



soundbreaking

Stories from the Cutting Edge of Recorded Music

2016 | Style Guide



SOUNDBREAKING STYLE GUIDE

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HERO LOGO



Logo on black



Logo on white

COLOR PALETTE



HEX: #ffffff
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



HEX: #00aded
CMYK: 70, 14, 0, 0
RGB: 0, 173, 237



HEX: #000000
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0

TAGLINE FONT



Helvetica Neue
57 Condensed

INCORRECT LOGO USE



Do not remove tagline



Do not change tagline wording



Do not tilt logo



Do not skew logo unproportionally



Do not switch logo colors



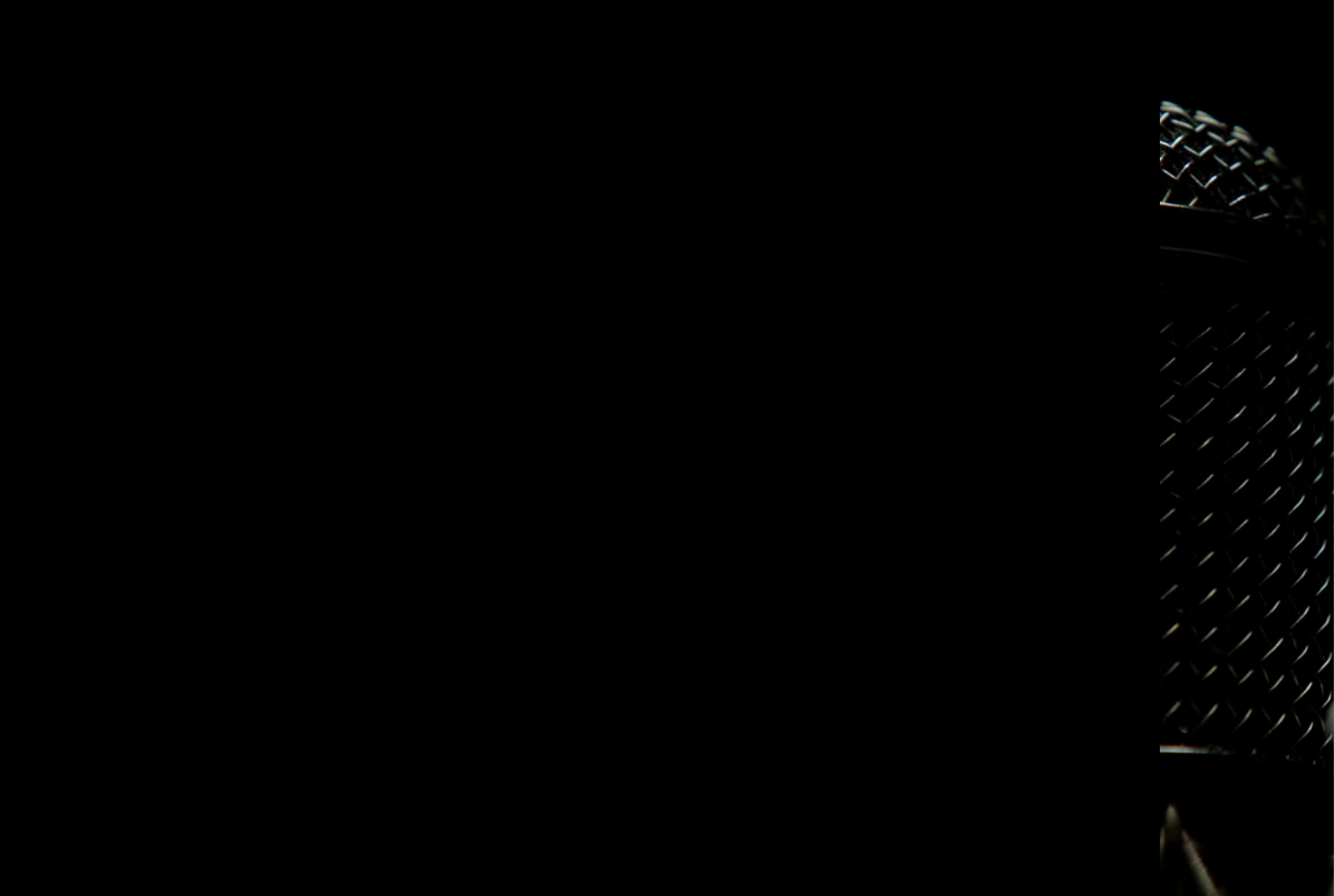
Do not change logo colors



Use the black logo if background does not provide enough contrast



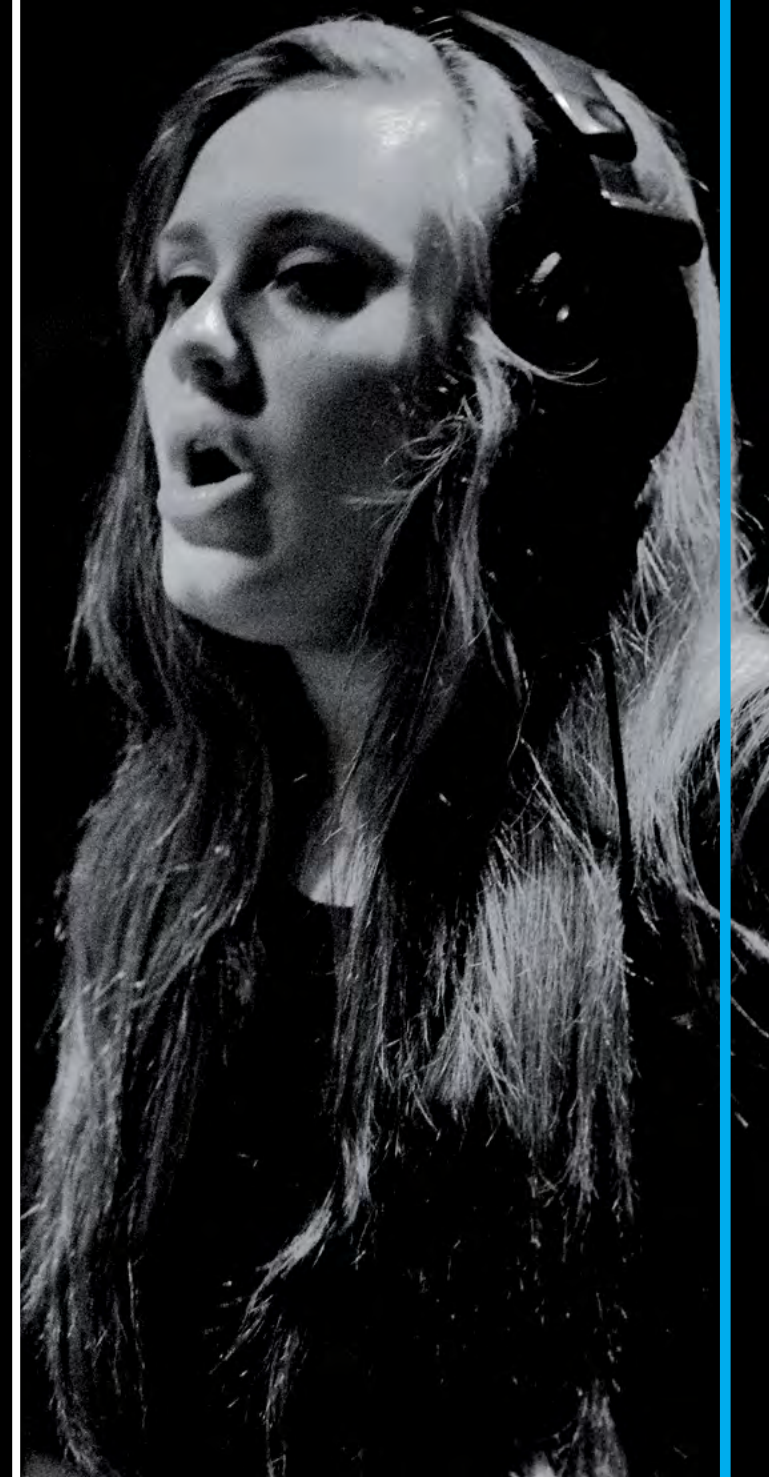
Avoid placing the logo on busy backgrounds



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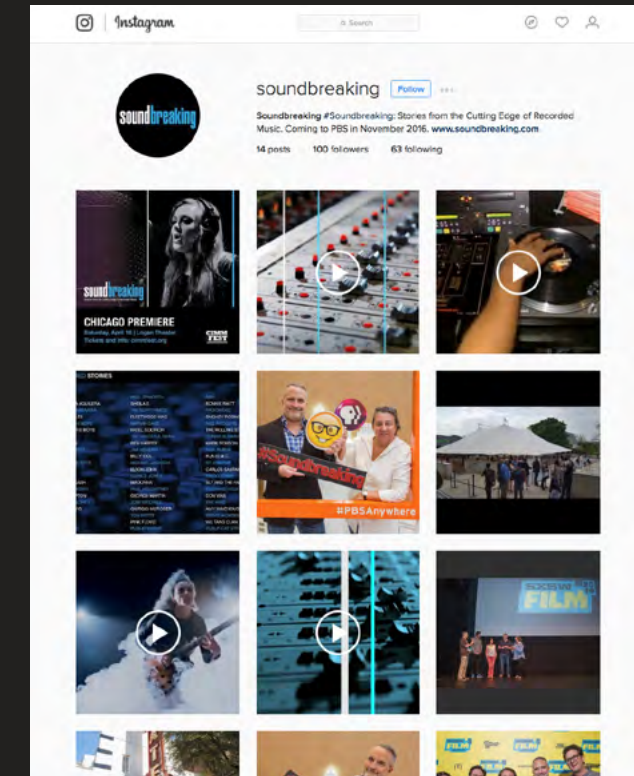
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SOUNDBREAKING SOCIAL MEDIA GUIDE



Follow Soundbreaking on Social Media:

#Soundbreaking

 @soundbreaking

 @soundbreaking

 /Soundbreaking

 @soundbreaking

 @soundbreaking

Sign Up for Soundbreaking Updates: <http://soundbreaking.com/get-updates/>

Contact: SOCIAL MEDIA | CARLOS VALDIVIA | E: CARLOS@SHOWOFFORCE.COM | P: (212) 247-3057



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- Tag @Soundbreaking on the appropriate channels
- Use #Soundbreaking on copy and images
- Use the Soundbreaking logo with the tagline underneath on images
- Link to Soundbreaking.com from your own microsite
- Tag verified Soundbreaking Artists' accounts on social when appropriate
- Highlight music tech and recorded music innovation when possible
- Encourage fans to follow Soundbreaking on social media and sign up for updates at <http://soundbreaking.com/get-updates/>

SOUNDBREAKING SOCIAL MEDIA TIPS

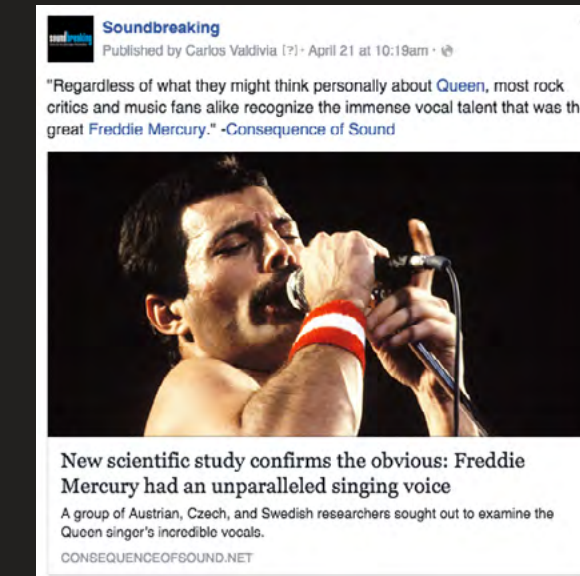
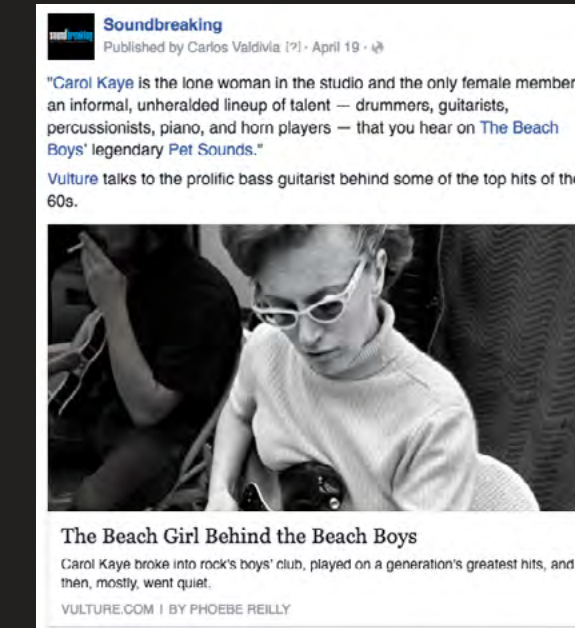
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- Tie-in important dates in pop music history (such as birthdays and landmark album anniversaries) with Soundbreaking episodes
- Increase posting frequency close to premiere date and subsequent episode premieres
- Create distinct social content across all official platforms
- Post about local music events and milestones
- Use a friendly, accessible tone
- Respond quickly to social comments to generate stronger engagement and series affinity

SOUNDBREAKING SOCIAL MEDIA TIPS

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Sample Posts



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Templates Available Through Your Fremantle Contact

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