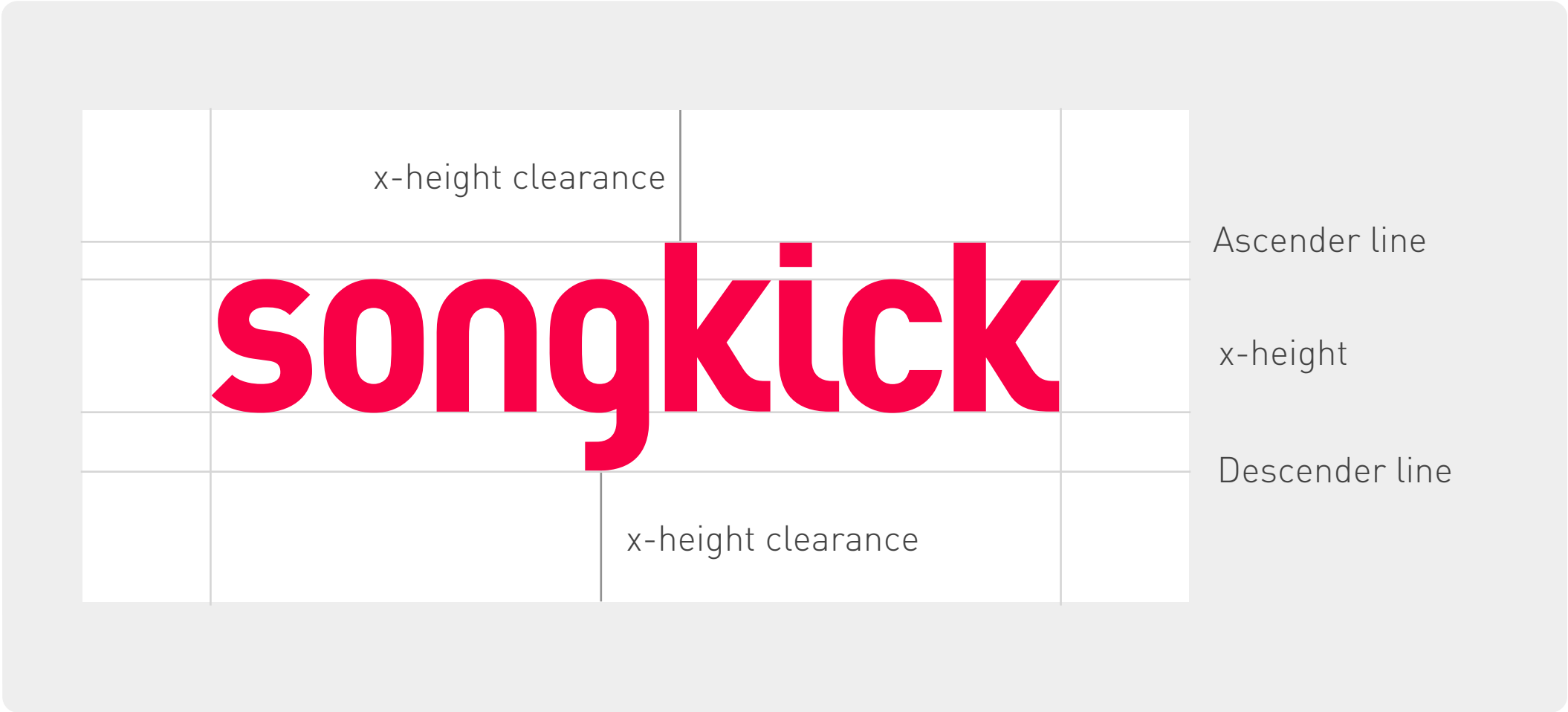


songkick

BRAND GUIDE

VERSION 1.5 05/2015

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Monochrome variants

Badge



50%		
50%		50%

The ideal clear space for the Songkick Badge is 50% of the height. The minimum clear space is 25%.

Application icons



iOS

Songkick Concerts on iPhone and Spotify



Songkick Concerts on Android

The DIN type family is our house font. We use this for print projects and things like presentation decks. We often use it in conjunction with Helvetica Neue, using DIN for titles and Helvetica Neu for body copy.

Aa

abcdefghijklmnopqrstuvwxyz

,./@\${}%?&! 0123456789

Our font stack goes like this: font-family: 'helvetica
neue', helvetica, arial, sans-serif;

Aa

abcdefghijklmnopqrstuvwxyz

, . / @ \$ % ? & ! 0 1 2 3 4 5 6 7 8 9

We use Helvetica Neue on iOS and Roboto on Android

iOS

Aa

abcdefghijklmnopqrstuvwxyz

,./@\$\$%?&! 0123456789



Aa

abcdefghijklmnopqrstuvwxyz

,./@\$\$%?&! 0123456789



Songkick Pink

f80046

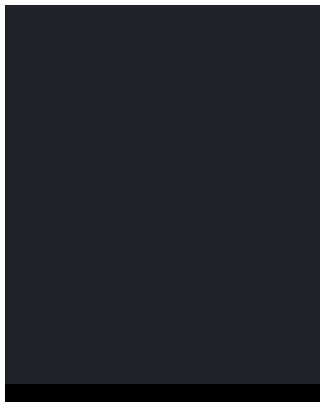
R: 248

G: 0

B: 70

Even though we love **#f80046** we'll be the first to agree that it can be pretty full-on when used to fill a large space, like a whole slide in a presentation deck. We prefer to use our favourite color as an accent in whatever we're designing. For instance at the top of all of our web products or as an icon colour or roll-over state. If you have a look at our Android or iPhone apps you'll get a pretty good idea of what we mean.

SECONDARY COLORS



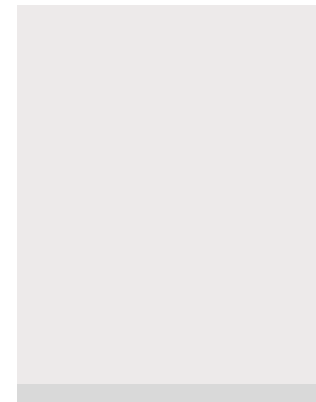
The Darkness

1e2126

R: 23

G: 25

B: 29



David Grey

f2f2f2

R: 242

G: 242

B: 242



songkick

Standard logo, for use on white backgrounds



songkick

Negative logo, for use on coloured backgrounds



songkick

Negative logo can be used on mid tone colours as well



songkick

Negative logo can also be applied to imagery but its important that the imagery does not clash with the logo.

We're not really ones for rules but we need to draw a line somewhere when it comes to using our logo, so here's some things we don't want you to do.

- 1. Don't sit the logo on clashing ewww colours
- 2. Don't box Songkick into a tight space, we need space to breath
- 3. Don't place Songkick over busy images
- 4. Do not rotate the logo
- 5. Don't stretch the logo beyond its proportions
- 6. Do not add embellishments like drop shadows, embossed or 3D effects
- 7. Don't change the logo colours
- 8. Don't re-jig, chop up or change the logo form



The use and presentation of Songkick Data on your website or application must be accompanied by the “by SK songkick” logo.



Home

Trending

New Releases

Recommendations

People

Browse

COLLECTION

Favorites

Downloads

PLAYLISTS

New Playlist

Passion Pit

AlbumsSongsBiographyRelated Artists

The Boston, Massachusetts-based Passion Pit began as a one-man project of singer and songwriter Michael Angelakos to produce a Valentine's Day gift for his girlfriend. The gift, an EP entitled Chunk of Change, soon wound up in the hands of friends and acquaintances, who were enthralled with the work. [More...](#)

ON TOUR

Jun 19

Wembley Stadium, London

Jun 20

Wembley Stadium, London

by sk songkick

Top Albums

Passion Pit

Gossamer

July 24, 2012

12 songs

Passion Pit

Manners

May 19, 2009

14 songs

Passion Pit

Chunk of Change

December 18, 2008

6 songs

Here’s a good example of our tour dates on Rdio:

ON TOUR

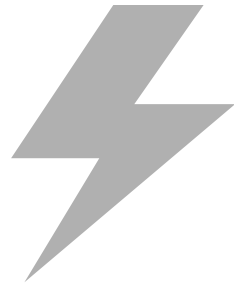
Jun 19

Wembley Stadium, London

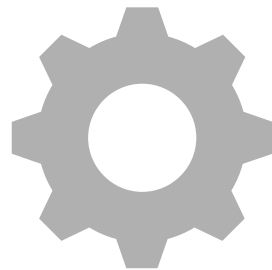
Jun 20

Wembley Stadium, London

by sk songkick



We use a variety of iconography in Songkick products. They're used to indicate categories, as navigation elements, support button meaning or simple badges.



When creating new icons:

- Soften or round off corner when possible
- Keep icons simple and easy to understand
- Be sure icons are legible at all sizes
- Use flat straight on perspective



We **NEVER** use generic hands in the air live music imagery. Its predictable and boring



Avoid using images that feel cliché and generic

Honestly it sucks and its what everyone else does

We aim to use imagery that is heavy in atmosphere, imagery that tells a story and makes you feel like you're there.



How to pick screenshots for public consumption

We've put together some simple guidelines on how to pick screenshots for any public use: blog posts, FAQ, PR, tutorials on the site.

We should always put our best foot forward when coming up with screenshots. We're trying to demonstrate the depth & breadth of our data. Here are some pointers:

- Show artists with great images, no default grey profile images.
- Choose profile images that are photos from live events rather than studio shots.
- Show artists that represent a broad spectrum of popularity. Most artists should be recognizable, with some less recognizable artists thrown in there. Some reasonably popular artists so people don't feel alienated by how hipster we are, but at the same time, some interesting, new ones in there to show we're real music fans and don't only have U2 and Coldplay as our examples. (These are the 'example bands' of most music startups.)
- Demonstrate variety in genres, don't over-represent in one genre.
- Demonstrate variety in locations. Don't only show London, UK concerts.
- Always show as many artist images as possible when taking a screenshot of a feature. Fill everything up so it doesn't look empty.
- Double-check that there's no bad data in the screenshot.

