

Last.fm/presents — Design Guidelines

P1 | 1.0 The Last.fm/presents Logo

If you download a version of our logo for use, whether it be commercial or non-commercial, you must abide by these guidelines. Why? The logo guidelines exist to manage the consistency, continuity and credibility of the Last.fm brand.

What these guidelines will tell you:

- How to use the Last.fm logo in a stand-alone scenario for print or screen

What these guidelines will not tell you:

- How to use the logo for video, TV or with animation
- How to extend the Last.fm brand through type, colour imagery or tone of voice

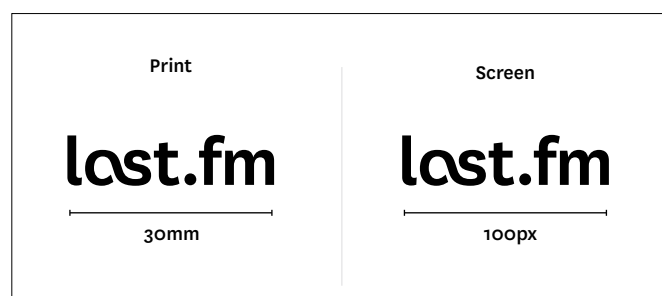
If you are using the logo as moving image, please refer to our last.fm/presents moving image guidelines.

Using the Last.fm logo

All logo use is subject to approval by Last.fm. Send screenshots, live URLs or soft proofs to hannah@last.fm

Size

The logo should never be used smaller than:



Whitespace

The last.fm logo must appear with space around it that is clear of any graphic, photographic, or illustrative elements. The guideline for whitespace around the logo is as follows.



Colour

The Last.fm logo can be used in 3 colours

| | | | |
|---------|---|---|---|
| |  |  |  |
| HEX | #000000 | #FFFFFF | #D51007 |
| CMYK | K | - | 0/100/99/4 |
| PANTONE | - | - | 1797 U |

Black: for use on light backgrounds

White: for use on dark backgrounds

Red: to be used on a white background ONLY

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Hyperlinking

Where appropriate, please make sure the logo links back to

<http://www.last.fm> (international English site) or the relevant localised site, i.e. <http://www.lastfm.de>

Logo Violations



► Do not rotate the logo



► Do not distort the logo in any way



► Don't apply or print the logo onto any material or background where it doesn't stand out and can't be easily read



► Do not alter the size relationship between any of the elements of the logo



► Don't use any other colours other than official ones.

Um diese Richtlinien auf Deutsch zu erhalten, bitte hannah@last.fm kontaktieren.

Pour obtenir ces directives en français, contactez hannah@last.fm.

Si necesitas estas directrices en español, ponte en contacto con hannah@last.fm.

Para obter essas diretrizes em português, entre em contato com hannah@last.fm.

Per ottenere queste linee guida in italiano, contattaci all'indirizzo hannah@last.fm.

Чтобы получить эти инструкции на русском языке, пожалуйста, пиши по адресу hannah@last.fm

Jeśli potrzebujesz tych wskazówek w języku polskim, skontaktuj się z hannah@last.fm.

日本語ガイドラインをご希望の場合は hannah@last.fm までご連絡ください。

如果您需要指南的中文版，请联系 hannah@last.fm

Om du behöver dessa riktlinjer på svenska, vänligen kontakta hannah@last.fm.

Bu talimatların Türkçe'sine ihtiyacınız varsa lütfen hannah@last.fm ile temasa geçin.