



PARTNER BRAND USAGE GUIDE
The Essentials: Applying the Napster Brand

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Brand Usage Guide 01

Overview

This Brand Identity Guide was developed to provide the foundation for consistent application of the Napster® brand across all media including interface, Web, collateral, promotions, and advertising. Consistently expressing the Napster visual identity builds a strong brand awareness, allowing Napster to become the marketplace leader.

Please follow these guidelines for the most effective expression of the Napster brand.

The Napster Logo 02

Logo Configuration

The Napster corporate logo is made up of both a graphic symbol and the Napster type. These two elements should appear as shown here in all corporate materials including the Napster application, Web site, and collateral materials.

The graphic symbol, or Kittyhead as it is known, and the Napster type may appear separately in special situations such as on promotional items like hats and t-shirts. The corporate configuration is the preferred usage however.



The Napster corporate logo



The Napster Kittyhead graphic symbol



The Napster corporate logo

The Napster Logo 02

Logo Proportions

The Napster logo has been developed as a balanced whole and at no time may the shape, configuration, or proportions be altered. The correct proportions are shown here.

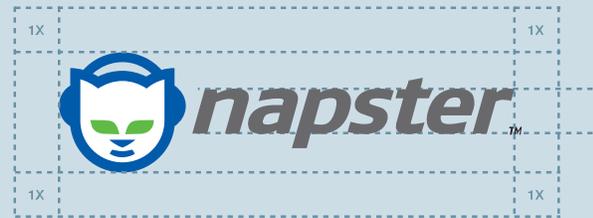
Consistent use of the logo helps maintain the integrity of the brand and ensures greater brand recognition.



Napster logo proportions

Clear Space

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo. The minimum clear space required is relative to the size of the logo. It is equal to the X-height of the Napster type as indicated.



Clear space

Minimum Size

When the logo is reduced there is a point at which it becomes ineffective. By establishing a minimum size for the logo it is ensured the logo is always prominent and readable. The Napster logo should never be reproduced smaller than 1.0 inches across.



Minimum size

The Napster Logo 02

Color Specifications

The Napster logo utilizes three spot colors: blue, green and gray. This full-color version is the preferred usage for all printed materials or promotional items. Pantone Matching System colors are specified here for those purposes. When 4-color offset printing is used for printed materials, the logo may be reproduced in the 4-color equivalents of the Pantone colors. RGB values are provided for onscreen usage.

Monochromatic Logo

When using the 3 Napster spot colors or their 4-color equivalents is not an option on printed materials, a monochromatic version of the logo may be used. Napster Blue (PMS 2728) is the preferred option. Black may be used in 1-color applications such as newspaper advertisements.



The Napster corporate logo colors

Napster Blue
Pantone 2728C
C:96 M:69 Y:0 K:0
R:24 G:51 B:148

Napster Green
Pantone 368C
C:57 M:0 Y:100 K:0
R:110 G:187 B:31

Napster Grey
Pantone Cool Grey 10C
C:0 M:2 Y:0 K:60
R:102 G:100 B:101



Monochromatic logo: One spot color



Monochromatic logo: Black

The Napster Logo 02

Logo Application on Color Background

Color logo on a mid-tone background. Although the 3-color logo on a white background is the preferred usage, there will be instances when the logo must appear on a color background. In cases where the background is a mid-tone the type must reverse to white for maximum legibility. The space inside the Kittyhead must also appear white. There must be sufficient contrast between the Kittyhead graphic and the background color for this usage.

For application of the logo on a dark or black background it is acceptable to place a thin white rule around the Kittyhead to differentiate it from the background. At the logo size shown here, a 1pt rule works best, smaller or larger versions of the logo may require different size rules. The type appears white as shown.



Color logo on a mid-tone background



Color logo on a dark background with a 1pt rule around Kittyhead



Do not make the white outline around the Kittyhead too large.



Do not reverse the outline of the Kittyhead to white on a dark background.

The Napster Logo 02

Background Control

To maintain the legibility of the logo and brand integrity there always must be sufficient contrast between the logo and the background it appears on. The Napster logo may be printed on a color, patterned, or photographic background if there is adequate contrast with the logo. Shown here are examples of acceptable and unacceptable usage of the logo on various backgrounds.



Background color must always provide sufficient contrast with the Napster colors.



The logo type must reverse to white on mid-tone or black backgrounds.



The logo type must reverse to white on mid-tone or black backgrounds.



Photographic or patterned backgrounds must not be overly complex.



The Napster Logo 02

Improper Logo Usage

The Napster logo has been carefully designed to reflect the brand personality of Napster and it should always appear in its original form with sufficient clear space surrounding it.

The Napster type is a custom design and does not belong to any standard font family. Do not reset the Napster type or alter it in any way. Do not alter the overall shape of the Kittyhead or the expression on its face.

To ensure the impact and preserve the integrity of the logo, any deviation from the established standard usage is prohibited. The following examples show improper usage of the Napster logo.



Do not alter the size relationship between the Kittyhead and the Napster type.



Do not alter the typography.



Do not alter the colors of the logo.



Do not alter the typography.



Do not alter the colors of the logo.



Do not put the logo in a containing shape or graphic