

CORPORATE DESIGN

FOR

RANDALL MEDIA FACTORY

VERSION 1.0

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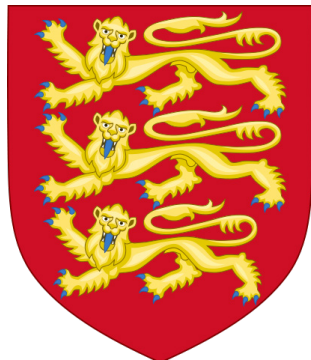
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GENERAL

Originally coming from Randall Records, Randall Media Factory is a multimedia brand based in England, operating mainly in Austria, Germany and the UK, and is split into DJ, music and audio services (Randall Records, established in 2010) and film services (Randall Films, established in 2015). The name "Randall" is included as it is the surname of the owner's late grandfather, who's spirit shall be kept alive. Mr. Randall stood for feeling good, fun times, positive vibes, feeling free, no rules but principles.

Taking this onto a more professional level, Randall Media Factory shall transport a strong, trustworthy and faithful feeling, whilst looking fresh, attention-catching and new with a modern and still elegant touch. This is why flat design elements have been taken into account too when developing this corporate design.



Based upon a thorough online research, the Randall family crest includes three lions. Also, the English crest shows lions. This is why a lion was included in the logo.

As Randall Media Factory acts mainly in the digital world (digital music releases - Randall Records, videos for digital screens and online - Randall Films), the focus of the corporate design lies on digital usage. This is also why there are no separate typography schemes for print and digital. If things are to be printed, they shall be printed on uncoated paper that feels natural without any coating.

The main font PT Sans features the GBP and EUR currency symbols. However, the logo fonts Code bold and Code light do not feature the GBP currency symbol. This is why the logo fonts must only be used for the logo.

LOGO

The logo consists of a symbol (lion) and text in the fonts Code bold and Code light, whereas the letters C, I and F have been manually optimized in order to guarantee a pleasant reading flow. The emphasis is on the word "Randall" which is why this part of the logo is in Code bold. This enables an easy adaption of the logo for future purposes like "Randall Events", "Randall Merchandising" etc.



RANDALL
MEDIA
FACTORY

Randall Media Factory: This logo comes with a plain lion on purpose, as it serves as some sort of mother shape for both Randall Records and Randall Films.



RANDALL
RECORDS



Randall Records: Lion comes out of vinyls.

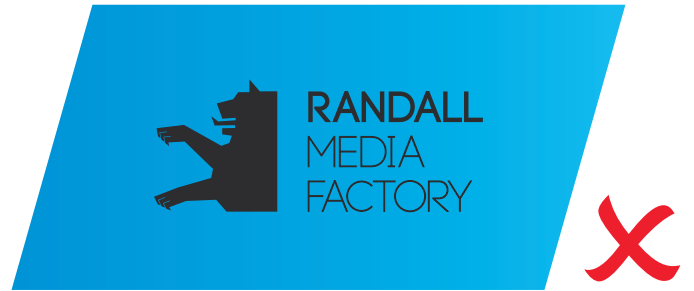
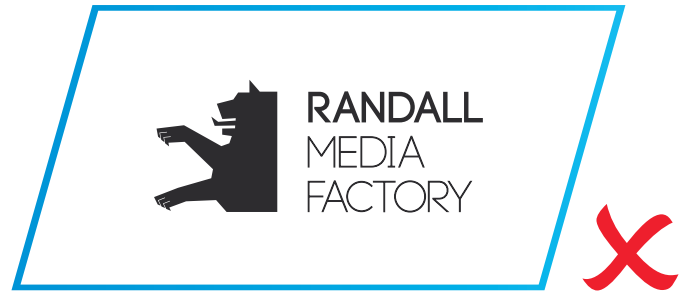


RANDALL
FILMS

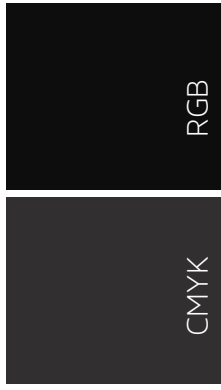


Randall Films: A film strip is part of the lion.

Wherever possible, the landscape logo is to be used. If another format is needed, the portrait version can be used. The lion and font must never be in colour but in either 95 % black on white/light background or in 100 % white on purple gradient background (Records) or blue gradient background (Films). The Randall Media Factory must not be used with a tilted rectangle background!



COLOURS

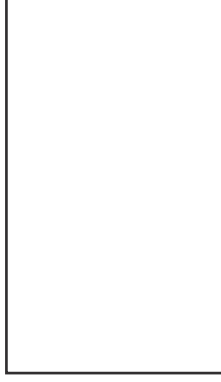


95 % BLACK

CMYK: 0-0-0-95

RGB: 13-13-13

HTML: 0D0D0D

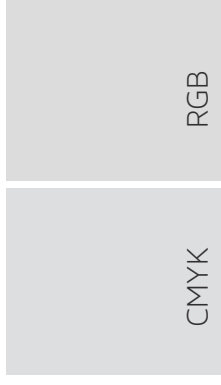


WHITE

CMYK: 0-0-0-0

RGB: 255-255-255

HTML: FFFFFFFF

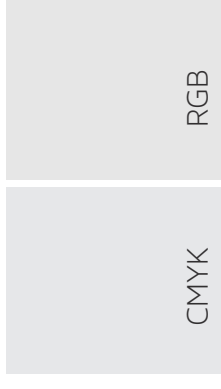


MEDIUM GREY

CMYK: 0-0-0-14

RGB: 220-220-220

HTML: DCDCCD



LIGHT GREY

CMYK: 0-0-0-10

RGB: 230-230-230

HTML: E6E6E6

RANDALL FILMS COLOURS

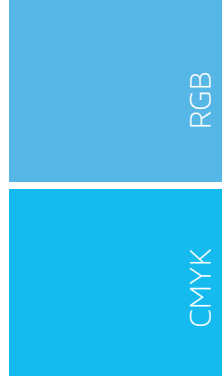


BLUE

CMYK: 92-24-0-0

RGB: 0-144-218

HTML: 0090DA



LIGHT BLUE

CMYK: 70-3-0-0

RGB: 86-183-230

HTML: 56B7E6

RANDALL RECORDS COLOURS



PURPLE

CMYK: 87-99-0-8

RGB: 82-49-120

HTML: 523178



LIGHT PURPLE

CMYK: 68-78-0-0

RGB: 111-80-145

HTML: 6F5091

FILMS: Blue stands for trustworthy, corporate, business, serious, "freshness". The blue gradient is going from blue (left) to light blue (right).
RECORDS: Purple is a typical nightlife colour (dusk), stands for creativity and magic. The purple gradient is going from purple (left) to light purple (right).

Attention: These CMYK and RGB colour codes must not be re-calculated as the CMYK and RGB values slightly differ. The colour codes must be used like stated in this sheet!

TYPOGRAPHY PRINT + DIGITAL

SEMANTICS	STYLE	FONT	LETTER SPACING	COLOUR	FONT SIZE	LINE SPACING
main copy	Sans serif regular	PT Sans regular		off-black 0-0-0-95	10 pt	13 pt
header 1	Sans serif bold	PT Sans bold	+ 10%	off-black 0-0-0-95	14 pt	17 pt
header 2	Sans serif bold	PT Sans bold	+ 10%	off-black 0-0-0-95	10 pt	13 pt
header 3	Sans serif regular	PT Sans regular		off-black 0-0-0-95	10 pt	13 pt
menu on website	Sans serif regular	PT Sans regular		off-black 0-0-0-95	10 pt	13 pt
"loud" emphasis	Sans serif bold	PT Sans bold		off-black 0-0-0-95	10 pt	13 pt
"quiet" emphasis	Sans serif italic	PT Sans italic		off-black 0-0-0-95	10 pt	13 pt
caption	Sans serif italic	PT Sans italic		off-black 0-0-0-95	10 pt	13 pt
small copy (Ts&Cs...)	Sans serif regular	PT Sans Narrow regular		off-black 0-0-0-95	8 pt	10 pt
bullet points	// text text	PT Sans bold		off-black 0-0-0-95	12 pt	15 pt
quote speech marks	"English style."	PT Sans regular		off-black 0-0-0-95	10 pt	13 pt

All the text has to be ragged left-aligned.

No hyphenation!

Always add 2 empty lines before headers.

Always add 1 empty line after headers.

PT Sans:

Font format: TrueType

Font styles: regular, bold, italic, bold italic, Narrow regular, Narrow bold

Logo fonts Code light and Code bold:

Font format: Open Type

Font styles: regular

For usage in the logo, the letters C, l and F have been manually optimized in order to improve readability.

TYPOGRAPHY SAMPLE TEXT (PRINT + DIGITAL)

I AM THE HEADER ONE

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I AM THE HEADER TWO

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I AM A SUBHEADER (HEADER THREE)

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// Aufzählung nummer 1

// Aufzählung nummer 2

// Aufzählung nummer 3

// Aufzählung nummer 4

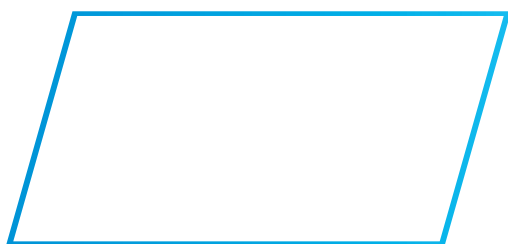
Agnim restiate sum quam repra quas aut fugiae iderferatium ea cullendit aut doles et ullaut eum vendunt reribus con commolu ptatur, odis nate nihil mo magnis duntiumqui nonsed mintota erovidel earumqui res quibus alitium quia voluptat re sit laborrovidel eres qui ut volorepudio tes impe volorest quibericiis eiuistiis.

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I am a good looking caption, very nice indeed.

SCONDRARY STYLE ELEMENTS (SSE)

Secondary style elements (SSE) shall be used to polish up all sorts of designs (CD covers, website, brochures, business cards, letterheads etc.). The tilt rectangle used for the gradient colour background for the negative Randall Records and negative Randall Films logo is used as the shape for the SSE. However, the SSE is just the frame of it, including blue gradient for Randall Films and purple gradient for Randall Records. (The SSE must not be used in connection with the "mother brand" Randall Media Factory, but only with Randall Records and Randall Films.)



SSE for Randall Films

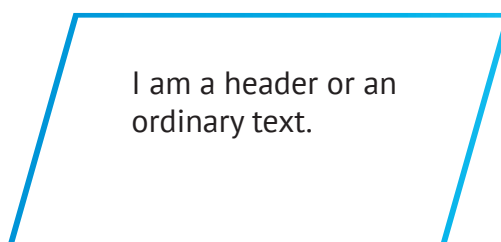


SSE for Randall Records

The special shape of the SSE cares for some sort of optical illusion of something to be cut. (In filming you have cuts, so it goes well with the theme.) The tilt cut adds extra dynamics to the whole look. Also, the business cards shall be produced in the exact size ratio and shape of the SSE (85 mm x 40 mm instead of 85 mm x 55 mm).

Only on the letterhead, the SSE can be filled with text (in PT Sans Narrow)

--> contact info. Everywhere else, the SSE shall be empty.



As for Randall Records, the lion of the logo (incl. vinyl lines) serves as full-cover background copied into a background picture for CD covers.

PRINCIPLE OF ARRANGEMENT SIZE AND PLACING OF DESIGN ELEMENTS

The logo has to have space to breathe. Always **add 50% of the lion's width** to each side (left, right, bottom, top) - either to the side of the lion without background, or to the outer corners of the tilted rectangle when the logo with rectangle background is used. Attention: Add 50% of the lion's width above the logo starting from the head **without the ear**. This rule accounts for the landscape as well as the portrait version of the logo (with and without tilted rectangle).

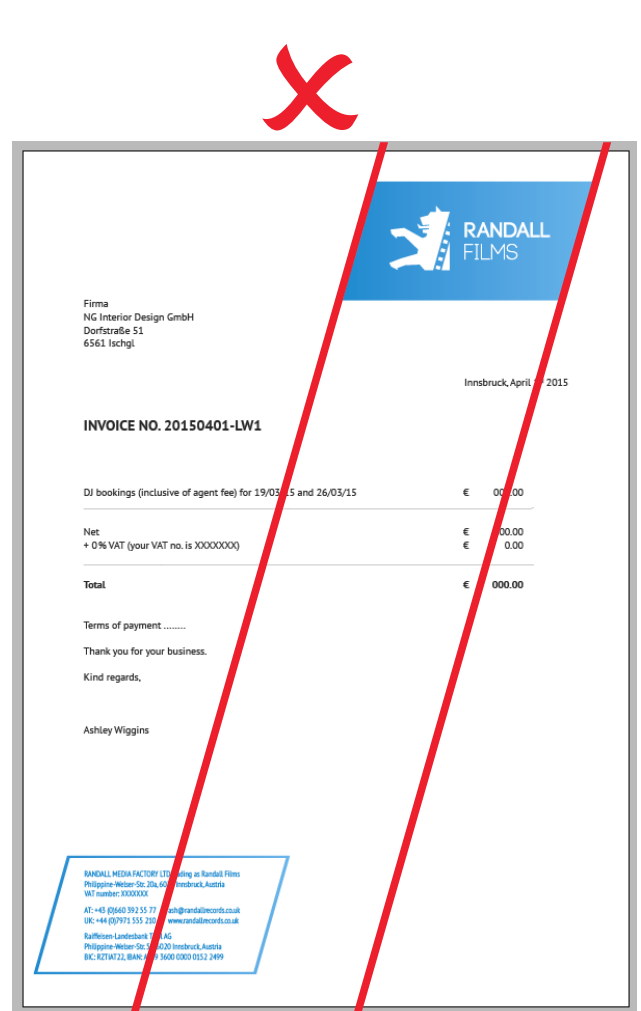
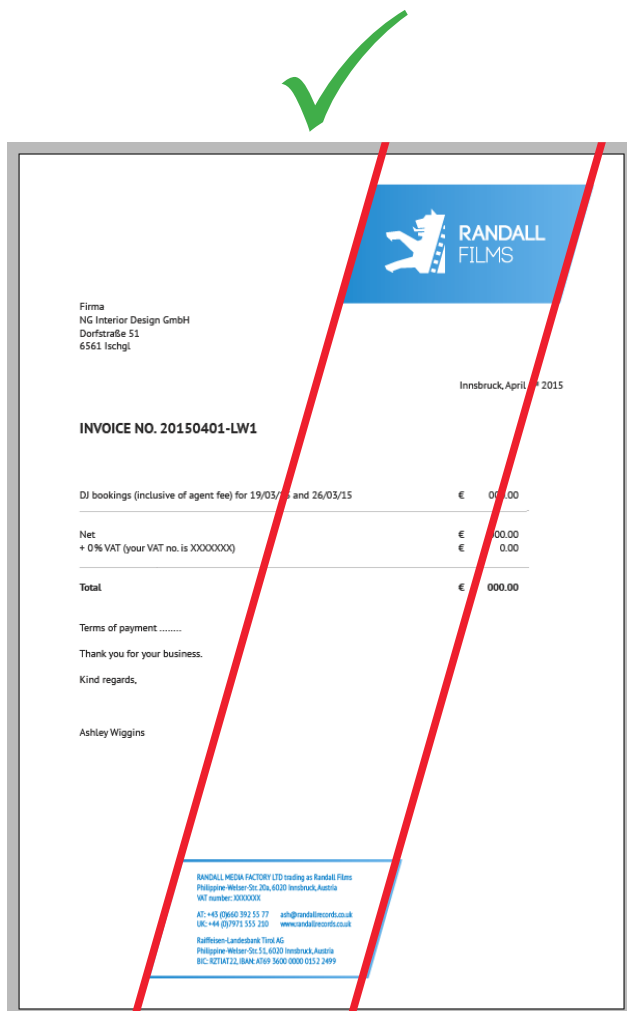
The logo should be placed on the top right if possible. (Exception: website - top left.)

MINIMUM SIZE OF EVERY LOGO: lion width = 10 mm

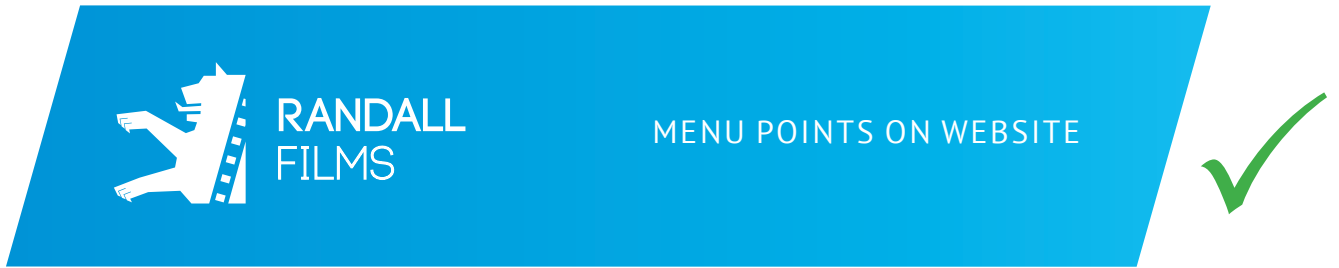
LOGO SIZE WITHOUT RECTANGLE BACKGROUND: width of lion = 12% of paper width (i.e. A4)

LOGO SIZE WITH RECTANGLE BACKGROUND: width of lion = 10% of paper width (i.e. A4)

The empty version of the secondary style element (SSE) always has to be placed in a logical relation towards the logo with tilted rectangle background - see red lines in this illustration:



Placing the logo on the website:



The tilted background rectangle can only be extended when it is used as the top menu bar on the website. The logo has to be on the left and the menu points on the right in PT Sans font (capital letters).