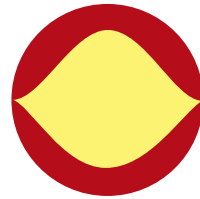


Identity System for Voicebox

Much of the strategy behind the Voicebox logo had to do with the emphasis on the mouth. A cappella is all about the human voice and not just the music you can sing with it, but also the percussive sounds you can make with it. That, and your mouth is always open during an a cappella number – most of the time it's wide open. So the open mouth became the symbol that would represent the record label.

A fun, funky feel was wanted, hence the choice of a font that was playful and had the occasional change in case. College a cappella isn't uptight and stodgy, and the logo reflects that.



voiceBOX

Typefaces:

PUPCaT

abcdefghijklmnopqrstuvwxyz

1234567890 () ; , ' " ! ? @ # \$ % ^ & *

Futura Light Condensed

abcdefghijklmnopqrstuvwxyz abcdefghijklmnopqrstuvwxyz

1234567890 () ; , ' " ! ? @ # \$ % ^ & *



Pantone 1807C

C=20

M=100

Y=100

K=12

Black

K=100

White

C=0

M=0

Y=0

K=0

Pantone 3935C

C=1

M=0

Y=68

K=0