



Brand Guidelines

This document defines the visual identity of Small Venue Music. It details our logos, logo guidelines, fonts and color palette.

THE LOGO

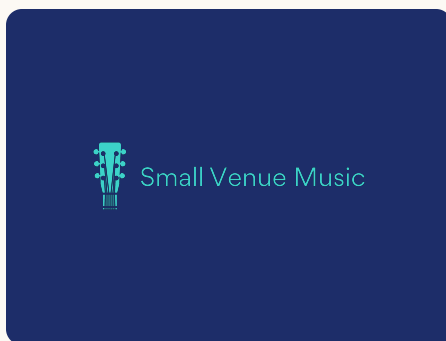
Primary lockup

The guitar-headstock paired with the wordmark is the primary logo and should be rendered in teal, deep teal, black, or white only. The choice of color for the logo is dependent on the color of the background, and guidance is provided below for which to use when.

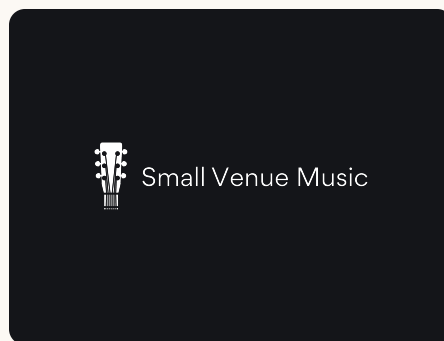
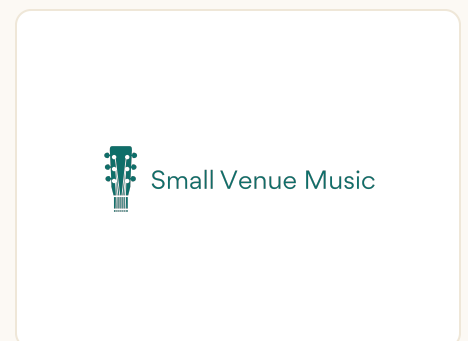


Lockup variants

Pick the version of the logo to use based on the color of the background accompanying it. Teal and white are designed to be used on dark backgrounds, while deep teal or black are designed for light ones.



TEAL · ON NAVY / DARK

WHITE · KNOCKOUT ON
PHOTOGRAPHY

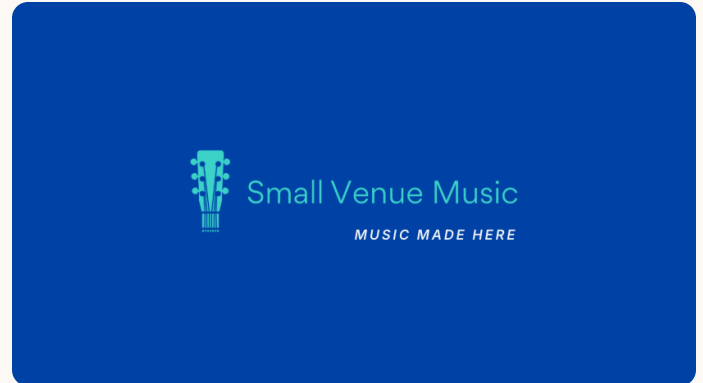
DEEP TEAL · ON WHITE / LIGHT

Tagline lockups

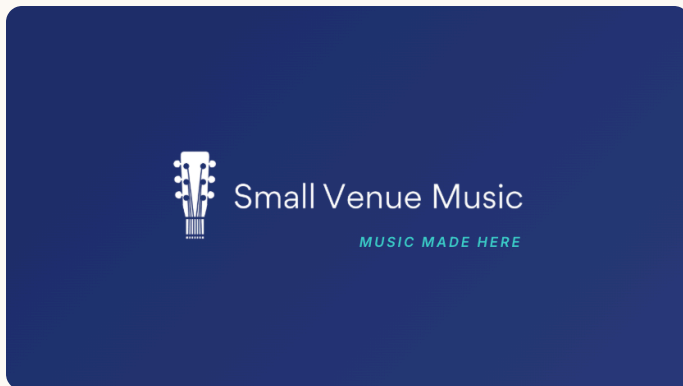
For campaign and editorial moments, the lockup carries a logo that includes the *Music Made Here* tagline. The rules for usage are consistent with those for the logo. Logo colors are teal, deep teal, black, and white — with teal and white for dark backgrounds, and dark teal and black for light ones.



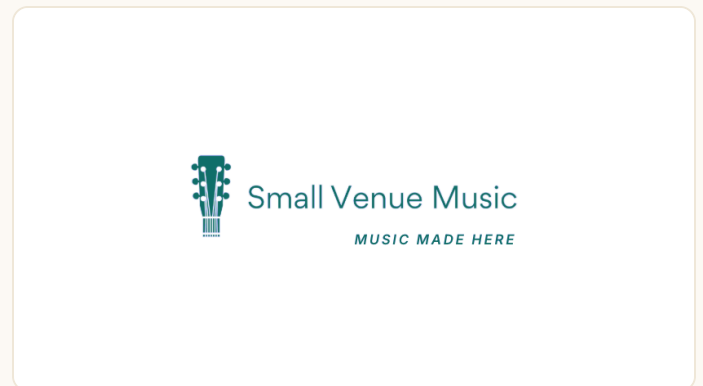
WHITE + TEAL · ON INDIGO



TEAL + WHITE · ON INDIGO



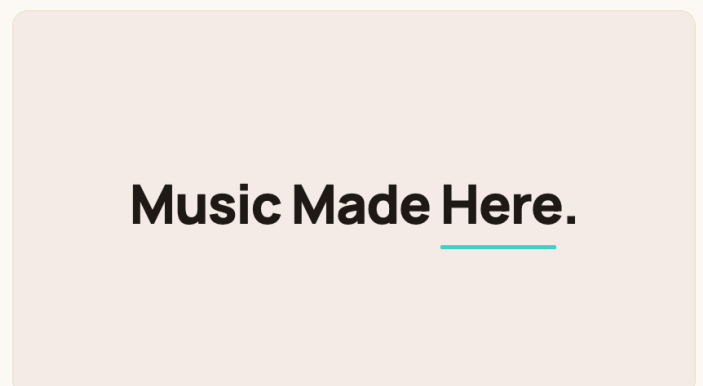
WHITE + TEAL · ON NAVY



DEEP TEAL · ON WHITE / LIGHT

Standalone tagline

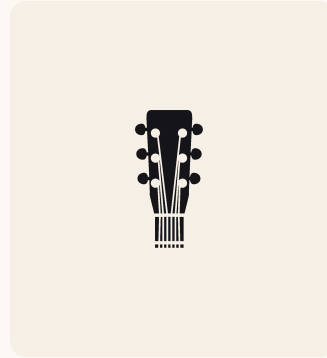
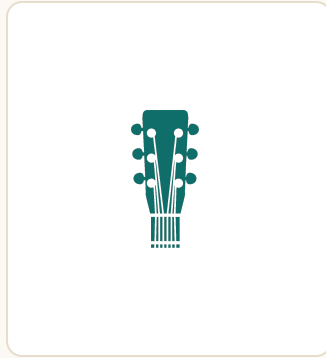
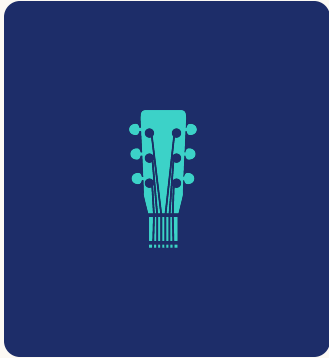
The *Music Made Here* tagline can also be used on its own or social, merch, and campaign moments where the full lockup isn't needed.



THE MARK

Logomark

The headstock mark stands alone for favicons, app icons, and small-space branding. Same color rule applies — teal, deep teal, black, or white only.



SPACING & SCALE

Clear space & minimum size



Minimum clear space on all sides equals the height of the wordmark's cap **M**. Keep type, edges, and other logos outside this zone.

FULL LOCKUP — MIN WIDTH



Small Venue Music

140px / 1.4in wide

MARK ONLY — MIN SIZE



24px / 0.25in tall

GUIDELINES

Using the logo

DO

- Choose the version that fits its ground — teal or white on dark, deep teal or black on light.
- Give the logo clear space on all sides equal to the height of the wordmark's cap M.
- Keep the full lockup at least 140px / 1.4in wide; the mark at least 24px tall.
- Use the supplied artwork files at their native proportions.

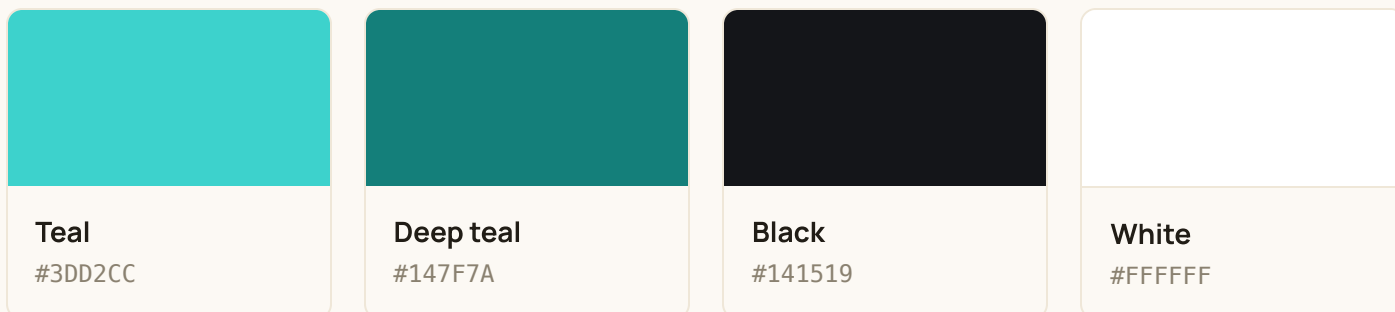
DON'T

- Recolor the mark or wordmark — only teal, deep teal, black, or white are permitted.
- Put indigo, navy, or any other palette color on the logo itself.
- Stretch, condense, rotate, or add shadows, outlines, or effects.
- Place the logo on a busy photo or a low-contrast background.

COLOR

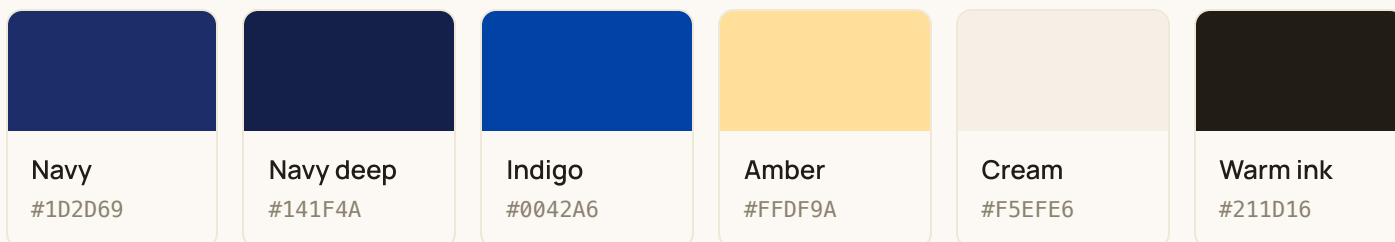
Logo-safe palette

These four — and only these four — may ever color the mark or wordmark.



Supporting palette

Free to use across the site and app — deep grounds, sections, accents, spotlight moments. Indigo leads product actions and navy grounds deep sections, but **neither ever touches the logo**.



TYPOGRAPHY

Type

Manrope

DISPLAY

Aa

Editorial authority for headlines and titles. Tight tracking, weights 400–800.

Inter

BODY

Aa

Handles density and data-dense lists. Set body at 14px for legibility at scale.

DISPLAY · 56

Find the date

HEADLINE · 32

Open Saturdays in August

TITLE · 20

47 venues in Asheville

BODY · 14

See the room before you submit interest. Pending offers expire in 48 hours.

LABEL · 12

VENUE VERIFIED**PRESS CONTACT****press@smallvenuemusic.com**

smallvenuemusic.com