WASHINGTONES

STYLE GUIDE

WELCOME TO OUR STYLE GUIDE

We're Washingtones. This state is a crucial slice of American music culture. Unfortunately, there's a weird lack of legit representation in independent artists throughout the state of Washington.

This is how we fix that.

This guide is made to acquaint you with our brand and all of its eccentricities.

Join us!

FIRST THINGS FIRST

Before we get into our look and feel, let's get some brass tacks on our mission statement and values. We think that's where our look and style comes from.

Mission statement:

To empower Washington's musical talent through honesty, collaboration and ingenuity.

Our values:

- Community
- Artistic integrity
- Fighting for the underdog

OUR LOGO {

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Our logo pretty much sums up who we are:

- Bold
- Retro
- Experimental
- Woodsy
- Rough
- Obsessed with music

Our thoughts on it:

If it doesn't jump out at you, it's a cross section of an evergreen tree with a tone arm of a record player on top of it. Like the round is a record being played.

Evergreen is the state tree. Record as a symbol of music. Questions?

What's important to us is the imperfections. One of the best things about home-grown indie music is its individuality. It's not the sleek, mass-produced top 40 hits you hear in the waiting room at the Jiffy Lube.

The imperfect tree ring circles represent the lo-fi, the bizarre, the rusty, the rough and the unapologetic philosophy of indie music.

HOW TO USE IT
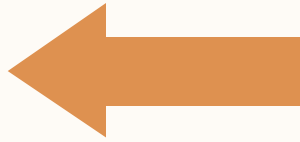
The way we like it:
It's got padding, the colors are correct, it hasn't been stretched or skewed, and it's not rearranged.

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The many ways we hate it:

Don't squash it, change the colors, change the logo font, put the name on the top, rotate it, or crowd the logo. Just leave it be!

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Block of text that's too close for comfort and doesn't give it the space it deserves!
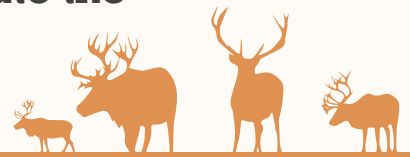
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LOGO NUANCES, CONT.

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No color? No problem.

It's inevitable. You're going to run into a lack of color. It could be a printer ink issue, no T-shirt colorways, or a website's aesthetic. Black on white or white on black are fine. Don't substitute the orange for a mid-tone gray, though.

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Color background? Use white.

Though we prefer our special tangy orange for color backgrounds, you might need to use another. If you need to use another color, be sure to use an all-white logo.

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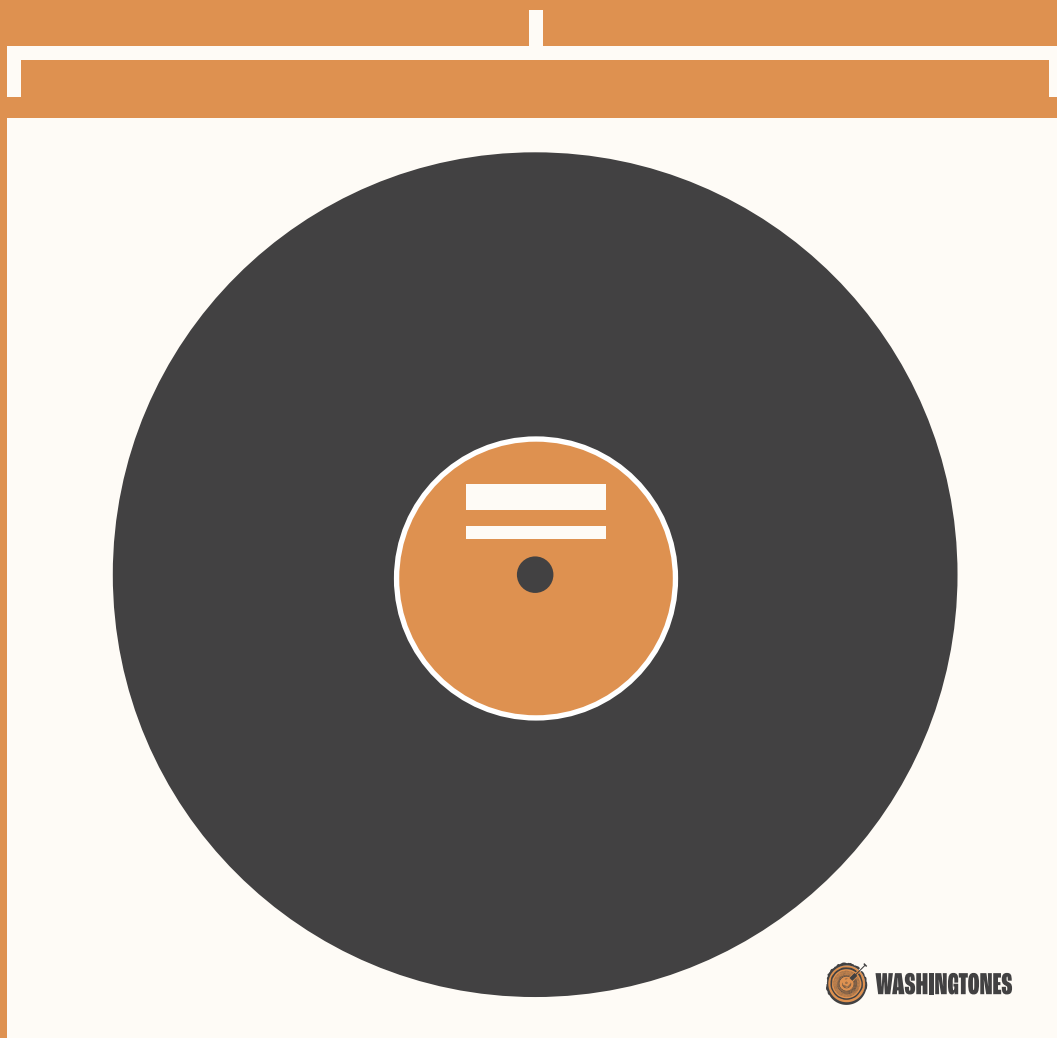
Yes to banners.

Be sure to maintain the same padding mentioned on the previous page.

VINYL LOGO PLACEMENT

Vinyl records are a big part of what we do. It's in the doggone logo! For this reason, logo placement is especially important. Use the horizontal logo one inch from the bottom right and the bottom.

BACKSIDE OF COVER

12"

WASHINGTONES

} 1"

1"

OUR TRUE COLORS:
HEXES, PANTONES & CMYK

#434343

Onyx
PANTONE P 172-16 C
CMYK: (67,60,59,45)

#DE9150

Jasper Orange
PANTONE 2024 UP
CMYK: (11,49,77,0)

#FFF9F3

Seashell
PANTONE 11-0105 TCX
CMYK: (0,2,3,0)

SHADES OF GRAY

Pewter
PANTONE 877 C
CMYK: (47,38,39,3)

#8E8E8E

Timberwolf
PANTONE 420 C
CMYK: (16,12,13,0)

#D3D3D3

ICONS & THE FUN STUFF
It's wild!

Washington is a trip.

We outdo the vast majority of the nation (and the world!) in terms of topographic variation and wildlife. Washington state has an insane amount of flora and fauna.

Ocean shores, rain forests, temperate forests, plains, valleys, mountains, high desert, and rain shadow span the state.

There's also a wild variety of critters, too.

Every one of these aspects are represented in our icons and graphic design style.

CRITTERS

Elk	Black bear	Cougar
Raccoon	Deer	Wolf
Otter	Salmon	Hawk

Use silhouette-style vectors of Washington-based creatures. You can use any you want, as long as they're Washingtonian.

TERRAIN

Forest	Ridge	Hill
Mountain	Cliff	River
Grass	Far forest	Lone tree

Use silhouette-style vectors of Washington-based land formations. Since Washington is diverse in this department, you have options.

ADDITIONAL ICONS
Tools & Tones

In line with our outdoorsy Washingtonian style, you can use a whole slew of tool vectors. If possible, make sure the tools you use are outdoor-themed.

Hiking gear, lumber-felling equipment, fishing supplies, boots, watercraft (kayaks, canoes, small boats, etc.), non-gun weapons (knives, arrows, tomahawks, etc.) are all on the table.

Additionally, music gear is encouraged. Record players, vinyls, cassette tapes, even phonographs! Don't be afraid to use other audio devices, like headphones, microphones, cables, amplifiers, tubes, pedals, keyboards, guitars, drums, basses and stringed instruments.

TOOLS

Hand Saw   **Axe**   **Chainsaw**

Hiking Boots   **Flies**   **Reel**

Bow   **Knife**   **Binoculars**

When using vectors, always use realistic shapes. Resist the temptation to use cartoony vectors!

TONES

Headphones   **Vinyl**   **Cassette**

Guitar   **Electric**   **Bass**

Microphone   **Speaker**   **Amp**

We're in it for the music. Any music gear is acceptable, but always err on the side of retro and vintage.

TYPEFACES & STYLING

HEADING 1

Roc Grotesk Compressed Extra Bold, Uppercase 60pt

SUBHEADINGS/ HEADING 2

Elizabeth Extra Bold, 24pt, Uppercase, 130 letter space

Heading 3

Rockwell Bold, 20pt

Body Text

Rockwell Regular, 16pt

For body text against a white background, always use the Onyx color (#434343) with a line spacing of 19.

For body text against an orange (#DE9150) background, use Rockwell Bold in the Seashell white color (#FFF9F3). Like the onyx-on-seashell body text, use a line spacing of 19.

This is important for readability, and keeps the copy concise with its large size. Body text is always left-aligned, whereas headings can be center- or right-aligned if it fits the layout.

This keeps the text readable on the orange backdrops. This copy is also always left-aligned.

BRAND VOICE!

KEEP IT INFORMAL

There was a time when music was stuffy and sound engineers wore lab coats to work. Or pretentious in that conservatory sort of way.

That's not us.

Our brand is friendly and informal. We keep it concise when we can with just the right amount of humor. Independent music has a lot of eccentricity to it, so we maintain a welcoming and down-to-earth approach to our brand voice.

When you can, use the simplest way to say something. For example, we say "use" instead of "utilize" and "friendly" instead of "affable." That doesn't mean we don't dig the stray weird word, but don't make a habit out of it.

If your writing comes off like a high school book report, you're doing it wrong.

CLOSING THOUGHTS

Well, look at that. You made it to the end!

Thank you for taking the time to learn about our brand. Indie music and culture is cooked into Washington and we think it deserves to be heard. Let's grow this community.

We look forward to working with you.

-Washingtones

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