

BRAND MANUAL

Ulterior
Records



Welcome to Ulteriors Brand Guidlines

Contents

5

Our Identity

6 - 7

Corporate Logo

8 - 9

Inverted Logo

10 - 11

Brand Colours

12 - 13

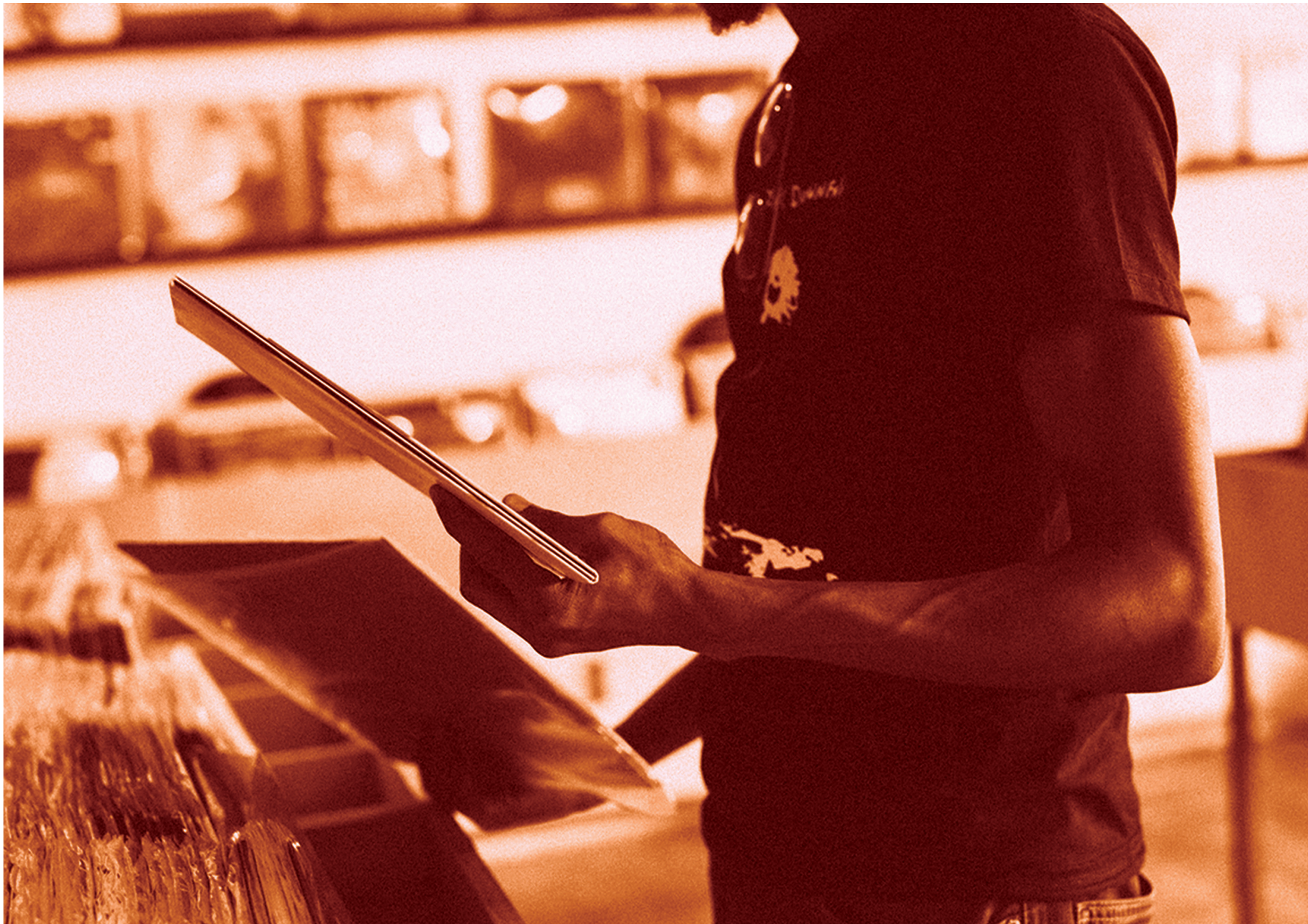
Brand Typography

14 - 17

Dos and Don'ts

18 - 19

Imagery



Our Identity

Who is Ulterior Records?

Here at Ulterior Records we are committed in providing a quality shopping experience for all record lovers of all backgrounds. In the age of digital recording we believe that vinyl is a timeless format therefore our strap line is this, “There is something wired us vinyl junkies, we like being around records, like looking at them, looking at the sleeves, and listening to them”.

Corporate Logo

Our logo is the most important aspect of our brand, as its used to tell the audince who we are. All we ask is for this logo to be treated with respect and ot be cared for. The logo defines who we are as a brand and what we do as a company. Keep it clean yet simple. The logo consists of 2 broken up parts a simple graphic that is ment to represent a vinyl cut in half and typography with our company name. To ensure that the logo maintain the feel of our brand and identity the following must be kept the samew Colours : A dark grey, a light grey and a vivid red. Font: Our chose for the text is LulocleanWo1-Onebold for Ulterior and ICT Avant Garde for Records, with the tracking being 1000. Both should be kept in capical.





Corporate Logo Inverted

The inverted logo is to be used with darker colours, images and video in order to see the logo. This should not be put white or lighter colours.

Brand Colours

For our colour palette we wanted to keep it simple. Black can sometimes be a very harsh colour to use, so we create out very own off grey for our website, text and logo. We wanted the colour palette to have a pop of colour so that is why we created our vivid red, working along side the off grey.

	HEX: e84e1c RGB: 232, 78, 28 CMYK: 0, 66, 88, 9 WEB: ff6633
	HEX: f4f4f4 RGB: 201, 201, 201 CMYK: 0, 0, 0, 51 WEB: 888765
	HEX: 262626 RGB: 38, 38, 38 CMYK: 0, 0, 0, 85 WEB: 333333
	HEX: f2f2f2 RGB: 242, 242, 242 CMYK: 0, 0, 0, 5 WEB: ffffff

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £@£\$%[]!?*

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 £@£\$%[]!?*

Brand Typography

Here at Ulterior we believe that typography can say alot about a business. Here we use two fonts so we can keep our brand consistent. Our main font is Helvetica, its a clean, clear and neutral font that comes in many weights but also a Web-friendly font, so it works well for our brand. When its not available any other San serif should replace it. Helvetica Regular is to be use for body text such paragraphs and Helvetica Bold should be use for headings or subheadings

The Dont's

Here at ulterior we really like our logo so we think its best just to leave it alone and let it be. Here are the don'ts for our logo. Here is a number of examples of what not the do with our logo, this can go from the changing of our fonts, the sizing, placing against an images that doesn't work, drop shadows and rearrangement of our logo.





The Dos

The dos for our logo are quite simple, here at ulterior we would like for our logo not to be changed but if needed the logo can be altered if the original logo doesn't work well. This can be the removal of the text and just using the stand alone image of the logo. This is also the case for the inverted logo.

Imagery

Imagery is a important facter here at Ulterior. Imagery is what gives the feel to our company. But as we are a vinyl company imagery is a important as-well, from album covers to the moving headers, we want eye-catching images that gains a person interest and to show off our products. The theme of our imagery fits what we are trying to convey as a company, its clean, crispy and professional the black and white effect adds a modern twist. For our product imagery these will be in colour so they can show the full effect of the album covers.



Check List

So in the last 20 pages we have covered a lot for ulterior and our brand.
so here is a quick summary of things.

LOGO

Only use the logos which has been approved in these guidelines.
Check the size and that a lot has space.

PHOTOGRAPHY

The imagery is a very important aspect of. Simple, clean modern and black and white.
Does the imagery capture what our brand is?

GRAPHICS

Only use the logos which has been approved in these guidelines.
Check the size and the space.

TYPOGRAPHY

Only use the fonts that have been stated in this guidelines. Make sure our body text is Helvetica
we want to keep thing simple and clean. Helvetica Bold is out decorative typeface and to be used
only for quotes or our home banner and adverts.



