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Miami
Unplugged

*cozy covers for
indie lovers....*

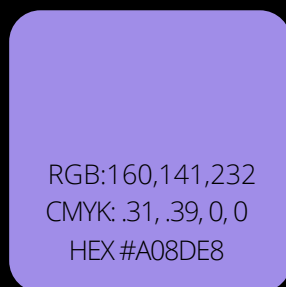
*the
mission*
.....
plugging in
our audience
to intimate
covers of the
songs they
love most.



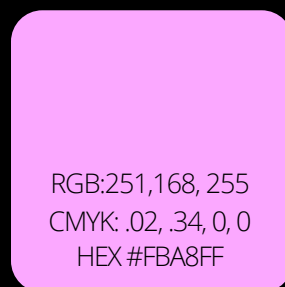
Primary color palette



Pastel Vice Blue



Midnight Purple



Pastel Vice Pink



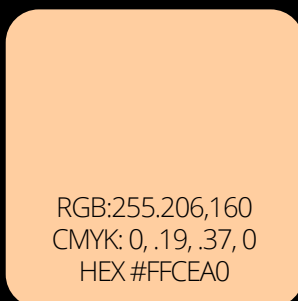
Keyboard Black

Our primary color palette is an analogous mix of pastel colors . These colors are the main colors of the brand and are to be used for titles and the overall aesthetic. **Keyboard Black** should be used for most body copy text. **Pastel Vice Blue** the primary choice for outline color, just as in the design of the logos. **Pastel Vice Pink** and **Midnight Purple** should be used for a splash of color where appropriate, such as in headings.

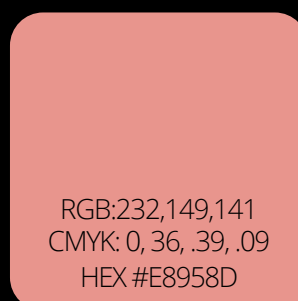
Secondary color palette



Tropical Lime



Havana Sand



Sunset Red



White Noise

Our Secondary color palette is a mix of colors that are complimentary to our primary palette. These colors are to be used for highlights, body text, and accents. These colors should be used in lesser amounts in conjunction with the primary palette, using **White Noise** to improve accessibility. Miami Unplugged often has different series of content, such as band live recordings and cover sessions, so if the alternate color scheme is used, **Sunset Red** should be used as Pastel Vice Blue and **Havana Sand** and **Tropical Lime** should be used for splashes of color.

Display Text

SignPainter
HouseScript

Body Text

Open Sans Bold.

Subheading Text

Open Sans Light.

Open Sans Bold is the font used most often with our brand and is used for body text. Open Sans Light (with kerning 66) is used for subheadings and accent text. SignPainter HouseScript (with kerning -3) is used for main headings and our logo. SignPainter is meant to resemble a neon sign.

wordmark.

*Miami
Unplugged*

showing the brands full name in a distinctive way through fonts and color. Good to use in letter heads, documents, or in place of generic text name

SHOULD NOT BE USED:
in a symbol or a graphic way





combomark.

when combining both an icon and word mark. Creates a more memorable affect. Serves as the primary logo to be used in most scenarios when there is sufficient space

SHOULD NOT BE USED:

when space is cramped

Outer Shape

The outer shape is meant to portray the basin of an acoustic guitar. The rounded breakpoints and cursive text was designed with inspiration from classic neon sign tubing.



icon



for representing a brand in a symbol and has a strong visual appearance. Good use if brand name is too long and in social media/web icons, as well as profile pictures and email signatures

SHOULD NOT BE USED:

alone or as full name

The Aux "U"

The primary identifying icon from the logo is the aux plug attached to the end of the "U". Combined with the cursive lettering, the letter appears as an "unplugged" cord.





brand voice

trait	description	do	don't
cozy	we create an atmosphere that both captivates and relaxes our listeners	be friendly and casual	use aggressive words and sarcasm
intimate	we're not afraid to strip things down to the basics	foster relationships & bonds	over-do it, saturate, crowd, overwhelm
youthful	we attract a range of users but we all possess a fresh spirit	light humor, quirky, fun demeanor	exclude, boast, make undereducated remarks
timeless	we pride ourselves on community and music that will never go out of style	authentic personality, honesty, respect, mix classic	be arrogant or inappropriate
indie	we stray from the mainstream and maintain our pleasant independence	be open-minded, release inhibitions, embrace uniqueness	be basic, subscribe to stereotypes



the indie lover

the indie lover seeks to expand their horizons, explore cozy covers of timeless songs and current hits alike. the indie lover is nostalgic, artistic, creative, hip, & vibey.

the indie lover wants to feel connected to others. they often find that their favorite artists understand them on a deeper level. the indie lover likes to disconnect from the buzz of the outside world sometimes.





the youthful artist

the youthful artist thrives on creating and inspiring, reaching audiences and cultivating relationships through song;

the artist is talented, timeless, indie, confident, & relaxed

the youthful artist makes decisions based on emotions and wants to feel seen and understood.



