interest, making our brand memorable and adaptable in the digital and print landscape.

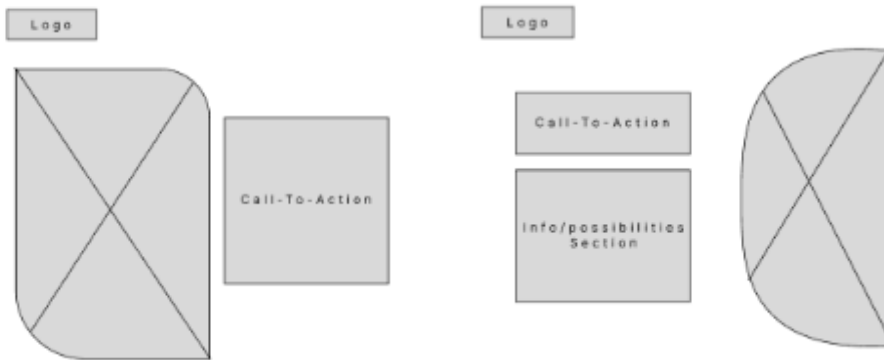


# Media strategy

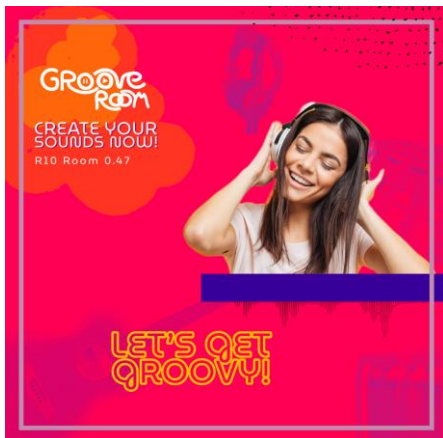
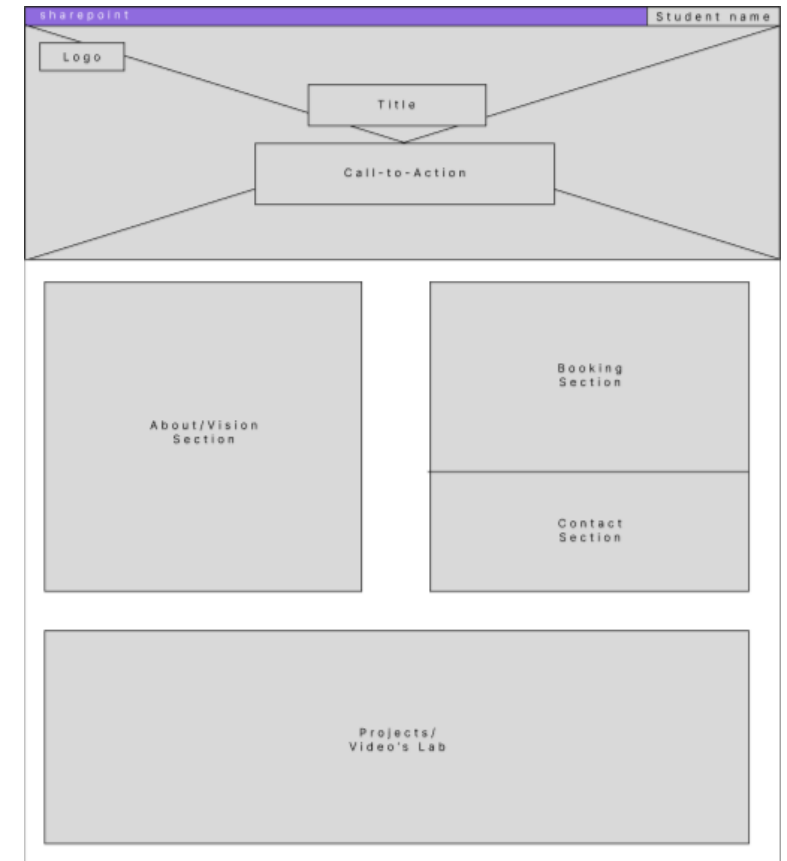
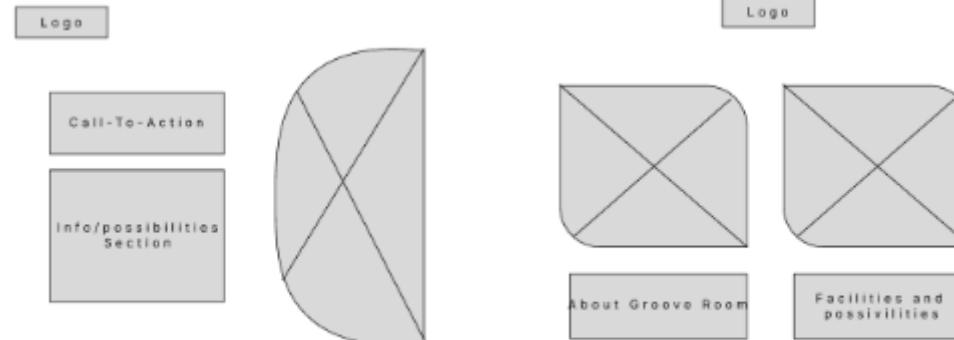


## Instagram content

## Website



Schematic Design



Visual Design