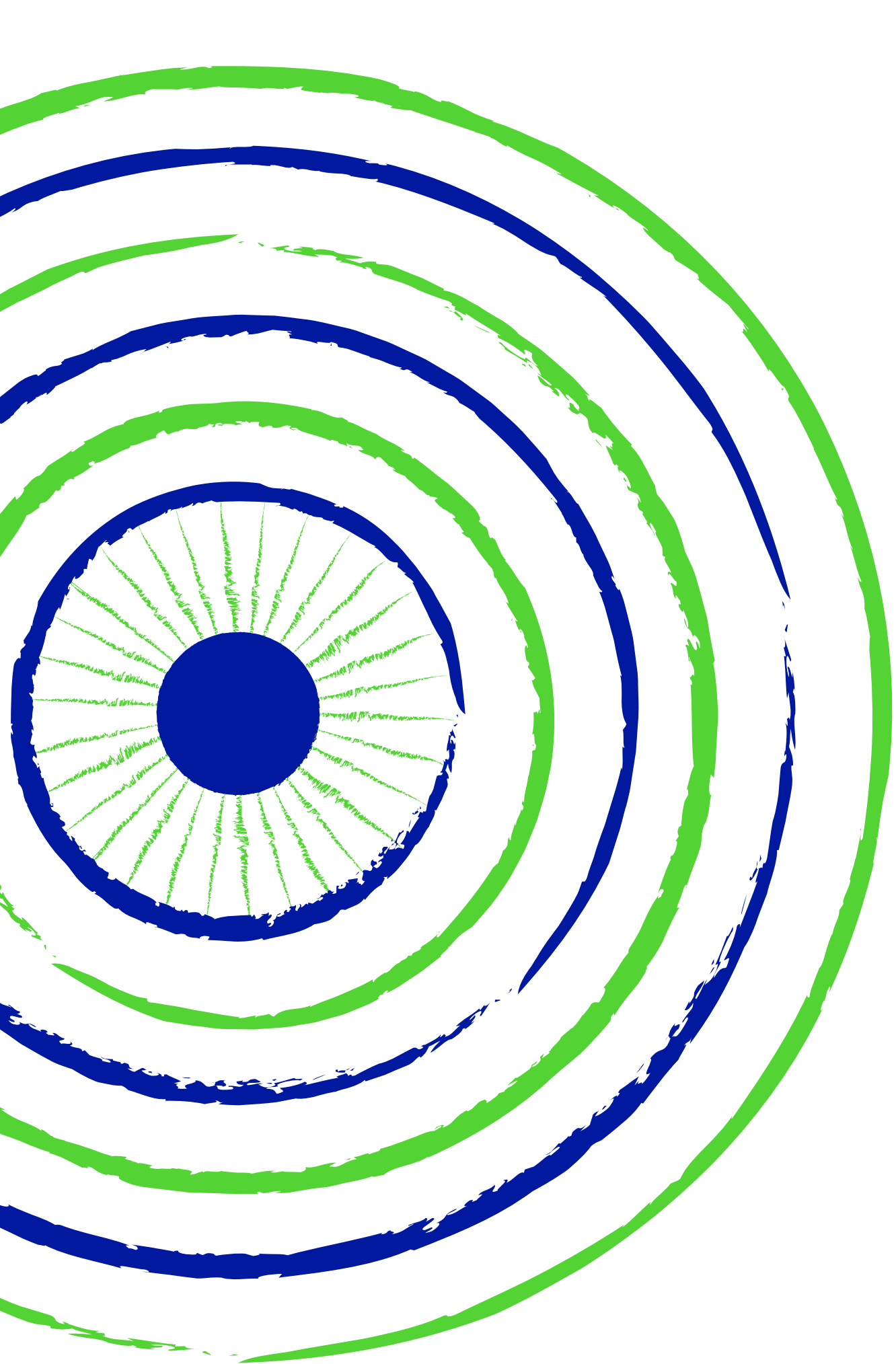




Branding & Style Guide



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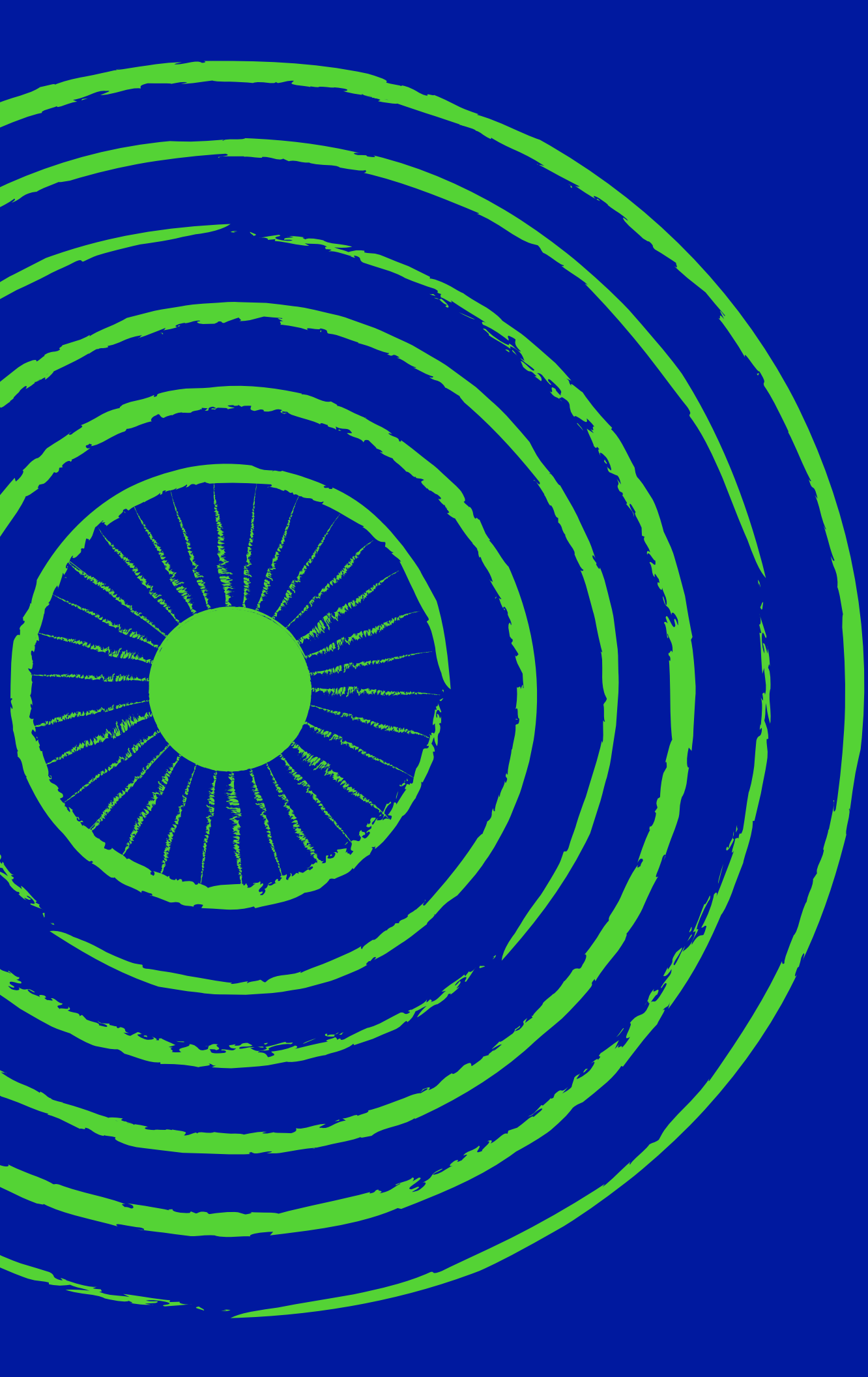
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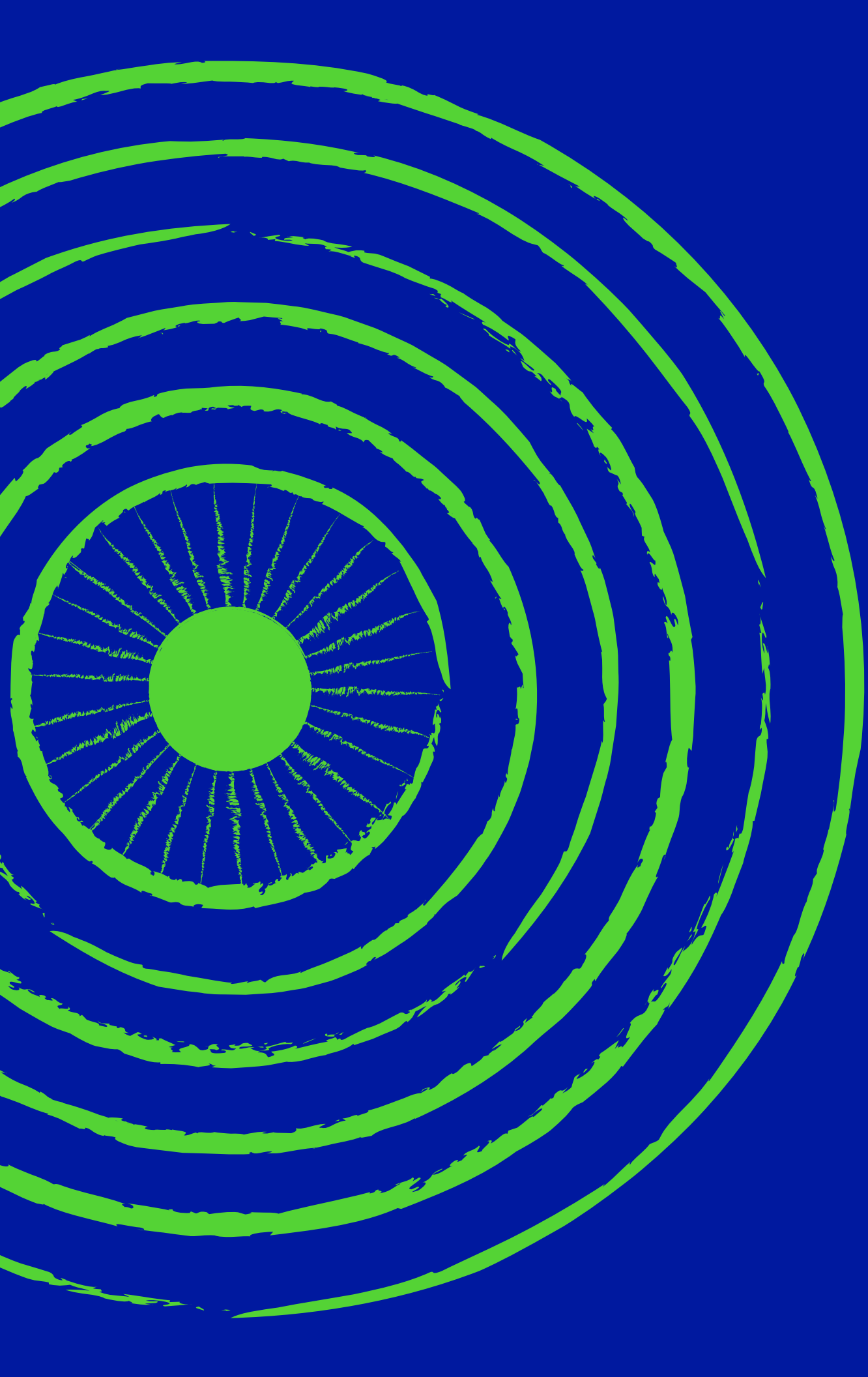
THE COMPANY.

INTRODUCTION.

A Separate Reality Records is an independently owned record store in Cleveland, Ohio that specializes in used records from the 1960's-1990's. Owned by Augustus Payne, a music industry veteran who has done everything from DJing and playing in bands to working in a recording studio and at a record label, the store opened almost ten years ago and has since become Ohio's largest vinyl record store. The store was previously home to an in-house witchcraft museum, and although they've since moved locations and no longer house the museum, that supernatural spirit can still be found in the magic created by music.

OUR MISSION.

At A Separate Reality Records, our goal is to connect you with the music that will transport you to another world.



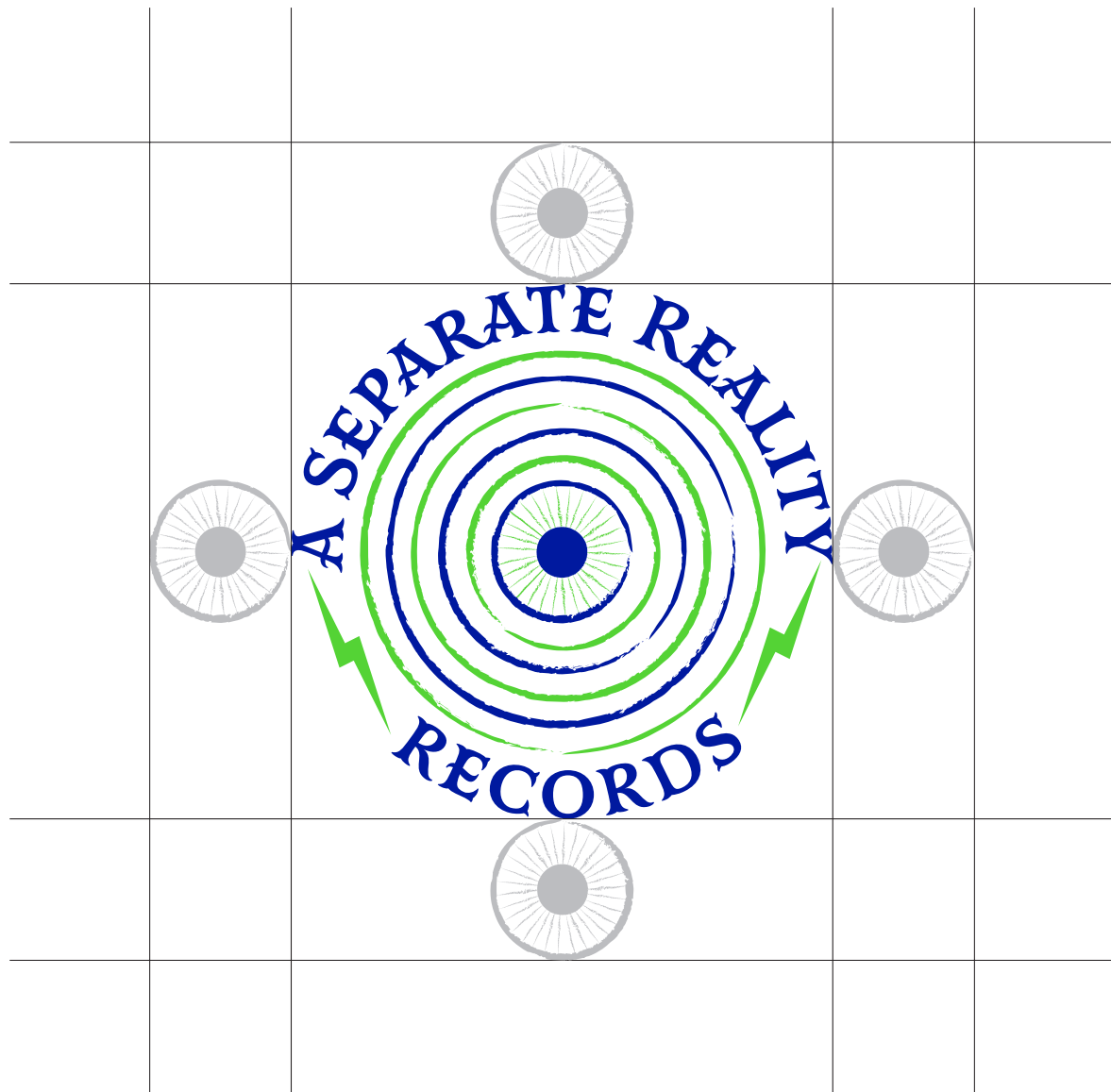
THE LOGO.



THE LOGO.

The A Separate Reality Records logo represents the otherworldly nature of the brand while paying tribute to what matters most: the music. The logo features a vinyl record with an eyeball in the center of it. The name of the company is typed out on a curve in Mr Darcy Bold, keeping the circular shape to maintain the feel of a record. The lightning bolts represent the powerful and electric emotions that music can evoke.

This logo may only be reproduced with permission from A Separate Reality Records and the proper art files. For permission and files, please contact A Separate Reality Records.



CLEAR SPACE.

When using the A Separate Reality Records logo, the proper amount of clear space must always be maintained, both in print and in digital mediums. The clear space is shown in the demonstration. The center eyeball can be used as a measurement tool.

SIZE.

In print format, the logo should always maintain a minimum width of 1". In digital format, the logo should always maintain a minimum width of 100 px.



1" MINIMUM PRINT SIZE



100 PX MINIMUM DIGITAL SIZE



Full color on white background.



Do not skew.



White on dark background.



Do not use a background color that is in the logo.



White on photo.



Do not use on an image that will make the logo illegible.



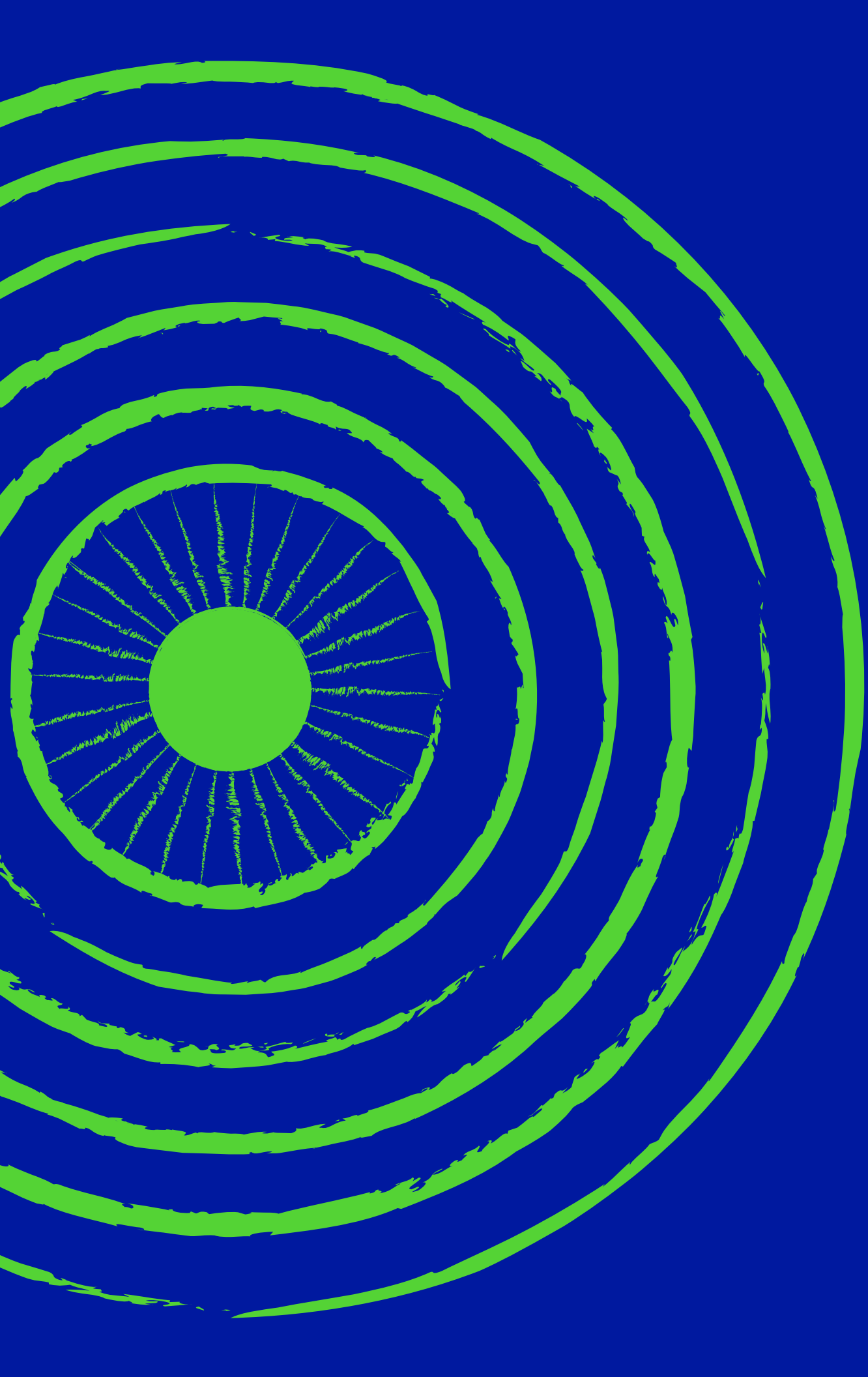
One color.



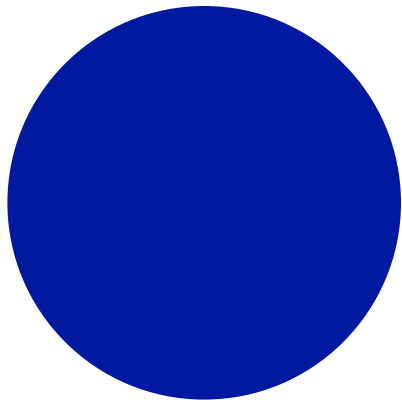
Do not change the colors.

USES AND MISUSES.

Shown here are examples of the proper and improper uses of the A Separate Reality Records logo. On the left are the acceptable alterations of the logo. On the right are unacceptable alterations of the logo and these changes should not be made under any circumstances. Proper use of the logo is imperative to maintaining a cohesive brand identity.



THE LOOK.



BLUE

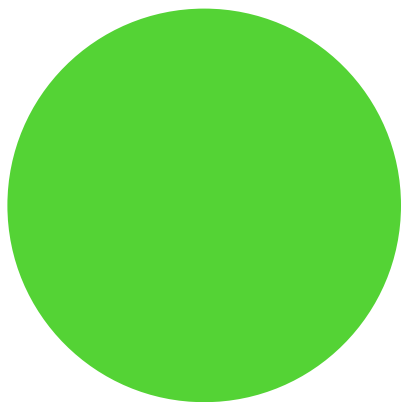
Pantone Blue 072 C

C 100 **R** 0

M 97 **G** 15

Y 3 **B** 159

K 1



GREEN

Pantone 802 C

C 67 **R** 56

M 0 **G** 212

Y 100 **B** 48

K 0

COLOR.

The A Separate Reality Records color palette was chosen to represent the eclectic, psychedelic spirit of the company. The colors are bold and eye-catching, inviting you to enter a separate reality. Always use the correct color specifications when using four-color process reproduction, match color reproduction, RGB reproduction.

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEADLINES: MR DARCY BOLD

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Sub Headlines: Courier Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Body Copy: Courier Regular

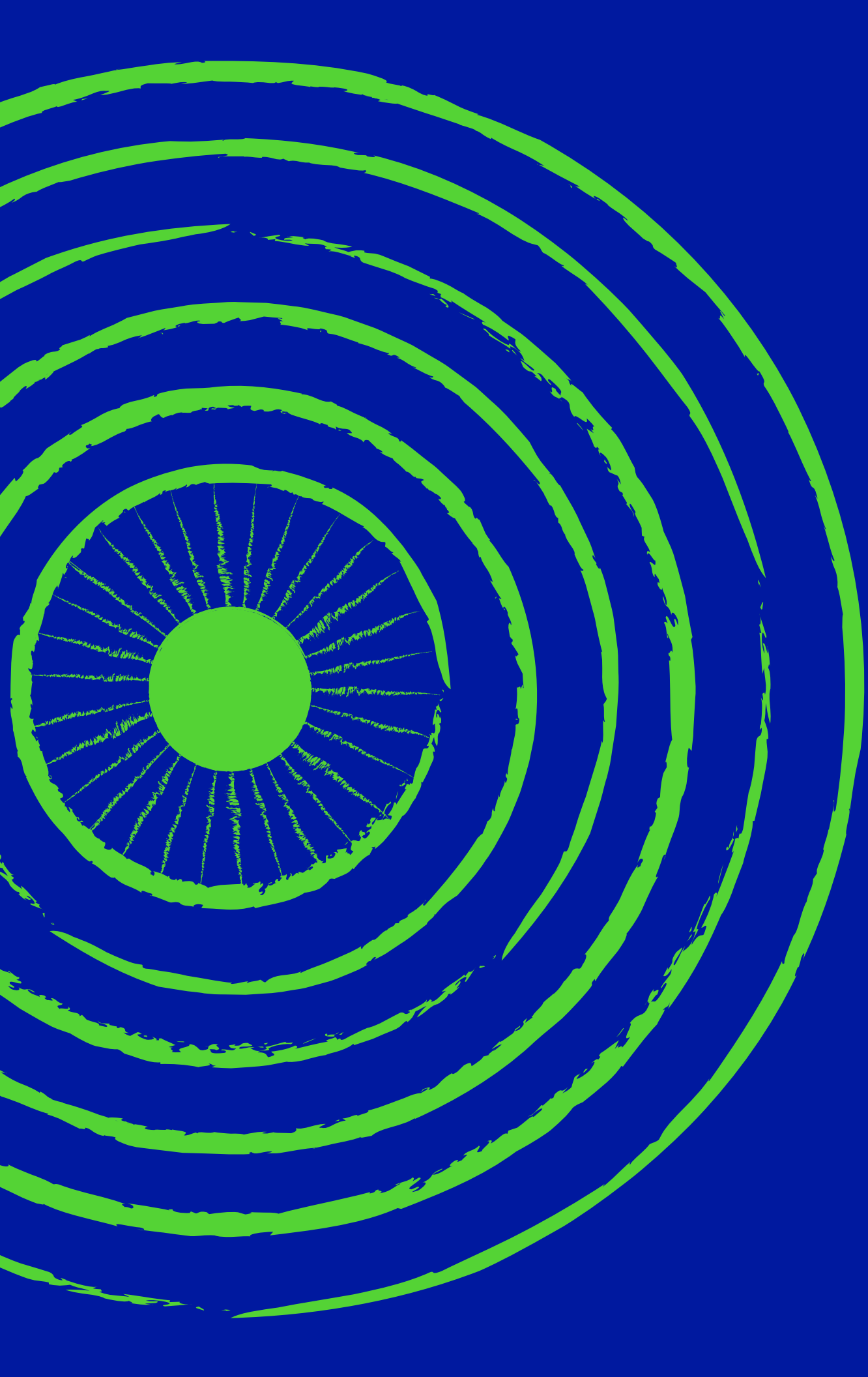
TYPOGRAPHY.

Typography is incredibly important to creating a cohesive brand identity. Mr Darcy was chosen to represent A Separate Reality's psychedelic, surreal feel. Courier was chosen to mimic the look of a typewriter, creating a vintage feel representative of the time period of music that A Separate Reality specializes in-the 1960's to the 1990's.

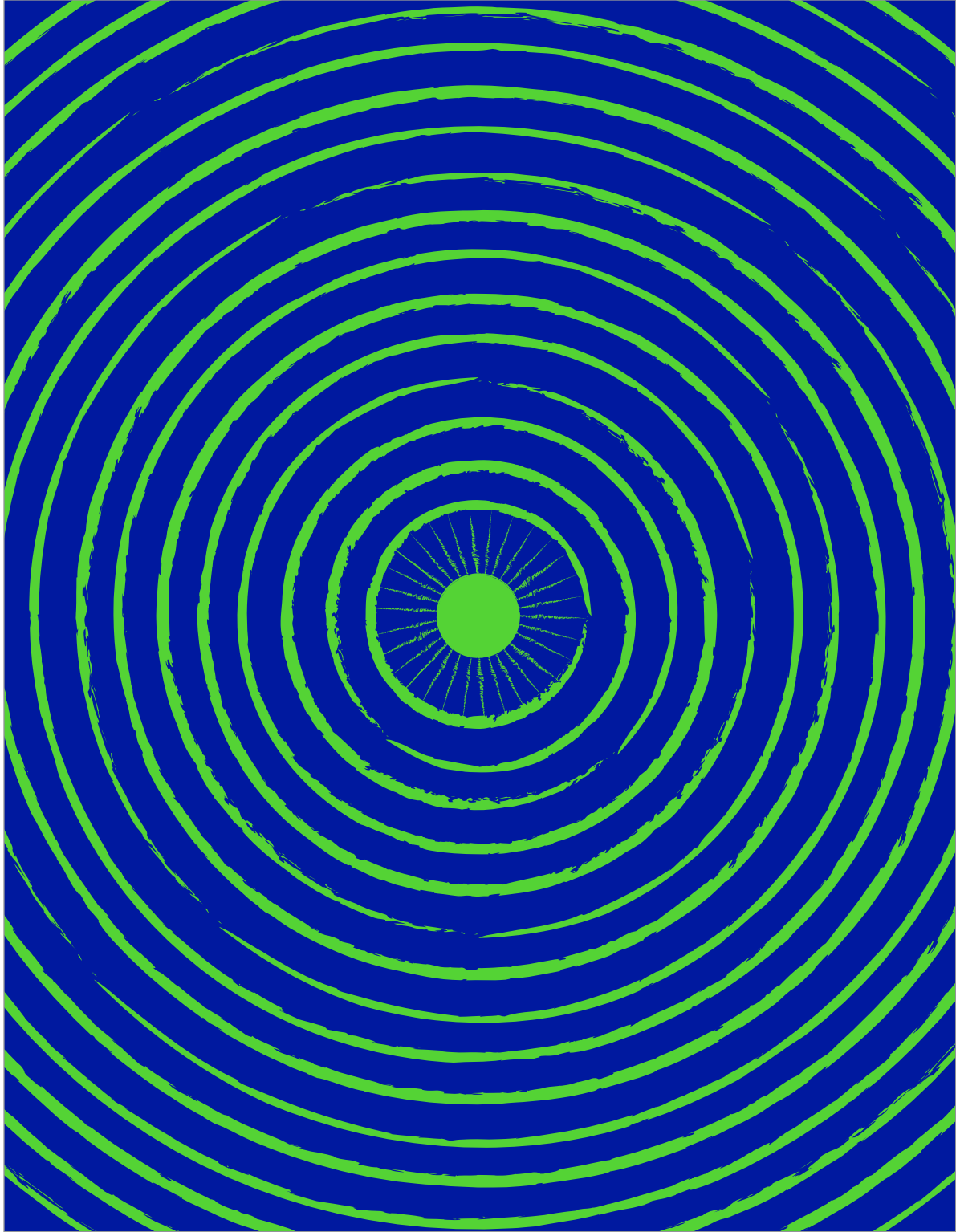


PHOTOGRAPHY.

Photography should be cohesive with the tone of established marketing materials. Vinyl records and record players should be prominently featured. As A Separate Reality Records focuses on the sale of used records, the records depicted in photography don't have to be brand new and a bit of wear and tear is acceptable, but all records depicted should be in good condition. Images should have low contrast and saturation in order to not conflict with the bright colors of the brand.



THE BRANDING.



LETTERHEAD



216-644-7934
11221 Detroit Ave, Cleveland, OH 44102

Dear Jane,

Thank you for inquiring about selling your record collection to A Separate Reality Records. Here at A Separate Reality, we specialize in rare records from The Golden Age of Music, the 1960's-1990's, ranging from psychedelic rock to jazz to hip hop. We take great pride in discovering unknown musical legends and sharing their stories with our customers.

A Separate Reality Records buys, sells, and trades rare vinyl records, and are willing to purchase both individual records and large collections. We're happy to come to you to take a look at your collection! We'll travel anywhere in Northeast Ohio, and we'll even travel as far as Cincinnati, Pittsburgh, or Detroit for a quality collection. We look forward to hearing from you to further discuss selling your records.

Sincerely,

Augustus Payne

Augustus Payne
Owner of A Separate Reality Records



216-644-7934
11221 Detroit Ave, Cleveland, OH 44102

Jane Doe
123 Main Street
Akron, OH 44314

Order Number #ASRR679
Date 10-9-22
Due Date 10-16-22

Invoice

Description	Quantity	Price	Total
The Rolling Stones-Some Girls	1	\$125.00	\$125.00
Bob Dylan-Blood on the Tracks	2	\$41.00	\$82.00
The Ramones-Ramones	1	\$37.00	\$37.00
Funkadelic-Maggot Brain	1	\$27.00	\$27.00
A Separate Reality T-Shirt	5	\$25.00	\$125.00

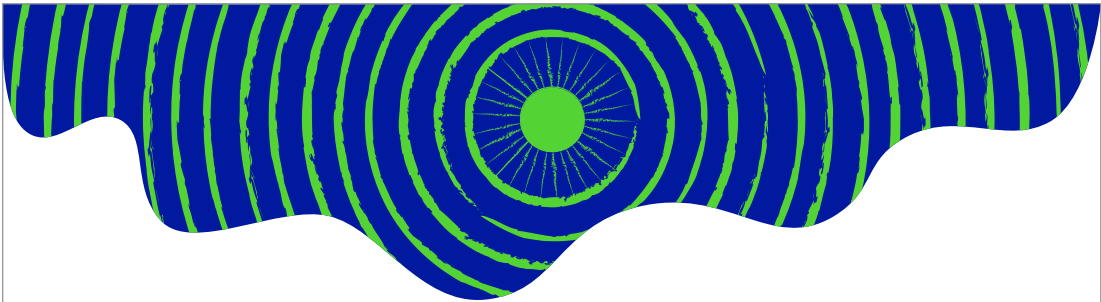
Subtotal \$396.00
Tax \$22.97
Total \$418.97



A Separate Reality Records
11221 Detroit Ave
Cleveland, OH 44102

Jane Doe
123 Main Street
Akron, OH 44314

STEP INTO A SEPARATE REALITY.



INVOICE & STATIONERY



AD CAMPAIGN





AD CAMPAIGN



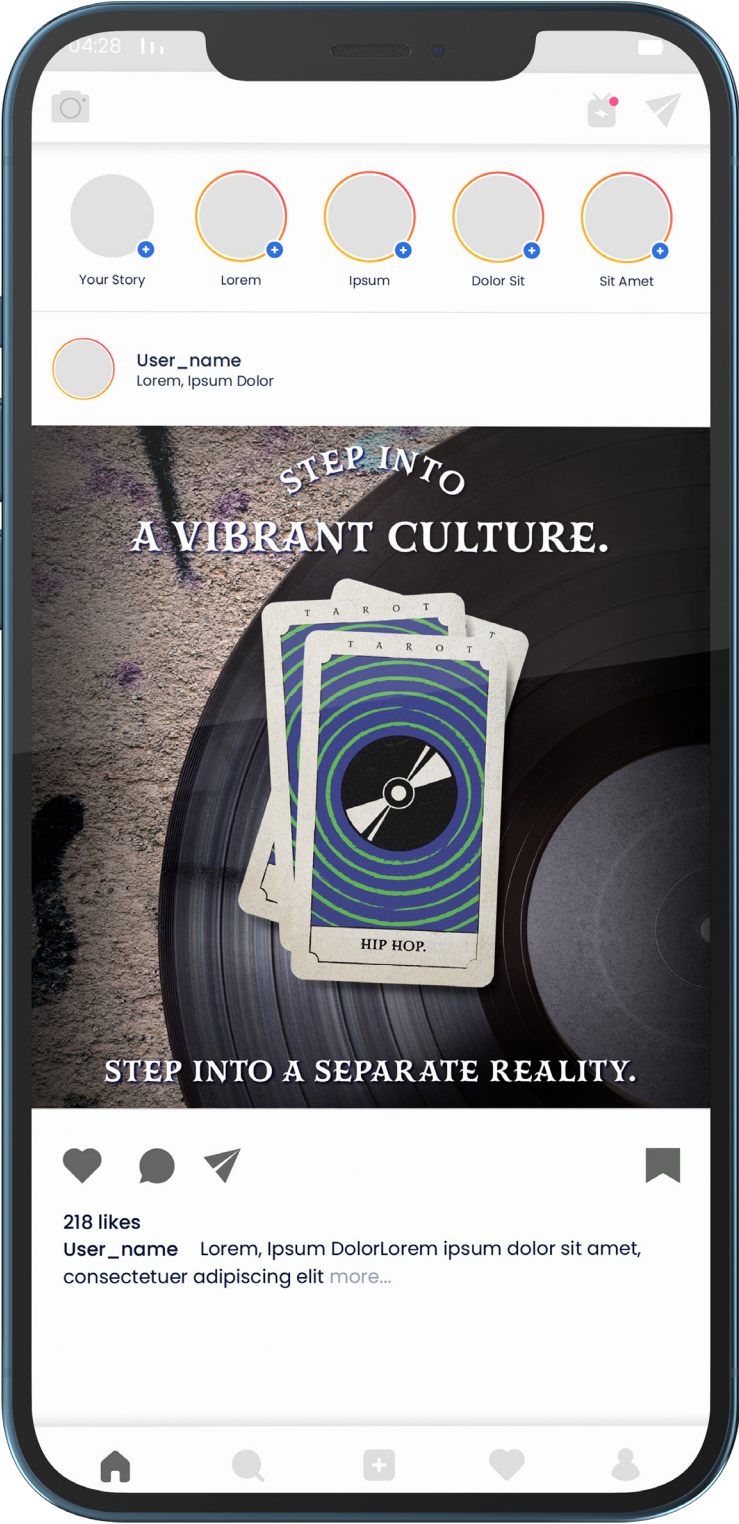


AD CAMPAIGN





SOCIAL MEDIA AD



SOCIAL MEDIA AD



SOCIAL MEDIA AD



WEBSITE



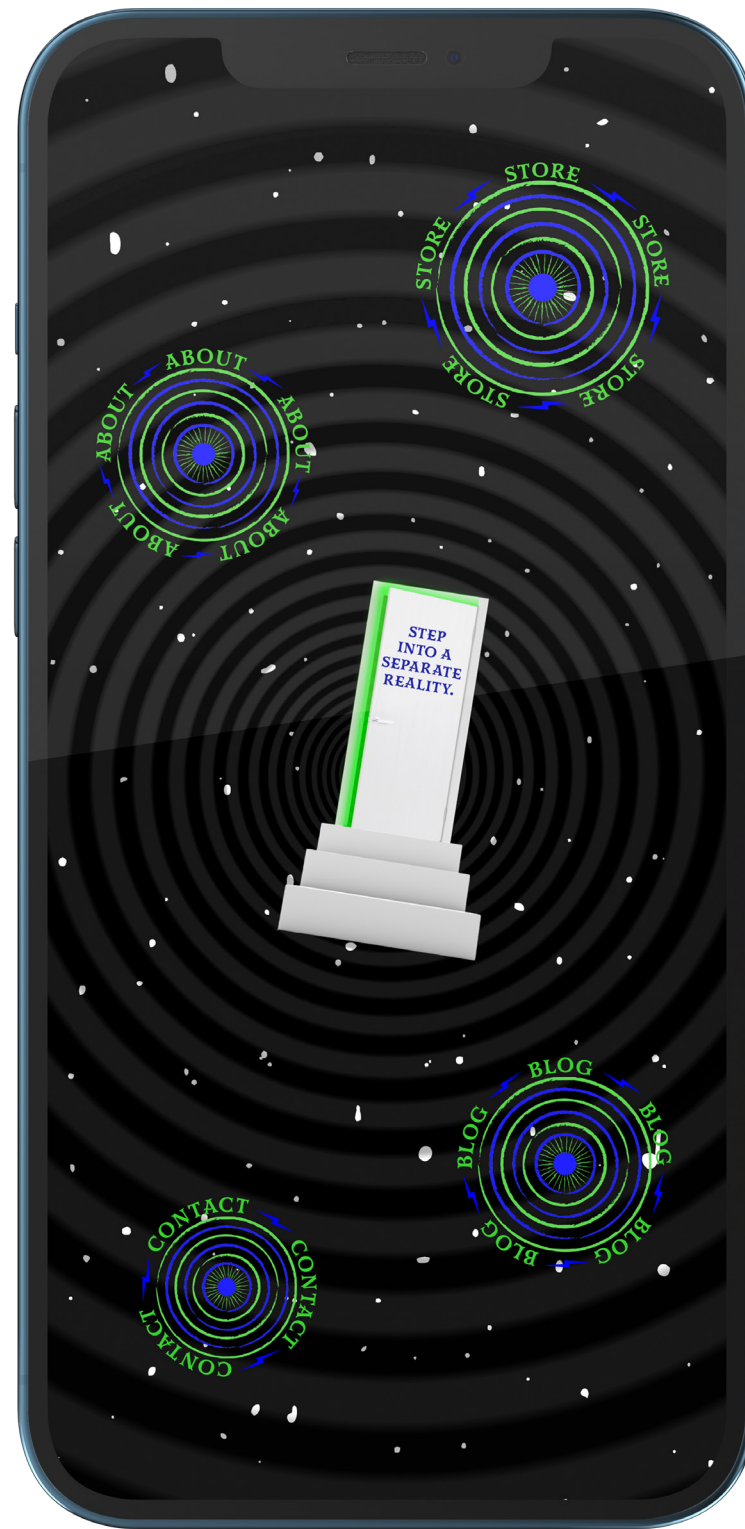
WEBSITE



WEBSITE



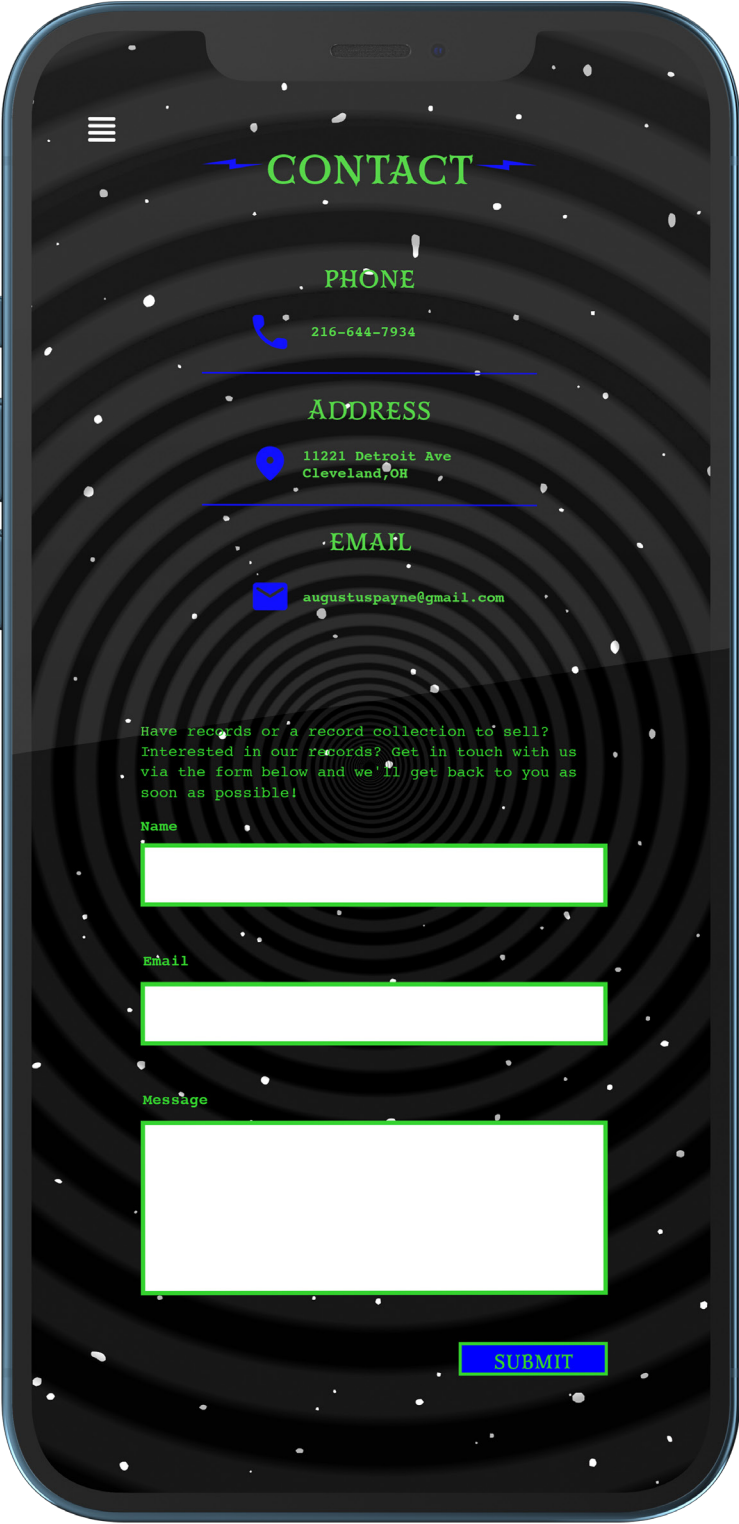
APP



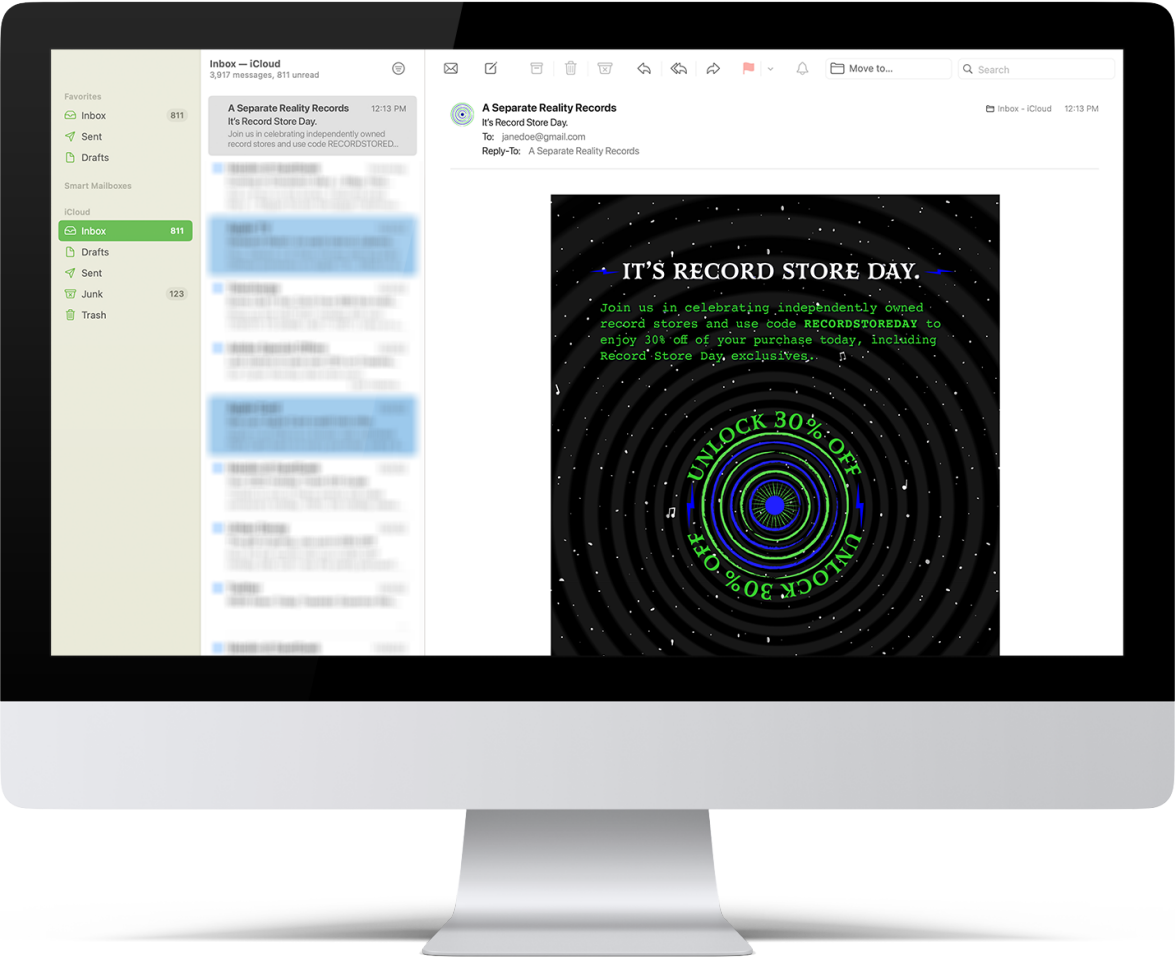
APP



APP

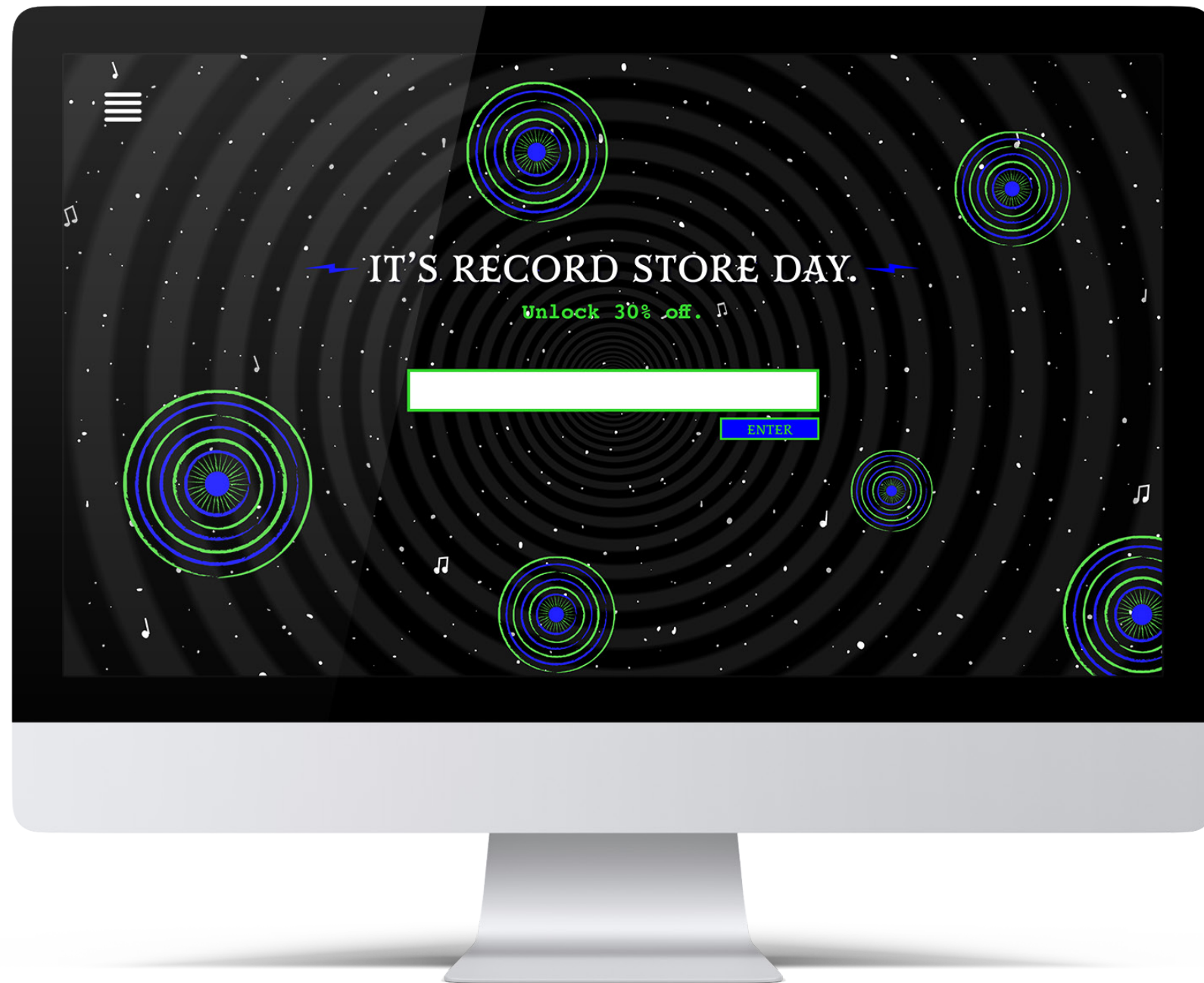


APP



EMAIL BLAST





LANDING PAGE



EXTERIOR SIGNAGE





T-SHIRTS





TOTE BAGS



STICKERS



GUITAR PICKS



THANK YOU.

Please contact

A Separate Reality Records
with any questions.