MUSIC & memory

[Brand Standard Style Guide]

Updated 7/17/2015

Music & Memory Main Logo

A logo is a marketer's first and best chance to convey a product's identity, and the consumer's relationship with the product/service. If your logo resonates with your target audience, you will be in a prime position to capitalize on the additional interest in your organization. Every company needs a logo that is not only clear and on message, but also tells a story and evokes an emotional response.

Without a single word, the Music & Memory® logo speaks the organization's mission statement and summarizes a patient's experience with music. It clearly and joyfully conveys the connection from our ears to our minds through music and in turn reiterates the positive effect Music & Memory's services provide.

Your brand is who you are, and it is meant to set your business/organization apart from your competition. Consistent branding helps your business be easily recognized and help you succeed. If you are successfully branding your business consistently, customers will be able to recognize your brand even when it's broken apart. By knowing what they can expect from your brand, and hearing it multiple times, they will begin to assign a higher value and trust in your organization.

The colors, fonts, and graphic styles selected for Music & Memory, as presented in this style guide, are unique to the brand. These elements define the organization and therefore should be consistent across all channels.

4 Color Version - Preferred

Files: **M&M_logo_cmyk.eps** *for print projects (main logo file)*
M&M_logo_rgb_small.jpg, M&M_logo_rgb_medium.jpg,
M&M_logo_small.jpg *for screen presentations such as web;*
M&M_logo_rgb.bmp and M&M_logo_rgb.bmp *for PowerPoint slides.*

1 Color Version - PMS 5265

File: **M&M_logo_5265.eps** *for 1-color print projects.*

1 Color Version - Black

File: **M&M_logo_k.eps** *for 1-color, black only, print projects.*

Reversed (White) Version –
for dark colored backgrounds

File: **M&M_logo_reverse.eps** *for a white logo on a dark background.*

The Music & Memory logo is available in both vector (.eps) and pixel based (.jpg) versions. It is also available in 4 color (cmyk and rgb), 1 color (purple or black) and white (for dark background. These formats have a variety of uses and selecting and distrubuting the correct format for a particular use can save time and prevent printing problems. On the following page, you will find an overview of file formats and corresponding usage recommendations.

Generally speaking, use .eps (vector) files on print projects such as brochures, posters, business cards, etc. Files with the extension .eps and .ai can be resized without a loss of resolution. This is the format preferred by designers and printers.

JPG is the standard format on the web. They are not resizable, therefore the M&M logo is available in 3 different JPG sizes (small, medium or large). JPGs should be submitted or uploaded in the exact pixel size requested by the website, whenever possible.

There are times, for example on ad for gala event program, when a one-color logo is needed. The Music & Memory is available in black, purple (PMS 5265) and in white.

JPG

JPG (or JPEG) is a raster image that is often used for photographs on the web. JPGs can be optimized, when saving them out of photoshop, to find the perfect balance of small file size and high quality. On the web, you want your images files to be as small as they can be so your site loads quickly, but large enough to still appear crisp and not pixilated. A JPG can't have a transparent background so they are always in the shape of a rectangle or square with a solid background.

Best use = rectangle or square photos and photographs on your website.

PNG

PNG is another raster image type. For the general marketer, the main difference to under-stand between a PNG and JPG is that a PNG can have a transparent background and is generally larger and higher quality. Therefore a PNG is ideal for saving logo files for websites because they can be placed over a colored background.

Best use = logos, icons and other images where a transparent background is preferred such as PowerPoint presentations

GIF

A GIF is another raster image type. A GIF is formed from up to 256 colors from the RBG colorspace. The fewer colors and shades contained in an image, the smaller the file size. Therefore a GIF is ideal for images that use just a few solid colors and don't have gradients or natural shades. You wouldn't want to use a GIF for a photograph.

Best use = simple web graphics such as web buttons, charts and icons.

TIF

A TIF (or TIFF) is a large raster file. It has no loss in quality and therefore is primarily used for images used in printing. On the web, because of load time, you generally want to use smaller images such as JPG or PNG.

Best use = images and photographs for high quality print.

EPS

An EPS file is a vector file of a graphic, text or illustration. Because it is vector it can easily be resized to any size it needs to be. An EPS file can be reopened and edited.

Best use = master logo files and graphics and print designs. When a printer, designer, publication requests your logo, this is the format to send.

AI

An AI file is a proprietary, vector file type created by Adobe that can only be created or edited with Adobe Illustrator. It is most commonly used for creating logos, illustrations and print layouts.

Best use = creating logos, graphics, illustrations.

Partner Logo Samples

University of Wisconsin Eau Claire

Australia

Smith College

Smith College

UCONN

Ball State University

Music & Memory regularly partners with universities, colleges and other organizations. A partner logo style has been determined for these partnerships. The partner's name must always be set in DIN Bold Alternate, in blue (PMS 300) and be offset by an orange rule. The organization's name can be set on two or more lines but but not exceed the width of the orange rule.

Tagline

What song brings you back?

File: **M&M_tagline_only_cmyk.eps**

The Music & Memory logo presented with "What song brings you back?" is referred to as the logo and tagline lock-up. The tagline appears below the logo in the lock-up or can be used alone as the single element on a page, provided that the Music & Memory logo appears prominently elsewhere on the marketing piece.

As with every other element of the Music & Memory brand, the tagline will have the most impact with visual consistency. The tagline must never be set in other fonts or colors. The logo tagline lockup file should always be used.

Logo and Tagline Lock-Up

What song brings you back?

File: **M&M_logo_tagline_lockup_cmyk.eps**

Primary Font

DIN Light Alternate
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Light Italic

DIN Regular Alternate
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Italic

DIN Medium Alternate
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Medium Italic

DIN Bold Alternate
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Bold Italic

DIN Black Alternate
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Black Italic

The primary typeface for Music & Memory is DIN. DIN is used in the Music & Memory Logo and should be used primarily for headlines. Open Sans is the secondary font. It has selected for its readability and flexibility accross various platforms. It should be used for body copy, etc.

Type Size

Music & Memory often communicates directly with the aged and elderly. Combined with certain regulations setforth by CMS, the smallest type size to be used for any copy for this population is the equivalent of 12-point. Other considerations, such as contrast in color should be taken into consideration for maximum legibility.

Secondary Font

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Light Italic

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Italic

Open Sans Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Bold
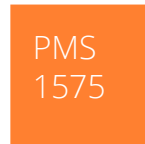**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz

Primary Color Palette

PMS 5265	PMS 7674	PMS 1575
C73 M66 Y33 K14	C38 M32 Y7 K0	C0 M66 Y88 K0
R85 G88 B120	R159 G161 B196	R243 G119 B53
WEB: 555878	WEB: 9FA2C4	WEB: F47735

Secondary Color Palette
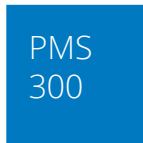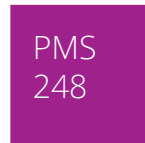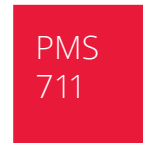
PMS 370	PMS 300	PMS 248	PMS 711
C56 M0 Y100 K27	C100 M40 Y0 K0	C40 M100 Y0 K2	C0 M100 Y80 K2
R90 G142 B34	R0 G99 B190	R159 G24 B136	R213 G48 B68
WEB: 5A8E22	WEB: 0063BE	WEB: 9F1888	WEB: D53044

Our primary colors are composed of Music & Memory dark purple PMS 5265, light purple PMS 7674 and orange PMS 1575. Our color palette also has four secondary colors.

The secondary color palette is broad enough to meet our creative objectives and narrow enough to create a distinctive yet joyous look across all of our communications.

The information on this page provides specifications for the Music & Memory colors using the PANTONE®, CMYK and RGB color systems. Colors do look different in application, from PMS color to 4-color process, from page to screen, and even coated to uncoated paper stocks.

Gradient

Light purple to white gradients are used accross the middle or the top of the page as a frame.
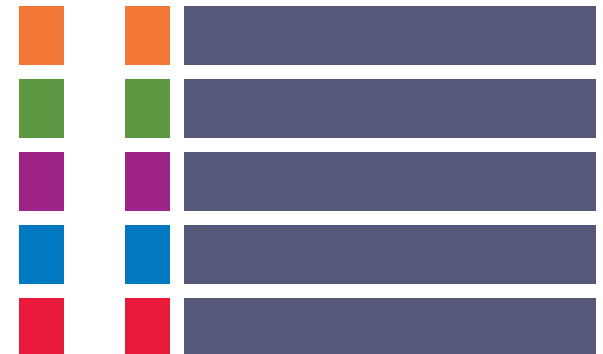
*A box using the same light gradient is used to frame the Music & Memory logo.
The top of the box has a thick color bar.
The width of the box is proportional to the page (usually a third) and centered at the top.*

Certain design elements help identify a piece of collateral or marketing as a Music & Memory publication. The relationship of the elements to the page further reinforce the brand.
On the following pages, there are examples of how these element have been used on a wide range of print and web applications.

Color blocks

Boxes of color can be used to organize information and stand in for bullets. The colors used should come from the secondary color pallete and if possible should appear in the same order as in the M&M logo. These blocks can vary is size and width but generally bleed off the left side of the page.

Music & Memory
160 First Street
PO Box 590
Mineola, New York 11501
www.musicandmemory.org

Letterhead

This is the only approved design for Music & Memory letterhead. Only approved primary or secondary typefaces should be used for the text.

Music & Memory
160 First Street, PO Box 590
Mineola, New York 11501
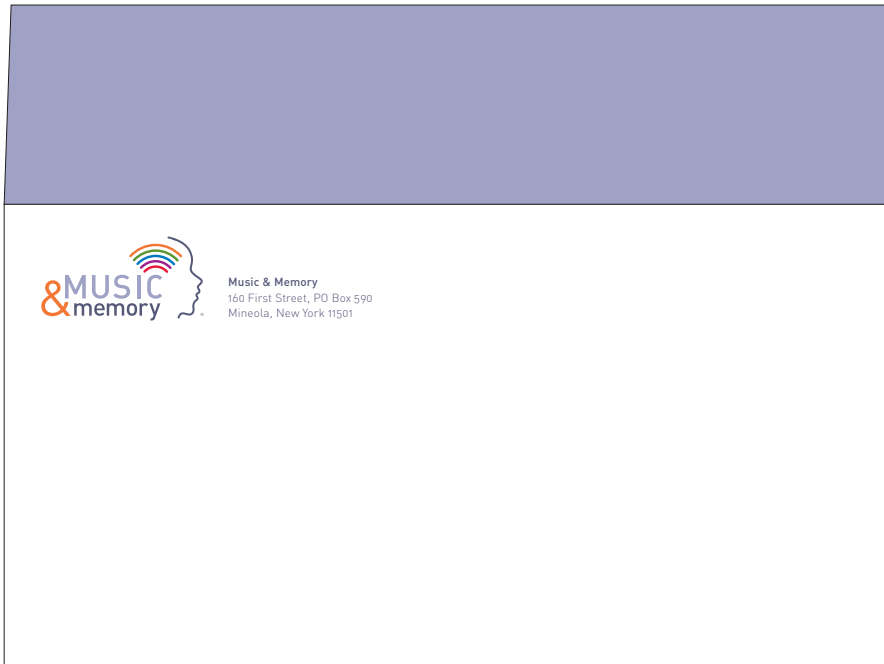
Envelope

This is the only approved design for Music & Memory envelope. Only approved primary or secondary typefaces should be used when addressing the envelopes.
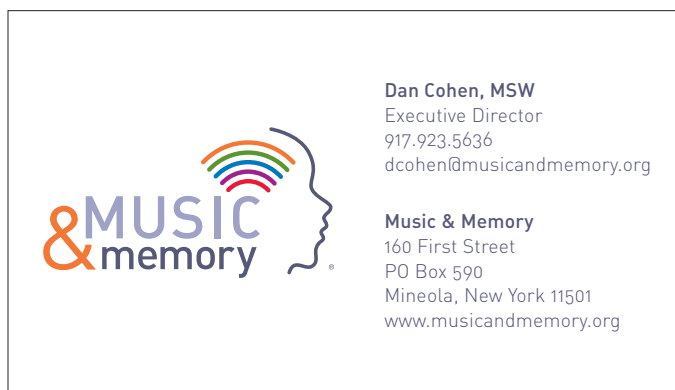
Business Card

This is the only approved design for Music & Memory business card.

Dan Cohen, MSW
Executive Director
917.923.5636
dcohen@musicandmemory.org

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PO Box 590
Mineola, New York 11501
www.musicandmemory.org

What song brings you back?

Resource Guides

MUSIC
& memory

"What songs bring you back?"

HOW TO RUN A
SUCCESSFUL IPOD DONATION DRIVE
FOR MUSIC & MEMORY®

Visit **musicandmemory.org** for more info.

www.facebook.com/MusicAndMemory
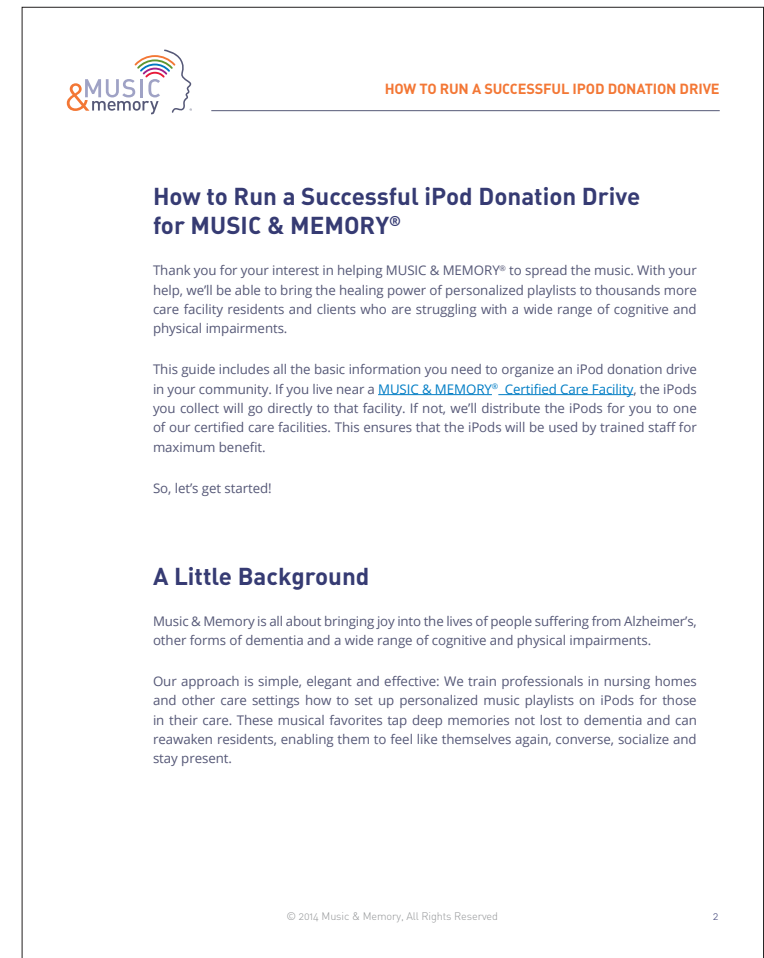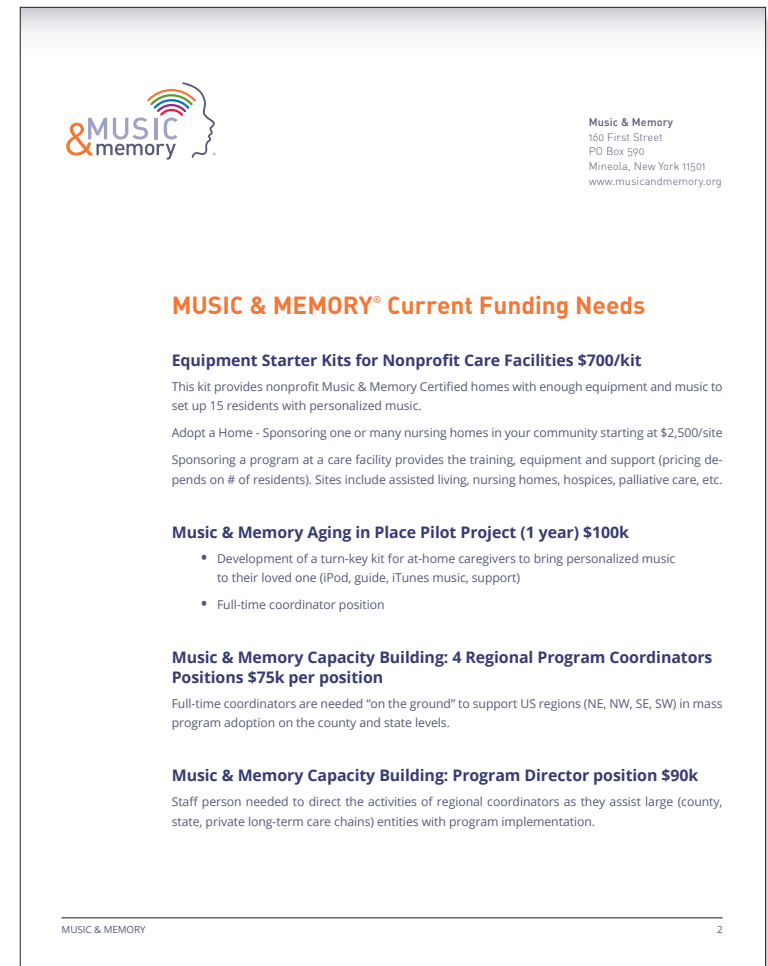Music and Memory on YouTube

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MUSIC
& memory   HOW TO RUN A SUCCESSFUL IPOD DONATION DRIVE

**How to Run a Successful iPod Donation Drive
for MUSIC & MEMORY®**

Thank you for your interest in helping MUSIC & MEMORY® to spread the music. With your help, we'll be able to bring the healing power of personalized playlists to thousands more care facility residents and clients who are struggling with a wide range of cognitive and physical impairments.

This guide includes all the basic information you need to organize an iPod donation drive in your community. If you live near a MUSIC & MEMORY® Certified Care Facility, the iPods you collect will go directly to that facility. If not, we'll distribute the iPods for you to one of our certified care facilities. This ensures that the iPods will be used by trained staff for maximum benefit.

So, let's get started!

A Little Background

Music & Memory is all about bringing joy into the lives of people suffering from Alzheimer's, other forms of dementia and a wide range of cognitive and physical impairments.

Our approach is simple, elegant and effective: We train professionals in nursing homes and other care settings how to set up personalized music playlists on iPods for those in their care. These musical favorites tap deep memories not lost to dementia and can reawaken residents, enabling them to feel like themselves again, converse, socialize and stay present.

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White Papers

MUSIC & MEMORY®
CURRENT FUNDING NEEDS

Monday, December 10, 2014

Music & Memory
160 First Street
PO Box 590
Mineola, New York 11501
www.musicandmemory.org

MUSIC & MEMORY® Current Funding Needs

Equipment Starter Kits for Nonprofit Care Facilities $700/kit

This kit provides nonprofit Music & Memory Certified homes with enough equipment and music to set up 15 residents with personalized music.

Adopt a Home - Sponsoring one or many nursing homes in your community starting at $2,500/site

Sponsoring a program at a care facility provides the training, equipment and support (pricing depends on # of residents). Sites include assisted living, nursing homes, hospices, palliative care, etc.

Music & Memory Aging in Place Pilot Project (1 year) $100k

- Development of a turn-key kit for at-home caregivers to bring personalized music to their loved one (iPod, guide, iTunes music, support)
- Full-time coordinator position

Music & Memory Capacity Building: 4 Regional Program Coordinators Positions $75k per position

Full-time coordinators are needed "on the ground" to support US regions (NE, NW, SE, SW) in mass program adoption on the county and state levels.

Music & Memory Capacity Building: Program Director position $90k

Staff person needed to direct the activities of regional coordinators as they assist large (county, state, private long-term care chains) entities with program implementation.

Event Poster

Postcard Back

How you can help
MUSIC & MEMORY®:

Volunteer as an ambassador

Donate your used iPod

Support the program with your contribution

Host an *Alive Inside* screening
in your community

What song brings you back?

Visit **www.musicandmemory.org** for more info.

Tri-Fold Brochure

The Need for Personalized Music

Millions of aging Americans living in long-term care facilities face cognitive and physical difficulties and have left behind their familiar surroundings, familiar faces, and even their favorite music. Despite the best efforts of loved ones, their lives often lack meaning, spontaneity, choice, and reliable social interaction; in fact, 50 percent of nursing home residents never receive a visitor and 90 percent of their time, on average, is spent idle.

MUSIC & MEMORY®, using inexpensive and readily available technology, connects nursing home residents and others with their individual histories, giving them back their own music and awakening even long-lost memories, identity, and personhood.

" We have had veterans burst into tears after receiving their iPods. Tears of joy!" —Nursing Home Caregiver

Get Involved!

Promote an IPod Donation Drive
An iPod donation drive is a great way to collect gently used digital devices for people who need them most and to raise awareness for **MUSIC & MEMORY®**.

Initiate a Service Project
This is a wonderful activity for a grade school, high school, college, or community organization.

Raise Community Awareness
If you love community organizing, you can help us spread awareness of **MUSIC & MEMORY®** and how our program could benefit nursing home residents in your area.

HERE ARE A FEW IDEAS:

1. Identify corporate sponsors in your community who could team with elder care professionals to bring our **MUSIC & MEMORY® Certification Program** to their facilities.

2. Arrange for a screening of our documentary, *Alive Inside: A Story of Music and Memory*.

3. Coordinate a benefit concert to raise funds and collect iPods for **MUSIC & MEMORY®**.

Become an Ambassador
Is there a nursing home in your community that hasn't heard of our personalized music program? We need your help to introduce **MUSIC & MEMORY®**. We'll be glad to assist you and answer any of your questions along the way.

Create an Online Fundraiser
You can manage your fundraiser online using **GoFundMe.com**, an easy-to-use crowd funding website. It's a great way to involve family, friends and coworkers in our mission.

CAN AN iPOD CHANGE A LIFE?

Ut wisi enim ad minim veniam, quis nostrud exerci lorem ipsum. Dolor sit!" —Nursing Home Caregiver

www.musicandmemory.org

This is an example of outside of a tri-fold brochure. Only Music & Memory approved colors, fonts and photography should be used when creating brochures. Please contact your marketing department for a template of this brochure.

T-Shirts

Mugs

Due to their various sizes, materials and printing techniques, careful consideration must be given to the branding of promotional items. Here are some examples of how the brading guidelines were used on various promos. Legibility of our logo and tagline is a always a top priority.

For questions on how to incorporate the guidelines when branding promotional items, please contact Robin Chamberlain (email Robin at robinchamberlain212@gmail.com).

musicandmemory.org
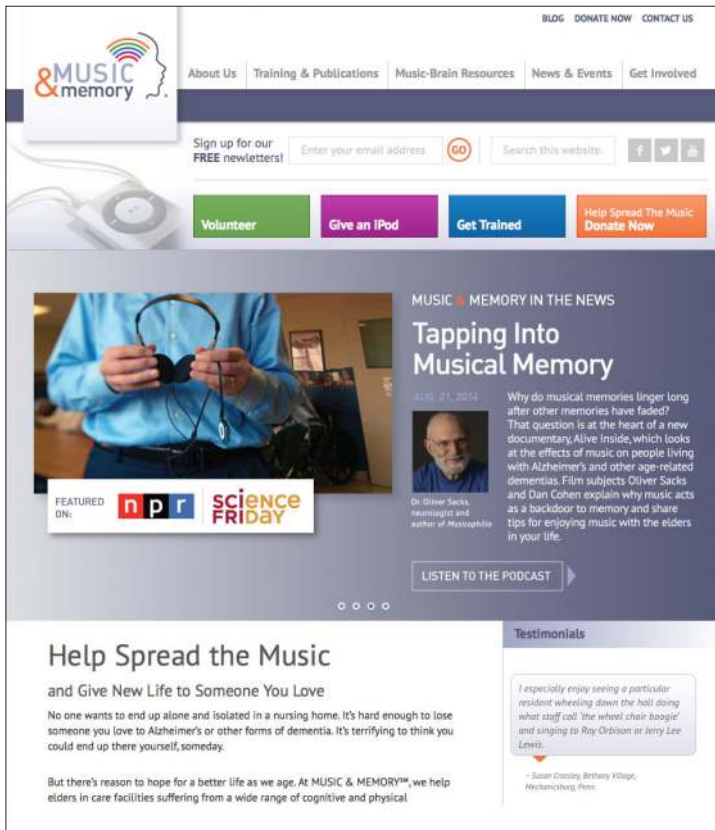
The Music & Memory website is one of the most visible representations of our brand.

Approved fonts, colors, design elements and photos were used to create a dynamic, user-friendly site.

Because of their unique, and sometimes challenging, shapes and sizes, careful attention must be paid to how digital pieces are branded. Whenever possible, digital pieces should follow the same guidelines as printed materials. On this page we've included some examples of web banners.
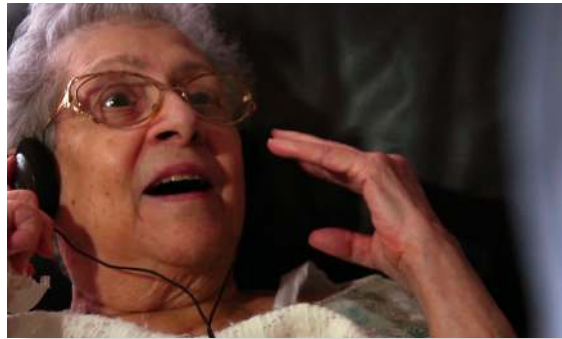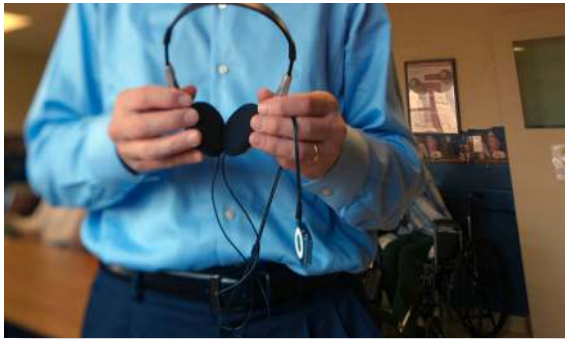
Using authentic photography of actual patients interacting with our staff and using the correct iPods and headphones reinforces our mission. Here are some examples of appropriate photography.