MusicBrainz

Brand Guidelines

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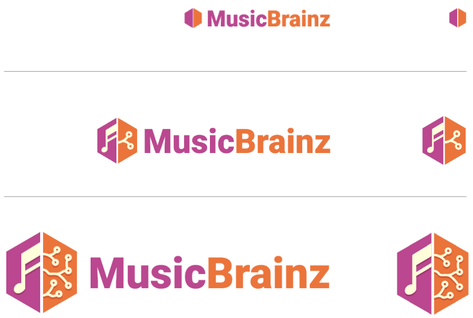
Contents

1	Logo	4
1.1	Logo useage	5
2	Colours	6
2.1	Colour usage	7
3	Typefaces	8
3.1	Typeface Styles	9
4	Design Guidance	12
5	Accessibility	13
6	Page Elements	14



No minimum

Brainz icon

Useable at any size

33px / 12mm high min.

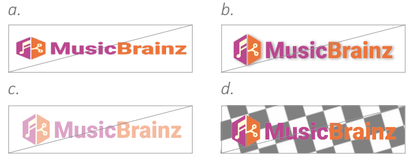
Brainz icon detail

Under this size details can get unclear and distracting, particularly for visualy impaired*

55px / 20mm high min.

Brainz logo no text

Ideally has generous sizing and space to breathe. If the page/ app/context is very busy, consider using a simpler icon instead.



Clearspace

An area of clear space must be maintained around all sides to preserve the integrity of the logo. This separation from other elements optimises visibility and recognition.

Clear space on all sides of the logo is one ‘half honeycomb’.

Don’ts

a. Don’t stretch the logo.

b. Don’t alter the logo or add effects such as drop shadows, embossing, etc.

c. Don’t change the logo opacity

d. Don’t use the logo on a busy or colorful background

2. Colours

MetaBrainz sub-brands each have their own colour, which is combined with the Metabrainz orange (right).

The PANTONE colour system is a way of matching print inks to a colour as closely as possible. Please use the digital colour for digital applications, the PANTONE swatch only applies to physical print items.

MetaBrainz does not use full black.

This includes for web use, for instance all headers and body text should be set to #1e1e1e.

A non-full black is easier to read against a white background, including for most visual impairments.

R 235, G 116, B 59
C 4, M 67, Y 87, K 0
#eb743b

PANTONE:
1575 C

R 30, G 30, B 30
C 72, M 66, Y 65, K 75
 # 1e1e1e

PANTONE:
Neutral Black C

R 186, G 71, B 143
C 27, M 86, Y 9, K 0
#ba478f

PANTONE:
674 C

#800080
(web: purple)

#ffa500

2.1 Colour useage

Colours are to be used sparingly.

If a sub-brands colour is purple, it doesn't mean headers should be purple - usually you should use the MB black.

Let the logo on the page stand out.

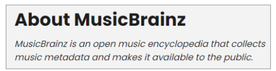
Gradients are to be used sparingly.

Gradients are appropriate for backgrounds on landing pages and minimal items that are high up in the hierarchy (level of importance on the page).

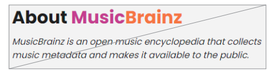
It should not be used for elements that contain data/information, beyond a header. It should be used sparingly on data-centric pages, if at all.

When in doubt, leave it out.

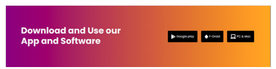
Do



Don't



Do (maybe)



Don't

Aa Aa Aa Aa

Roboto Bold *Roboto Regular* *Sintony Bold* *Sintony Regular*

The MetaBrainz logo family uses the the Roboto Type face.

It is also our preferred display font (e.g. for headers) across print and web.

For content* use Sintony, across print and web.

*body, field, table and menu text.

Header 1 (h1)

Header 2 (h2)

Header 3 (h3)

Roboto Bold / 700 48pt	Only for the boldest of display purposes. Suitable for a home page, potentially on a gradient.
Roboto Bold / 700 32pt	Suitable for a page or panel title. Use very sparingly.
Roboto Regular / 400 26pt	Suitable for titles. When dividing page content up into distinct sections, use h3.

Text colour is always #1e1e1e

Title	*Sintony* *Bold / 700* *17pt / 18 pt**	For titles within the content/content sections.
Paragraph (p)	*Sintony* *Regular / 400* *14pt / 15 pt**	Our standard content font.
Small print	*Sintony* *Regular / 700* *12pt / 13 pt**	Use sparingly. Potentially in sub-text grey (#808080)

**mobile*

Link	*Paragraph* *+ underline*	
Rollover	*Paragraph* *+ highlight*	Highlight in the primary project colour, adjusted to be lighter if necessary
Sub-text	*#808080*	For visually unimportant text you can use this lighter grey. Use sparingly.

Button	*Roboto* *Medium / 500* *14pt / 15 pt*

Bold: Strongest emphasis.

Use rarely. Competes with headers on the page. If you are using bold more than once in a sentence consider bulletpoints instead.

Italic: Strong emphasis

Use to emphasize words (for instance, don’t), and when you are referencing a title/name or an object. For instance, an album title, or the name of a button when giving instructions.

Bold & Italic: Don’t.

All caps: Don’t (usually).

4. Design Guidance

Think about the layout in terms of 'hierarchy'. (Hierarchy: the order of importance of elements)

Add emphasis (good location, style, colour, imagery, etc) to elements at the top of the hierarchy.

De-emphasize elements at the bottom of the hierarchy.

Less clicks = better

MetaBrainz users spend millions of hours entering data- this means that one more click to perform a common task can have a massive time cost.

Make a users path clear, then get them there quick.

Less is more

When using design elements - colours, space, graphics - consider how it helps users understand and use data.

Functionality first, then enhance with visual tools.

Mobile-first? Not always

Assess the audience for a page/site.

The nature of some MetaBrainz data-entry orientated projects means that users may primarily use a desktop.

The ultimate aim is to provide every user with a good experience, regardless of their device.

5. Accessibility

We aim to be accessible for all users.

Use your judgement based on the situation, and make your best effort to apply these guidelines.

Images should always have alt-text, and critical content/information be included as text.

Alternate Text describes an image for people using screen readers, or who cannot display images for another reason.

Images should accompany, not replace, important text, otherwise consider repeating the information as text.

Font/text size	No smaller than 12-14pt (1-1.2em / 16-19px) 'Small print' can be reduced down to 9pt
Contrast	Use sufficient contrast levels between background and text. Use a contrast checker to assess this: https://webaim.org/resources/contrastchecker/ Your type/background combination should achieve a ratio of **4+** on the checker.
Contrast 2	Extreme contrast is also to be avoided. This is why we use `#1e1e1e` instead of full black, on pure white.

5. Page Elements

Avoid creating new styles. Use the MetaBrainz design system.

a. Header

Important links required on every page type, i.e. search and editor profile links, grouped logically.

b. Title Bar

The title of the entity (page), and information required to understand what kind of entity it is (e.g. disambiguation, icon).

Gives the user a sense of where they currently are in the site. Keep short and uncluttered.

c. Tab menu

Extended entity information, grouped into pages.

Suitable for detailed extended information, or information not of interest to all users. If short and important, consider the Main content or the Side bar.

d. Main content

'Core' entity information.

Information is ordered down the page by order of importance.

Consider making elements collapsible.

e. Information box

An extension of the title bar, further identifying information for the entity, with more details.

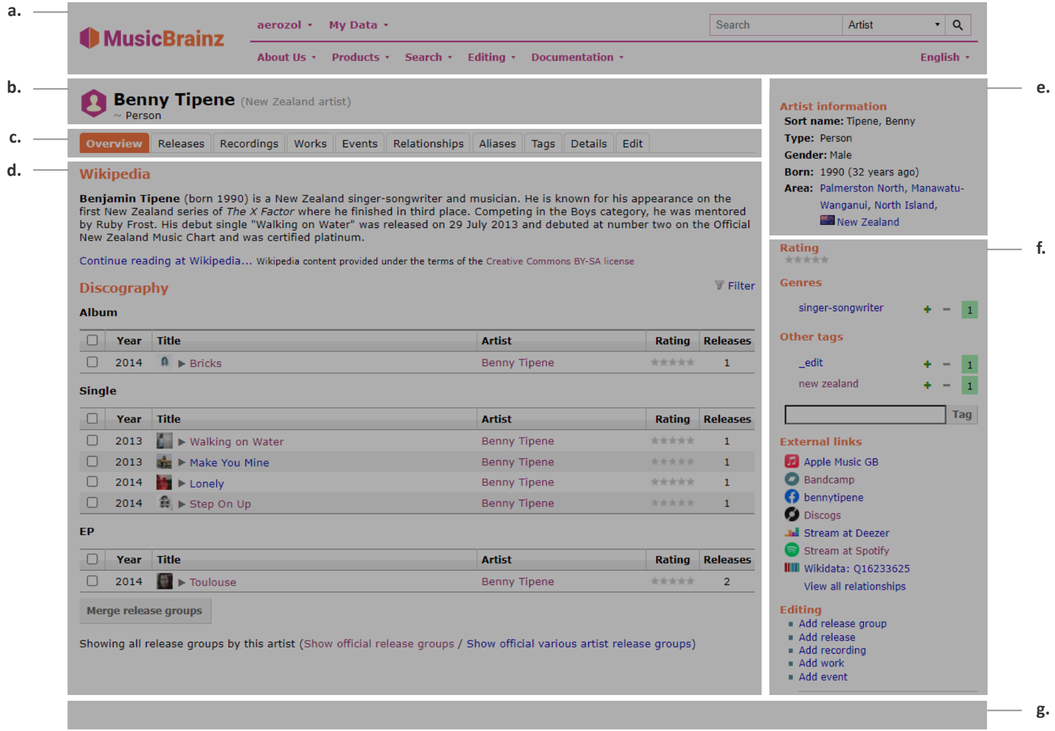
f. Side bar

Related information and key user tools.

Add information that requires detail to the tab menu instead.

g. Footer

Links into the wider MetaBrainz ecosystem, such as development, documentation, community, MetaBrainz, and other projects.



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