

# BRAND BOOK

**Let your brand designs shine.**

Brand Guideline created by Mijal Zagier

**Scratch Takes**

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# **BRAND BOOK**

## **2021**

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# LOGO IDENTITY



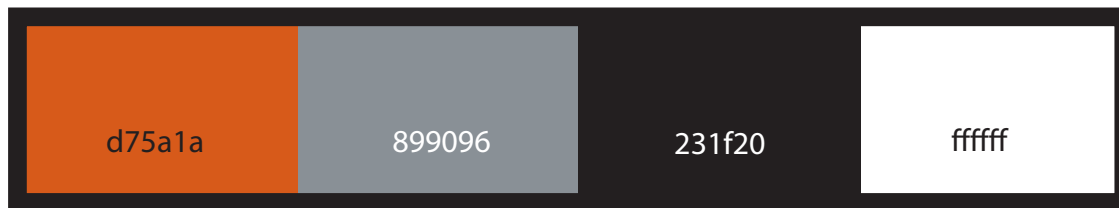
# LOGO VARIATIONS



**FAVICON**

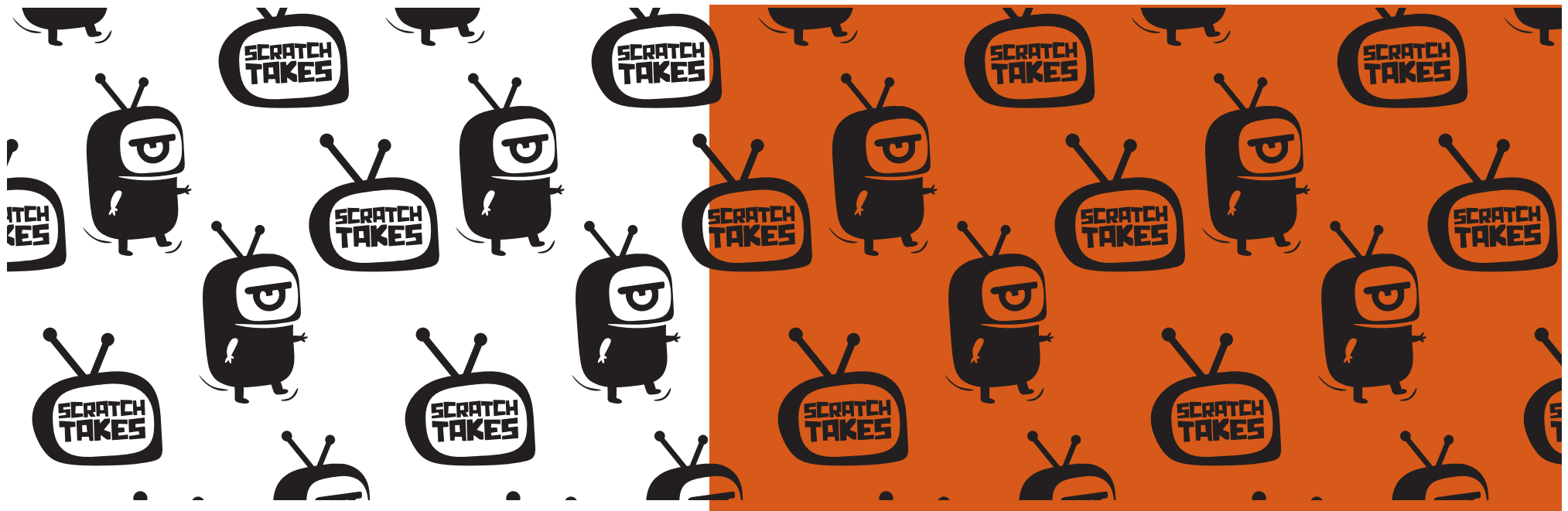


# BRAND COLORS



05

# BRAND PATTERN



# BRAND TYPOGRAPHY



# BRAND ICONS



**Live-streaming**



**Studio sessions**



**Music videos**



**Concert recording**



**Album recording**



**Mixing and mastering**



**Editing**



**Studio rental**



**Event production**



**Photography**



**YouTube studio**



**Podcast studio**

# NOT ALLOWED:



Do not stretch, crop, squash, reconfigure or change the logo artwork in any way.



Do not crop landmark



Do not create logos in any other single colour other than those shown in this guideline.



Do not change colors

# ALLOWED:

