

ung nordisk musik

Core messages & Visual identity

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Core messages

UNM is about **Networking, Community & Peer support, Publicity & Portfolio** for its members, providing **Opportunities to learn, Experience** as a composer, and last but not least, **Inspiration**.

Therefore the tone-of-voice of all communication should be inclusive, positive and uplifting, and invite people to participate and comment (e.g. by asking engaging questions).

& Visual identity

UNM's visual identity is inspired by simple shapes, circles (a nod to the community aspect of UNM) and squares (a nod to a traditional past), and bright primary colours used together with black, grey and white. This pared back approach is both dynamic and simple enough to combine together with a festival theme without overpowering it. Typography brings a sharper edge to the otherwise uncomplicated identity.

Logo

General logo

The typographical logos are meant to be timeless, playful and fun. General logo should be used when communicating issues that concern UNM in general, i.e. the website, call for works, sponsored posts to promote UNM, and other promotional material. General logo can be used in either one row, three rows or as an abbreviation. Abbreviation can be used to either save space, or when the context (UNM is somehow explained) is clear.

GENERAL LOGO ON ONE ROW

ung nordisk musik

GENERAL LOGO ON THREE ROWS

**ung
nordisk
musik**

GENERAL LOGO ABBREVIATION

unm

GENERAL LOGO + FESTIVAL THEME ON TWO ROWS

unm
music ecology

GENERAL LOGO + FESTIVAL THEME ON ONE ROW

unm *music ecology*

Country specific logos

LOGO ON ONE ROW

unm Finland
unm Denmark
unm Norway
unm Sweden
unm Iceland

COUNTRY SPECIFIC LOGO + FESTIVAL THEME ON ONE ROW

NO HORIZONTAL VERSION FOR
UNM + COUNTRY + FESTIVAL THEME
ON ONE ROW, AS THIS WOULD BE
TOO LONG

LOGO ON TWO ROWS

unm Finland	unm Denmark
unm Sweden	unm Norway
unm Iceland	

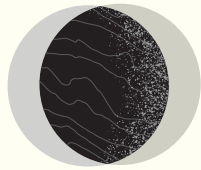
COUNTRY SPECIFIC LOGO + FESTIVAL THEME ON TWO ROWS

unm Finland
music ecology

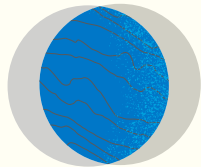
Finland

Country specific logos can be used either with or without the element.

LOGO ON ONE ROW



unm Finland

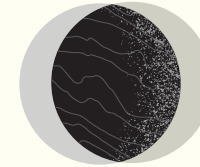


unm Finland

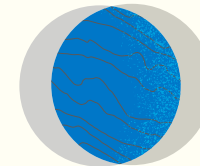
SOME LOGO



LOGO ON TWO ROWS



unm
Finland



unm
Finland

Denmark

Country specific logos can be used either with or without the element.

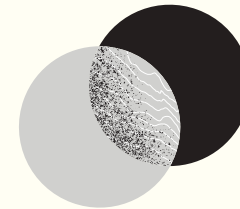
LOGO ON ONE ROW



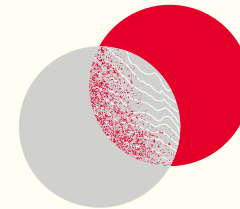
SOME LOGO



LOGO ON TWO ROWS



unm
Denmark

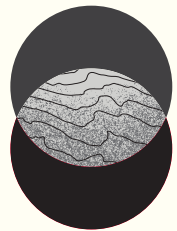


unm
Denmark

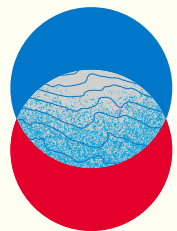
Norway

Country specific logos can be used either with or without the element.

LOGO ON ONE ROW



unm Norway

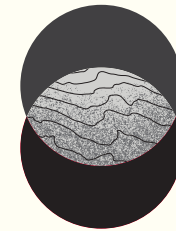


unm Norway

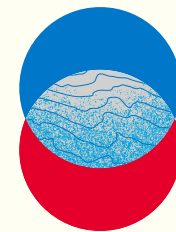
SOME LOGO



LOGO ON TWO ROWS



unm
Norway



unm
Norway

Sweden

Country specific logos can be used either with or without the element.

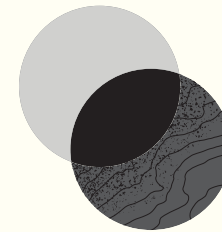
LOGO ON ONE ROW



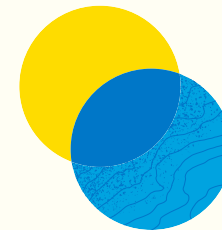
SOME LOGO



LOGO ON TWO ROWS



unm
Sweden

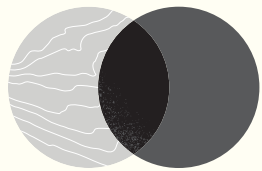


unm
Sweden

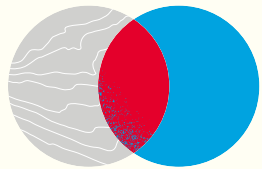
Iceland

Country specific logos can be used either with or without the element.

LOGO ON ONE ROW



unm Iceland

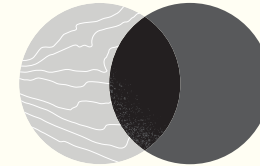


unm Iceland

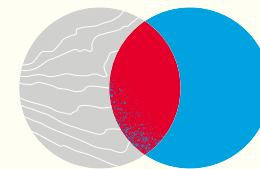
SOME LOGO



LOGO ON TWO ROWS

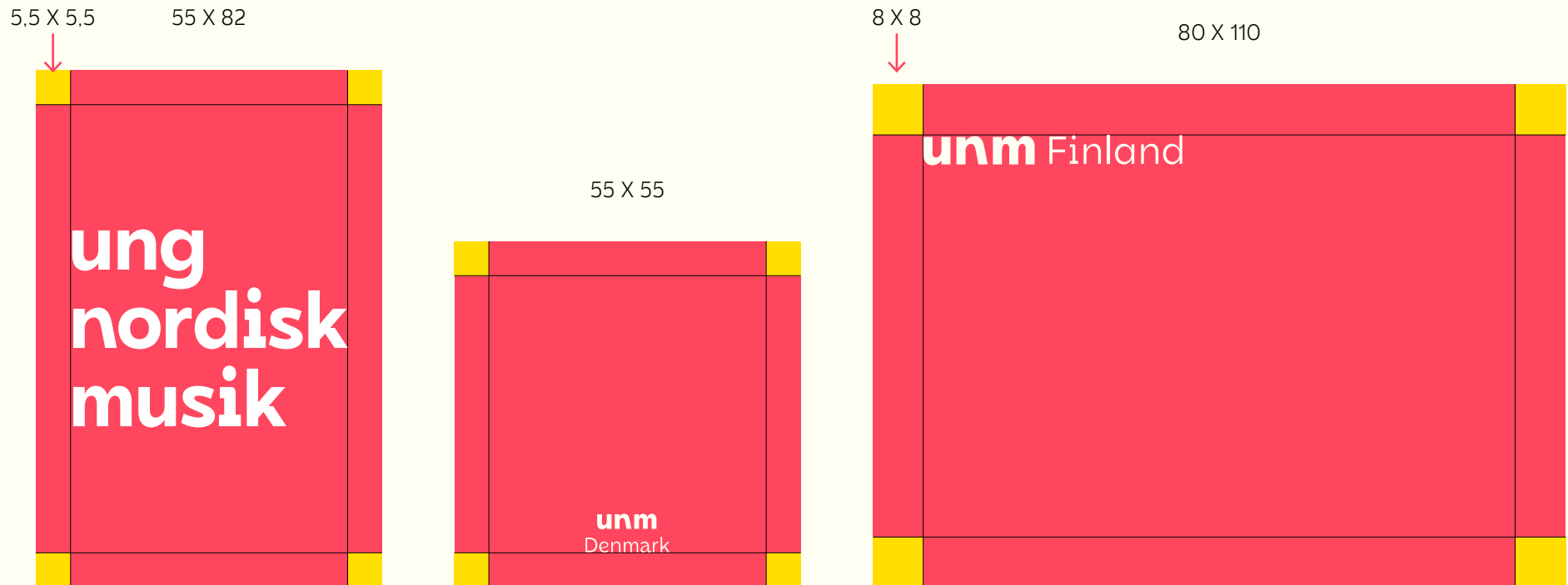


unm
Iceland



unm
Iceland

Logo placement



Use margins to place the logo. Margin will always be 1/10th of the shorter side of the shape.

Typography

Dx-Rígraf & general guidelines

HEADLINES

**DX-Rígraf
Extra Bold**

INTRODUCTION / LEAD PARAGRAPHS

DX-Rígraf Expanded Italic

BODY TEXT

DX-Rígraf Regular

BLOCK QUOTES, EXTRACTIONS

DX-Rígraf Bold Italic

Dx-Rígraf is the main font family for UNM. It is "...an exciting Modern humanist typeface with contemporary monospace touches. It's born from strong elementary shapes, with clean circles interwoven with modern cuts and sharp edges.*

In headlines we recommend using DX-Rígraf Extra-Bold, DX-Rígraf Regular for body text (italics and bold can be used when necessary), and DX-Rígraf Expanded Italic for introductions / lead paragraphs. For block quotes and extractions we favour DX-Rígraf Bold Italic.

* source: www.myfonts.com/fonts/dirtyline-studio/dx-rigraf/

Website

HEADLINES

**DX-Rigraf
Extra Bold**

INTRODUCTION / LEAD PARAGRAPHS

Poppins Medium

BODY TEXT

Poppins Regular

BLOCK QUOTES, EXTRACTIONS

DX-Rigraf Light Italic

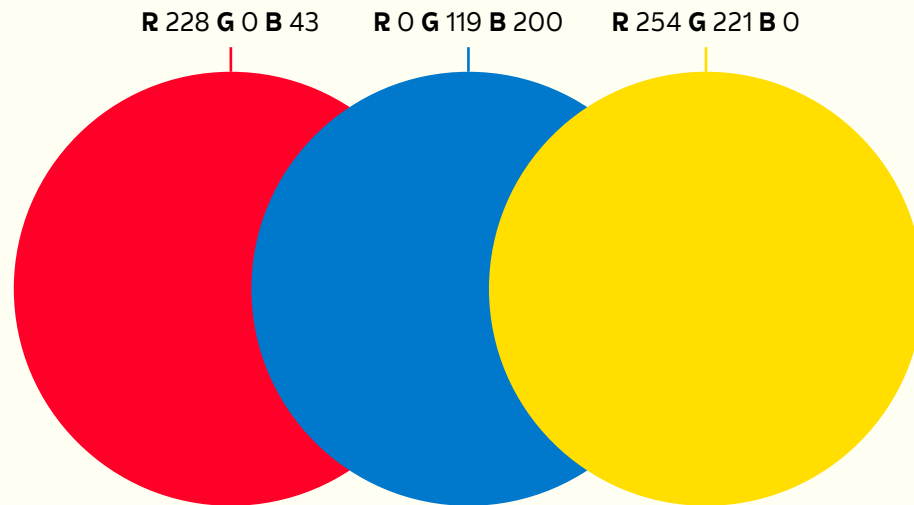
On the website the font family Poppins is to be used together with DX-Rigraf. In headlines we still recommend using DX-Rigraf, but for body text Poppins Regular is preferred. Poppins Medium should be used for introductions / lead paragraphs. For block quotes and extractions we favour DX-Rigraf Light Italic.

Colour

Colour palette

UNM doesn't have a base colour (a colour used to represent a brand). When used together with festival identities, it's colours are neutral (black, grey, white). When used on the UNM website, and when communicating general UNM matters on social media (and in print), accent colours are used.

3 accent colours (inspired by the primary colours) are paired with lighter hues. These can be used in illustrations, icons and to simple social media posts. Generally speaking, lighter hues are for backgrounds, while the darker hues are for text and icons.



#E4002B
R 228 G 0 B 43
C 0 M 99 Y 91 K 0

#F8485E
R 248 G 72 B 94
C 0 M 72 Y 59 K 0

#0077C8
R 0 G 119 B 200
C 100 M 18 Y 0 K 12

#00A3E0
R 0 G 163 B 224
C 68 M 0 Y 0 K 0

#FEDD00
R 254 G 221 B 0
C 0 M 0 Y 100 K 0

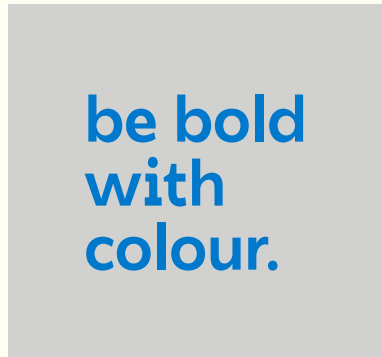
#F6EB61
R 246 G 235 B 97
C 0 M 0 Y 32 K 0

#97999B
R 151 G 153 B 155
CMYK [BLACK] 50%

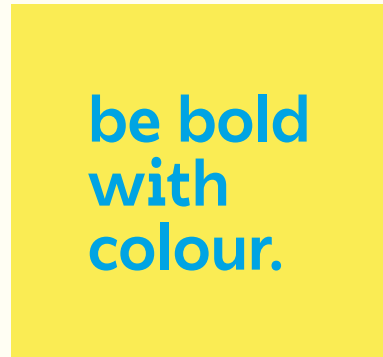
#D0D0CE
R 208 G 208 B 206
CMYK [BLACK] 25%

How to use colour

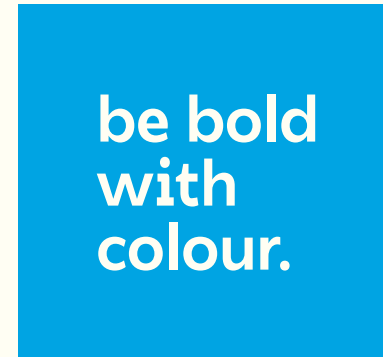
On social media we use the expanded colour palette, seen on the previous page. You can use these colour combinations to create simple yet effectful posts.



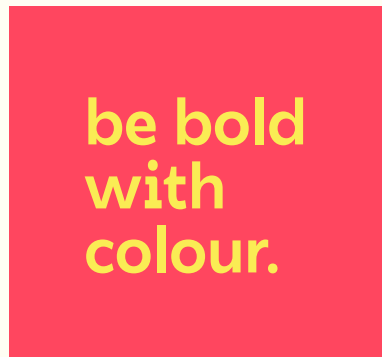
Text **R 0 G 119 B 200**
Background **R 208 G 208 B 206**



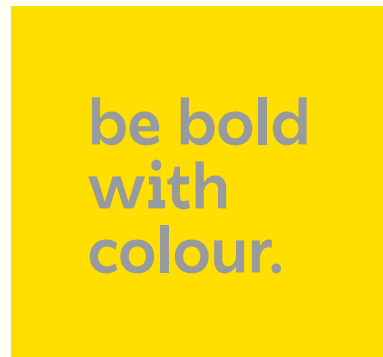
Text **R 0 G 163 B 224**
Background **R 246 G 235 B 97**



Text **R 255 G 254 B 243**
Background **R 0 G 163 B 224**



Text **R 246 G 235 B 97**
Background **R 248 G 72 B 94**



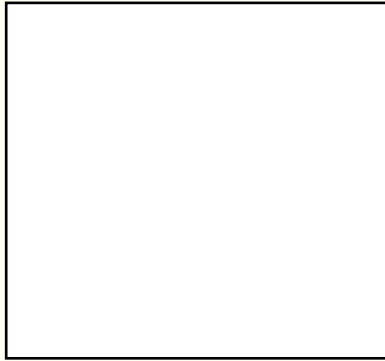
Text **R 151 G 153 B 155**
Background **R 254 G 221 B 0**



Text **R 254 G 221 B 0**
Background **R 151 G 153 B 155**

Colour on website

On the website we use the simple colour palette for accessibility.



White, **#FFFFFF**



Light Grey, **#D0D0CE**



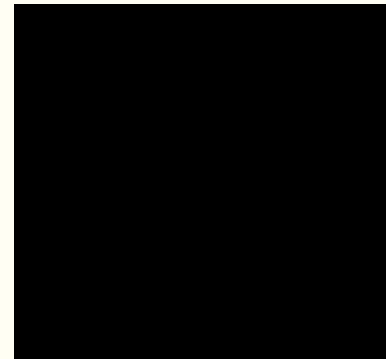
Bright Yellow, **#FEDD00**



Clean Blue, **#0077C8**



Bold Red, **#E4002B**



Black, **#000000**

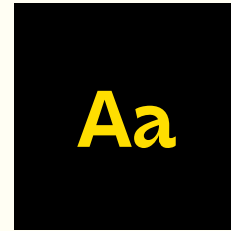
Accessibility



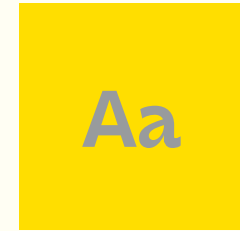
Text **#FFFFFF**
Background **#000000**



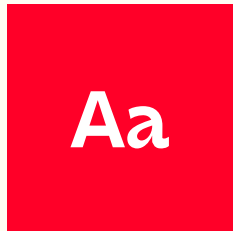
Text **#D0D0CE**
Background **#000000**



Text **#FEDD00**
Background **#000000**



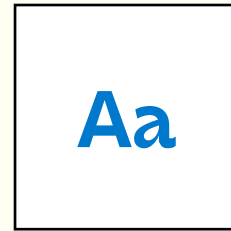
Text **#000000**
Background **#FEDD00**



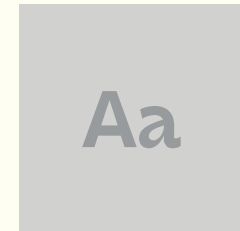
Text **#FFFFFF**
Background **#E4002B**



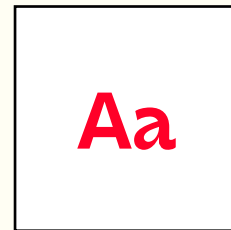
Text **#FFFFFF**
Background **#0077C8**



Text **#0077C8**
Background **#FFFFFF**



Text **#000000**
Background **#D0D0CE**



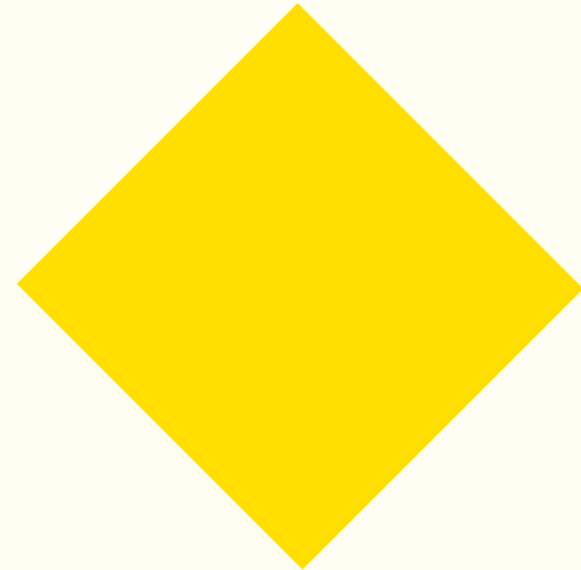
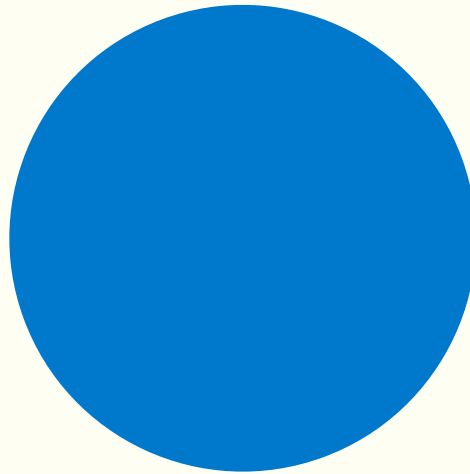
Text **#E4002B**
Background **#FFFFFF**



Text **#000000**
Background **#FFFFFF**

Graphics

Shapes



Simple shapes can be used to create elements (like 'call for works' on next page) for block quotes or extractions, or for backgrounds (see page 25).

Call for works



Editable .ai files for "call for works" graphic element.

Icons



Archive



News



Events



Venues



Contact



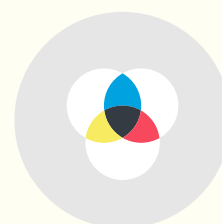
Blog



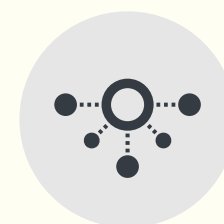
Press



Works



Ensembles



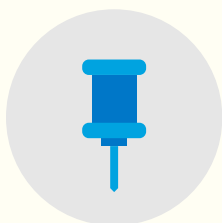
Organization



People



Search



Selected works

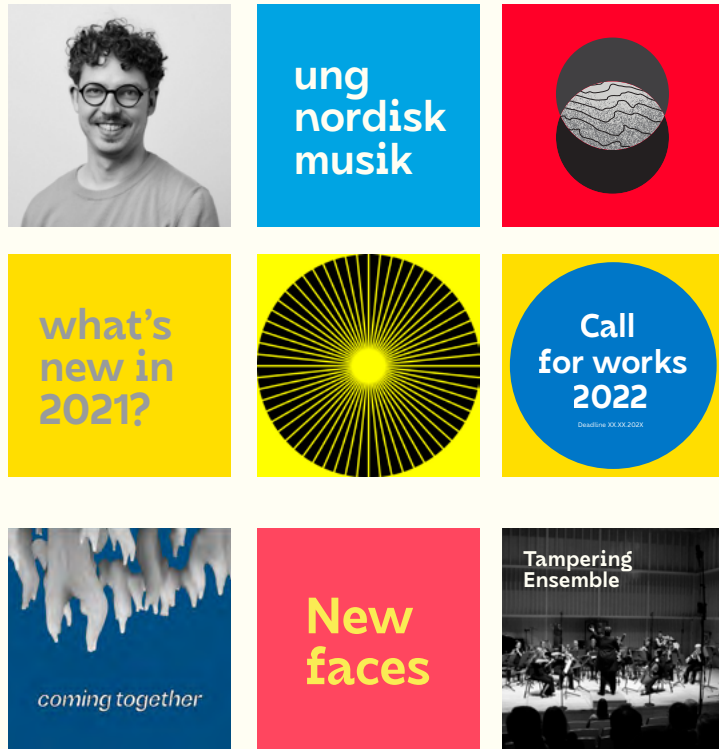


History



Call for works

Social media

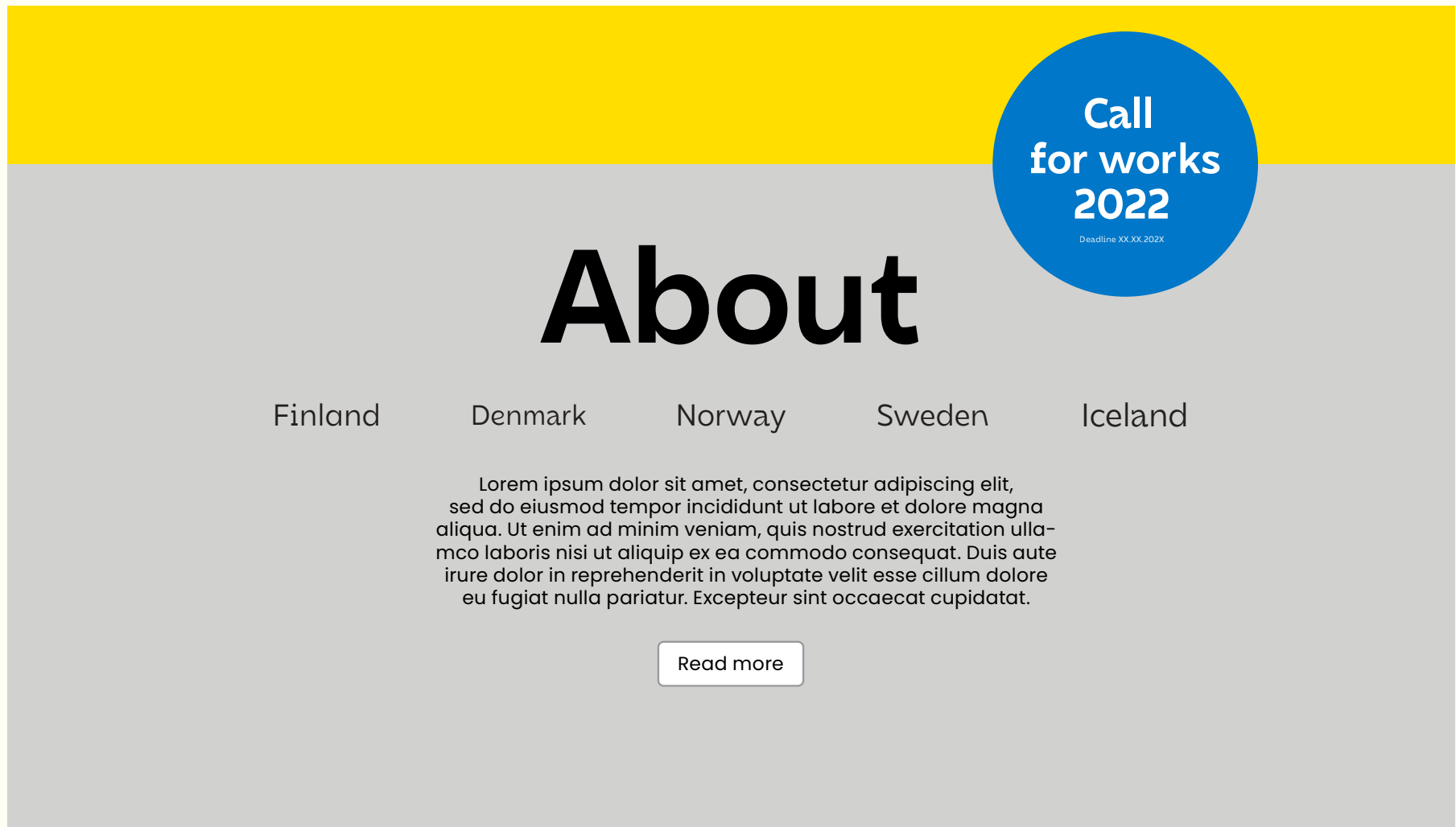


On social media we can use the expanded colour palette and typography to create simple posts. Posting at least once a week is recommended.

Logos for social media profiles should use the abbreviated country specific logos in brand colours, or in black and white.

Website

On the website the main concern should be the accessibility of the website. Branding is incorporated in the typography (mainly in headlines) and colours.



Contact

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