Brand Style Guide

Serenody

2023

We are Serenody

This publication has been developed to guide users of Serenody's visual identity on how to use the company's logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that Serenody has been building.

Mission

To bring serenity and peace in everyone's daily lives through curated soundscapes tailored to their needs.

Vision

Using the power of sound to enhance well-being, reduce stress, and create moments of tranquility in our busy lives.

Values

We value adaptability, quality, and tranquility.

Brand Personality

Niche	———●————————	Mass
Analytic	————●———————	Emotional
Serious	————●———————	Playful
Conventional	——————●————	Rebel
Authorithy	——————●————	Friendly
Classic	—————●—————	Innovative

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Logo

A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of the Serenody brand, its use must be managed through the standards set out in this guide.

Colour – positive version
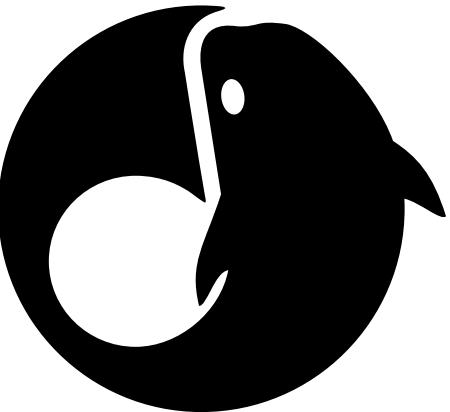
X

Proscribed uses

The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.

Black – positive version

Negative version
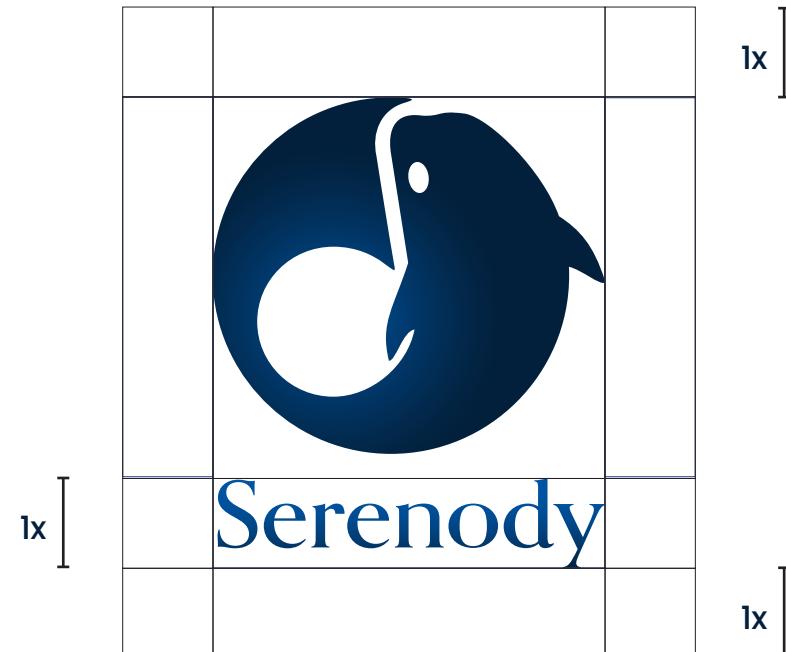
Buffer zone

To optimize its presence in any given space, the logo must include a buffer zone, i.e., a minimum area of protection, free of external graphic or textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the letter "X" inside the word "Serenody".

Mininum size

A minimum size for usage of the logo must be determined to ensure optimal visibility. The Serenody logo must measure at least 1 inch wide (2.5 cm).

1 inch / 100 px

Colours

The official corporate colours for the visual platform, i.e., for all graphic elements used in support of the logo, are blue oblivion and midnight mirage. Technical specifications are detailed below.

Primary Colours

#24408e
RGB 36-64-142
CMYK 75-55-0-44

#02203B
RGB 2-32-59
CMYK 97-46-0-77

#24408e
RGB 36-64-142
CMYK 75-55-0-44

#02203B
RGB 2-32-59
CMYK 97-46-0-77

Secondary Colours

#FFFFFF
RGB 255-255-255
CMYK 0-0-0-0

#000000
RGB 0-0-0
CMYK 0-0-0-100

Typography

The official typefaces to be used in corporate and marketing communications, for printed or electronic documents, are Orpheus Pro and Poppins. Produced by Adobe and Google Fonts.

Logo

Orpheus Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ

abcdefghijklmnopqrstuvwxyzæœefifl

0123456789!?№€$¢£¥&§%@

{(\<-+=->/)}*™®ªº""''''«‹›»:;....,

Regular   *Italic*   Medium   **Bold**

Branding

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ

abcdefghijklmnopqrstuvwxyzæœefifl

0123456789!?#€$¢£¥&§%@

{(\<-+=->/)}*™®ªº""''''«‹›»:;....,

Thin   Extralight   Light   Regular   Medium

Semibold   Bold   Extra Bold   Black

Graphic Elements
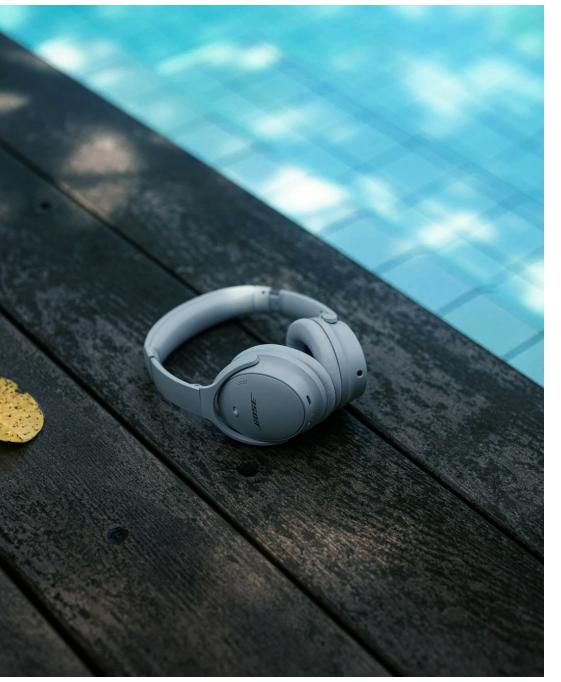
Shapes & Illustrations

Texture & Patterns
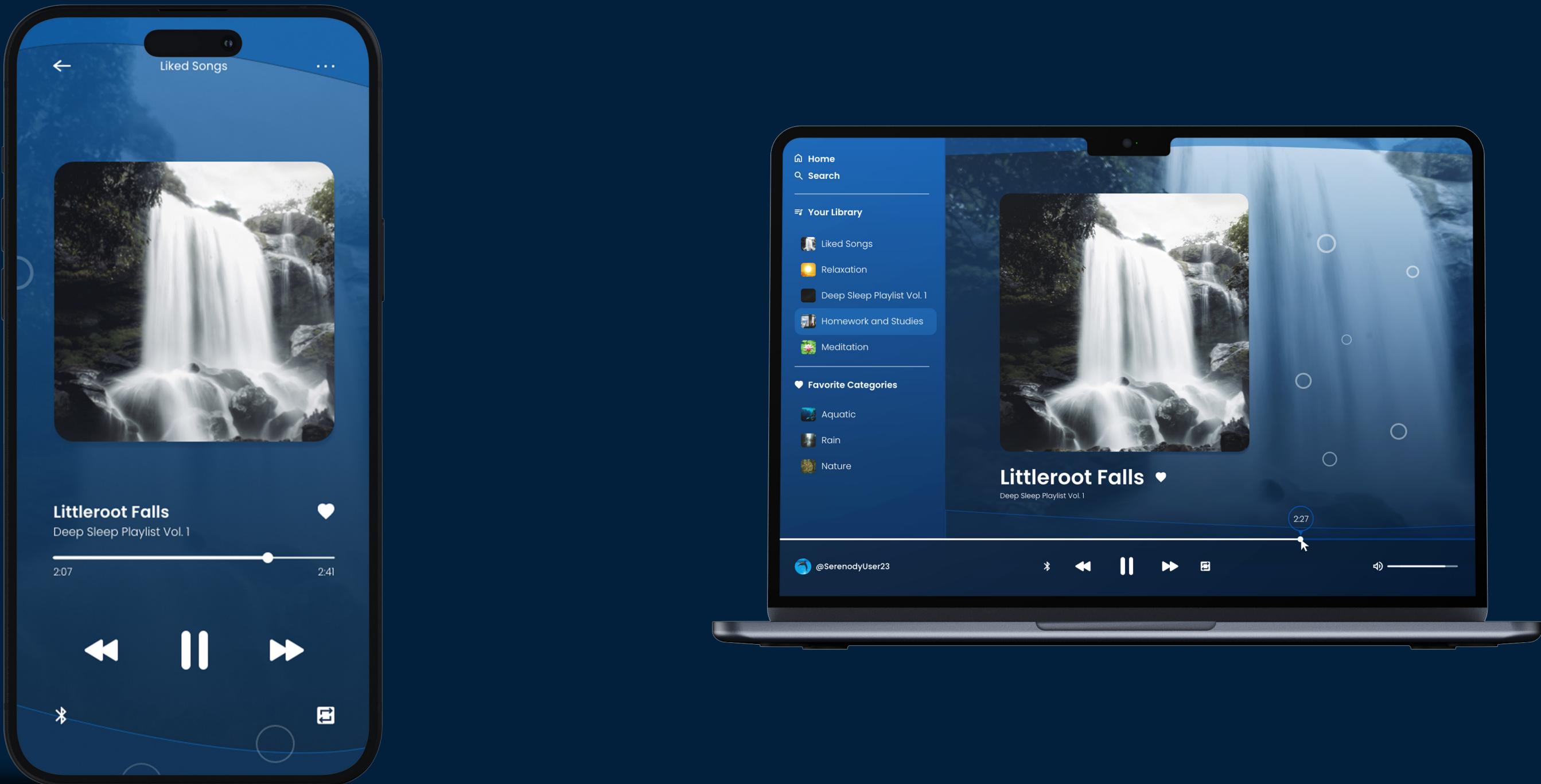
Photography

Application Examples

Liked Songs

Littleroot Falls
Deep Sleep Playlist Vol. 1

2:07   2:41

Home
Search

Your Library

Liked Songs
Relaxation
Deep Sleep Playlist Vol. 1
Homework and Studies
Meditation

Favorite Categories

Aquatic
Rain
Nature

Littleroot Falls
Deep Sleep Playlist Vol. 1

2:27

@SerenodyUser23
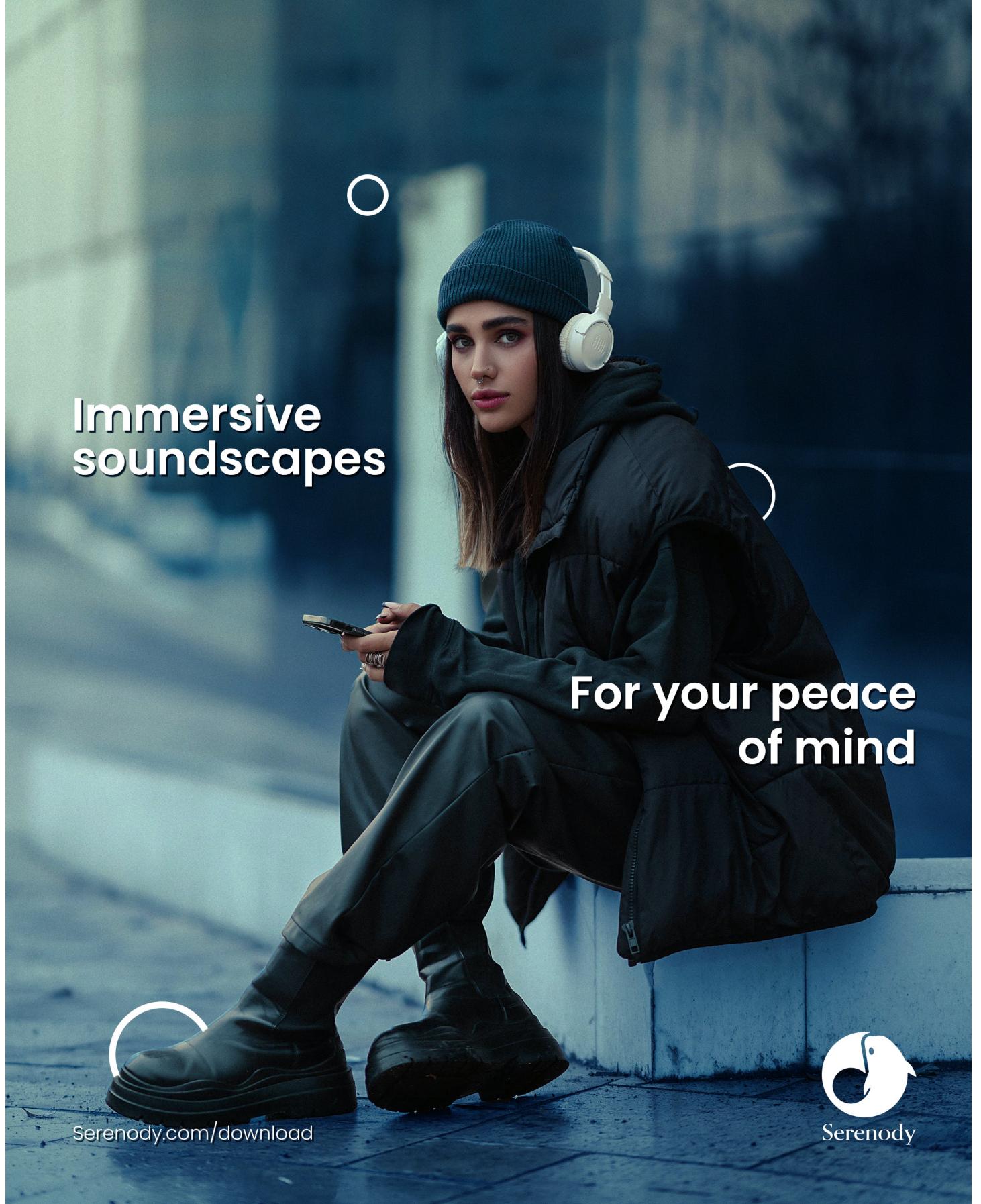
**Serenody
Your Serenity**

Serenody.com/download

Serenody

**Immersive
soundscapes**

**For your peace
of mind**

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