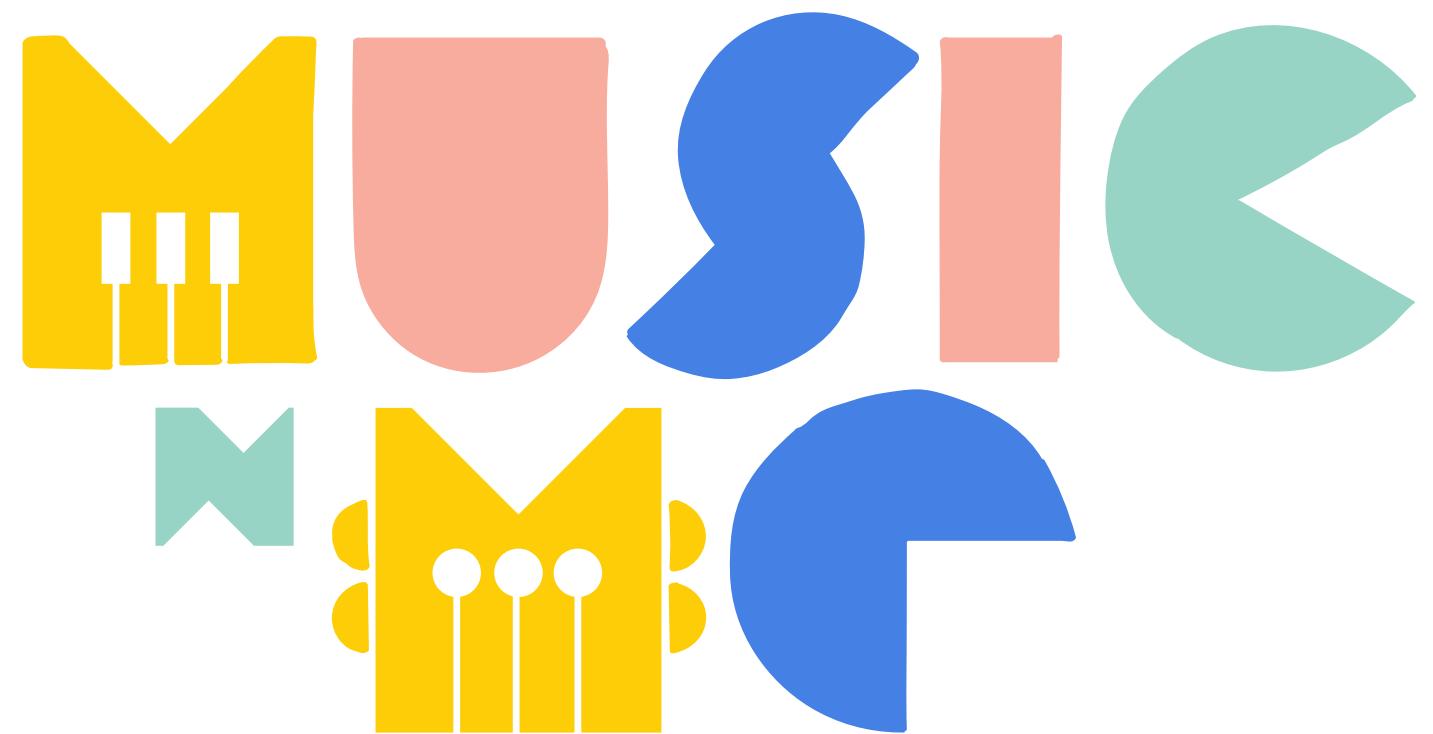


In order to produce effective communication materials for Music n Me that look and feel consistent, we've created this guide to help you understand them.

In addition, these instructions ensure that everything we convey to our audience will be delivered in one unified and absolute language. This manual is an essential part of building a brand with care, and is very important to read in order to understand how to communicate the brand.

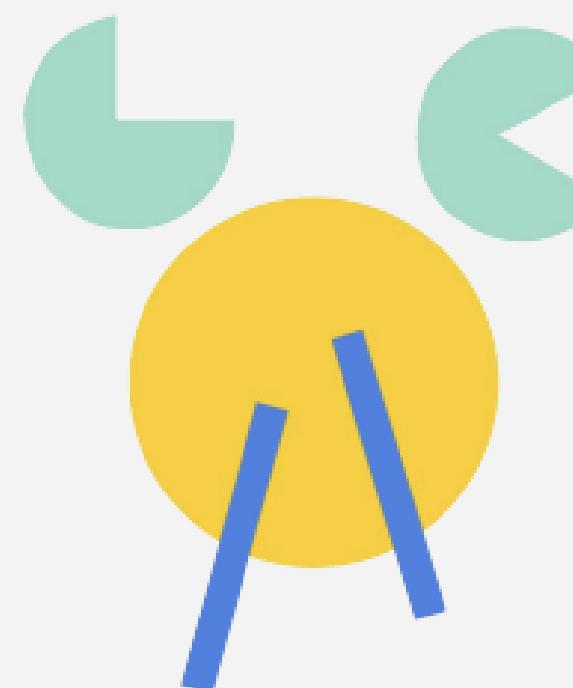
In this book, you will find "Visual System Component", which will help you build a face in the brand design and tone of voice by paying close attention to the essential essence of the brand. With the above mentioned, this manual is thoughtfully designed to be as simple and easy to understand as possible.

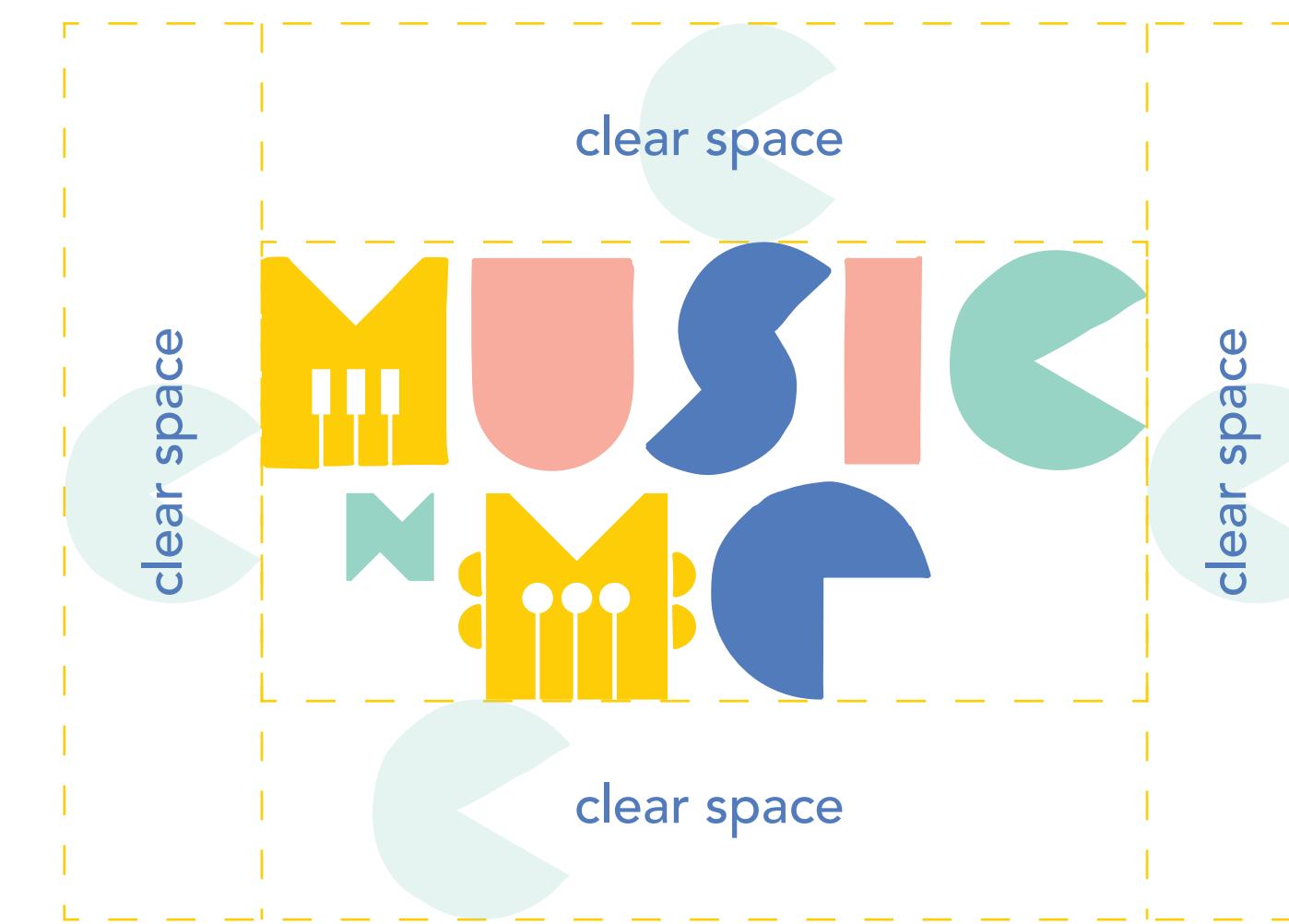
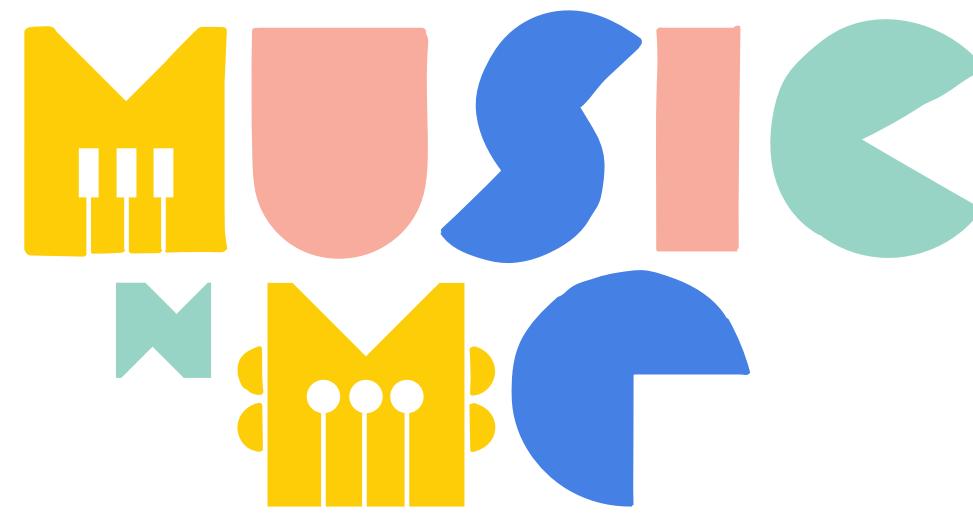


**The Shape** - different shapes molded into each alphabets with soft, doodle-like edges to show MusicnMe's dedication to help equip their students with musical talent to grow into their own version. (in simple terms, the shapes symbolize diversity)

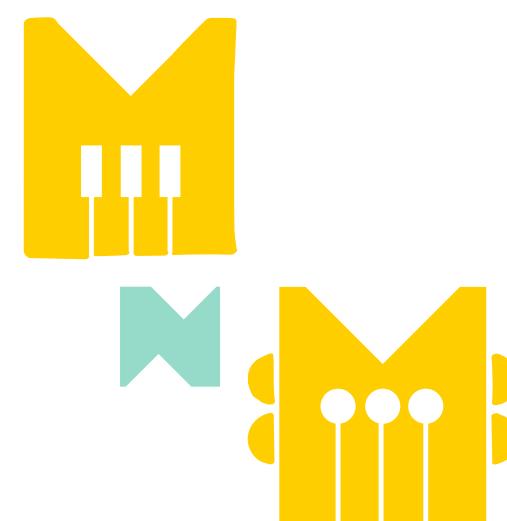
**Logo inside a logo** - The Ms on the logo is shaped into instruments that are easily identified, Piano and Guitar. The two Cs represent a happy person.

**Versatility** - with these simple shape, the logo can be applied in small & big media, and the shape in the logo itself can be used to create different graphic elements, characters, and instruments, for example, drums:



**Primary Logo**

Use the c as a guideline to determine a clear space around the logo. logo should not intersect with other highly-saturated pattern

**Standalone Logogram****DO NOT:**

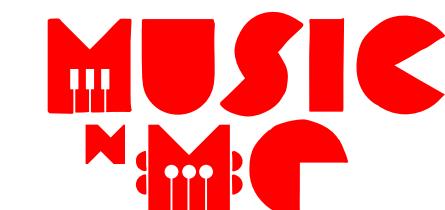
Distort the logo



Tilt the logo



Lower the transparency of the logo



Put the logo in the color outside of the color palette

# Monkey Mayhem

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over  
the lazy dog

0123456789

# Avenir

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over  
the lazy dog

0123456789



HEX #4580E4  
R69 G128 B228  
C72% M49% Y0% K0%  
Pantone 279 C



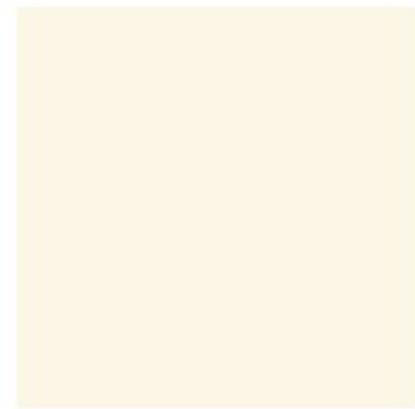
HEX #FFCE00  
R255 G206 B0  
C1% M18% Y100% K0%  
Pantone 116 C



HEX #96DAC9  
R150 G218 B201  
C40% M0% Y26% K0%  
Pantone 571 C



HEX #FFAE9E  
R255 G174 B158  
C0% M39% Y31% K0%  
Pantone 169 C

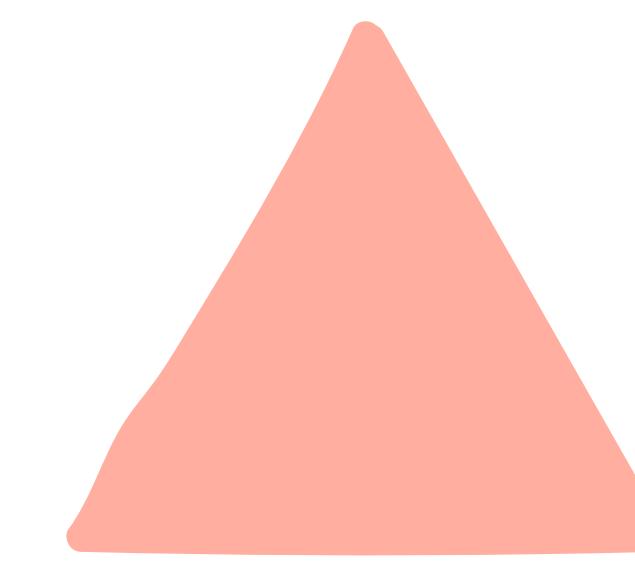
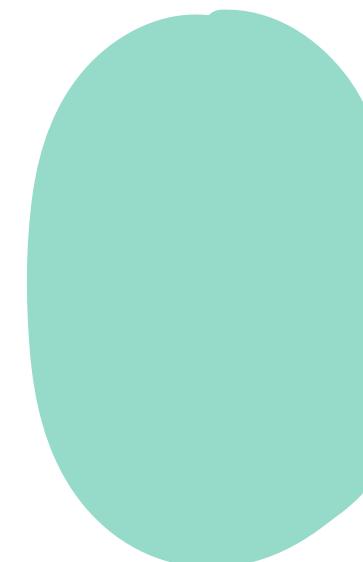
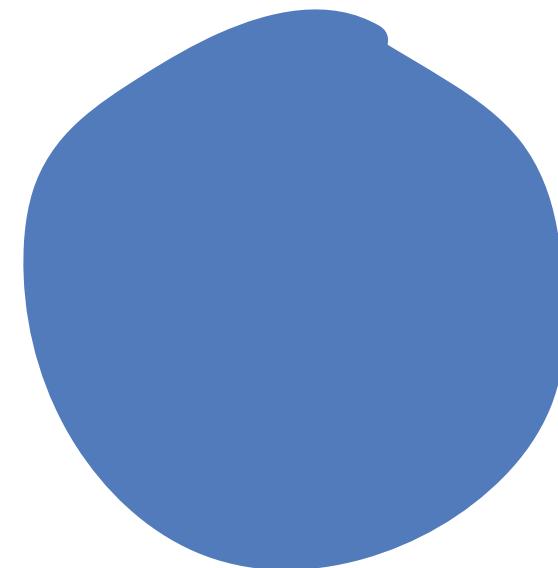


HEX #FCF6E6  
R252 G246 B230  
C1% M2% Y9% K0%  
Pantone 7604 C

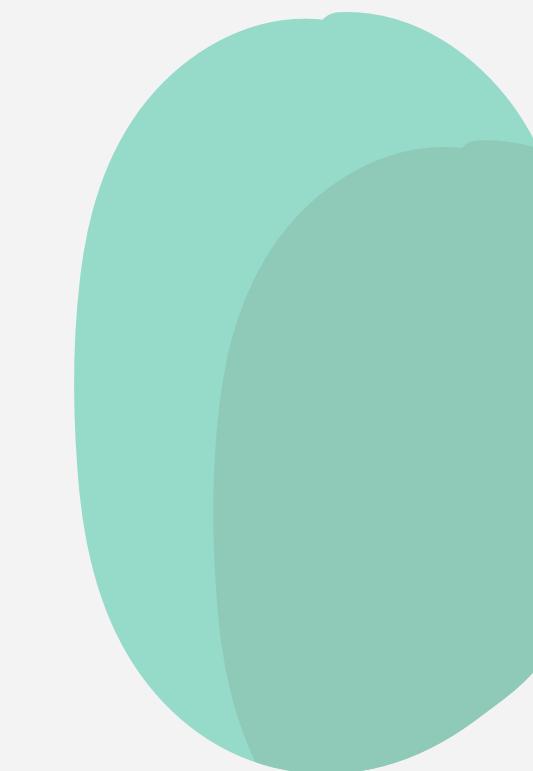
**HEX** - Use the HEX color code to use these colors in different design media

**Color Code** - It is important to know when to use each color code, RGB for Digital Use, and CMYK for print use.

To change color code in Adobe Illustrator, simply go to File > Document Color Mode



YES



Put slightly darker / brighter shade to create dimensions with color blocks

NO



Put Gradient or Drop Shadow on the shape

# Sub Brands

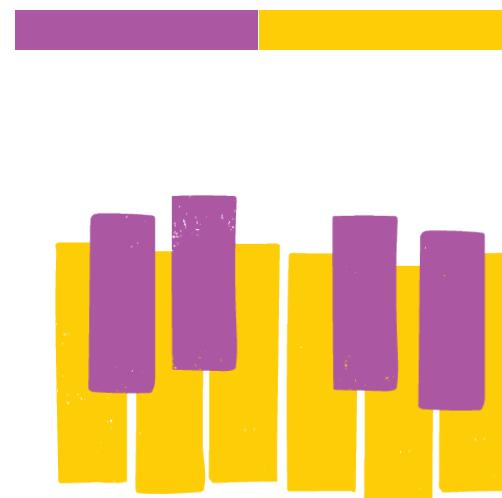
**Music n Me have different programs for each age group and category, and they each have different icons for it to be easily recognizable**

## Existing Sub Brands

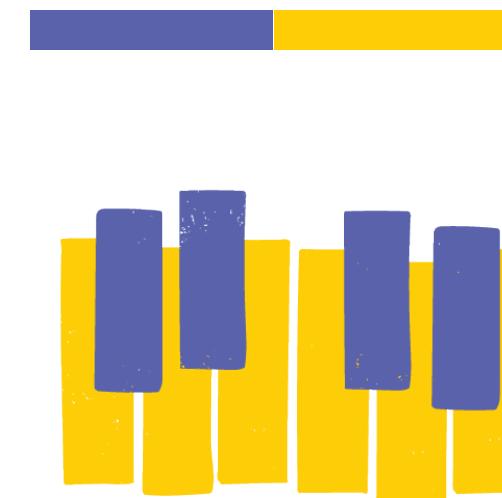
Music n Me



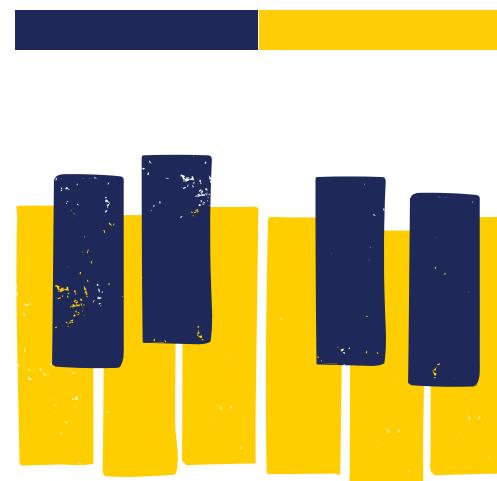
Music N Me Mini



Music N Me Master



Music N Me Mezzo



Music N Me Molto



Music N Me Maestro



Music N Me Voice



# Characters

**Music n Me have different characters to represent different age group.**  
**and each characters have different personalities that makes them unique**

# Character Profile



**Name:** Alice

**Traits:**

Day  
Dreamer

Mini  
Maestro

Sweet

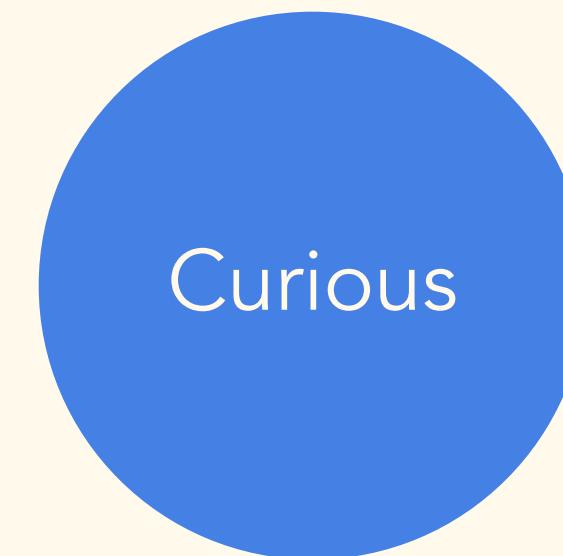
**Story:** What's made of sugar, spice, and everything nice? That's Alice and her big round eyes! Alice spends most of her time dreaming of the things she wants to do when she's grown up, one of them is a world famous pianist. Alice enjoys her piano lessons, and although her tiny fingers can't quite master the keys yet, that won't dim the twinkle in her eyes.

# Character Profile



**Name:** Steve

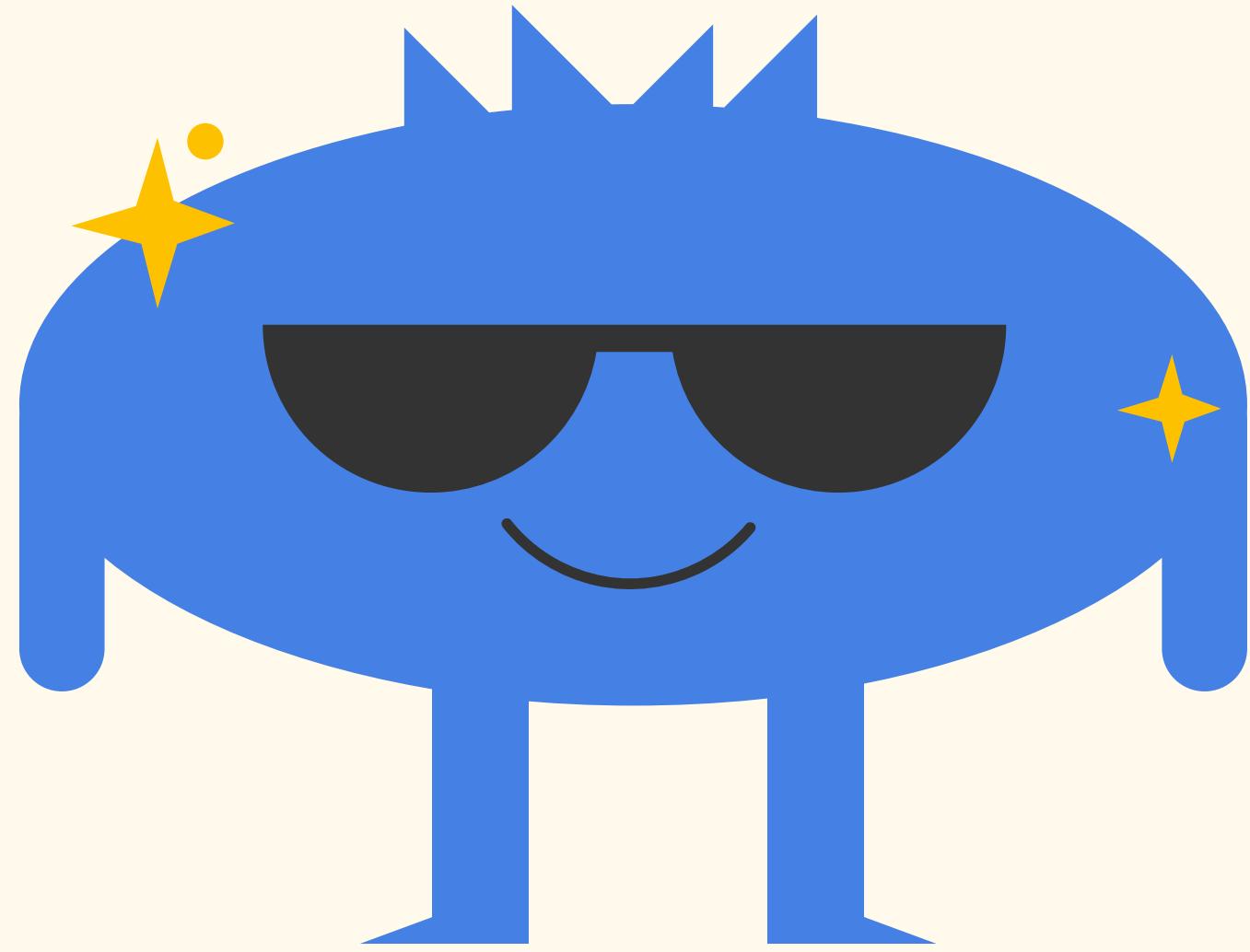
**Traits:**



**Story:** Steve is inquisitive. He doesn't like to be called nosy Steve, but he sure keeps his ears to the ground. Or the walls. Or his brother Liam's doors. He would love so much to play in a band, just like his brother. And whatever new song Liam is into, Steve would also listen to by himself. He also memorised all of the songs Liam wrote in his room, though he probably got the lyrics wrong. It's true little pitchers do have big ears.

(Steve has big ears because he is nosy, mischeavous, and has perfect pitch)

# Character Profile



**Name:** Liam

**Traits:**

Riff  
Chief

Crowd  
Pleaser

Nintendo  
Ninja

**Story:** Liam, or Speedy Lee as he'd prefer to be called in his band, is not your ordinary teenager. He loves listening to good old school rock n roll music like Guns N' Roses and AC/DC. He practices on his Les Paul everyday to make sure his fingers are always up to speed. He dreams of making it big and performing in Coachella one day. But for now, he's gotta make sure he impress his crush at this year's prom performance.

# Character Profile



**Name:** Floyd

**Traits:**

Career Climber

No Risk No Problem

Late Bloomer

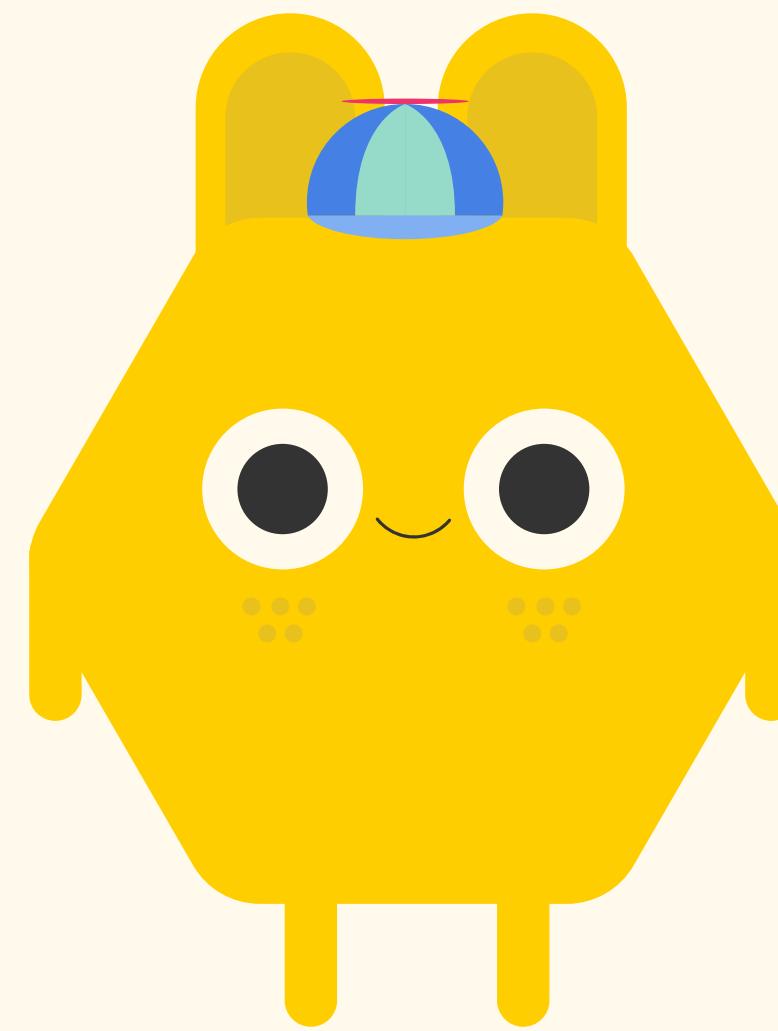
**Story:** Bills. Bills and deadlines are the things that occupy the space in Floyd's head most days. Nobody told him that growing up is such a drag and "doing what you love" doesn't always pay the bills. But, no matter how hard his day has been or how bad the traffic home was, he always finds time to pick up his old Taylor at night and pluck a few tunes. He's no John Mayer, but his ol' guitar is his wonderland, it makes him feel alive to play it, music is his safe haven.

# Character

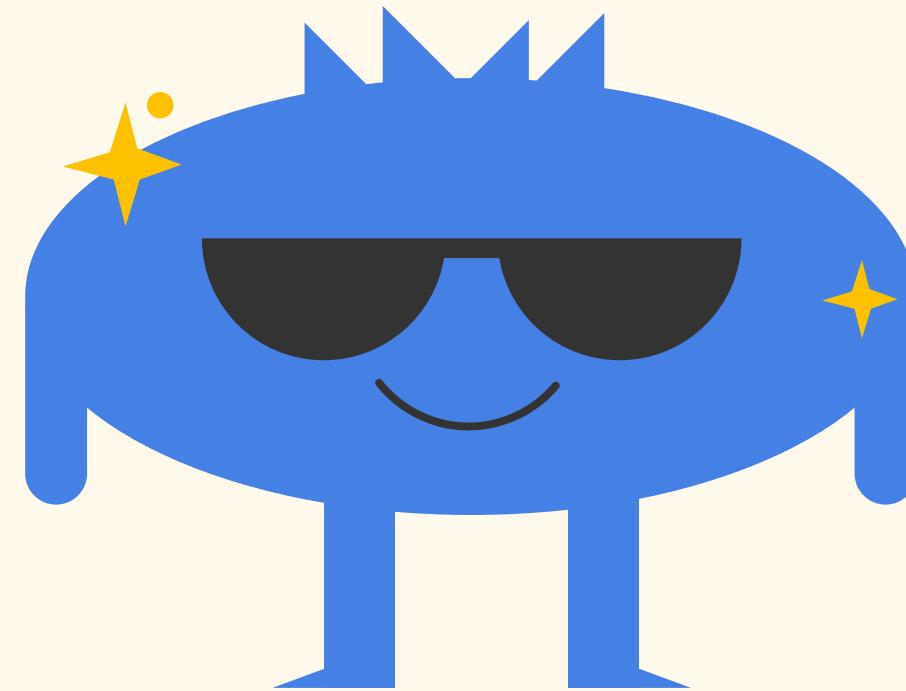
Side by Side



Pre-school



Kids



Teens



Adult & Senior

# Character

Implementation example

