PRS for Music
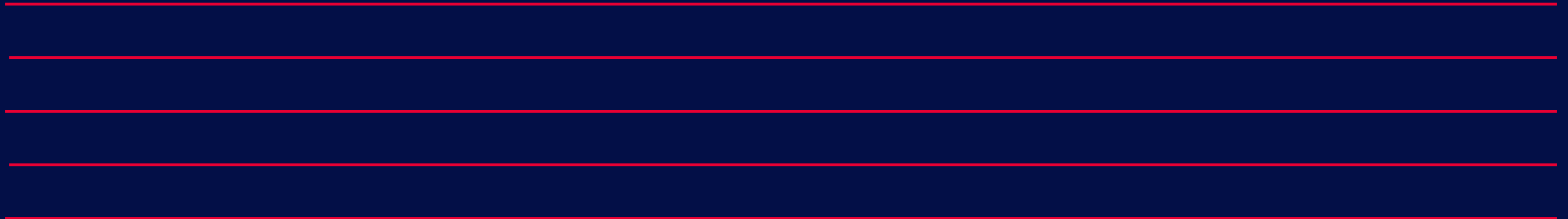# Brand guidelines

May 2018

PRS
for MUSIC
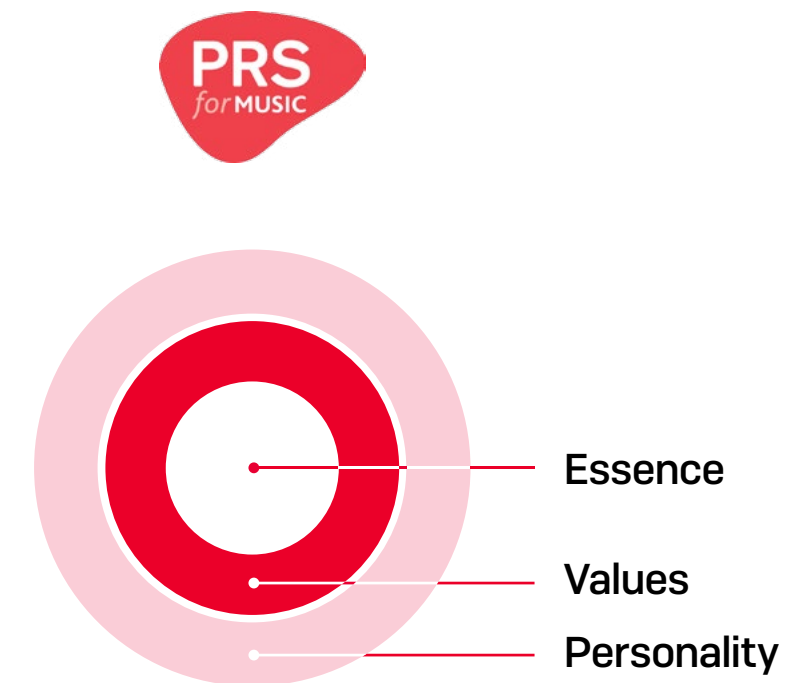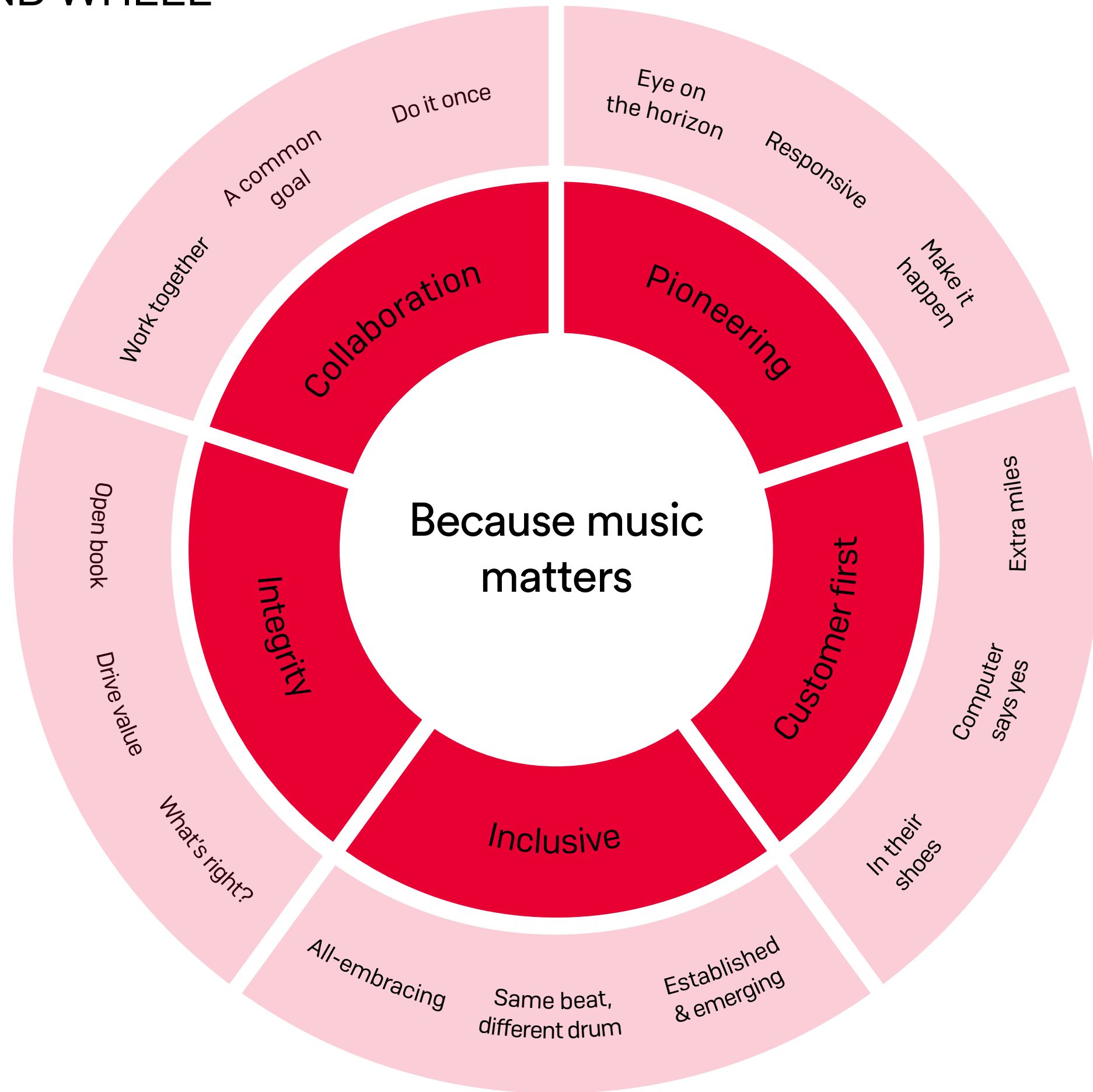
Music wouldn't exist without the work of songwriters,
composers and publishers.
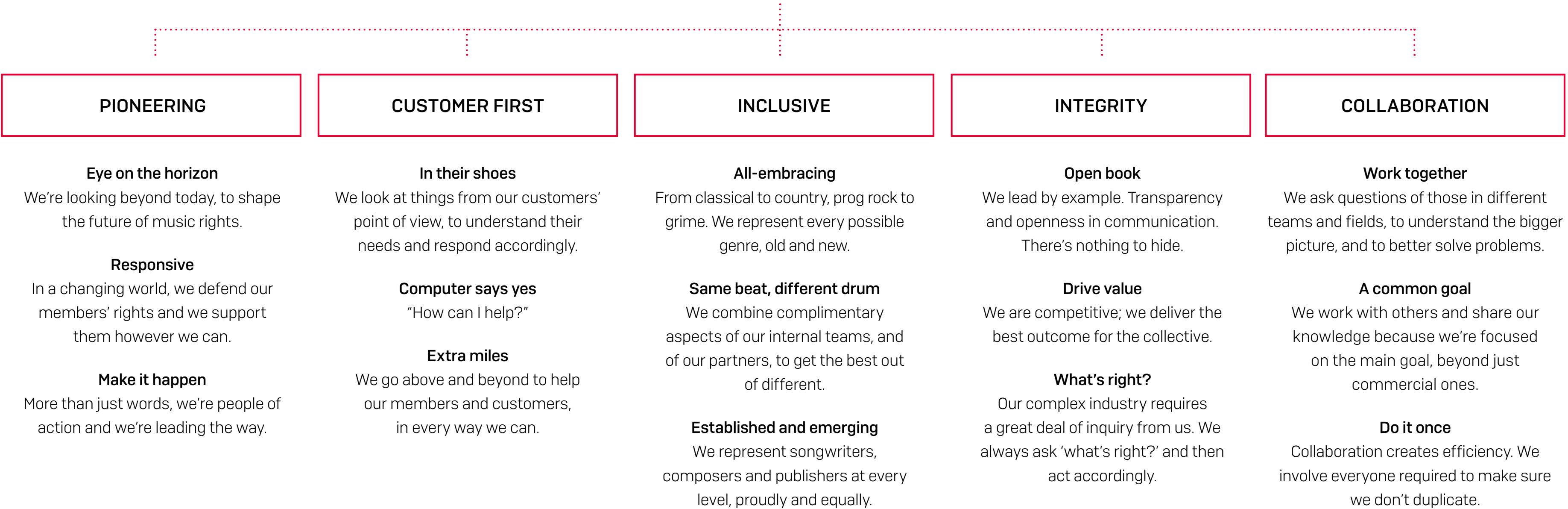
We're here to represent them and ensure that they are rewarded
for their creations.

BECAUSE MUSIC MATTERS

BRAND WHEEL

Because music matters

Collaboration
- Do it once
- A common goal
- Work together

Pioneering
- Eye on the horizon
- Responsive
- Make it happen

Integrity
- Open book
- Drive value
- What's right?

Customer first
- Extra miles
- Computer says yes
- In their shoes

Inclusive
- All-embracing
- Same beat, different drum
- Established & emerging

- Essence
- Values
- Personality

BRAND VALUES

Because Music Matters

PIONEERING	CUSTOMER FIRST	INCLUSIVE	INTEGRITY	COLLABORATION

Eye on the horizon
We're looking beyond today, to shape the future of music rights.

Responsive
In a changing world, we defend our members' rights and we support them however we can.

Make it happen
More than just words, we're people of action and we're leading the way.

In their shoes
We look at things from our customers' point of view, to understand their needs and respond accordingly.

Computer says yes
"How can I help?"

Extra miles
We go above and beyond to help our members and customers, in every way we can.

All-embracing
From classical to country, prog rock to grime. We represent every possible genre, old and new.

Same beat, different drum
We combine complimentary aspects of our internal teams, and of our partners, to get the best out of different.

Established and emerging
We represent songwriters, composers and publishers at every level, proudly and equally.

Open book
We lead by example. Transparency and openness in communication. There's nothing to hide.

Drive value
We are competitive; we deliver the best outcome for the collective.

What's right?
Our complex industry requires a great deal of inquiry from us. We always ask 'what's right?' and then act accordingly.

Work together
We ask questions of those in different teams and fields, to understand the bigger picture, and to better solve problems.

A common goal
We work with others and share our knowledge because we're focused on the main goal, beyond just commercial ones.

Do it once
Collaboration creates efficiency. We involve everyone required to make sure we don't duplicate.

1

THE MARQUE

Note

Never try to re-create the logo. Digital artwork is available for all applications from our Artwork Assets library.

CLEAR SPACE
& MINIMUM SIZES

To ensure that legibility and standout is not compromised by other encroaching elements, keep a minimum clear space around our logo at all times. Minimum size of the logo (based on its height) should be restricted to the dimensions below to retain legibility at very small display.

MINIMUM SIZE FOR PRINT
H = 11mm

(H)

CLEAR SPACE &
MINIMUM SIZES – SCREENS

MINIMUM SIZE FOR DESKTOP
H = 62px at 72dpi

CLEAR SPACE AT THIS SIZE
= 19px

(H)

MINIMUM SIZE FOR MOBILE
H = 49px at 72dpi

CLEAR SPACE AT THIS SIZE
= 15px

(H)

The Marque

Note

These sizes have been taken
from your current website.

DO NOT'S

Preserving the integrity of the logo across all communications is paramount. Knowing what not to do is important for keeping consistency, professionalism and trust, within the brand and externally. Here are some examples of what not to do with the logo in any instance.

———

01 Do not stretch or rotate the logo
02 Do not change the colour of the wordmarque or its constituent elements
03 Do not change the ratio of the logo elements
04 Do not change the wordmarque

The Marque

PRS for Music

CORE LOGO – TWO COLOURS

The primary *PRS for Music* brand logo.
For use on most applications.

———

01 Light background variant
02 Coloured background variant
03 Dark background variant

01

02

03

How to use the logo
Always use the logo on a strong contrasting background to give it prominence.

CORE LOGO – MONOCHROME

Sometimes you may be required to produce or print brand assets in black and white only. When this is the case, use the following variants.

——

01 Light background variant
02 Dark background variant

BRAND COLOURS

BRAND COLOURS
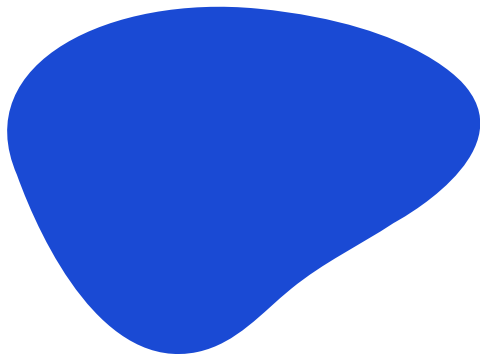
PRS Electric Blue
Pantone 2388c
#1949d3

R 26
G 74
B 212
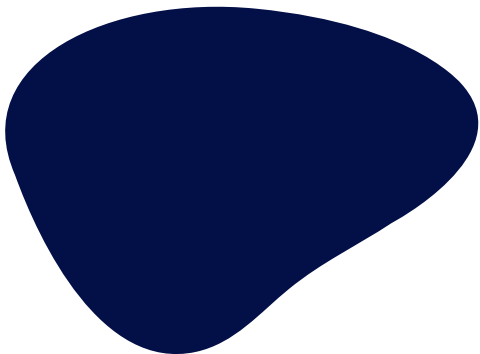
C 100
M 60
Y 0
K 0

PRS Midnight Blue
Pantone 2766c
#020f47

R 3
G 15
B 71

C 100
M 100
Y 40
K 25
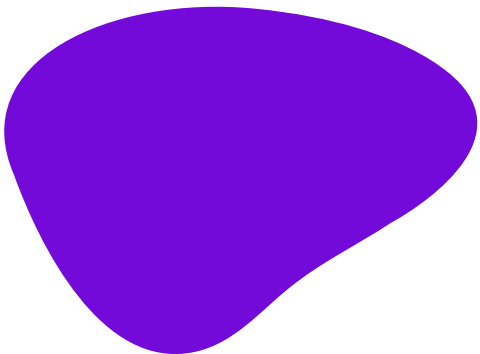
PRS Purple
Pantone 2089c
#720ad8

R 115
G 10
B 217

C 80
M 80
Y 0
K 0
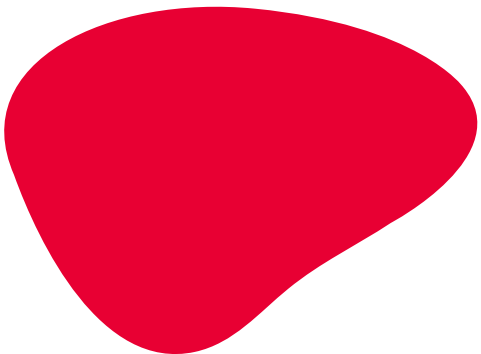
PRS Passion Red
Pantone 185c
#e80033

R 232
G 0
B 51

C 0
M 94
Y 78
K 0
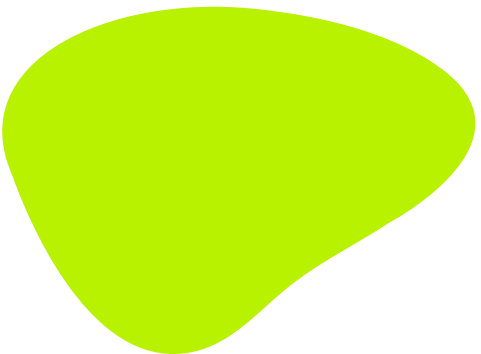
PRS Lime Green
Pantone 2290c
#b7f200

R 184
G 242
B 0

C 45
M 0
Y 90
K 0

Brand Colours

COLOUR RATIOS

To ensure brand harmony, our colours should be used in the following approximate ratios within page layouts and designs. Note that this page is intended as a guide only and discretion by the designer is advised and expected as always. **Remember, these colour ratios work relative to the appropriate amount of white space required by the specific application.**

5%

15%

15%

50%

15%
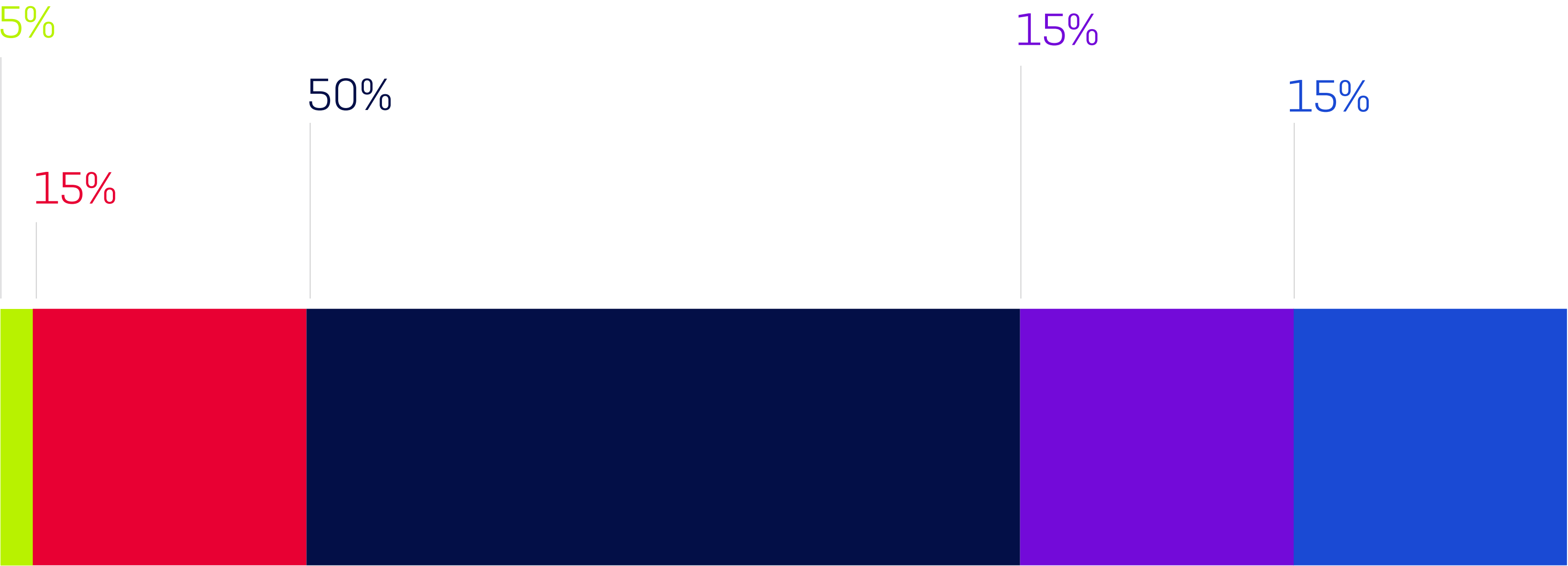
Brand Colours

COLOUR RATIOS –TINTS

Where appropriate, the brand colours may also by used in certain tints e.g. online use and tables.

#fcfef3	#fdf2f6	#f2f3f7	#f9f3fd	#f3f6fd	5%
#f5fcda	#fad9e0	#d8dbe2	#e9daf7	#dde4f7	15%
#effac2	#f8c0cd	#c0c4d0	#dac2f4	#c6d3f3	25%
#def686	#ef819a	#8188a2	#b689e8	#8da6e8	40%
#cef252	#e94367	#414d73	#9251df	#537bdb	75%

Brand Colours

PRS for Music
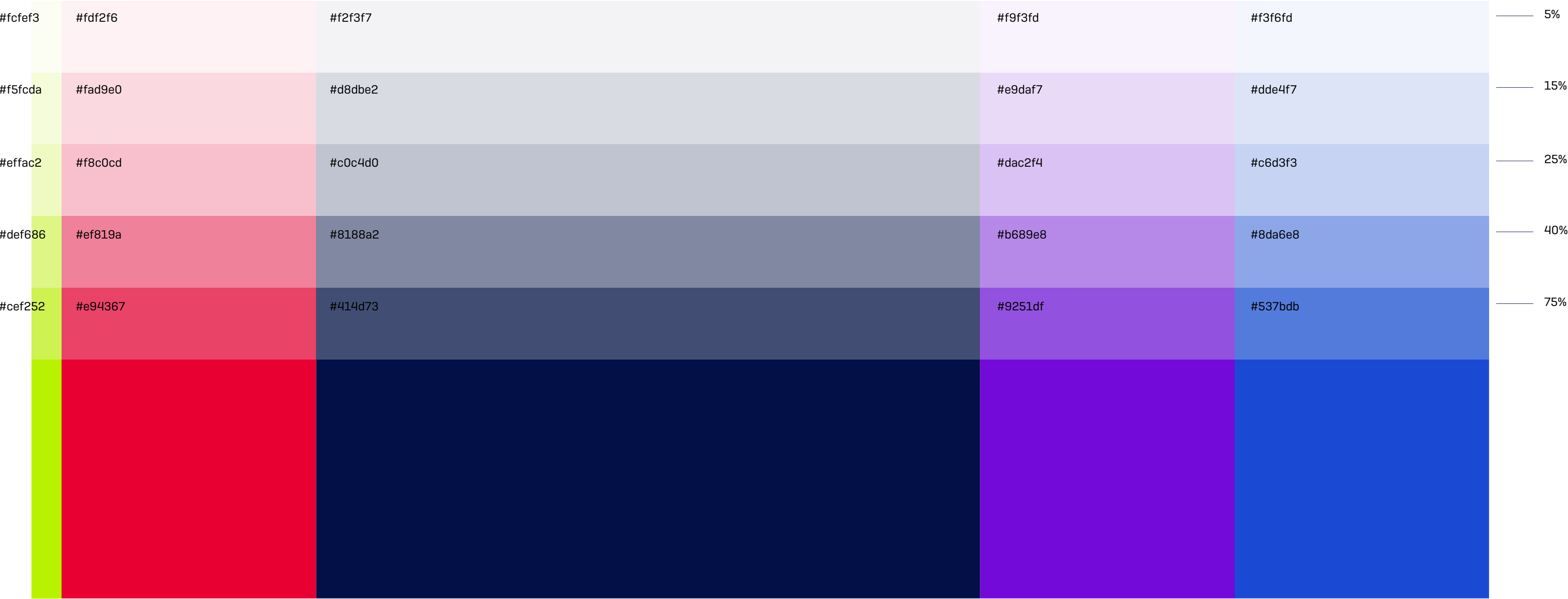
COLOUR GRADIENT

Music is all about experience so a flat, lifeless environment wouldn't reflect what we do. That's why we created our gradient, to give life and substance to our brand.

The gradient can be used as a background or to add impact to applications when photographyis not appropriate or possible. It is supplied as an EPS/jpeg and can be cropped or flipped to suit your needs, just make sure that both colours are visible.

3

TYPOGRAPHY –
CAMBER

Camber is our headline typeface for the *PRS for Music* brand.
Chosen for standout and ownability, Camber is used for print and online.

CAMBER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&

TRACKING SET to 0 / OPTICAL

Typography

A

TYPOGRAPHY – CAMBER

We only use Camber in the following weights dependent on where it is being used. For most applications the Light to Medium cuts will do nicely. Use bold sparingly, and only use when applicable.

IGGY POP — CAMBER LIGHT

DIANA VICKERS — CAMBER REGULAR

HUEY MORGAN — CAMBER MEDIUM

BEYONCE — CAMBER SEMI BOLD

NOTORIOUS B.I.G. — CAMBER BOLD

Typography

TYPOGRAPHY – MISTER K

Mister K Regular is the secondary typeface for the *PRS for Music* brand, it should only used in conjunction with The Stave as a hand written sign-off. This should be used for additional personality to reflect the membership. Please note it should **not** be used for headline text or body copy.

Roger Waters

MISTER K
REGULAR

For creativity

Typography

TYPOGRAPHY –
SYSTEM FONT

Use Verdana for any application that requires the use of a system font over the brand typeface.

Please note: only use Verdana when it is not possible to use Camber e.g. email signature or Powerpoint.

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&

VERDANA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?&**

TRACKING SET to 0 / OPTICAL

TYPOGRAPHY HIERARCHY

Music wouldn't exist without the work of songwriters, composers and publishers. We're here to represent them and ensure that they are rewarded for their creations.
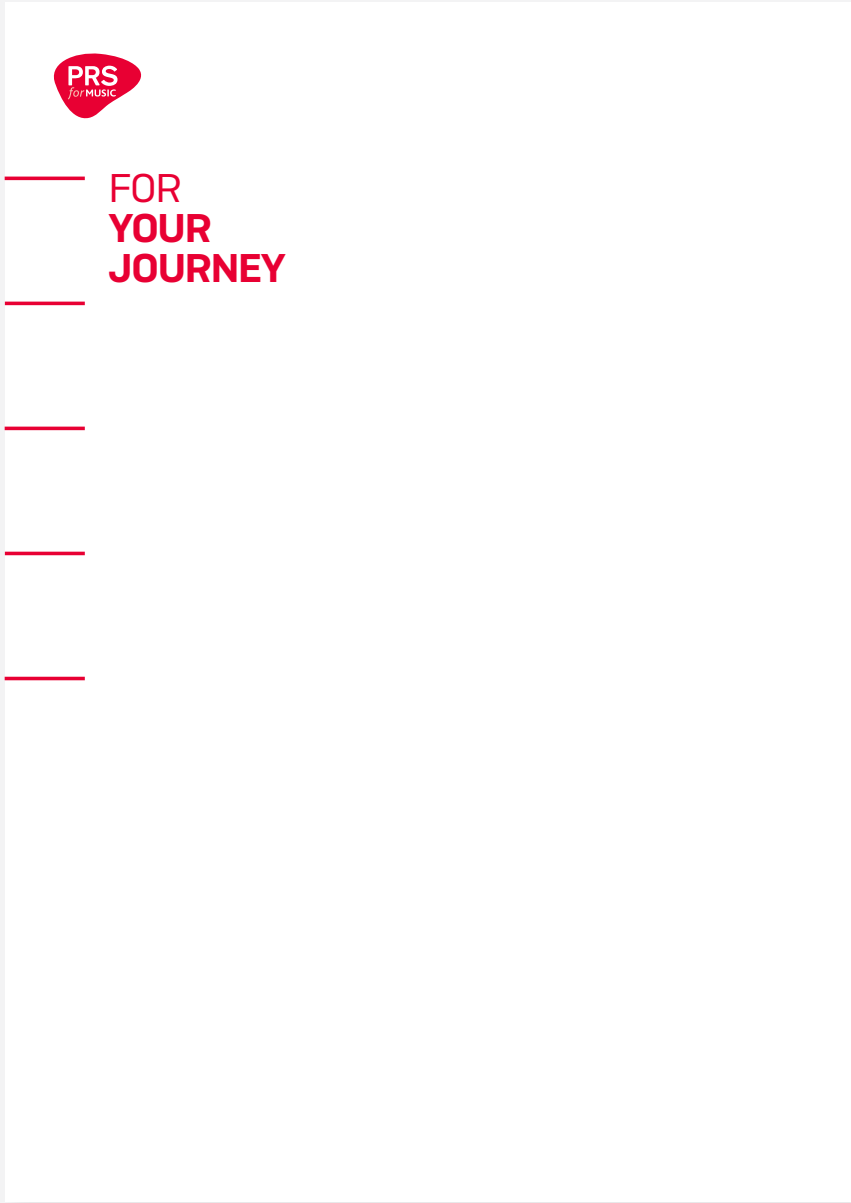
BECAUSE MUSIC MATTERS

Music wouldn't exist without the work of songwriters, composers and publishers. We're here to represent them and ensure that they are rewarded for their creations.

BECAUSE MUSIC MATTERS
BECAUSE MUSIC MATTERS
BECAUSE MUSIC MATTERS
BECAUSE MUSIC MATTERS

Typography

THE STAVE

THE STAVE

Music starts with a creative mind, a blank sheet and a chord, so it is only fitting that our brand's super graphic should be derived from this idea. The Stave is ingrained in what we do, and is the starting point of our graphic language. The following pages demonstrate how this can be used.

The Stave
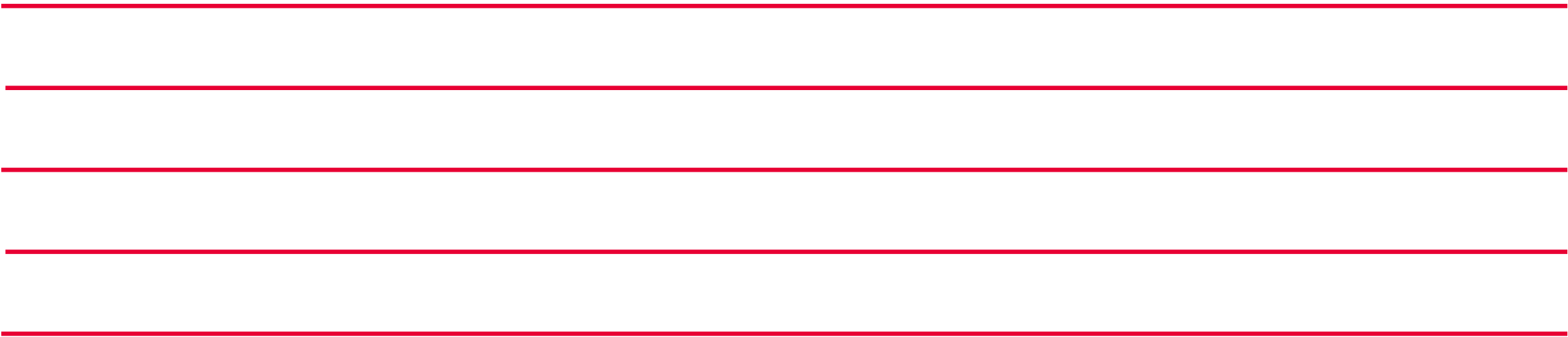
WE'RE HERE FOR MUSIC

For creativity

PRS
for MUSIC

5

LOGO POSITIONS – PORTRAIT

When using a portrait design, use these logo placements as a guide.

---

01 Centered **04** Top-left

02 Bottom-left **05** Top-right

03 Bottom-right

01

02

03

04

05

PORTRAIT DESIGN – CENTERED STAVE

When the stave is centered on a portrait design please use this positioning as a guide.

—

01 Header text locked up to left of stave
02 Mistker K locked up to stave
03 Use a centred type style detailed on page 20

**THIS COULD BE
AN ANTHEM**
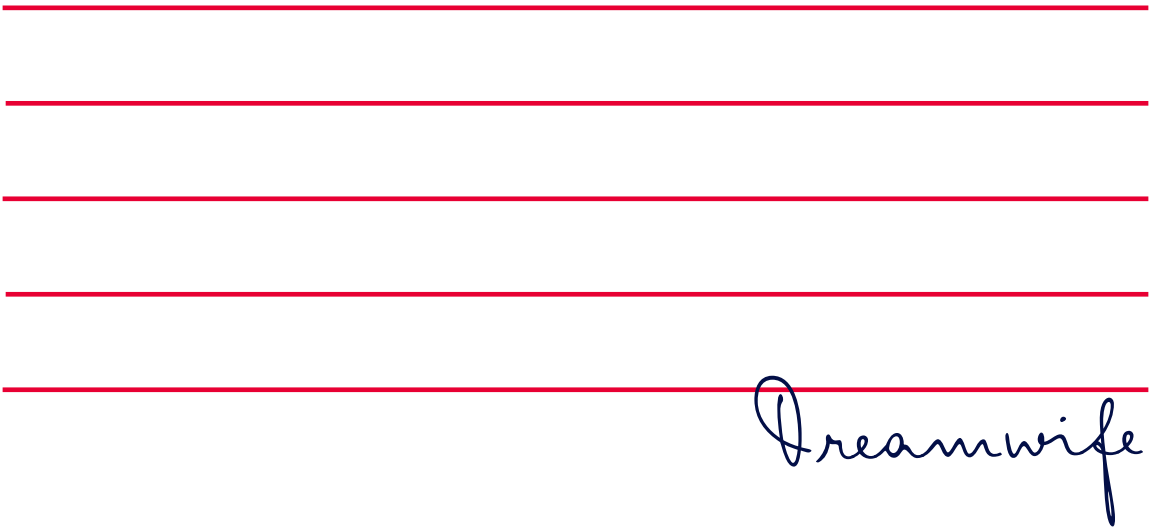
Dreamwife

01

02

Music wouldn't exist without the work of songwriters,
composers and publishers. We're here to represent them
and ensure that they are rewarded for their creations.

BECAUSE MUSIC MATTERS

PRS for Music

03

Positioning

PRS for Music

LANDSCAPE DESIGN – CENTERED STAVE

THIS COULD BECOME A MASTERPIECE

Dreamwife

PRS *for MUSIC*
Music wouldn't exist without the work of songwriters, composers and publishers. We're here to represent them and ensure that they are rewarded for their creations.
BECAUSE MUSIC MATTERS

Positioning

PLAYING WITH THE STAVE

The stave is designed to be enlarged, cropped and played with, in order to create other diverse layouts. The examples below demonstrate how the logo can work with the stave. Note that this page is intended as a guide only and discretion by the designer is advised and expected as always.

BECAUSE MUSIC MATTERS

PRS for Music

CLASSICAL MUSIC CONCERTS & RECITALS

PRS for Music

FOR **YOUR JOURNEY**

PRS for Music

PRS for Music

PHOTOGRAPHY

PRIMARY
PHOTOGRAPHY

CURRENT PHOTOGRAPHY

ACTION SHOTS

PORTRAITS

Photography

OUR PHOTOGRAPHY

These examples, where our brand colours are highlighted in the image, work brilliantly.
They are lively, enthusiatic and fun, and help to emphasising our brand palette.

ACTION SHOTS

PORTRAITS

Photography

PHOTOGRAPHY VALUES – ACTION SHOTS

Should have an energy and life to them. They are bursting at the seams with emotion, power and movement.

Photography

PHOTOGRAPHY VALUES – PORTRAITS

These should hero one, or a few people. Their face/faces should be prominent and well lit.

Photography

CUT-OUT
PHOTOGRAPHY

CUT OUT PHOTOGRAPHY

Photography

PHOTOGRAPHIC
TREATMENTS

HALF TONE

Photography

ADDING ANOTHER COLOUR

Photography

DUOTONE

Photography
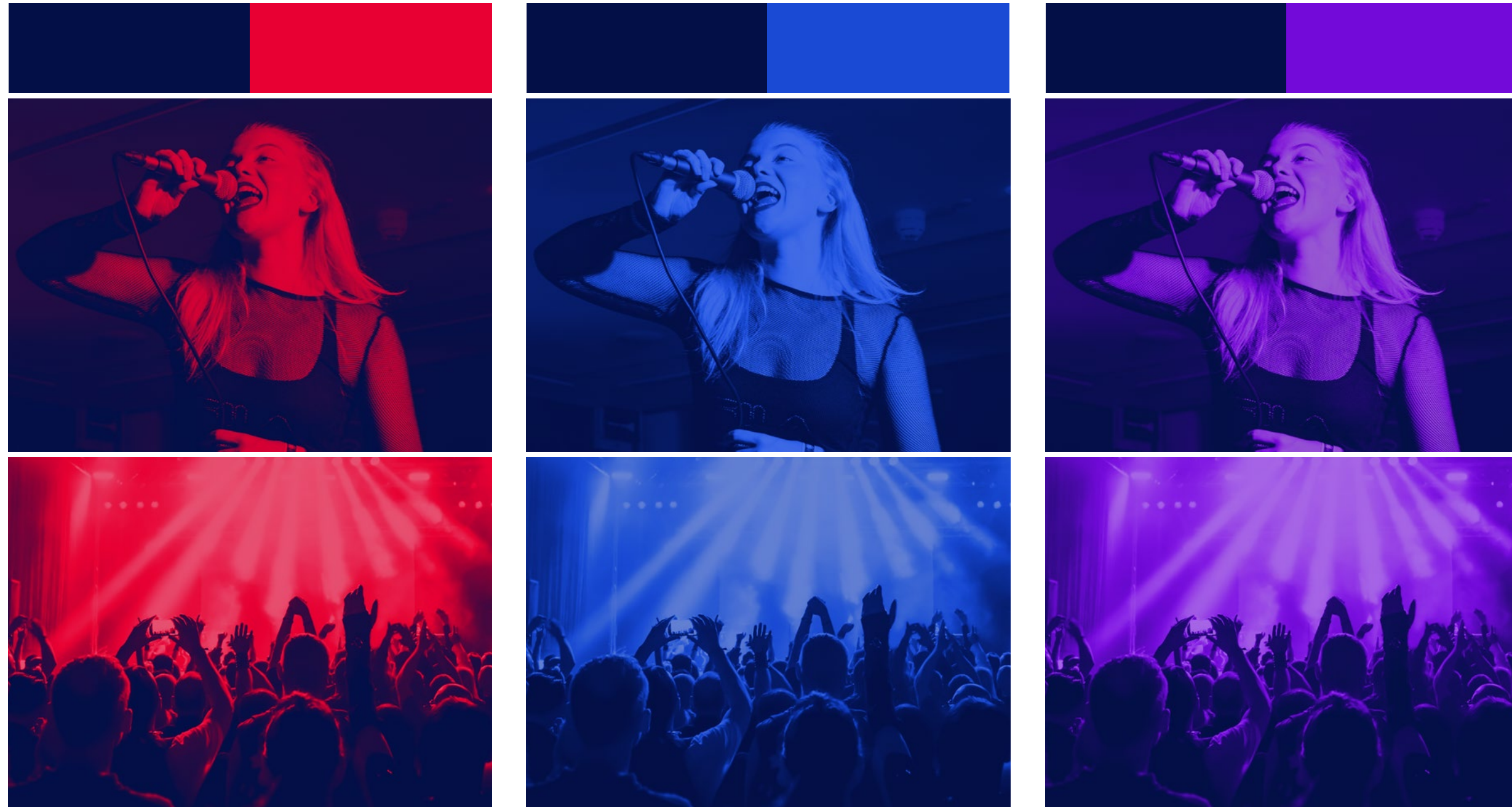
PHOTOGRAPHY SUMMARY

Full colour

Photos in full colour can be used throughout the brand to convey our vibrant and energetic company.

Cut-out

Cut-outs can be made from images of performers and writers. They can be in both full color and duotone.

Duotone

Duotone images can be used throughout the brand for a subtler colour when a pop of bright brand colours are used over the top.

Two colours

Images may be made using any combination of two of the brand colours that are specified on page 33. These images should only be used in infographics.

THE STAVE WITH PHOTOGRAPHY

WE'RE HERE FOR MUSIC

THIS COULD BECOME A MASTERPIECE

THIS COULD BECOME AN ANTHEM

PRS for MUSIC

ALWAYS THERE
BECAUSE MUSIC MATTERS

PRS
for MUSIC

Please note

This is an example of an image which does **not** work. Avoid images where parts are blurred and make sure that the subject is engaging with the audience.

PUTTING
EVERYTHING
TOGETHER

8

INDICATIVE ADVERTISEMENTS – PORTAITS IN DUOTONE

INDICATIVE ADVERTISEMENTS –
PORTAITS IN DUOTONE

INDICATIVE ADVERTISEMENTS – CUT-OUT PHOTOGRAPHY

INDICATIVE ADVERTISEMENTS –
CUT-OUT PHOTOGRAPHY

WE'RE HERE FOR MUSIC

For your journey

WE'RE HERE FOR MUSIC

For your journey

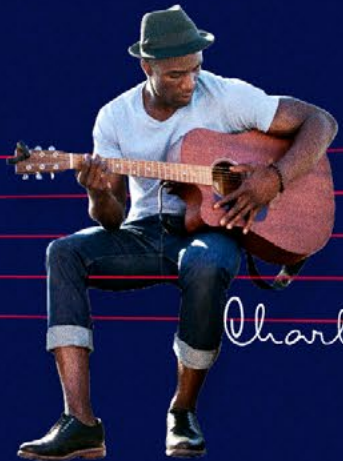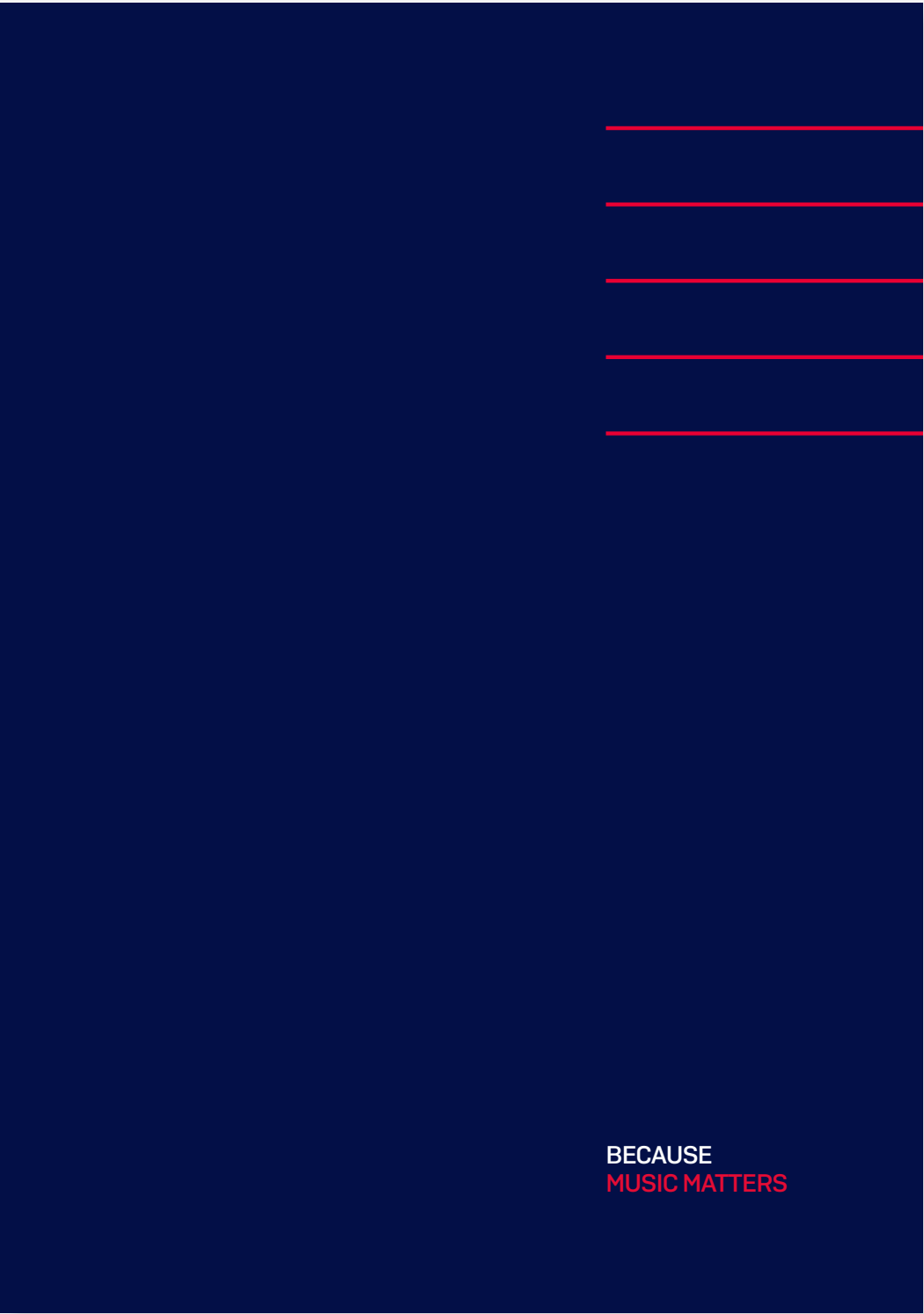WE'RE HERE FOR MUSIC

Charles Fry

PRS for MUSIC

INDICATIVE DOCUMENT COVER

Please note this is just one of many examples as to how the brand guidelines can be used in this format. Explore, experiment and create other variations as needed.

BACK

FRONT

ANNUAL REPORT **2018**

BECAUSE
MUSIC MATTERS

PRS for Music

03 **For Creativity**

Rerferios aut volut alis magnimi, iliquo quatur sequi doluptaque eum dolor sam faceaquia illi, que simille catemporepel int qui in namenimporum eos eaque none doloresciae ne pratem sitamen.

2

PRS Ltd Annual Report 2018

---

03 **Let's create something**

To know if a business needs a PRS for Music licence, the best way is to ask if it plays music for customers, staff or both through radio, TV, MP3, computer speakers or live events.

IF THE ANSWER IS YES

Then this is classed as a public performance and will need a licence in line with The Malta Copyright Act chapter 415. This states that permission is needed from the copyright holder to perform music in public.

Music in a restaurant or a nightclub is an obvious example of a performance but it can also include music on hold or when a TV is playing in the background. In both cases, a PRS for Music licence is required as music is being performed. Even if it is the Strada Stretta theme tune – whoever wrote the song is entitled to their royalties. PRS for Music's licensing is flexible and covers not only music from Malta and the UK but from countries all over the world.

Itaquia dolorep editiande ventinci odis veliquatur as int re, quae. Itatusam, volo con pre, aut iusam fugiaes aniti rehenis am volupid quatiscius.

Soluptas nest illit, acea nectatet por mintet laut latemped qui ut optatationem et esequas eos simolor empelia que dolorectae

nimpossit hillanitatur arit volorro quas et il ipsanit eturiti cone laccum ex eum escid ut quunt veliquodi re, si odiae vellestrumet ipsanis aceratu scipsumquiae pa nonsediciis non consedipsae volesto volore vel evelesc ilicia dolo beaquia nusam vellacitia velianti dicto offic tem. Velis mod qui dollessequid quibus expliqu ibusam et, si id magnam viducillabo. Bus dolo doluptatur?

ENT. VELLORE SUNT AUT

Voluptaque nonsecte Temod ent fugiatem faces re ilitaten duciderum harum sincto iur se cus es porero ducipis eium et et omnis excesequasin nobis si optat dis reptia ipsam imliqu iaerissed ma cus, que et atquo dolupta speless incteicum, coresenia volest verum ut aut eos millis dolloru ptatquam vent ducime invelib erferro videbiscit erum eati natis adi tent, odigend anditas aditatatur repe excearum quuntinctat list, quibus provid ea peribusande dis que omnis doloria sperum seria di abo. Iquiam quatemp orumquas maiost pro blatium.

PRS Ltd Annual Report 2018

Music Works

Picture yourself on a Saturday afternoon browsing in your local shop. An absolute killer track comes on, then what do you do? You stay, pretending to look at items longer just to hear it all. You might even see something you like and buy it.

Well, you're not the only one this happens to. While customers would prefer to stay shopping in a business where music is played, it can also do wonders for staff morale. Any task can be enhanced by a great soundtrack.

At PRS for Music, we know the value of music in your business and what benefits it can bring aside from getting those cash tills ringing. But don't just take our word for it, check out some findings from our MusicWorks research. **Visit www.musicworksforyou.com for the full information on how music benefits businesses.**

80%
of bars believe both customers and staff would complain if the music was turned off.

93%
of bars believe both customers and staff would complain if the music was turned off.

90%
of bars believe both customers and staff would complain if the music was turned off.

88%
of bars believe both customers and staff would complain if the music was turned off.

91%
of bars believe both customers and staff would complain if the music was turned off.

PRS Ltd Annual Report 2018

BECAUSE MUSIC MATTERS

CLASSICAL MUSIC CONCERTS & RECITALS

Tariff 'LC' (2016.07)
Effective from 1st July 2016

FOR YOUR JOURNEY

FOR MUSIC

FOR MUSIC

PRS *for MUSIC*

Paul Nichols
Creative Services Manager
paul.nichols@prsformusic.com

PRS for Music
2 Pancras Rd,
Kings Cross, London
N1C 4AG

+44 (0)20 7580 5544
info@prsformusic.com
prsformusic.com

PRS *for MUSIC*

Paul Nichols
Creative Services Manager
paul.nichols@prsformusic.com

PRS for Music
2 Pancras Rd,
Kings Cross, London
N1C 4AG

+44 (0)20 7580 5544
info@prs.co.uk
prsformusic.com
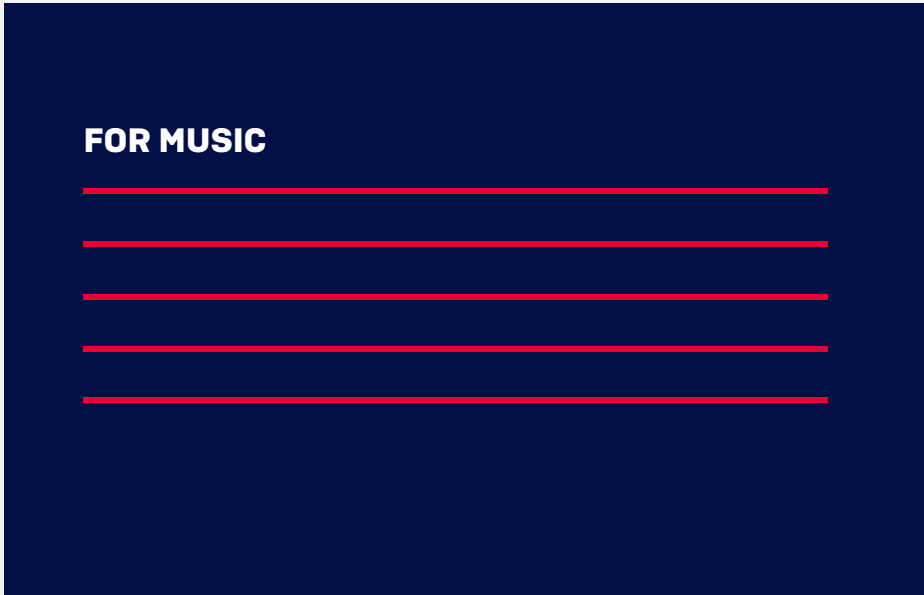
CONFIDENT
OPEN
WARM

9

Explaining each
tonal value in detail

01.
CONFIDENT

Why
CONFIDENT?

We are leaders, pioneers and guardians. For over 100 years, people have looked to us for advice, guidance and protection, but they'll only put their trust in us if we exhibit authority, accuracy and understanding. By using a considered tone and efficient language we'll not only give them confidence in our ability, they'll respect our point of view. We're not cocky or hectoring, but we are robust and unambiguous. Not for the sake of it, but because music matters.

Write
CONFIDENT

Straightforward

Nine times out of ten, the fastest route between two points is a straight line. Our language should follow the same trajectory. Say just enough, then stop. Avoid sector jargon and business cliches. Here's a way to test your straightforwardness: read out what you've written. Does it sound like something you'd normally say? If not, it's time to edit out any overly-formal and unnecessary language.

Useful

Have you ever read something, but been none-the-wiser when you got to the end? Annoying, isn't it? That's why we need to make sure everything we write has a clear purpose and leaves the reader in no doubt what you want them to do next. Include contact details up front so they don't have to go hunting for them. Put them in the picture by explaining the context and relevance of what you're saying.

Optimistic

When we're talking about all the good stuff we do it's easy to be upbeat and positive. But when we have to explain the detail of contracts or respond to queries it's not so simple. Much easier, in these instances to become defensive, formal or hide behind technical jargon. Doing this undermines the trust and confidence placed in us. Instead, try to remain progressive and constructive. You'd be amazed how disarming a bit of cheeriness can be.

CONFIDENT sounds like:
authentic, knowledgeable, upbeat, robust, clear, informative, helpful, positive.

CONFIDENT doesn't sound like:
cocky, arrogant, bullying, flippant, dismissive.

02.
OPEN

Why OPEN?

We work in one of the world's most dynamic industries, so the language we use should reflect our appreciation of new ideas. We've had quite a few of our own regarding the licensing of tracks and protecion of artists, so in many ways we are industry pioneers.   To reflect our original thinking, try to avoid tired clichés and familiar phrases. Keep your language fresh and interesting. Of course, new ideas are sometimes the hardest to accept and understand, which is why we have a considerate, open-minded attitude. We welcome change and love to hear different opinions. This feeds into the collaborative nature of our business and also reflects the partnership and teamwork needed to create great music. Encapsulating our considerate, collaborative approach to business, try wherever possible to invite the reader into the conversation. This works particularly well on social media and blog/news posts. It won't be possible everywhere, but it demonstrates that we're human beings with opinions and curiosity - not an arm's-length, uninterested corporate.

Write
OPEN

Original

We know that asking you to write with total originality every time you turn on your computer is an impossible task. So pick your moment and if you see an opportunity to do something differently, go for it. You don't need to invent a new language or force quirkiness into every sentence. In fact, that would be a bad thing. Avoiding clichés and familiar phrases is a good place to start. Writing in an unexpected style is even better. Ask questions. State surprising facts. But don't force it.

Considerate

This is about understanding the reader before you start writing for them. It's our 'Customer First' ideal brought to life. Your audience are all probably busy, so put your main points up front; write using language they'll understand, not necessarily industry jargon; offer clear, simple ways for them to respond.

Collaborative

Being collaborative could be as simple as sharing a useful piece of information in an email or as involved as debating a point on social media. It won't always be possible, but stay alert for when the appropriate moment presents itself. Ask for opinion; invite debate; discover if there's anything we could be doing better and if our readers want to help us achieve it.

Why WARM?

Sometimes it's difficult to imagine what a 'brand' is and how writing in a particular way can help to protect it. So think of it this way: it's what people say about us when we're not there to hear it. We're a service provider, so how we behave and what we say are virtually the only things people can use to form their opinion of us. That's why our default personality should be warm and welcoming. It takes little or no effort to be pleasant, but the benefits are priceless. It encourages openness and respect. It creates meaningful connections that help us work faster and with less stress. It results in people saying nice things about us, even when we're not in the room. Being warm shows we understand and care - not by using high-brow analysis- but in a simple, intuitive way that are easy to put into action.

Write
WARM

Supportive

Being supportive isn't difficult, even when people are. It's about putting yourself in their shoes then helping them to find the best way forward. It might not always be a way forward that makes your life easier, but going above and beyond is what sets us apart. We're the ones who care enough. More than enough, in fact.

Approachable

The first ten words you write set the rules of engagement for the rest of the conversation, letter, email, job ad or whatever else it is you're saying or writing. If well-chosen they can make people feel instantly at ease, but if you're starchy or impersonal it will raise invisible barriers and influence everything else they think about us.

Relevant

The more you can talk to someone about their specific circumstances the better the relationship you'll build with them. We're not a faceless, uncaring bunch so don't let your language drift off into cold, generic territory that betrays our real selves. Take a few moments to understand the context of what you're writing about and then tailor your language to show you understand. Use facts specific to the reader and you'll have a captive audience.

WARM sounds like:
caring, informed, empathetic, friendly, charming, helpful, useful, practical

WARM doesn't sound like:
insincere, a fake friend, chummy, overly-familiar, unctuous

PRS for Music
2 Pancras Square
London
N1C 4AG

prsformusic.com