



Logo Usage Guidelines

Updated: March 2024

The Warner Music Group logo is the most important element of our brand system because it unites all corporate divisions and departments under one visual mark.

Like a flag, it provides a sense of cohesion, identity, and pride. For this reason, corporate departments, initiatives, and teams may not create or maintain logos that make them distinct from others. Doing so not only undermines our corporate unity, but risks internal and external brand dilution while violating WMG's values of inclusivity and community.

Please contact branding@wmg.com with any questions.

The Logo

THE LOGO

Logo

The logo is the most important element of the Warner Music Group identity system. It should be present and visible on all branded applications and communications, both external and internal, across all media.

The logo should not be shaded, angled, warped, stretched, ghosted, outlined or used in non-brand colors.

The icon can be used independently as long as the logo is also used somewhere else within the layout.

The wordmark should never be used independently.

The Logo



Icon



Wordmark (never use on its own)



Clear Space

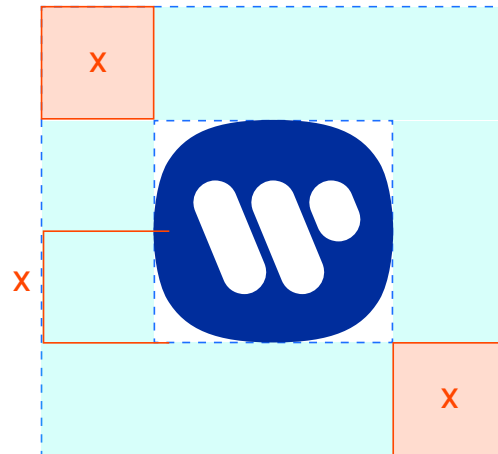
Clear space is the area surrounding the logo that must always be free of text and other graphic elements. This does not apply to background artwork or photography unless it contains text.

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

The Logo



Icon



Minimum Size

To ensure legibility, the logo must not reduce below the minimum specifications outlined herein. The logo on this page will appear to scale at full size if printed at 100%.

This sizing is a rule of thumb for optimal legibility and should be followed whenever possible, especially on printed applications and marketing collateral where the logo is the sole representation of the brand.

In rare cases when the logo must reduce below the minimum size (favicons, thumbnails), ensure that it is as large as possible within that application, or use the icon independently.

Logo Minimum Size



3/4"
19mm
54px

Favicon Minimum Size



16px

Wordmark Misuse

Our logo unifies the company and its various business units. *Consistent* presentation of the logo allows consumers to confidently recognize our brand, its reputation and goodwill. Having varying, inconsistent versions of the logo has a direct negative impact on that brand recognition.

Our logo is also licensed to us under specific contractual terms; any logo/wordmark differing from the permitted versions requires lengthy and rigorous legal approval.

For these reasons, **modifications to the logo, no matter how minor, are not permitted**, and individual departments should not alter the logo for their own branding. Instead, please always apply the logo consistently, thoughtfully, and appropriately.

Note: these examples are intended to be used as a guide and do not cover all possible cases of misuse. If you have questions as to proper use of the logo and/or wordmark, please reach out to Legal at tms@wmg.com.

✗ Do not delete words from the wordmark



✗ Do not change the words in the wordmark



✗ Do not use the corporate logo for country specific labels.
Recorded Music affiliates / ex-US labels should reference wrmbbrandguidelines.com for appropriate logo files.



Logo Misuse

Consistent presentation of the logo builds recognition and confidence in the brand. Always apply the logo thoughtfully, carefully, and appropriately.

The logo's form must be preserved and should not be modified in ways that compromise its visual integrity. The following treatments should be avoided whenever possible.

Note: these examples are intended to be used as a guide and do not cover all possible cases of misuse. If application or materiality necessitates breaking one of these rules, contact branding@wmg.com before proceeding.

✗ Do not stretch the logo.



✗ Do not squash the logo.



✗ Do not apply strokes or effects



✗ Do not rotate the logo.



✗ Do not skew, warp, or shear the logo.



✗ Do not modify the scale or positional relationship of elements within the logo.



✗ Do not change the alignment of elements within the logo.



✗ Do not set the logo in non approved colors.



✗ Do not apply gradients, shadows, or filters to the logo.



Logo Use on Images

The Warner Music Group logo can be placed on top of background colors and images, but should not obstruct key elements such as human faces or text.

The level of contrast between the logo and the background must be considered. Too little contrast between the two elements will impede legibility. Always choose the logo variation, color, and placement that ensures legibility.

Note: Examples are for illustrative purposes only.



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