

A close-up photograph of a vinyl record on a turntable. The record is black with a prominent red label in the center. The label has some text, including 'SILVER' and 'RECORDS'. A black tonearm is visible on the right side of the record, with its stylus resting on the grooves. The background is dark and slightly blurred.

Laurie's

**BRAND MANUAL
2020**

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VOICE

OUR STORY

At Laurie's, we welcome the music geeks. Funky, weird, offbeat? We have it, and we celebrate it. We strive to know the world of rock, punk, and alternative music, inside and out. Remember that album your brother showed you in 1988, that you can't remember the title of? It had a pink cover and sounded like David Bowie? We have it. And if we don't have, we'll help you find it. We'll help you find your groove and do a little dance too.

OUR VALUES

FUNKY
OFFBEAT
GEEK PRIDE

LOGO

The word "Laurie's" is written in a stylized, rounded, pink font. The letter 'L' is significantly larger and more prominent than the other letters. The background is solid black.

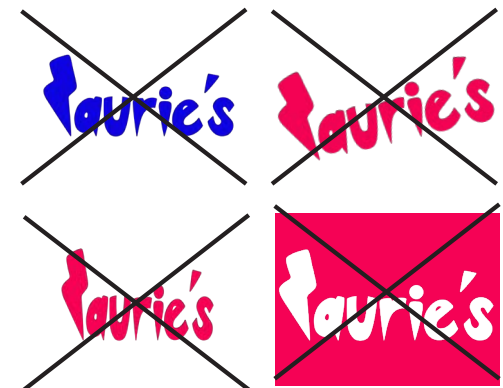
The primary logo is seen in two colors: Laurie's pink and black.

The word "Laurie's" is written in a stylized, rounded, black font. The letter 'L' is significantly larger and more prominent than the other letters. The background is solid white.

It is the first choice to be used in all forms of external and internal communication.

IMPROPER USE

- Don't use non-brand colors.
- Don't angle the logo.
- Don't stretch or warp the logo.
- Don't reverse the logo to white.



CLEARSPACE



The space surrounding the logo should be equal to the “a” from the Laurie’s logo.

SECONDARY LOGO



When the logo is scaled to 0.75 inches or smaller, use the secondary logo. It is also used as a graphic element.



In web settings for browsers, bookmarks, and apps, a favicon is used. It is always seen in the Laurie’s pink, with a Laurie’s black background.

MUSIC GEEKS WELCOME

TAGLINE

We want to make it clear. We think geeks are cool. Laurie's is an unabashedly offbeat music haven. Whatever your kind of groove is, rock on.

ROCK

ROCK

GRAPHIC ELEMENT

The secondary logo can be used as a graphic element. In small sizes, it can be used as a pattern. In larger sizes, it may be used to create a dynamic focal point, in materials such as printed items (like this manual), signage, or branded event graphics. The graphic element can also break logo rules, such as photo application or cropping.





TYPOGRAPHY

PRIMARY

TARZANA WIDE OT BOLD

Tarazana embodies the characteristics of Laurie's— a little unusual with a bold personality, referencing curvatures seen on rock albums. Tarzana is the typeface used for headers and display typefaces.

SECONDARY

QUICKSAND REGULAR MEDIUM

Quicksand Regular or Medium is used for body copy. The wide setting of Quicksand lends for optimal legibility while maintaining some of the colorful personality of the Laurie's brand.



COLOR

PRIMARY PALETTE



Hex #F50255
Pantone 1925 C
R: 245 G: 2 B: 85
C: 0 M: 100 Y: 54 K: 0



Hex #000000
Pantone Black 6 C
R: 0 G: 0 B: 0
C: 75 M: 68 Y: 67 K: 90

This is the primary color palette; it should be the dominant palette used in all materials.

SECONDARY PALETTE



Hex #FF7100
Pantone 2018 C
R: 255 G: 113 B: 0
C: 0 M: 69 Y: 100 K: 0



Hex #99F52A
Pantone 2290 C
R: 153 G: 245 B: 42
C: 42 M: 0 Y: 100 K: 0

This is the secondary color palette; it should be used as a supporting palette to the primary.



PHOTOGRAPHY

Photographic style should capture the joy and funky atmosphere of Laurie's. A black and white treatment with high contrast, in combination with splashes of brand colors, highlight the original tone and bold beat.

PEOPLE

An air of fun and unexpected delight should be present in the photography of people. Incorporating people's experience with the music is key.





MERCHANDISE

When photographing merchandise, emphasis should be placed on the nature of the content. A close up or angled shot creates an experiential view.

EVENTS

We hope that everyone finds their groove. That's why we host events at Laurie's. When taking event photography, aim to capture the individual joy.





STORE

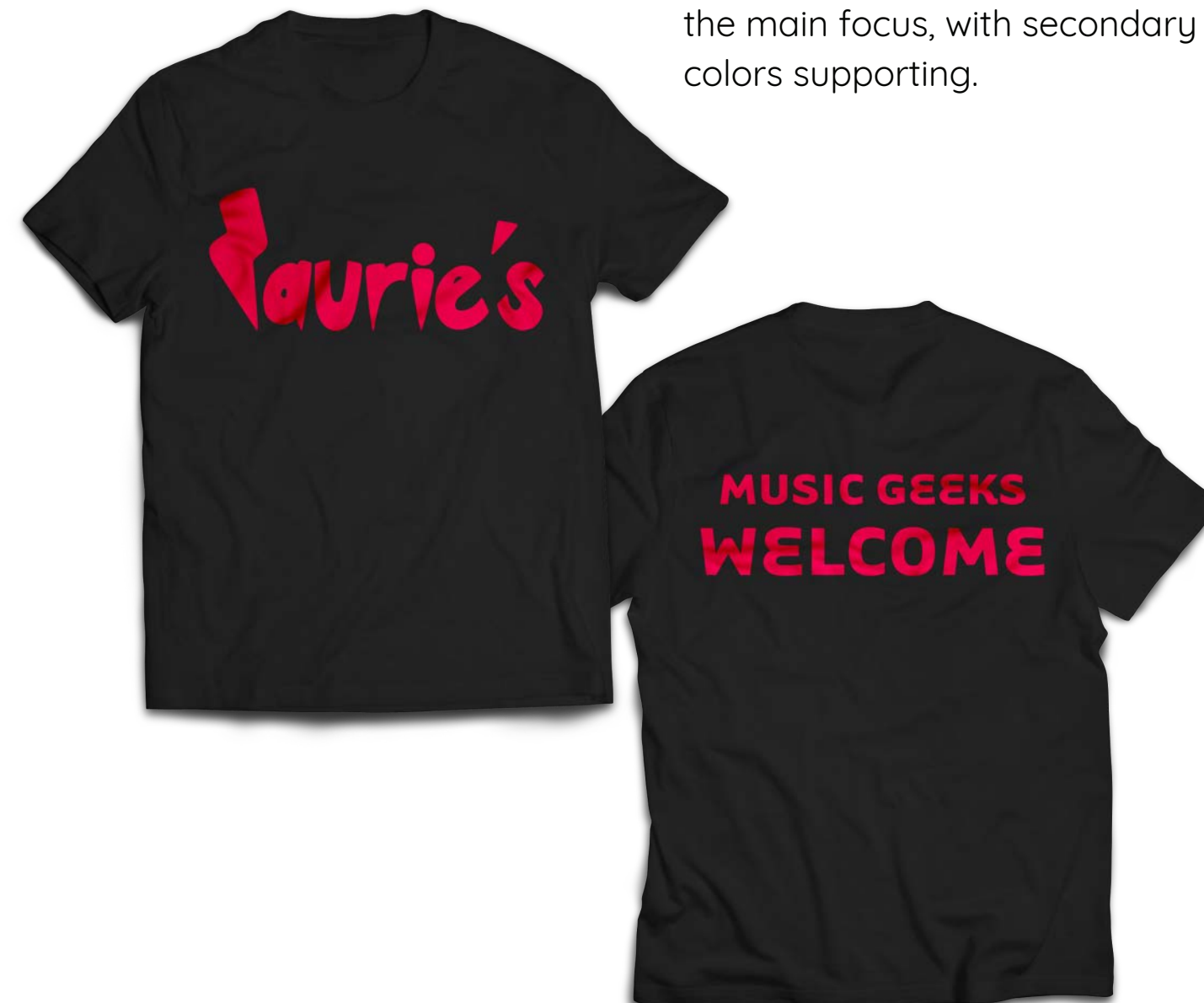
When you walk into Laurie's, the atmosphere should be recognizable. Comfortable but unapologetic, the bold colors and sounds should set the tone.

LAURIE'S MERCH



Branded merchandise will be offered so that Laurie's fans can wear their badges proudly.

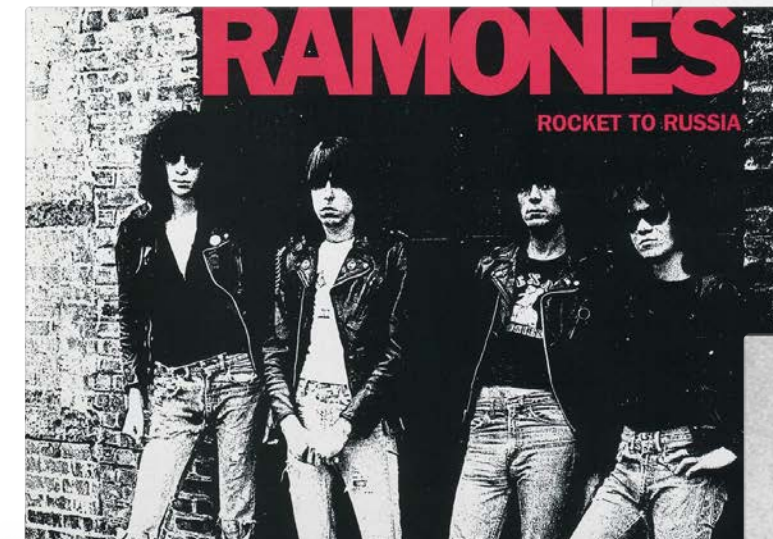
Primary brand colors should be the main focus, with secondary colors supporting.



SOUND

Music played in the store should reflect the Laurie's brand. Rock, punk, and alternative albums from the 1950's to 1990's are preferred, with jazz, blues, and indie albums as an alternative option. Pop music and country music should be avoided.

When a record is bought with a damaged sleeve, use the Laurie's replacement sleeve.

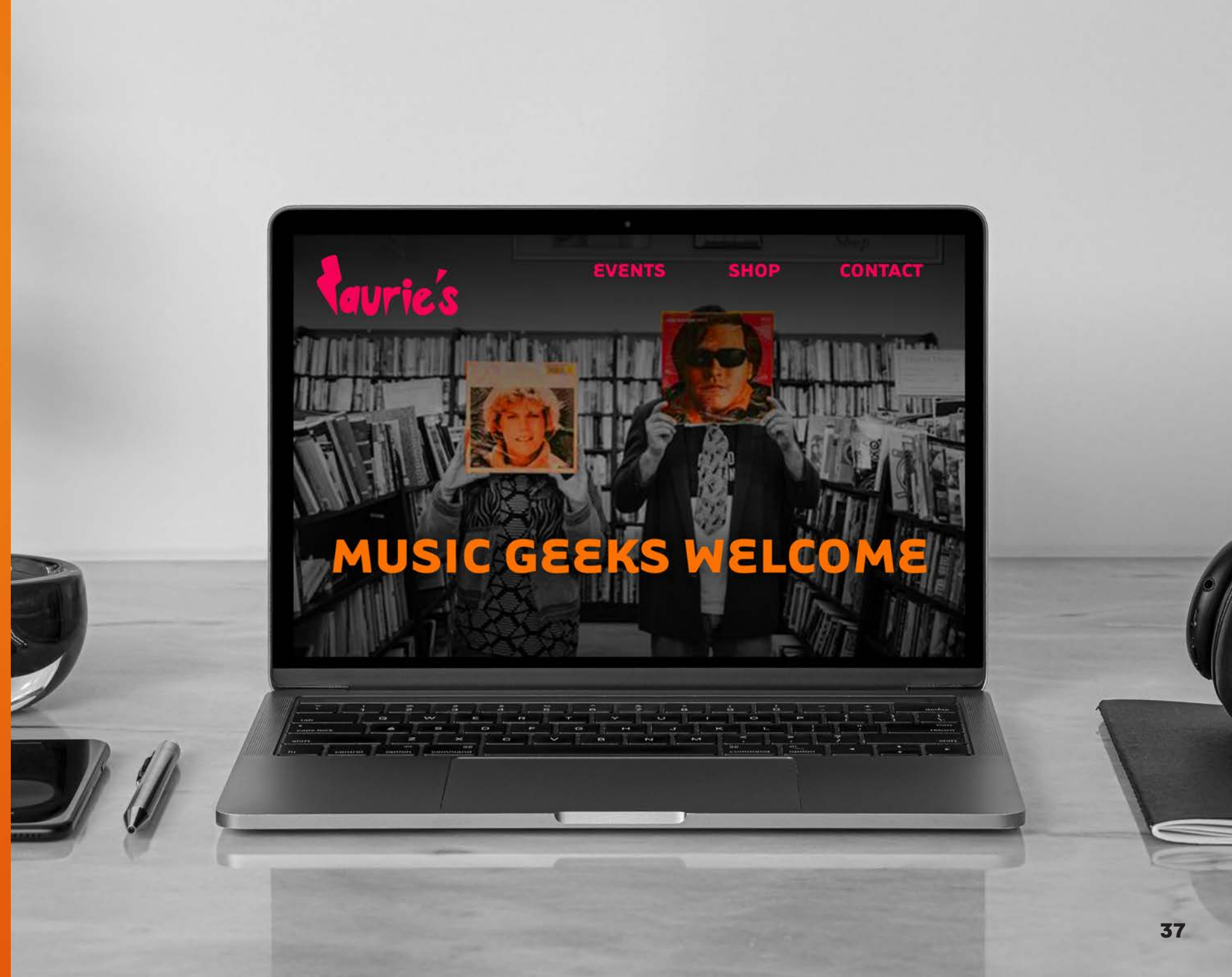
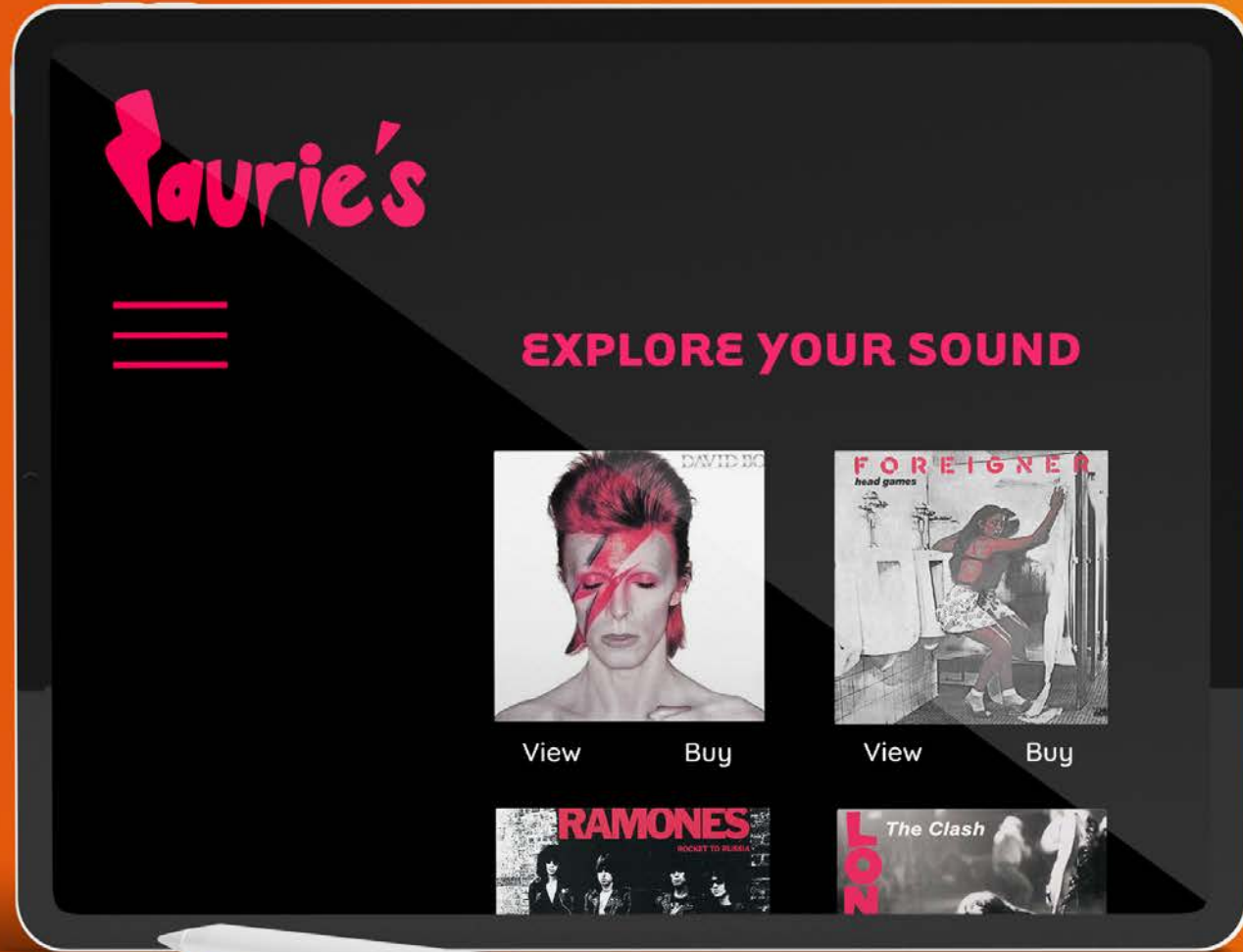




DIGITAL SPACE

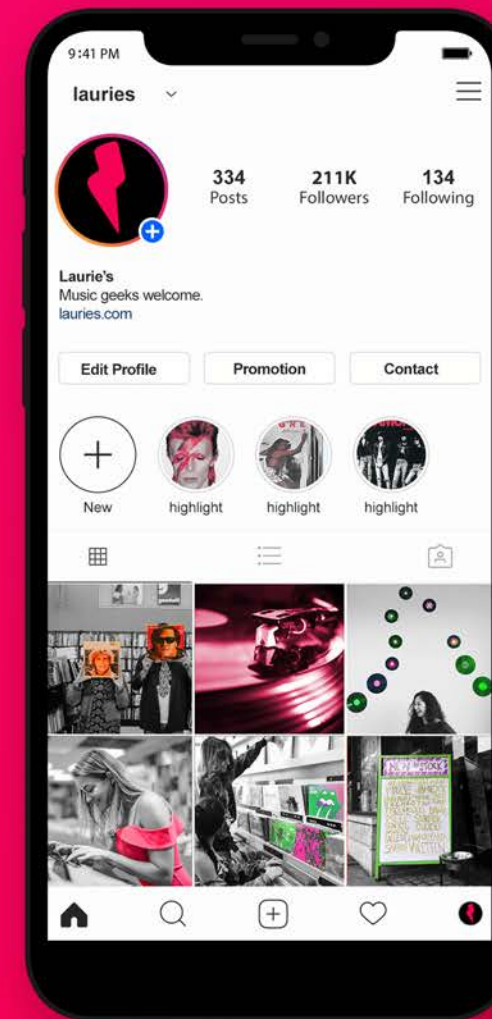
WEBSITE

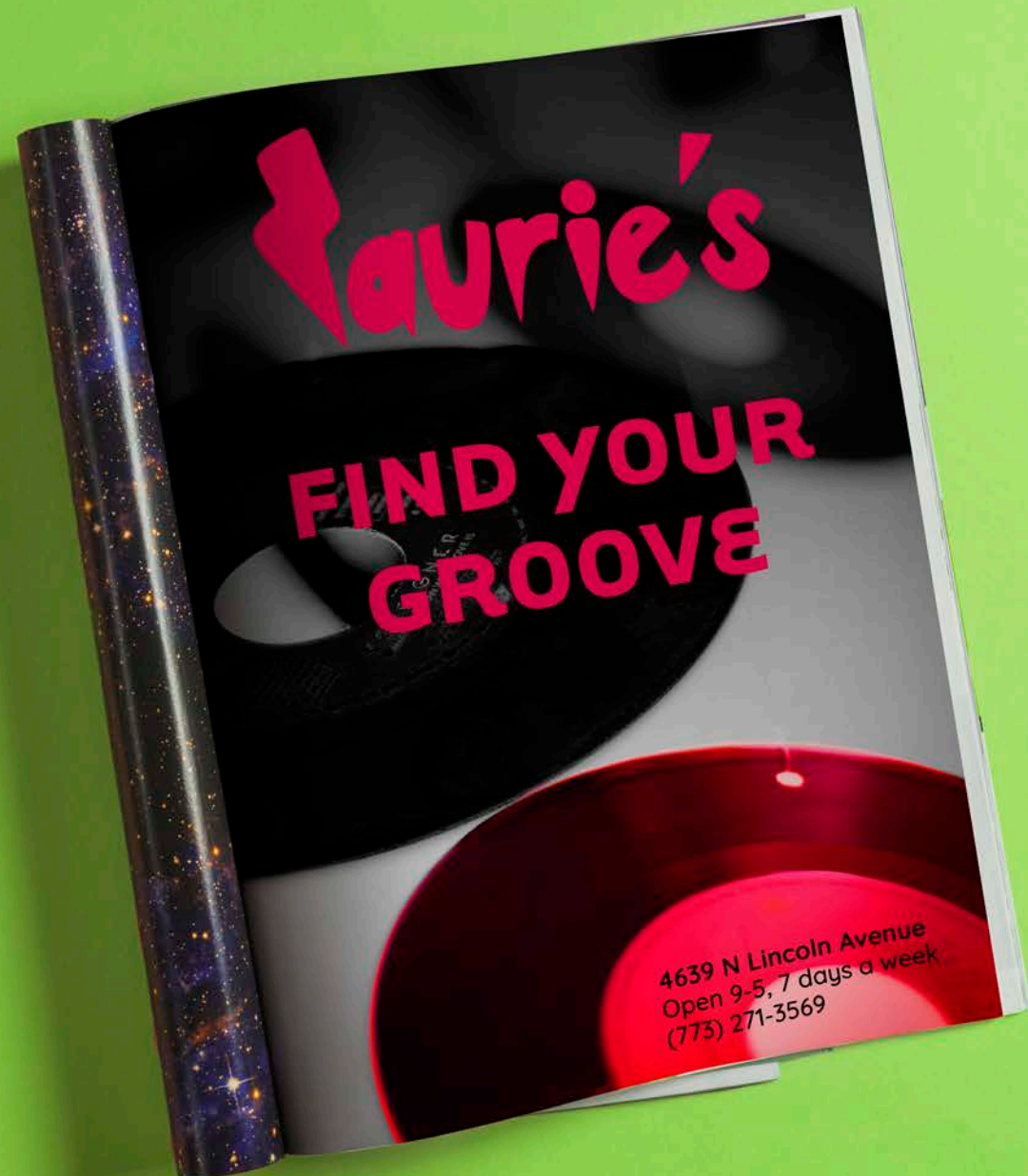
On the Laurie's website, the primary logo should be prominently displayed in the top left corner. When possible, it should be shown in Laurie's pink.



SOCIAL

Laurie's uses Instagram for social media. It's the best way to show off the spirit of the Laurie's brand. Photos should reflect the brand guidelines – fun, bold, and a little offbeat. On Instagram, the secondary logo is used.





ADVERTISING

Advertisements should prominently feature the primary logo in Laurie's pink or black. Photography brand guidelines should be applied, with a variation in primary and secondary colors for accents.



The Laurie's spirit should be present in the copywriting and tone of the advertisement. Taglines, slogans, and witty phrases are encouraged.

