



WHAT MIXMANIA RECORDS REPRESENTS

2

Mixmania Records core value is to empower creators.

Being family orientated with positivity and happiness, working in a non-blame environment, focusing on self-improvement, having a default to transparency and we always aim to do the right thing.

What is the most important thing to the Mixmania Records brand?

An optimistic, passionate respect for life and the things that really matter.

What will we never compromise on?

Quality, craft, creating opportunities, generosity, pleasure, friendship, cultural identity, authenticity.

What are the tangible components of our music?

Quality sound, quality production, groove, melody, harmony, rhythm and a truly personal experience to the listener.



STAYING AWESOME

3

After all the hard work put in to cohesive brand design, we want to make sure it stays the way it heads out in to the world. Following these guidelines will ensure the logo is used in a way that upholds aesthetic standards and keeps our brand looking professional and consistent.

The branding was done by Yeovil College student Ben Mitchell.



M LOGO BLACK PRIMARY

4

All elements are to be 100% black.

This form of the logo must only be used against background colors light enough to hold enough contrast to maintain legibility.



M LOGO WHITE PRIMARY

5

All elements are to be 100% white.

This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.



CIRCLE WHITE M LOGO BLACK SECONDARY

6

The elements of the circle are to be 100% white with the primary M logo centered to be 100% Black.

This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.



CIRCLE BLACK M LOGO WHITE SECONDARY

7

The elements of the circle are to be 100% black with the primary M logo centered to be 100% white.

This form of the logo must only be used against background colors light enough to hold enough contrast to maintain legibility.



BRAND IDENTITY BLACK

8

All elements are to be 100% black.

This form of the logo must only be used against background colors light enough to hold enough contrast to maintain legibility.

MIXMANIA RECORDS

BRAND IDENTITY WHITE

9

All elements are to be 100% white.

This form of the logo must only be used against background colors strong and dark enough to hold enough contrast to maintain legibility.



MIXMANIA RECORDS

LOGO COLOUR EMOTIONS

10

Our logo colors are black and white.

We would like to keep it that way. It is an important ingredient as it's the first thing that hits people and it can leave a lasting impression.



#1D1D1B BLACK: power, elegance and formality.



#FFFFFF WHITE: awakening openness, growth and creativity.

LOGO SIZES MINIMUM WIDTH PRIMARY AND SECONDARY LOGOS

11

There are four versions of the Mixmania Records logo for use at different sizes.

MINIMUM WIDTH.

PRIMARY AND SECONDARY LOGOS.

The relationship between elements of the primary and secondary logos must be the same for all versions.



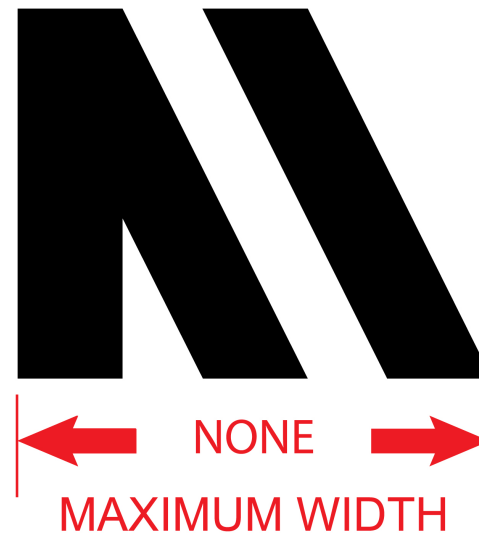
LOGO SIZES MAXIMUM WIDTH PRIMARY AND SECONDARY LOGOS

12

MAXIMUM WIDTH.

PRIMARY AND SECONDARY LOGOS.

The relationship between elements of the primary and secondary logos must be the same for all versions.



LOGO SIZES MINIMUM WIDTH BRAND IDENTITY

13

MINIMUM WIDTH.

BRAND IDENTITY.



MAXIMUM WIDTH.

BRAND IDENTITY.



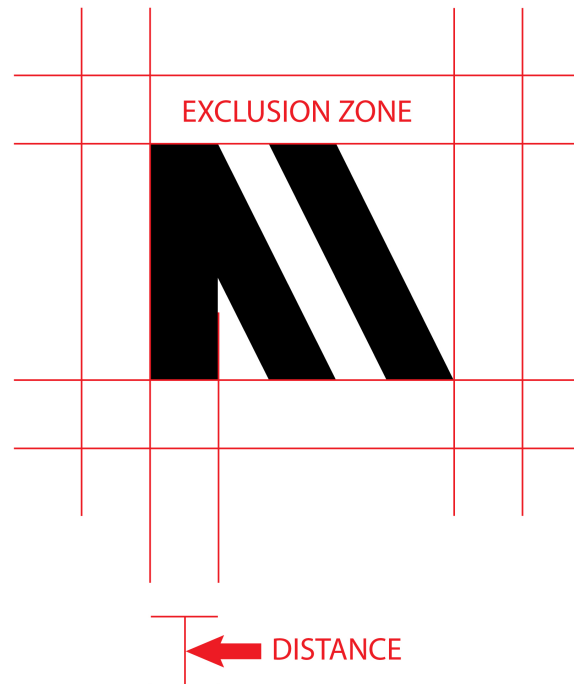
EXCLUSION ZONE M LOGO PRIMARY

14

The 'exclusion zone' refers to the area around the logo, which must remain free from other copy to ensure that the logo is not obscured as the diagram indicates.

EXCLUSION ZONE.

M LOGO PRIMARY.

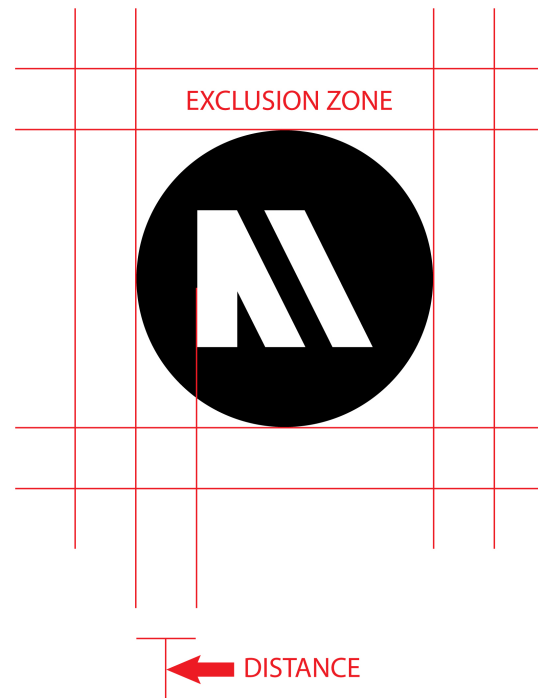


EXCLUSION ZONE CIRCLE M LOGO SECONDARY

15

EXCLUSION ZONE.

CIRCLE M LOGO SECONDARY.



EXCLUSION ZONE BRAND IDENTITY

16

EXCLUSION ZONE.

BRAND IDENTITY.



INCORRECT LOGO USE

17



DO NOT change the spacing of any logo.



DO NOT change colours of any logo



DO NOT place any logo on an angle



DO NOT change the relative sizes of any logo

MIXMANIA RECORDS

DO NOT place any logo to small



MIXMANIA RECORDS

DO NOT change text alignments of any logo



MIXMANIA RECORDS

DO NOT change any of the logo fonts



DO NOT place black logo on dark background



DO NOT place white logo on pale background



DO NOT place any copy in exclusion zone

PRESS RELEASES

18

KEEPING CONSISTANT.

We would like Mixmania Records name to be used in text format as follows with a capital M and a Capital R.

PLEASE TRY AND GET OUR NAME CORRECT.

Mixmania Records



Adrian Ponter, Ben Mitchell, Ian Hoskins and Greg Stevery with the winning design for a new logo for **Mixmania Records**.

Student's design chosen to be record label's new logo

YEOVIL College graphic design students were briefed by a real client to produce a new logo for record label, **Mixmania Records**.

Ben Mitchell's design was chosen to contribute to the record label branding.

Ben, 18, formerly of Westfield Academy, said: "I'm surprised my logo has been chosen. I'm happy that all the hard work I've put in has been worthwhile. I can now gather contacts for future employment using the logo I produced for **Mixmania Records**."

The students were given six weeks to produce a logo after

meeting the clients and being briefed.

CEO of **Mixmania Records**, Ian Hoskins said: "We found it difficult to choose a particular design because they were all ideal for our branding."

Curriculum area manager of creative industries at Yeovil College, Adrian Ponter, said: "Thank you **Mixmania Records** for providing the graphic design students with a real brief. It has been an exciting project for the students to develop their employability and problem skills for progression."

LOGO USAGE

19

LOGO USAGE.

Please adhere to our branding guidelines
when using our logos.

Please contact us if you have any questions
on our branding guidelines.

EMAIL: info@mixmaniarecords.com

Phone: 020-33932494
Intl +442033932494