



WARNER MUSIC GROUP AND WARNER MUSIC
LOGO USAGE GUIDELINES 2013

IN 2013, AS THE GLOBAL PRESENCE OF **WARNER MUSIC GROUP** AND **WARNER MUSIC** BECOMES MORE VISIBLE, SO TOO DOES THE NEED FOR CONSISTENT AND FUNCTIONAL BRAND EXPRESSION. CONSISTENCY IN THE APPEARANCE OF THIS EXPRESSION WILL PLAY A CRITICAL ROLE IN INCREASING THE GLOBAL PRESENCE, RECOGNIZABILITY AND INFLUENCE OF OUR COMPANY, AND IN TURN, OF OUR ARTISTS.

WE ARE PROUD TO PRESENT OUR NEWLY DEVELOPED LOGO SYSTEM TO OUR ENTIRE GLOBAL NETWORK, BUILDING ON AND PRESERVING THE ICONIC VISUAL LEGACY OF THE WARNER BADGE CREATED IN 1974 BY FAMED AMERICAN DESIGNER SAUL BASS, WHILE ADDING TO IT AN INTEGRATED AND COMPLEMENTARY MODERN TYPOGRAPHIC LANGUAGE.

THE FOLLOWING PAGES OUTLINE THE BASIC GUIDELINES FOR THE APPLICATION OF THIS NEWLY COORDINATED CORE EXPRESSION OF OUR BRAND.

CORPORATE BRAND



WARNER MUSIC GROUP

CORPORATE BRAND AND
FLAGSHIP BRAND

Our logos not only validate the important corporate and financial initiatives of our companies, but they also introduce, promote and punctuate our powerful artists and performances to music fans, and as the most basic expression of our companies, their use must remain consistent and clear.

The logos for Warner Music Group (our corporate brand) and Warner Music (our flagship brand) are both comprised of the same two elements: The 'Warner Badge' and the complementary typography. These elements work together to create a singular and fixed core expression of our brand and should not be altered, adjusted, or modified in any way.

FLAGSHIP BRAND



WARNER MUSIC

WARNER MUSIC GROUP:
ONE VERSION



WARNER MUSIC GROUP

ALTERNATE LOCKUP

With the rare exception of extreme small-space applications (e.g., legal), the Warner Music Group logo should always be presented in a vertical stack (i.e., 'Warner Music Group' centered below the Warner Badge). This arrangement honors the original design intent and gives our corporate identity a classic more formal presentation. This lockup should not be altered in any way.

Because the Warner Music logo needs to function in a broader spectrum of applications and limitations, we have created two lockups that can be used as needed. The usage guidelines for both of these configurations are the same. The lockups should not be altered in any way.

WARNER MUSIC:
TWO VERSIONS



WARNER MUSIC



WARNER
MUSIC



INTERNATIONAL LOCKUPS

To maintain consistency, recognizability and authority across the globe, we have created logos for each of our international Warner Music markets and groups, in both lockup configurations. ('Central Europe' is shown here as an example.)

The international lockups shown on the following four pages should not be recreated from scratch or altered in any way.



INTERNATIONAL LOCKUPS (CON'T.)



WARNER MUSIC
ARGENTINA



WARNER MUSIC
BRAZIL



WARNER MUSIC
DENMARK



WARNER MUSIC
HONG KONG



WARNER MUSIC
ASIA PACIFIC



WARNER MUSIC
CANADA



WARNER MUSIC
FINLAND



WARNER MUSIC
INDONESIA



WARNER MUSIC
AUSTRALIA



WARNER MUSIC
CENTRAL EUROPE



WARNER MUSIC
FRANCE



WARNER MUSIC
INTERNATIONAL



WARNER MUSIC
AUSTRIA



WARNER MUSIC
CHILE



WARNER MUSIC
GALLO AFRICA



WARNER MUSIC
IRELAND



WARNER MUSIC
BELGIUM



WARNER MUSIC
CHINA



WARNER MUSIC
GERMANY



WARNER MUSIC
ITALY



WARNER MUSIC
BENELUX



WARNER MUSIC
COLOMBIA



WARNER MUSIC
GREECE



WARNER MUSIC
JAPAN

INTERNATIONAL LOCKUPS (CON'T.)



WARNER MUSIC
KOREA



WARNER MUSIC
NEW ZEALAND



WARNER MUSIC
SPAIN



WARNER MUSIC
LATIN AMERICA



WARNER MUSIC
NORDICS



WARNER MUSIC
SWEDEN



WARNER MUSIC
LATINA



WARNER MUSIC
NORWAY



WARNER MUSIC
SWITZERLAND



WARNER MUSIC
MALAYSIA



WARNER MUSIC
PHILIPPINES



WARNER MUSIC
TAIWAN



WARNER MUSIC
MEXICO



WARNER MUSIC
POLAND



WARNER MUSIC
THAILAND



WARNER MUSIC
NETHERLANDS



WARNER MUSIC
SINGAPORE



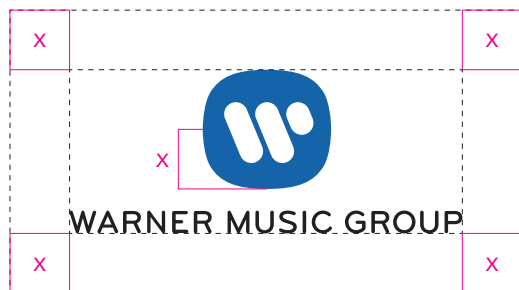
WARNER MUSIC
UK

INTERNATIONAL LOCKUPS (CON'T.)



INTERNATIONAL LOCKUPS (CON'T.)





CLEAR SPACE

Minimizing the crowding of the logo by competing content and elements will strengthen the visual impact, integrity, respect and prominence of the Warner Music Group and Warner Music logos.

Always maintain at least the minimum amount of clear space around the logo, equal to one half of the height of the Warner Badge (indicated as 'X') as shown here.

SMALLEST REPRODUCTION SIZE FOR PRIMARY LOGOS



ALTERNATE LOCKUP FOR EXTREMELY SMALL APPLICATIONS



MINIMUM SIZE AND ALTERNATE LOCKUPS

To protect legibility and impact, the primary Warner Music Group and Warner Music logos must not be reproduced smaller than 1/4 of an inch (6 mm) in height, measured from the top to the bottom of the Warner Badge.

For extreme small-size uses (e.g. space restrictions, legal lines, some digital applications) we have created alternate lockups. These configurations are for extremely limited use and should never be used for applications with a badge height greater than 1/4 of an inch (6 mm).



WARNER MUSIC GROUP



WARNER MUSIC GROUP

WARNER BLUE

<p>PANTONE</p> <p>PMS 286</p>	<p>CMYK</p> <p>C: 100 M: 60 Y: 0 K: 5</p>
<p>RGB</p> <p>R: 0 G: 97 B: 170</p>	<p>HEX</p> <p>0061AB</p>

COLOR

Consistent use of the brand colors will help to insure the integrity and recognizability of the Warner Music Group and Warner Music logos in contexts that can often be busy and distracting.

In typical situations, the Warner Badge should be reproduced in Warner Blue and all typography in solid black. When necessary, the logos may also be reproduced in all solid black, or all solid white.

Warner Badge and typography color-breaks are identical for all lockups and typographic variations.

PREFERRED WHITE BACKGROUND



COMPETITIVE VISUALS

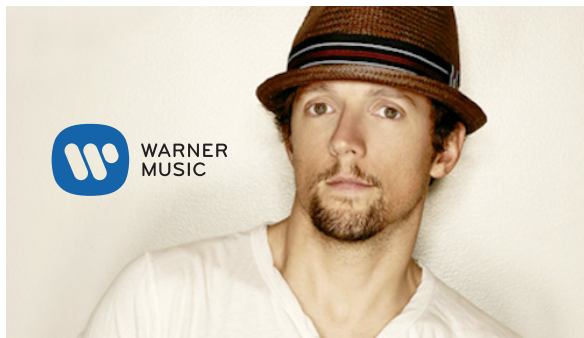


VISUAL CONTEXT

The clarity of the Warner Music Group and Warner Music logos are vital to their impact and value. Always choose backgrounds and/or logo positions that provide sufficient contrast and legibility.

These rules apply to all lockups and typographic variations.

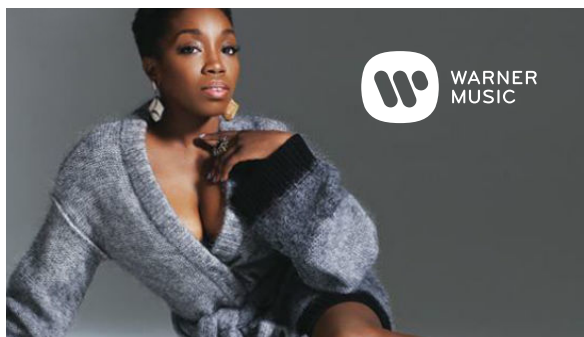
SUFFICIENT CONTRAST



NOT ENOUGH CONTRAST



SOLID WHITE FOR LEGIBILITY



BUSY BACKGROUND

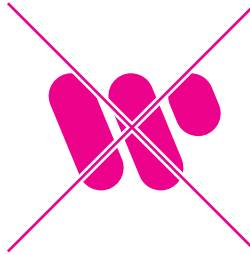


NEVER CHANGE THE COLORS



WARNER MUSIC GROUP

NEVER SEPARATE THE ELEMENTS OF THE WARNER BADGE

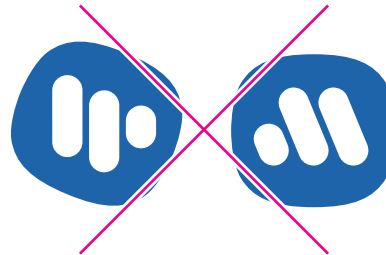


NEVER RESET THE TYPOGRAPHY



WARNER MUSIC GROUP

NEVER ROTATE THE WARNER BADGE



NEVER MODIFY THE RELATIONSHIPS OF THE ELEMENTS



WARNER
MUSIC GROUP

NEVER DISTORT THE LOGO



WARNER MUSIC GROUP

MISUSE

To establish and reinforce awareness, and build equity and recognition of the Warner Music Group and Warner Music logos, consistent reproduction is essential. As a general rule, never alter the logos in any way, or remove component parts for other uses.

These rules apply to all lockups and typographic variations.

Any use that violates these guidelines must be approved by Corporate marketing.

CONTACT

For information about the Warner Music Group or Warner Music brand guidelines, or for digital artwork of any of the logos in these guidelines, please contact:

Laura Ferraro
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or download them directly at:
wmg.com/logo