



Brand Guidelines

January 2019

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The Orchard is a leading music, film and video distribution company operating in over 40 markets worldwide. With a comprehensive artist & label services offering including full-service marketing, sync licensing, video services, transparent data analysis, advertising, rights management, digital and physical distribution and more, The Orchard empowers creators and businesses to grow and adapt in the dynamic global industry. For further information, visit www.theorchard.com.

GLOBAL MUSIC PRESENCE

As the industry's leading independent distributor and label services company, The Orchard reaches digital and physical retailers worldwide. Comprised of digital natives specialized in marketing, advertising, sync licensing, video monetization, performance rights services and more, The Orchard empowers artists and labels to connect with fans across the globe.

INDEPENDENT FILM & TV

With a global reach across digital, cable TV, and subscription on-demand services, The Orchard brings films and television to screens, big and small. With sales and marketing experience to get the best exposure and a powerful platform, The Orchard's blend of human expertise and innovative tech make it a transparent, unique and forward-thinking company.

There are 2 versions of our logo. Full color and One color. Full color could be used on white, dark blue and dark gray backgrounds. One color could be used on a variety of colors as well as photography.

There should be space around the logo as to not cram it next to content.








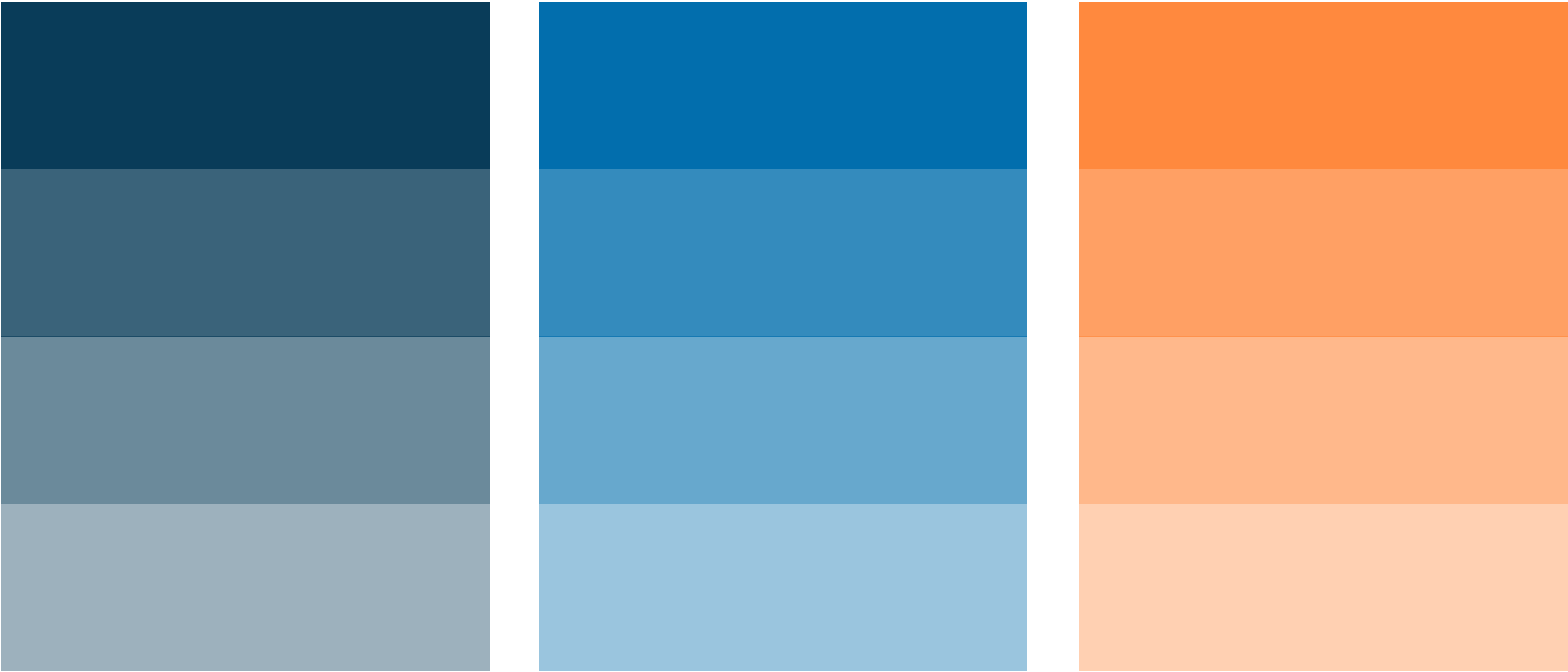
Logo

One Color



Our palette and their tints should be used throughout collateral. Blues or white should be used for the majority of backgrounds while orange should be used sparingly for highlighting content.

	HEX	RGB	CMYK	PANTONE
	#093C59	9, 60, 89	90, 33, 0, 65	648 C
	#026EAD	2, 110, 173	99, 36, 0, 32	307 C
	#FF893E	255, 137, 62	0, 46, 76, 0	151 U



Rubik is our brand font. It should be used for all website, social and print collateral.

It is a Google Font so is already included in all Google applications by default.

Headlines

Rubik Light in Title Case

Subheadlines

RUBIK MEDIUM IN ALL CAPS

Body Copy

Rubik Regular in sentence case. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Thank You