

# BRAND STYLE GUIDE

**This document covers the general guidelines for incorporating our corporate identity into any publications.**

**FRONIC  
MEDIA**

# WELCOME TO OUR BRAND GUIDE



A brand logo guide is a set of guidelines for document writing and design, intended for general usage or for a specific magazine, organisation, or field.

To promote communication, a style guide develops and enforces style. It accomplishes this by ensuring consistency within and across papers, as well as enforcing best business practices in usage, language composition, visual composition, images, and typography.

Most style guides are updated on a regular basis to reflect changes in conventions and usage. The topic matter determines the frequency of update and revision control.

# ABOUT US



Working for a long time but came into play in 2020, Fronic Media is one of the leading music distribution companies. With tie-ups with more than 190 platforms, Fronic Media is known for the best in class service and hospitality. We are providing all types of music business solutions to music creators, singers, and everyone related to music from almost all parts of the world. With policies benefiting the creators, we are trusted by many.

Fronic Media collects earnings and payments on the behalf of artists/bands and labels. With the mind set of providing world-class service, we give tough competition to platforms older than us. With tie-ups and free music distribution to more than 190+ platforms like Hungama, JIOsaavn, iTunes, Gaana, YouTube Music, Spotify, Beatport, Audible Magic and the list goes on. Providing services like caller tunes (CRBT) is also one of our core features and services we offer. On all major platforms like Airtel, BSNL, JIO, and Vii. Not only that, but we also offer free music video distribution to Tidal, iTunes, Hungama. With the ambition to touch the sky, we always try to offer our valuable clients a user based best experience.

We have a dedicated platform where you can share your content with us. A dedicated team to always help the users out and ensuring quality service. With a user base increasing rapidly day by day, we ensure quality service. We have a dedicated team working 24 X 7 so that users should not face any issues while using our services. Using our services once, you will never regret spending 6 your precious time on our platform.

# LOGO VARIANTS

You must always attribute content from Fronic Media using the logo to comply with our license agreements. Always use our whole logo in artworks, partner integrations, press releases, and media articles. Only our icon, or other icons, may be used if it is presented as an app icon on a device's app screen.

Our icon is a shorter version of our company's logo. Only use it if there isn't enough place for the entire logo.

Please give our logo plenty of breathing room when using it in a design; we call this "clean space." The clear space dimensions are included in the art board size for logo artwork.



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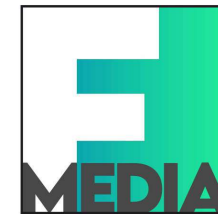
**FRONIC**  
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**FRONIC**  
**MEDIA FOR TEAM**



**FRONIC**  
**MEDIA**



**FM**  
**MEDIA**



**FM**  
**MEDIA**

# APPROPRIATE LOGO USE

## THE AREA SURROUNDING THE LOGO

It's necessary to give the logo some breathing room. Placement on white or neutral backgrounds is preferred.



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## PLACEMENT ON DARK BACKGROUNDS

Use the logo on a black backdrop if it needs to be placed on a dark background.



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## USE ON ARTWORKS

Use the following logo on artworks, thumbnails for promotions.



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# NON APPROPRIATE LOGO USE

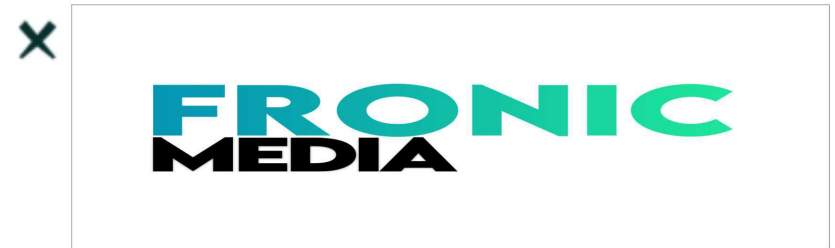
## VIBRANT BACKGROUNDS

DO NOT use the logo on the colorful backgrounds  
Do not use color schemes and tones that are similar to the logo color.



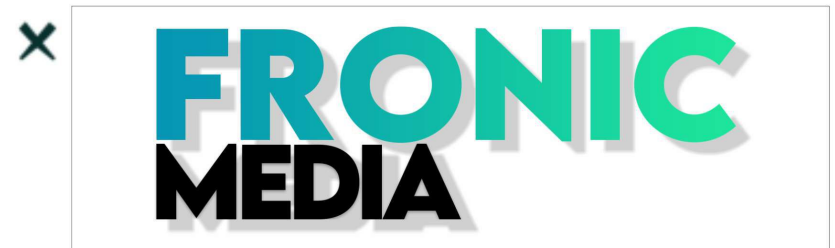
## CHANGE IN PERSPECTIVE

DO NOT rotate, tilt, stretch logo in anyway  
Main the aspect ratio while placing the logo.



## UNWANTED SHADOWS

DO NOT Add unnecessary elements to the logo,  
such as shadows, strokes, gradients, embossing etc  
to the logo.



# COLORS SCHEME

The colours we use in our corporate materials are listed below. Our visual identity is strengthened when we use the same colours in print and on the web. These are our brand's primary colours, which we employ in the logo and other primary branding aspects. These colours should be consistent at all times.

The colours below can be used to add depth to the primary palette. Consider using them for auxiliary UI/UX components, secondary colour blocks, backgrounds, info graphics, colour accents, and highlights.

HSL : 0 / 0 / 0  
CMYK : 0 / 0 / 0 / 100  
RGB : 0 / 0 / 0  
HEX : #000000

HSL : 237.97 / 0.9 / 0.32  
CMYK : 58 / 56 / 0 / 39  
RGB : 8 / 13 / 156  
HEX : #080D9C

HSL : 280.93 / 0.67 / 0.31  
CMYK : 13 / 42 / 0 / 48  
RGB : 99 / 26 / 133  
HEX : #631A85

HSL : 209.46 / 0.47 / 0.53  
CMYK : 44 / 22 / 0 / 25  
RGB : 80 / 137 / 180  
HEX : #5089C0

HSL : 190.29 / 0.95 / 0.39  
CMYK : 69 / 12 / 0 / 29  
RGB : 5 / 150 / 180  
HEX : #0596B4

HSL : 178.29 / 0.87 / 0.37  
CMYK : 64 / 0 / 1 / 31  
RGB : 12 / 175 / 172  
HEX : #0CAFAC

HSL : 159.23 / 0.78 / 0.49  
CMYK : 77 / 0 / 27 / 12  
RGB : 27 / 224 / 156  
HEX : #1BE09C

# FONTS

Our font styles have already been chosen for you. For all corporate texts, use these fonts. To demonstrate the hierarchy, use distinct font styles for different parts of the text and elements on the website and printed materials. LEMON MILK is our corporate typeface for titles and body text. It comes in a variety of weights and is clean, distinctive, and legible.

## LEMON MILK LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) ? / " ' | \

## LEMON MILK REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) ? / " ' | \

## LEMON MILK BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) ? / " ' | \

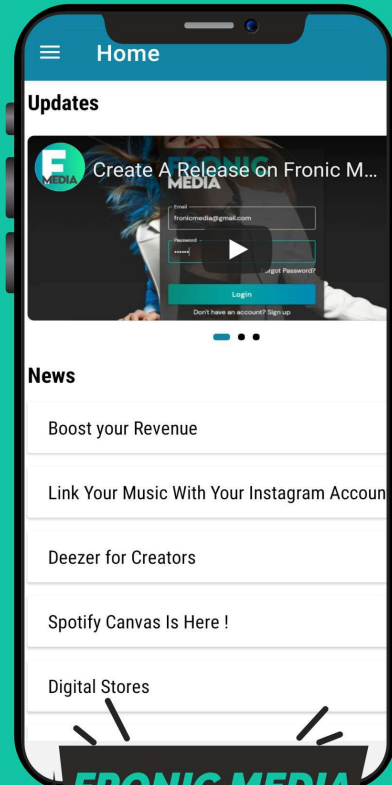
LEMON MILK LIGHT  
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LEMON MILK REGULAR  
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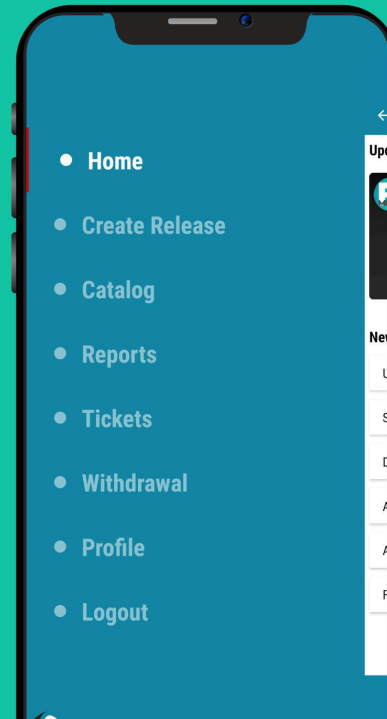
LEMON MILK BOLD  
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# ANDROID APP

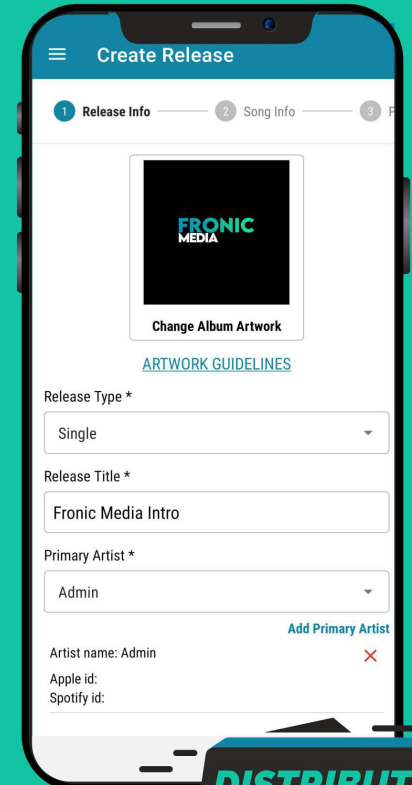
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**FRONIC MEDIA  
ANDROID APP**



**MANAGE YOUR  
FRONIC ACCOUNT**



**DISTRIBUTE  
YOUR MUSIC**

**ANDROID APP LOGO  
512 PX X 512 PX**



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