

# Brand Guidelines

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V1

decluttr



# Logo

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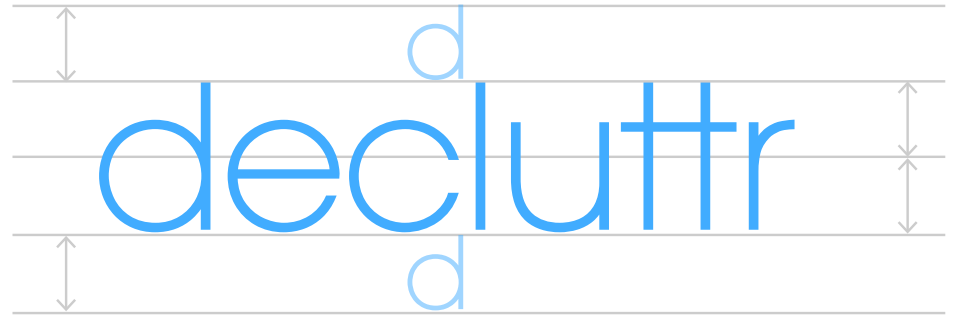
## Decluttr Logo

Font - ITC Avant Garde

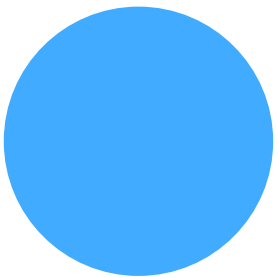
decluttr

## Decluttr Logo Spacing

Must have a min spacing of half the logo height



## Main Decluttr Logo Colors

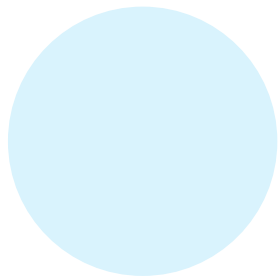


**I'M BLUE (DA BA DEE)**

**HEX CODE #41ACFF**

**RGB - 217 243 253**

**CMYK - 14 4 0 1**

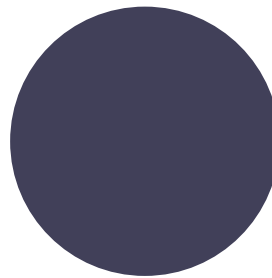


**MR BLUE SKY**

**HEX CODE #D9F3FD**

**RGB - 199 230 255**

**CMYK - 19 2 0 0**

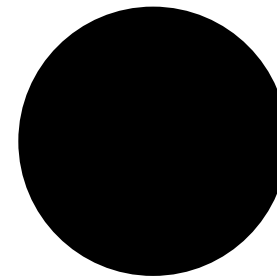


**PURPLE RAIN**

**HEX CODE #414059**

**RGB - 65 64 89**

**CMYK - 27 28 0 65**

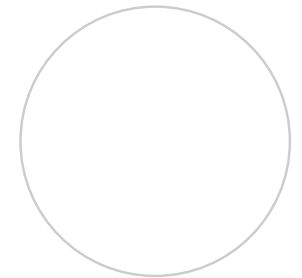


**BLACK SABBATH**

**HEX CODE #000000**

**RGB - 0 0 0**

**CMYK - 50 50 50 100**



**WHITE NOISE**

**HEX CODE #FFFFFF**

**RGB - 255 255 255**

**CMYK - 0 0 0 0**

# Logo Misuse

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**Do not outline**



**Do not apply effects**



**Do not use a drop shadow**



**Do not use overlay**



**Do not use a gradient**



**Do not multiple colors**



**Do not skew, squash or rotate**



**Do not use non-brand colors**

**Please note:** *If you are unsure of how or where to use our logo please contact [graphics@musicmagpie.co.uk](mailto:graphics@musicmagpie.co.uk) for more information.*

# Logo

## Usage on Backgrounds.

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decluttr

decluttr

decluttr

decluttr

# Logo

## With Image.

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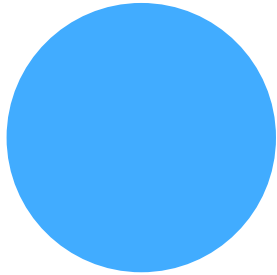
**If the image allows space for the logo please use one of our brand colors to help the logo stand out.**



**Use a 50% blue (41acff) overlay if the logo clashes with image.**

# Colours

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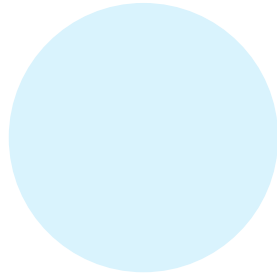


**I'M BLUE (DA BA DEE)**

**HEX CODE #41ACFF**

**RGB - 217 243 253**

**CMYK - 61 22 0 0**

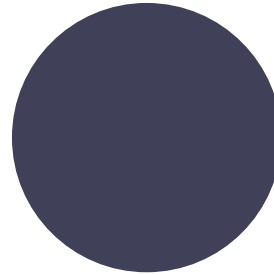


**MR. BLUE SKY**

**HEX CODE #D9F3FD**

**RGB - 199 230 255**

**CMYK - 19 2 0 0**

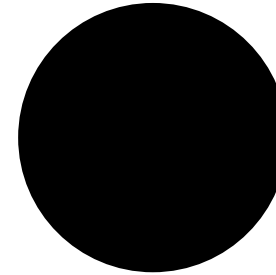


**PURPLE RAIN**

**HEX CODE #414059**

**RGB - 65 64 89**

**CMYK - 27 28 0 65**

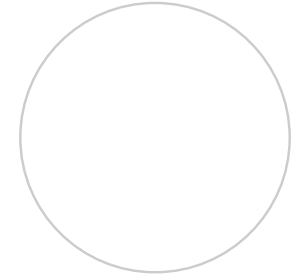


**BLACK SABBATH**

**HEX CODE #000000**

**RGB - 0 0 0**

**CMYK - 50 50 50 100**

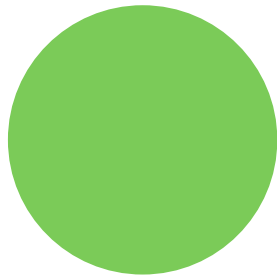


**WHITE NOISE**

**HEX CODE #FFFFFF**

**RGB - 255 255 255**

**CMYK - 0 0 0 0**

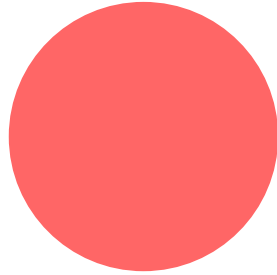


**GREEN DAY**

**HEX CODE #7BCB58**

**RGB - 217 243 253**

**CMYK - 54 0 86 0**

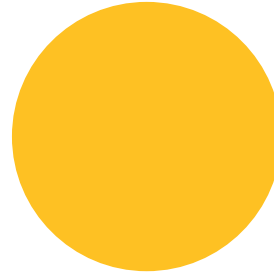


**SALMON & GARFUNKEL**

**HEX CODE #FF6666**

**RGB - 217 243 253**

**CMYK - 0 75 52 0**



**ABBA GOLD**

**HEX CODE #FEC123**

**RGB - 65 64 89**

**CMYK - 27 28 0 65**

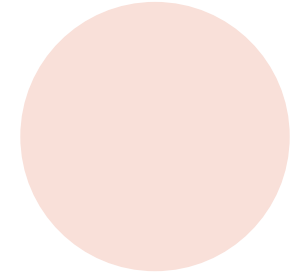


**DAVID GREY**

**HEX CODE #F4F4F4**

**RGB - 244 244 244**

**CMYK - 2 1 1 0**



**PINK FLOYD**

**HEX CODE #F9E0D9**

**RGB - 249 224 217**

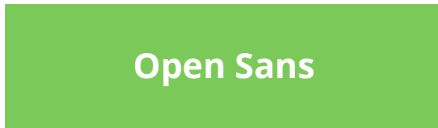
**CMYK - 1 10 8 0**

# Buttons

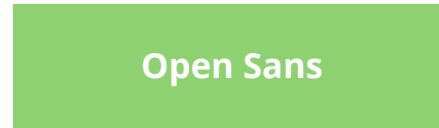
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## Flat buttons

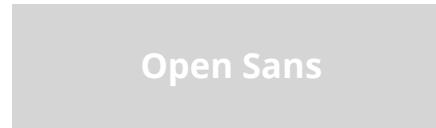
*Default*



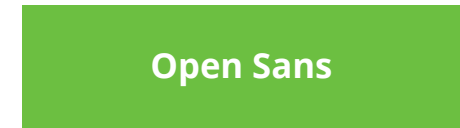
*Roll over*



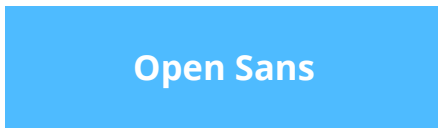
*Disabled*



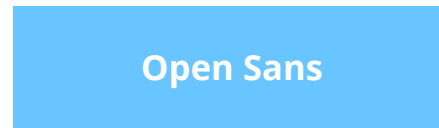
*Active*



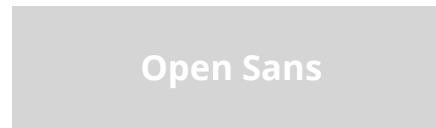
*Default*



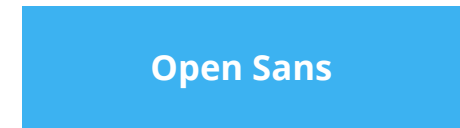
*Roll over*



*Disabled*

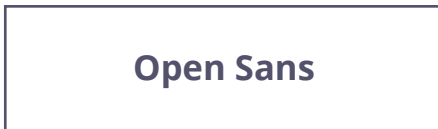


*Active*

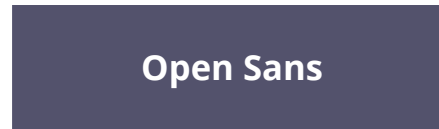


## Outlined buttons

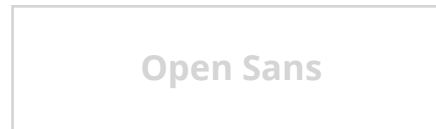
*Default*



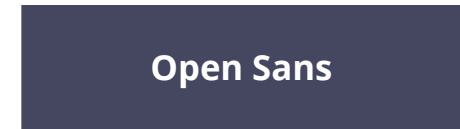
*Roll over*



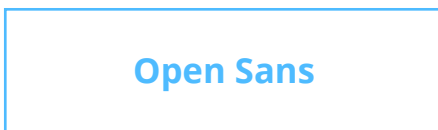
*Disabled*



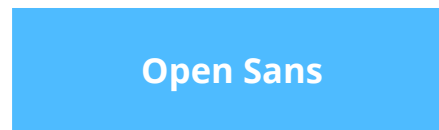
*Active*



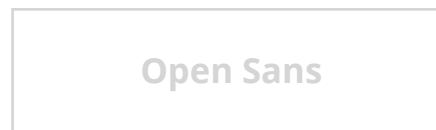
*Default*



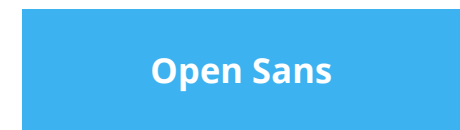
*Roll over*



*Disabled*



*Active*



**Green** is for all actions related to completing an order, such as progressing through the checkout.

**Blue** is for any secondary actions not directly related to completing an order, such as finding out more information.

**Outlined** Outlined buttons are used for options on product and contact us pages

# Buttons

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## Button with Icon

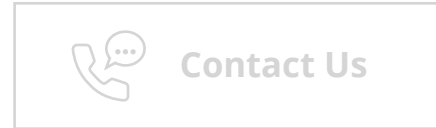
*Default*



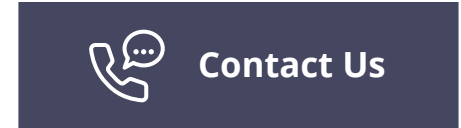
*Roll over*



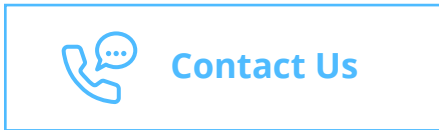
*Disabled*



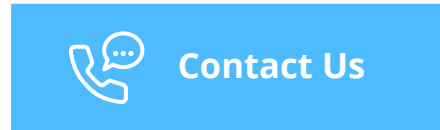
*Active*



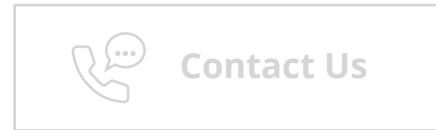
*Default*



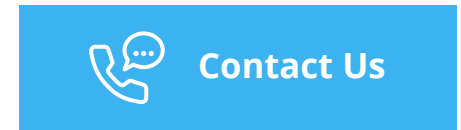
*Roll over*



*Disabled*



*Active*



**Outlined** Outlined buttons are used for options on product and contact us pages



# Typography

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Web Headers - Google Font - Title Case

## Open Sans Extra Bold

Web / Print Body Copy - Sentence case.

### Open Sans

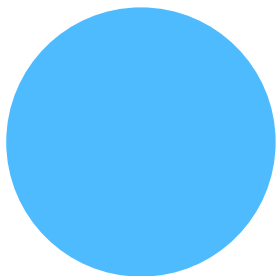
Use regular for the body copy and **bold & blue** to pull out important points.

#### For Smaller Icons

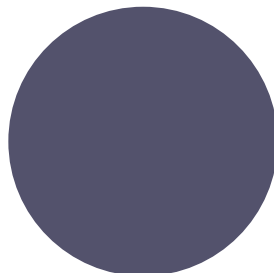
[https://material.io/tools/icons/?icon=account\\_circle&style=outline](https://material.io/tools/icons/?icon=account_circle&style=outline)

**Please Note:** *If you require any icons or drawn assets, please contact [graphics@musicmagpie.co.uk](mailto:graphics@musicmagpie.co.uk) with your request.*

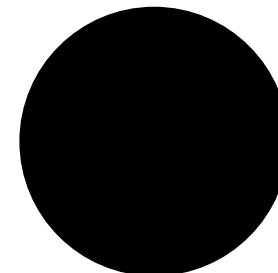
#### Main musicMagpie Font Colours



**I'M BLUE (DA BA DEE)**  
**HEX CODE #41ACFF**  
**RGB - 217 243 253**  
**CMYK - 14 4 0 1**



**PURPLE RAIN**  
**HEX CODE #414059**  
**RGB - 65 64 89**  
**CMYK - 27 28 0 65**



**BLACK SABBATH**  
**HEX CODE #000000**  
**RGB - 0 0 0**  
**CMYK - 50 50 50 100**

# Trust

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## BBB Brand Assets



**Trustpilot Brand Assets** - Please use the below for all Trustpilot elements. Live Trustpilot Widgets can be requested. We recommend a minimum width of 72px without the stars for digital applications and 20mm in print.



**Trustpilot Brand Assets With Color** - If the above clashes with the artwork please use one of the below options.



# Any Questions?

Contact us at [graphics@musicmagpie.co.uk](mailto:graphics@musicmagpie.co.uk)

