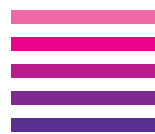


StudioBell



National
Music
Centre

Centre
National
de Musique

Logo and Brand Use Quick Guide

Our Partnership

The creation of Studio Bell is a true partnership between Bell and NMC, which reinforces each organization’s respective commitment to delivering great content to Canadians. This document will guide the activation of the Studio Bell identity with the goal of ensuring that each brand—NMC, Bell and Studio Bell—complements the others while supporting individual brand growth and awareness.

Key considerations

- Studio Bell brand must be associated strongly with the facility and drive a sense of “place-making” and destination.
- The Studio Bell brand is related to the physical location of the facility only.
- The Studio Bell brand does not encompass the King Eddy, CKUA or the coffee shop; physical location of these spaces cannot be branded by a competitor.
- The Studio Bell brand does not encompass NMC’s programs, exhibitions, collections or outreach activities.
- The Studio Bell brand does not encompass content on nmc.ca or nmcoutloud.ca, or other online content unless the content specifically relates to the building.
- The NMC and Bell brands must work together in a complementary and mutually beneficial way.

Naming conventions

- Studio Bell is the primary way to refer to the facility.
- Use Studio Bell in headlines and ads related to events and activities in the facility.
- In all written materials, Studio Bell is referred to as “Studio Bell, home of the National Music Centre” at first mention. The National Music Centre may be dropped in subsequent mentions.
- “The” is not part of the Studio Bell title and should not be used.
- To facilitate sharing of content around the facility on social media, NMC retains the handle @nmc_canada and Studio Bell is tagged with the hashtag #StudioBell. NMC has also retained the @StudioBell handle for future event information or promotional use.
- Basic rules when referring to Bell:
 - Always “Bell” – never “bell”
- Basic rules when referring to the National Music Centre:
 - “The” is not part of the name and should never be capitalized unless it is the start of a sentence
 - Centre, not Center; Canadian spelling is always preferred
 - Bilingual logo must always be used
 - Where possible, the Studio Bell logo is preferred over typeface

Our Facility

Studio Bell colours



While the NMC logo is available in a number of colours, only the pink version may be used when combined with the Studio Bell logo.

Bell Blue and Bell Black

PMS 7692 C	C100/M52/Y5/K30	Hex #0066a4
PMS PROCESS BLACK C	Co/Mo/Yo/K100	Hex #212121

NMC Pink

PMS PROCESS MAGENTA C	Co/M75/Yo/Ko	PMS 218 C	Hex #ef68a5
	Co/M100/Yo/Ko		Hex #e9118c
	C25/M100/Yo/Ko	PMS 241 C	Hex #bc1e8c
	C60/M100/Yo/Ko	PMS 2603 C	Hex #802b8f
	C80/M100/Yo/Ko	PMS 267 C	Hex #5d2f8f

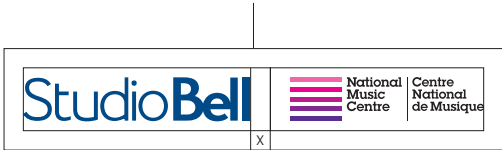
Combined logo



The Studio Bell and NMC combined logo will be used on all materials regarding NMC activities directly related to the new facility.

Horizontal version (preferred)

MINIMUM WIDTH
PRINT: 2.401" (60.98mm)
WEB: 691px



Stacked version

MINIMUM WIDTH
PRINT: 1.1976" (30.41mm)
WEB: 175px



Studio Bell logo



For advertisements or collateral, the combined logo is always preferred, but the Studio Bell standalone logo may be used when necessary due to layout restrictions, however these pieces must be developed in consultation with NMC's Marketing Department and approved by both parties.

Horizontal version

MINIMUM WIDTH
PRINT: 0.5864" (14.89mm)
WEB: 42px



Stacked version

MINIMUM WIDTH
PRINT: 0.375" (9.52mm)
WEB: 27px



Our Organization

NMC colours



Use department colour palettes for all internal communications (ex: presentations, reports, etc) and external collateral related to NMC’s programs, exhibitions, collections or outreach activities.

Admin and Collections

PMS 1505 C	Co/M40/Y100/K0	PMS 144 C	Hex #f9a61c
	Co/M60/Y100/K0		Hex #f48120
	Co/M80/Y100/K0	PMS 172 C	Hex #f05b25
	Co/M100/Y100/K20	PMS 200 C	Hex #c32026
	Co/M100/Y100/K40	PMS 202 C	Hex #9d1c20

Education and Volunteers

PMS 376 C	C25/M0/Y100/K0	PMS 382 C	Hex #cbdb2c
	C50/M0/Y100/K0		Hex #8dc541
	C75/M0/Y100/K25	PMS 356 C	Hex #2a9045
	C100/M0/Y100/K50	PMS 3425 C	Hex #066635
	C100/M0/Y100/K75	PMS 3435 C	Hex #134520

Programming and Exhibitions

PMS PROCESS CYAN C	C60/M0/Y0/K0	PMS 306 C	Hex #48c7f4
	C100/M0/Y0/K0		Hex #2cabe1
	C100/M30/Y0/K0	PMS 3005 C	Hex #1088c9
	C100/M60/Y0/K0	PMS 2945 C	Hex #0e68b2
	C100/M80/Y0/K0	PMS 2955 C	Hex #06519f

Marketing and Development

PMS PROCESS MAGENTA C	Co/M75/Y0/K0	PMS 218 C	Hex #ef68a5
	Co/M100/Y0/K0		Hex #e9118c
	C25/M100/Y0/K0	PMS 241 C	Hex #bc1e8c
	C60/M100/Y0/K0	PMS 2603 C	Hex #802b8f
	C80/M100/Y0/K0	PMS 267 C	Hex #5d2f8f

NMC logo



The NMC logo should appear in the full-colour versions whenever possible. On black or dark backgrounds, the full-colour reverse version should be used.



When printing specifications do not permit the use of colour printing, greyscale should be used. For single, solid colour applications, the one colour black version should be used. For this version, all elements of the logo should be 100% black.



The NMC logo is available in a variety of colours. This provides the flexibility to choose the appropriate coloured logo to match the colour scheme of your particular application.

Horizontal version (preferred)

MINIMUM WIDTH
PRINT: 1.69" (42.92mm)
WEB: 27px



Stacked version

MINIMUM WIDTH
PRINT: 0.6" (15.24mm)
WEB: 43px



Brand Usage



Logo use matrix

The Studio Bell/NMC partnership uses three primary logos: the combined logo, the NMC logo and the Studio Bell logo. The following chart outlines guidelines for determining which is appropriate based on application of the logo.

Combo logo stacked	NMC Logo	Studio Bell Logo
NMC marketing and promotional activities related to the new facility	NMC programs not tied to physical location	Large signage at the facility
Tickets for events and activities managed by NMC at Studio Bell	NMC press releases not related to facility	
NMC stationery (envelopes, letterhead, business cards)		
NMC media releases related to facility		



Protective space

-  The minimum protective space matches the value of “x” shown on each logo. This space is intended to protect the integrity of the logo and is required around all sides. This protective space applies to the position of other graphic elements such as typography and images around the logo.
-  In the event that the combined logo is positioned next to another logo (i.e. partner or sponsor), always maintain a minimum of 4x space around the combined logo.

What not to do

-  Don't change or mix colours.
-  Don't make the logo too small.
-  Don't squash or stretch it.
-  Don't let things get too close.
-  Don't alter the typeface.
-  Don't adjust the spacing.
-  Don't add drop shadows.
-  Don't skew or distort it.
-  Don't create new versions without permission.

Note: Refer to the Studio Bell Graphic Standards Manual for more information about the proper use of our logos.