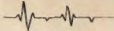
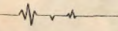


RAW HEART

—  RECORDS  —

BRAND IDENTITY GUIDE

2025

2022



BRAND VISION

The background of the image is an abstract composition of numerous curved, parallel lines that sweep across the frame from the bottom left towards the top right. These lines are rendered in a variety of colors, including deep blues, purples, greens, and yellows, with a grainy, textured appearance that gives the impression of a close-up of a vinyl record or a microscopic view of a mineral surface. The lines vary in thickness and color intensity, creating a sense of depth and movement.

**WHERE
AUTHENTICITY
THRIVES AND
CREATIVITY
IS VALUED
ABOVE ALL**

We strive to redefine
the music industry by
championing fairness,
empowering artists
with the support
they need to thrive,
and celebrating
the unique voices and
the culture they define.



BRAND IDENTITY

Our visual storytelling is simple, raw, and textured, and our voice captures Raw Heart Records' devotion to integrity and the success of our artists.

PRIMARY COLORS

This spectrum conveys the hierarchy of our color palette. Ash Aria should always be the hero, while White Noise functions as the primary background color. Sienna Sonata and Lavender Prelude act as accents.



Ash Aria

CMYK: 69%, 63%, 62%, 58%
RGB: 51, 51, 51, 20%
HEX: #333333
Pantone: 447 C



Sienna Sonata

CMYK: 7%, 60%, 88%, 1%
RGB: 215, 133, 75, 84%
HEX: #D7854B
Pantone: 7576 C



Lavender Prelude

CMYK: 40%, 40%, 18%, 0%
RGB: 157, 149, 172, 67%
HEX: #9D95AC
Pantone: 7660 C

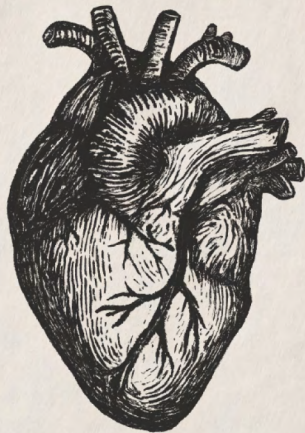


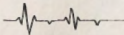
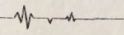
White Noise

CMYK: 2%, 4%, 16%, 0%
RGB: 247, 240, 217, 97%
HEX: #F7FoD9
Pantone: 7506 C

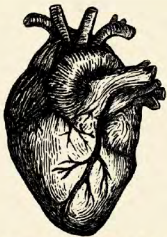
LOGO

A raw, imperfect sketch of an
anatomical heart and it's unique beat.



RAW HEART
—  **RECORDS** — 

APPEARANCES & USAGE



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The black logo can sit on light colored backgrounds.

The white logo can sit on dark backgrounds.



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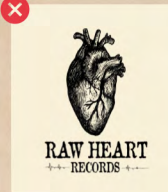
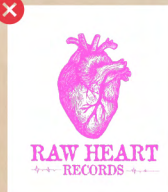
CLEAR SPACE

20px on all sides for a logo used at 200px width, or 10% of the logo's width if scaled larger.



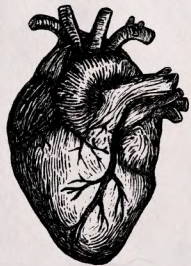
CONTRAST & VISIBILITY

- ✓ Do ensure the logo has enough visibility and contrast when in use
- ✗ Don't colorize, skew the size, or place the logo in a way that is not visible.

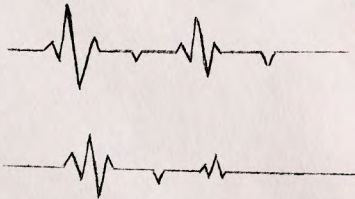


LOGO MARK & DESIGN ELEMENTS

A logo mark and additional graphic embellishments can be created by disassembling the logo.

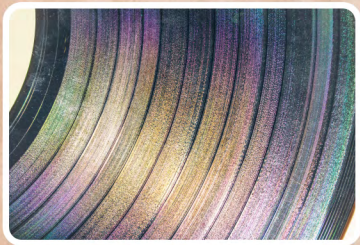


Anatomical
Heart Sketch



Heart Beat
Waves

Textured, abstract images of records and vintage paper record sleeves.



TYPOGRAPHY: ALEGREYA SC

For titles and display sections, we use **Alegreya SC**. It's a classical font with heavy serifs that can really belt a tune from the heart.

AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU
VV WW XX YY ZZ 0123456789

Regular

Medium

Bold

Extra Bold

Black

CREATIVITY IS VALUED

CREATIVITY IS VALUED

CREATIVITY IS VALUED

CREATIVITY IS VALUED

CREATIVITY IS VALUED

Typography: Alegreya Sans

For paragraph/body copy we use
Alegreya Sans. It's a clean font designed
to sing a traditional, legible tune.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Light

Light Italic

Regular

Medium

Bold

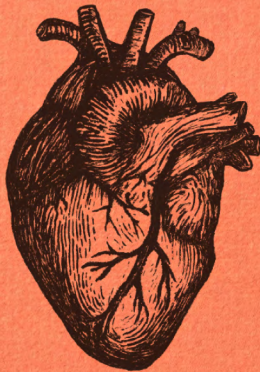
Creativity is Valued

Creativity is Valued

Creativity is Valued

Creativity is Valued

Creativity is Valued



RAW HEART RECORDS