

SUNSHINE

LIVE

ELECTRONIC MUSIC

STYLEGUIDE

**SUNSHINE LIVE from the outside:
our look, feel, and voice.**

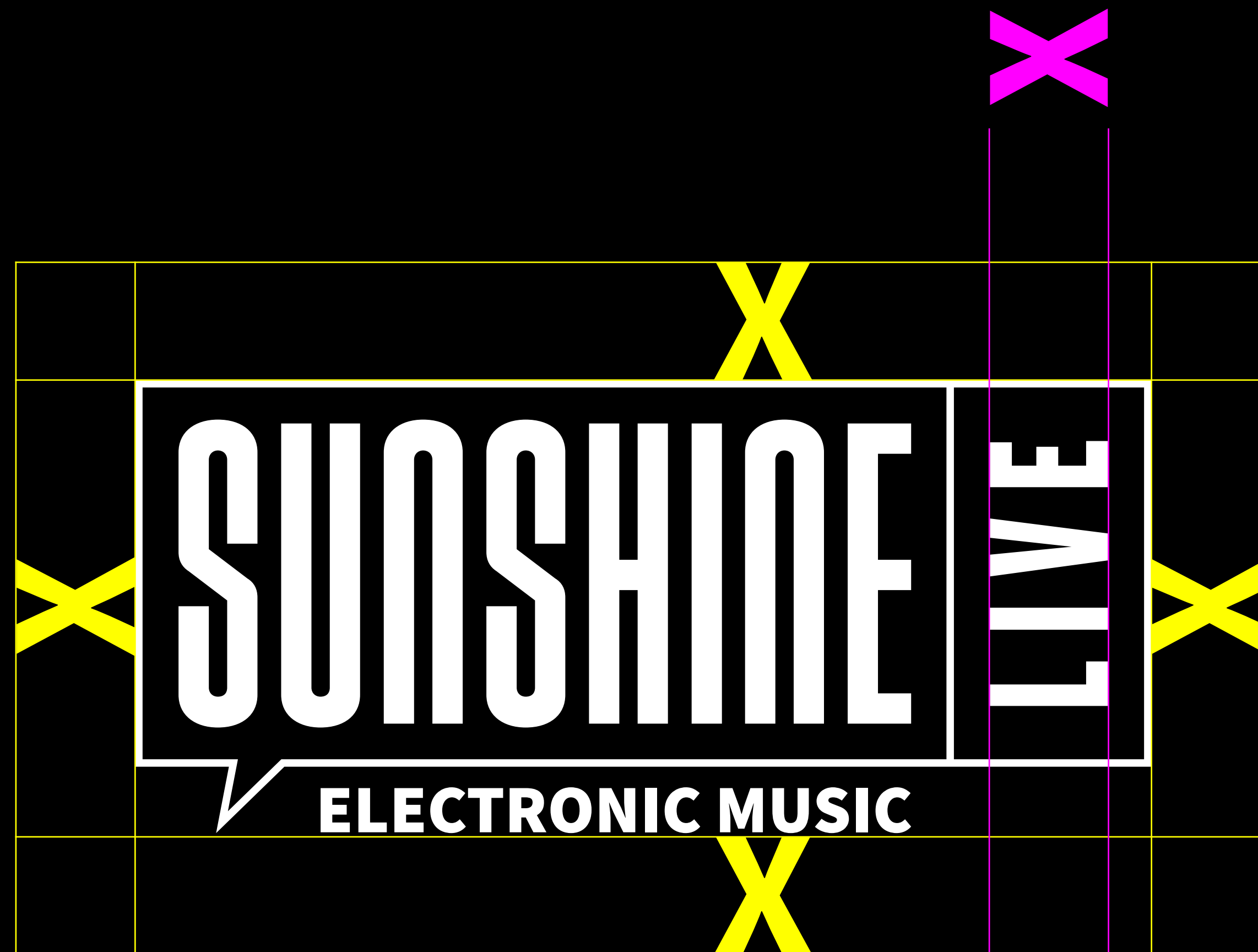
LOGO

SUNSHINE **LIVE**
ELECTRONIC MUSIC

SUNSHINE
LIVE
ELECTRONIC MUSIC

SUNSHINE **LIVE**
ELECTRONIC MUSIC

SUNSHINE **LIVE**
ELECTRONIC MUSIC

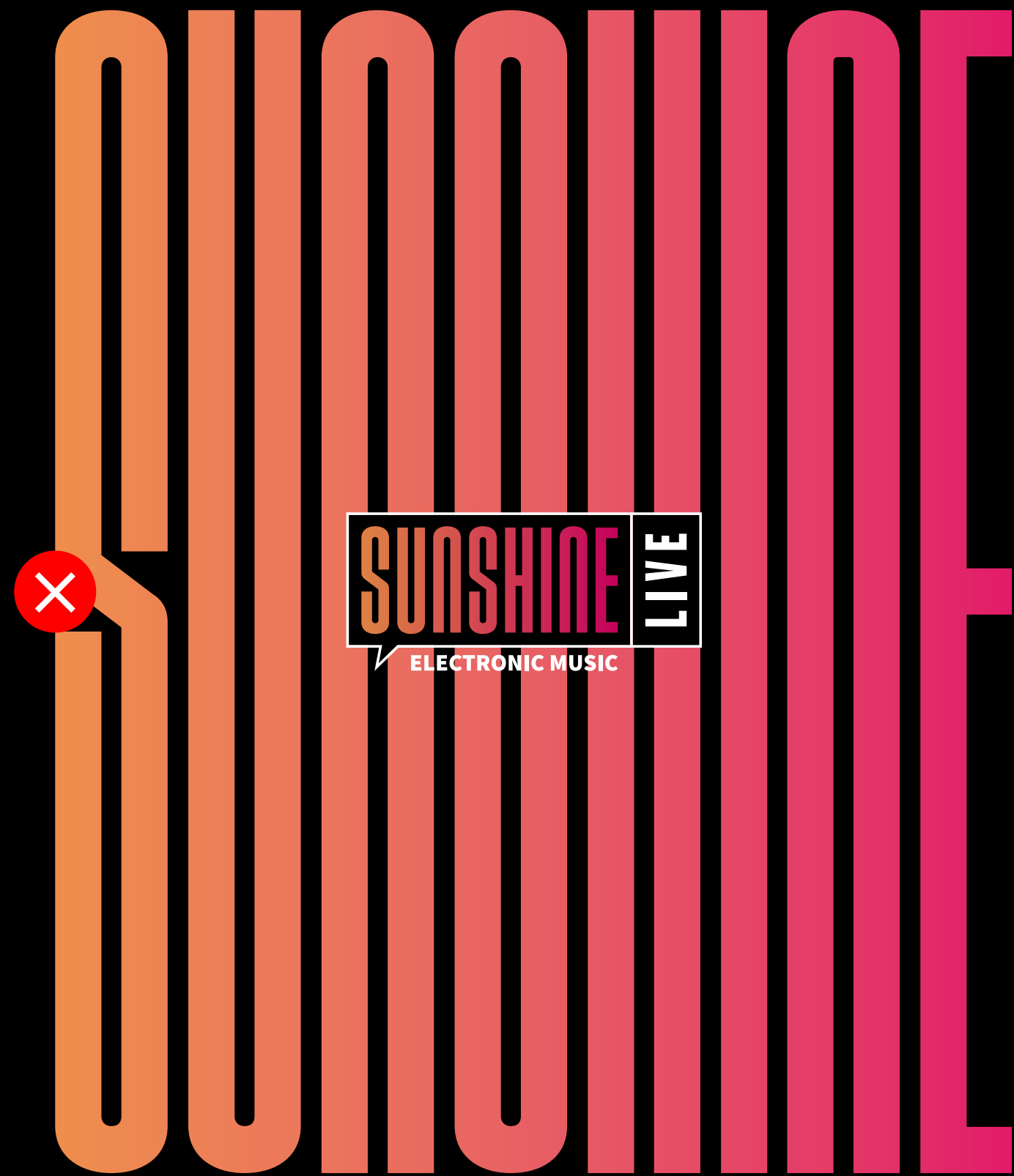


The distance between the Logo and another Logo, or a graphical element not being related to SUNSHINE LIVE must be at least the distance X - depending of the Logo size used.

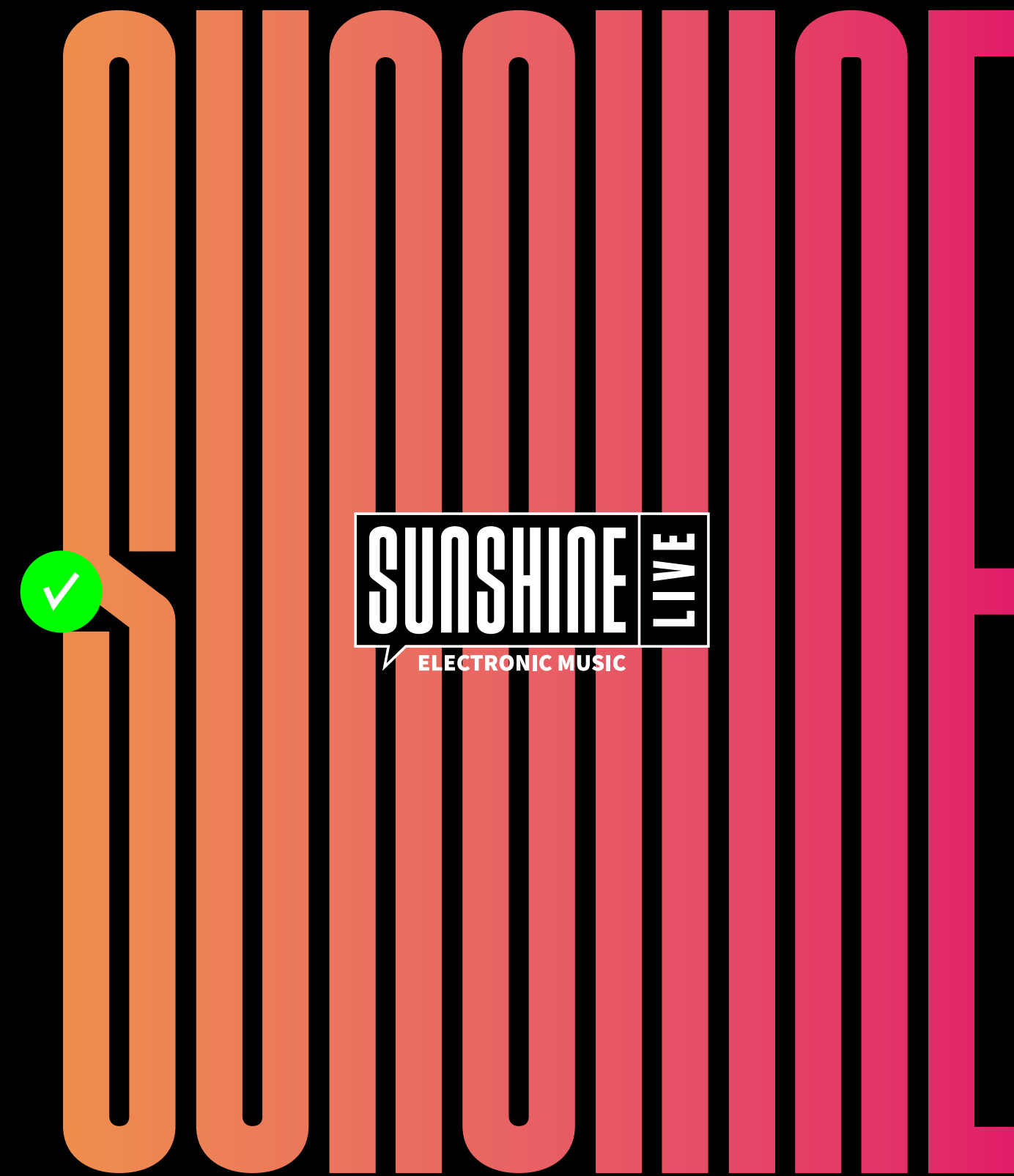
The x-height indicator

The logo can be placed in any position and size within the layout – whether as a classic sender in the layout or broadly across the entire application. It can overlay spaces and images or be placed over other elements. However the logo is used, it should always be perceived clearly and distinctly. Important information must not be covered by the logo. No other elements – such as typography – may be placed on top of the logo.

Care must be taken to ensure that the logo is not placed on top of the product or people's faces and cover them.



The colored logo must not be placed on a already colored stretch background.



The white logo must be placed on a already colored stretch background.



The logo must not be colored in his entirety.



The frame, the word LIVE and the claim will either stay white, or in special occasions become black.



The logo must not be used without the claim "ELECTRONIC MUSIC" below the talk bubble.



The claim must always be placed below the talk bubble - even when its hard to read, caused by the logo size used.

A good indicator of which version of the logo should be used is the black or white frame around the logo. Whenever you cannot see either the black or the white frame you should use the version with the strongest contrast of the frame to the background.



The dark version of the logo must not be applied on a light background.



On light backgrounds the lighter version of the logo must be applied.



The light version of the logo must not be applied on a dark background.



On dark backgrounds the dark version of the logo must be applied.



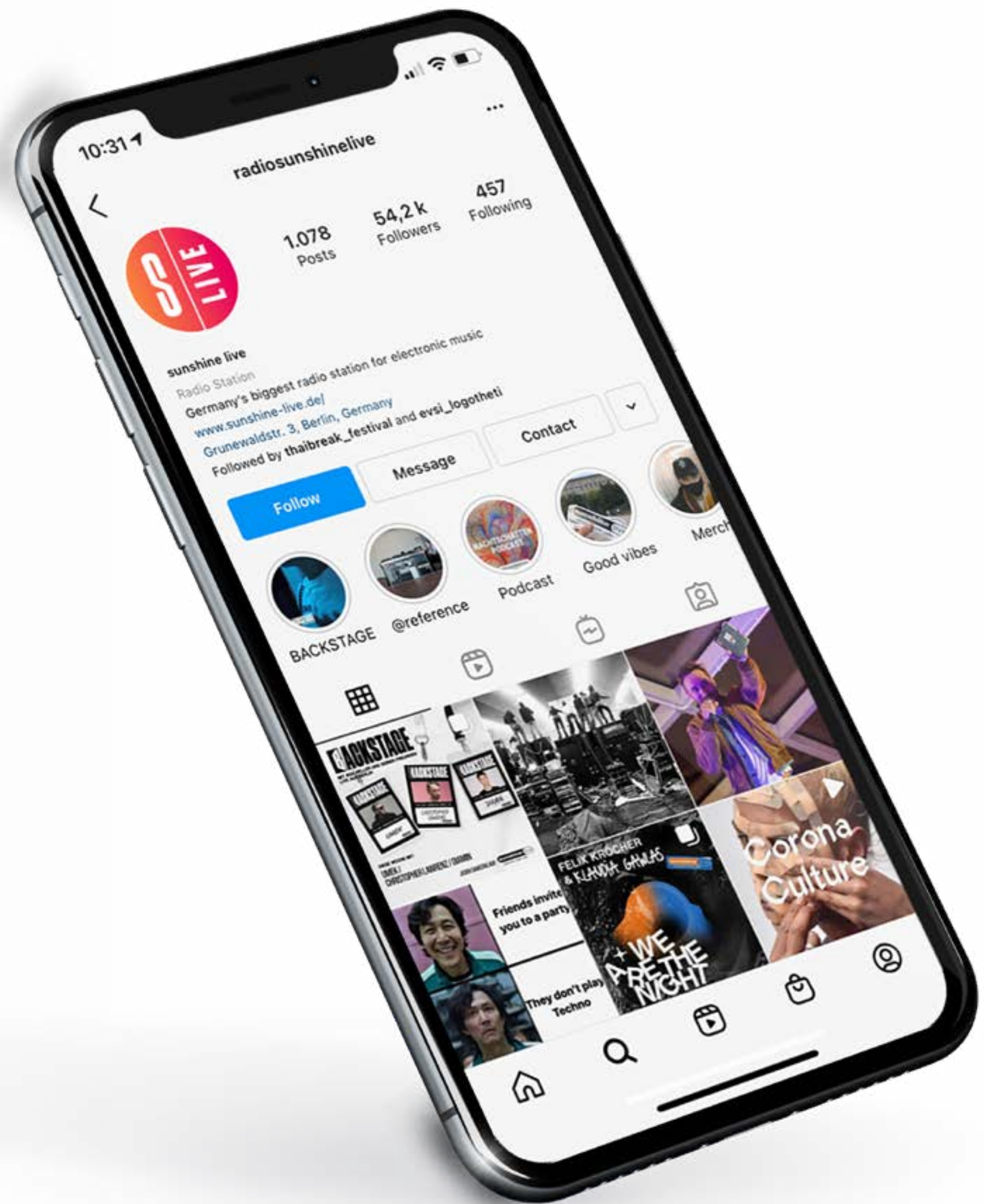
The logo must not be applied vertically, rotated or distorted.

ICON

For a better readability we are using a shortened version of the Logo. The gradient stays the same as in the main version - the word SUNSHINE is shortened to just an S.

There are two versions of this icon - the square version and a round version. The round version will mainly be used as a profile picture and the square version is used as the app icon.





T Y P O G R A P H Y

CUSTOM FONT

BASIS ROBSON

SUNSHINE LIVE

CUSTOM FONT

BASIS DRUK

ELECTRONIC MUSIC

SOURCE SANS PRO BLACK

Corporate Typeface: Source Sans Pro

Google Font

HEADLINE

SOURCE SANS PRO BLACK

Body Text

Source Sans Pro Regular

Corporate Typeface

Google Font

Source Sans Pro (Black & Regular)

~~Was läuft bei sunshine live? Welche DJs sind zu hören und welcher Track lief eigentlich wann? Alle Infos gibt s hier.~~

The sunshine live claim must not be applied in lowercase.



Was läuft bei SUNSHINE LIVE? Welche DJs sind zu hören und welcher Track lief eigentlich wann? Alle Infos gibt s hier.

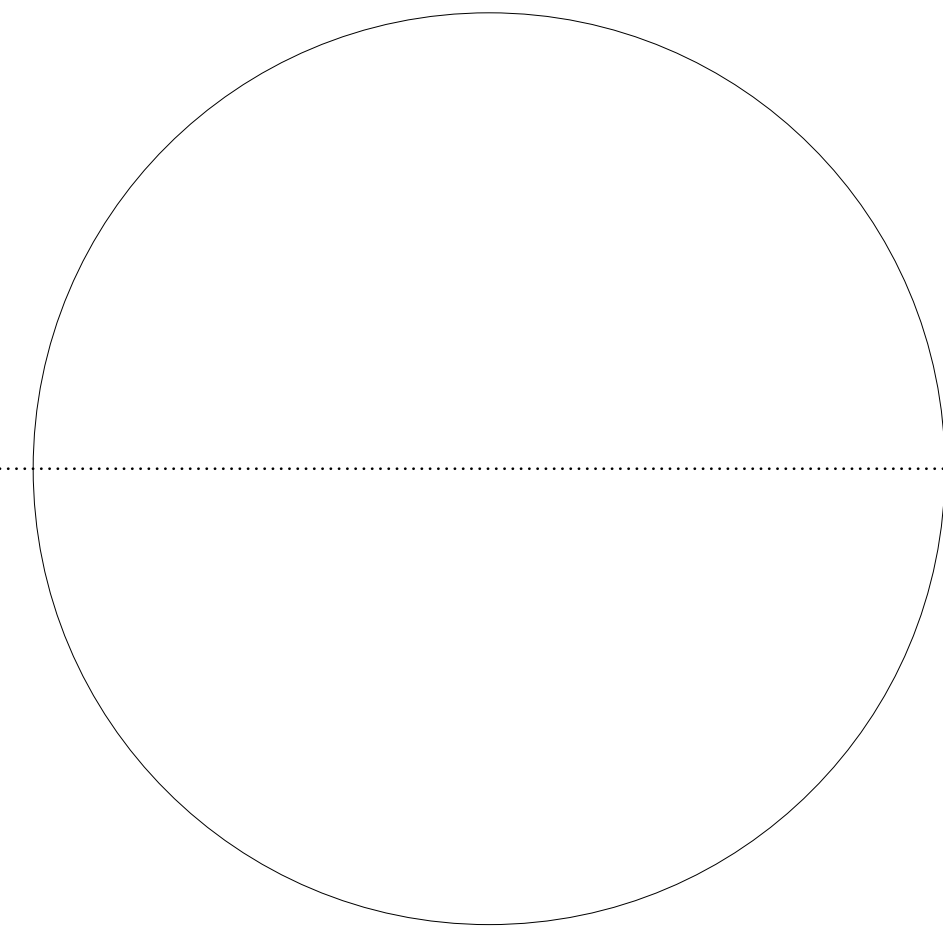
In any body text or headline, the claim SUNSHINE LIVE must be applied in uppercase.

COLORS

The brand colours are equal in status and always appear in full tone. They may not be darkened, lightened or displayed transparently.

HEX **ffffff**

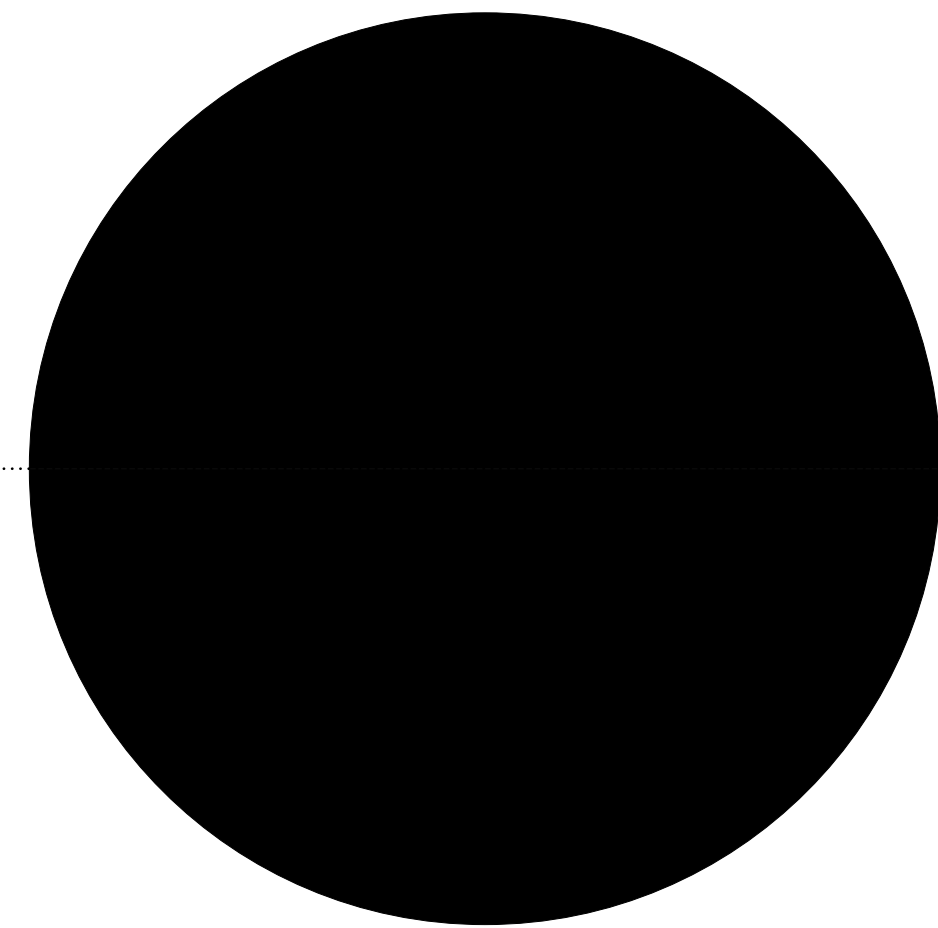
RGB **255 255 255**



CMYK **0 0 0 0**

HEX **000000**

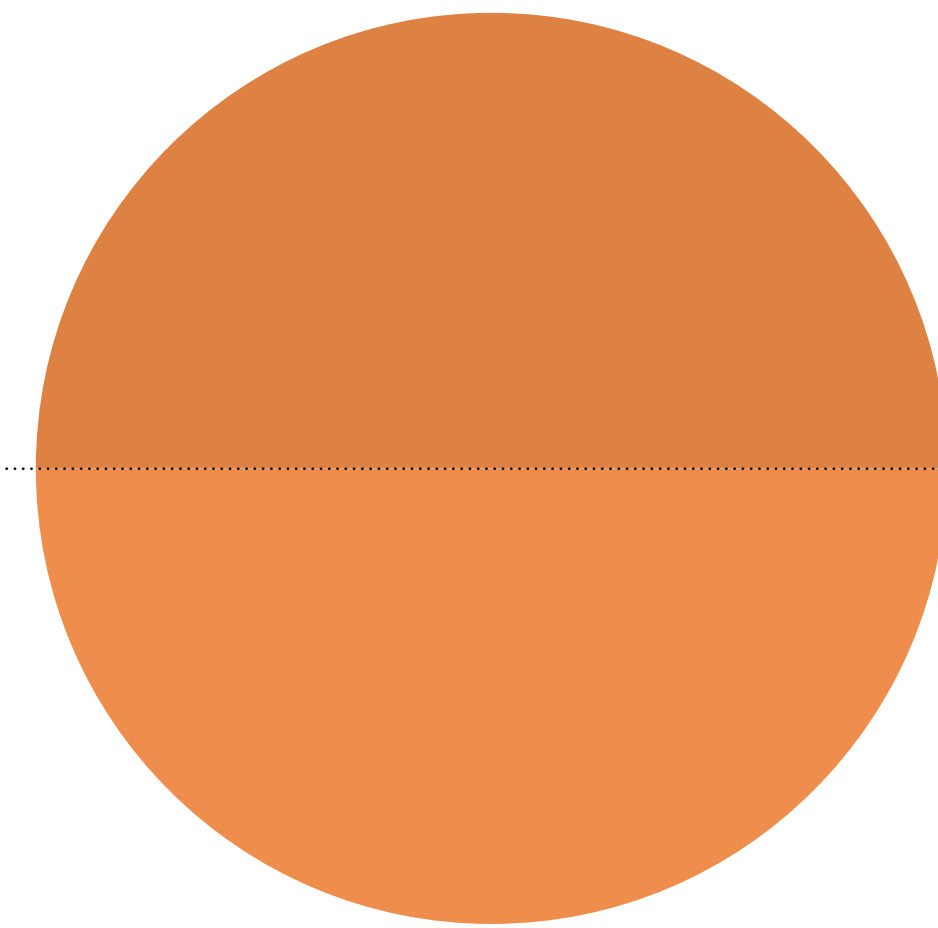
RGB **0 0 0**



CMYK **60 40 40 100**

HEX **de8244**

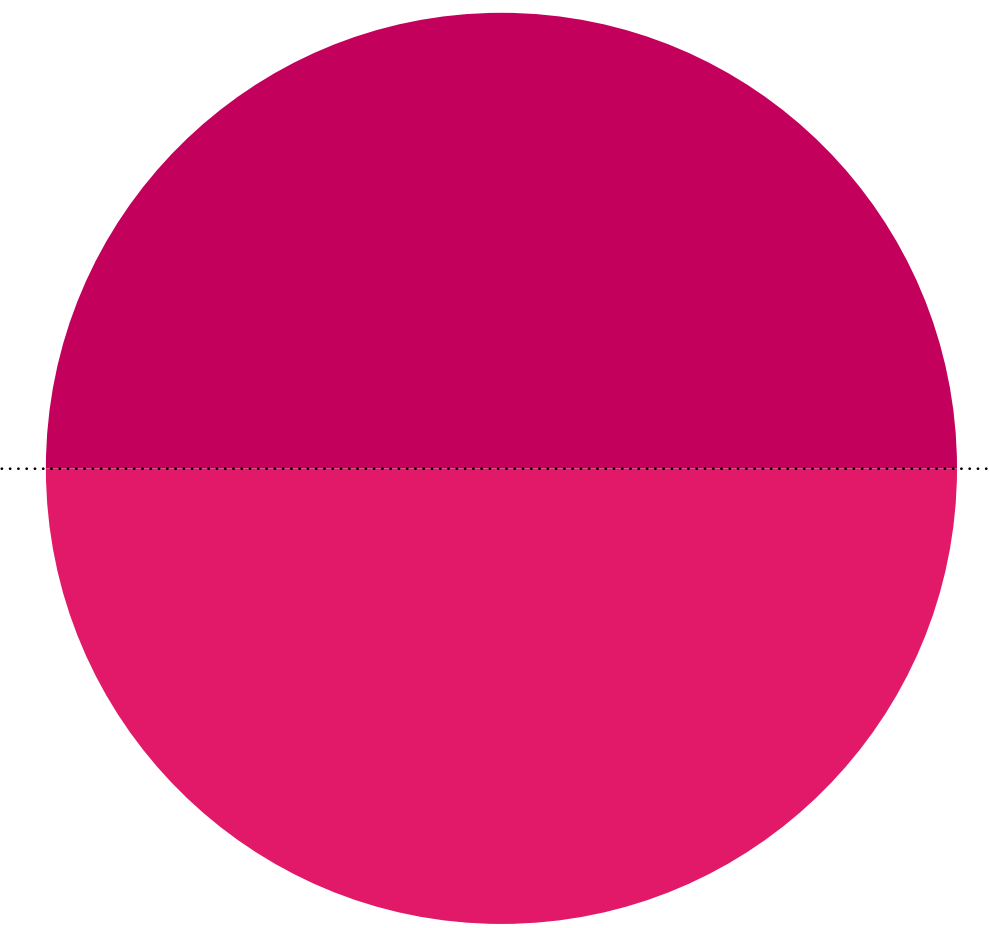
RGB **222 130 68**



CMYK **2 53 73 0**

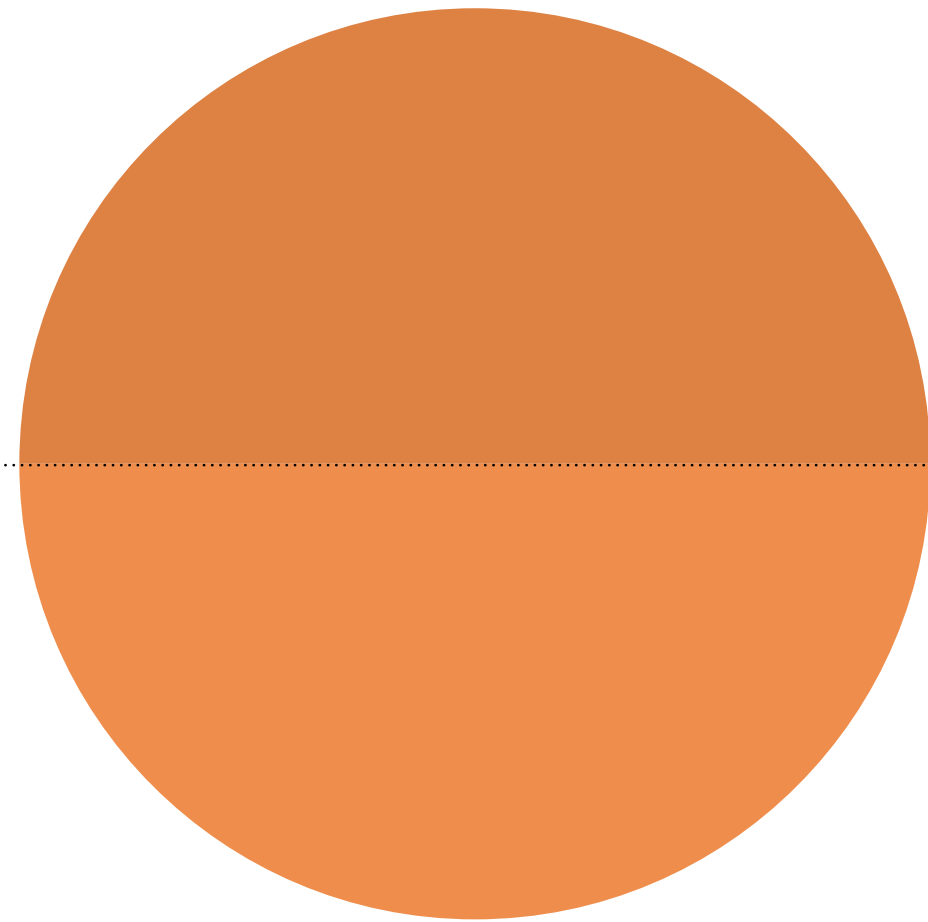
HEX **c4005d**

RGB **196 0 93**



CMYK **1 95 28 2**

RGB **222 130 68**

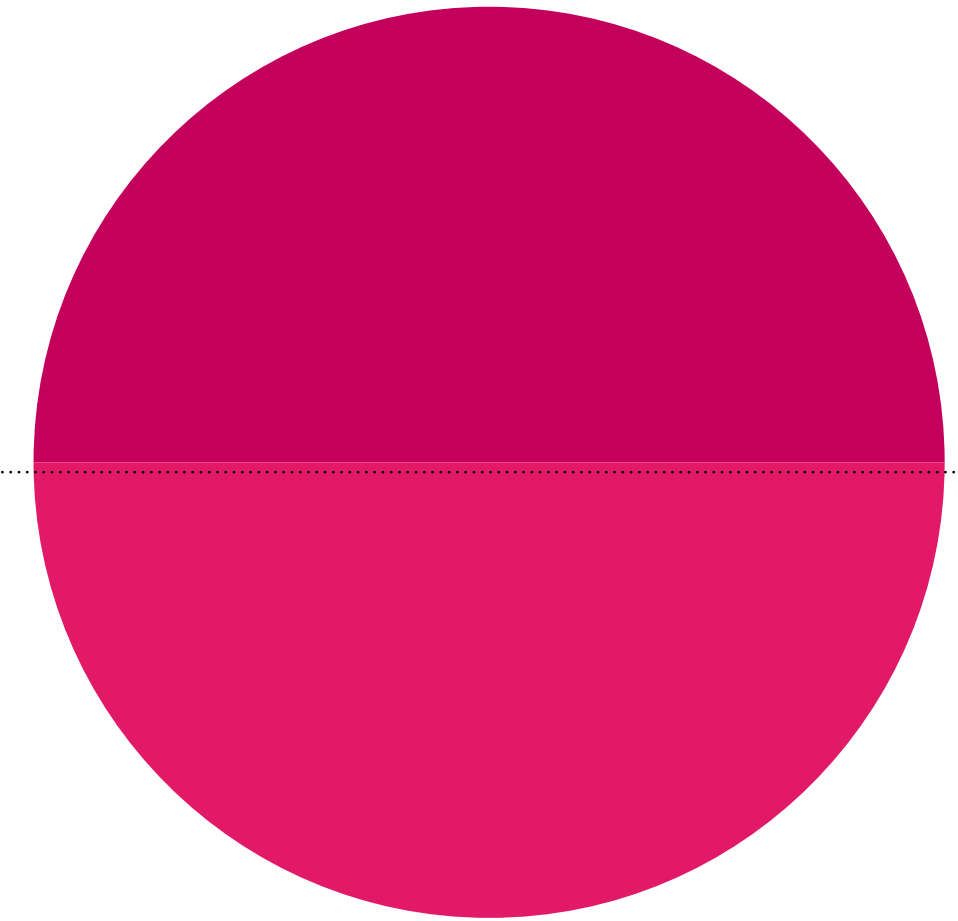


CMYK **2 53 73 0**

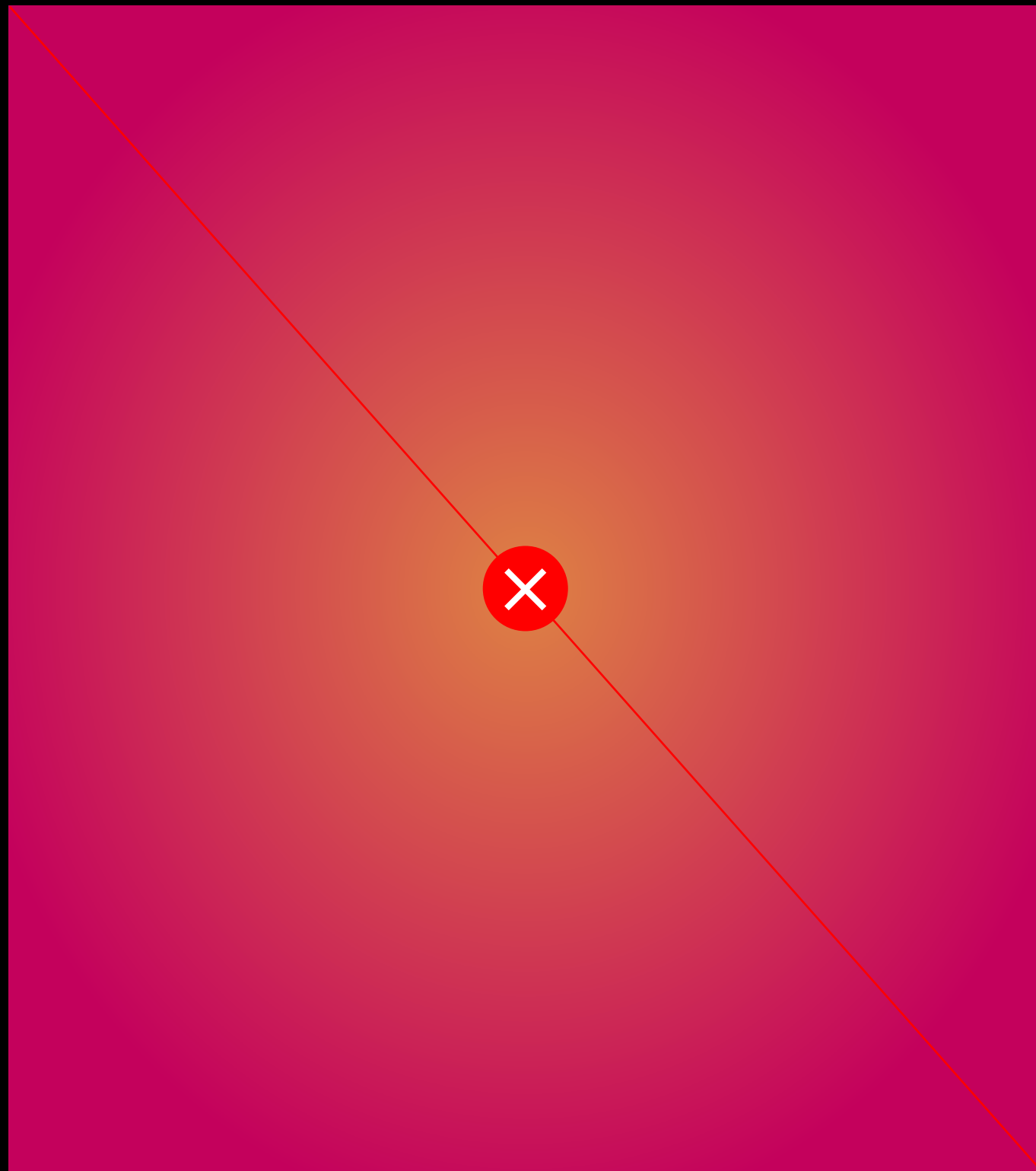
Opacity **100%**
Location **0%**

Opacity **100%**
Location **100%**

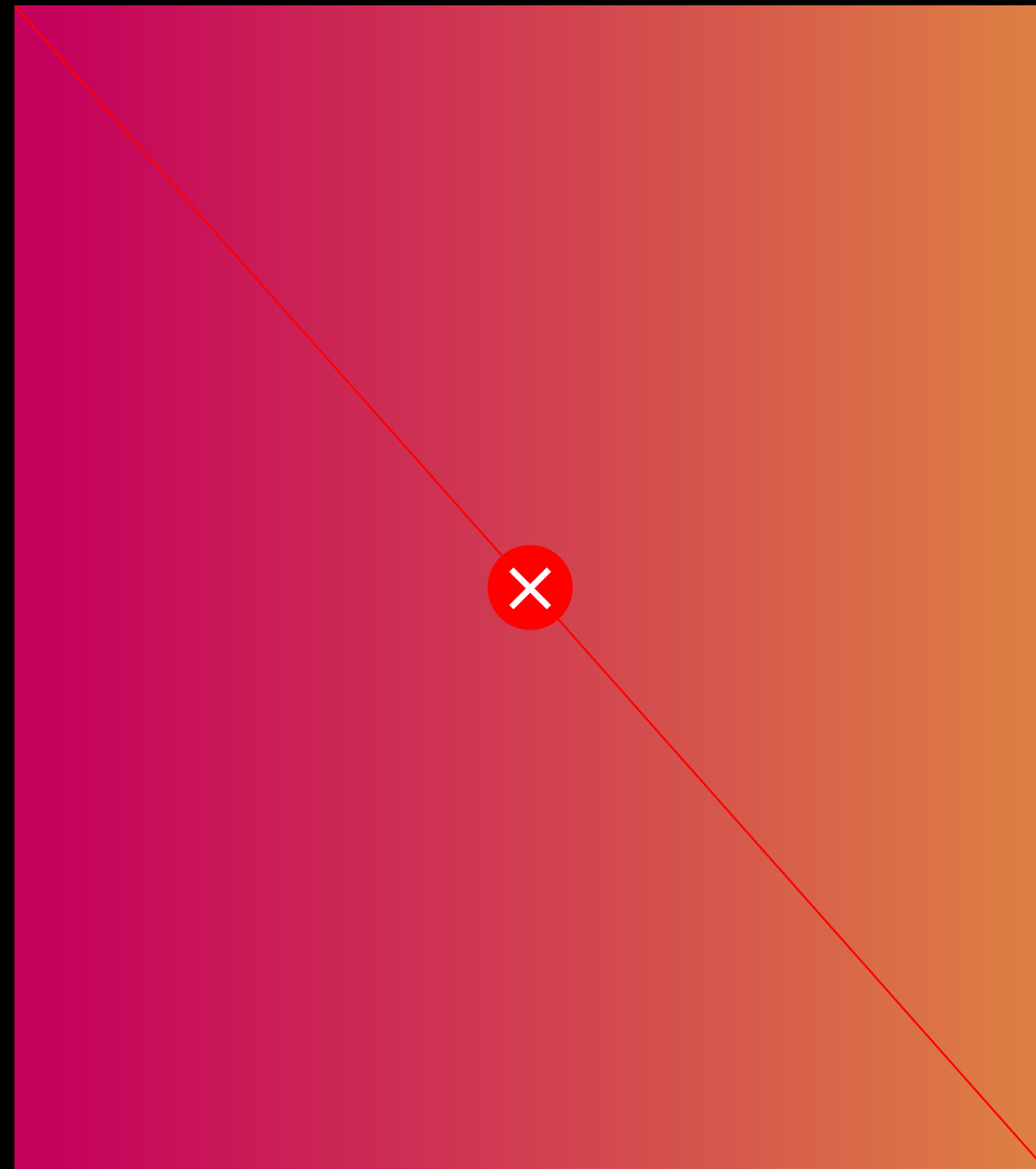
RGB **196 0 93**



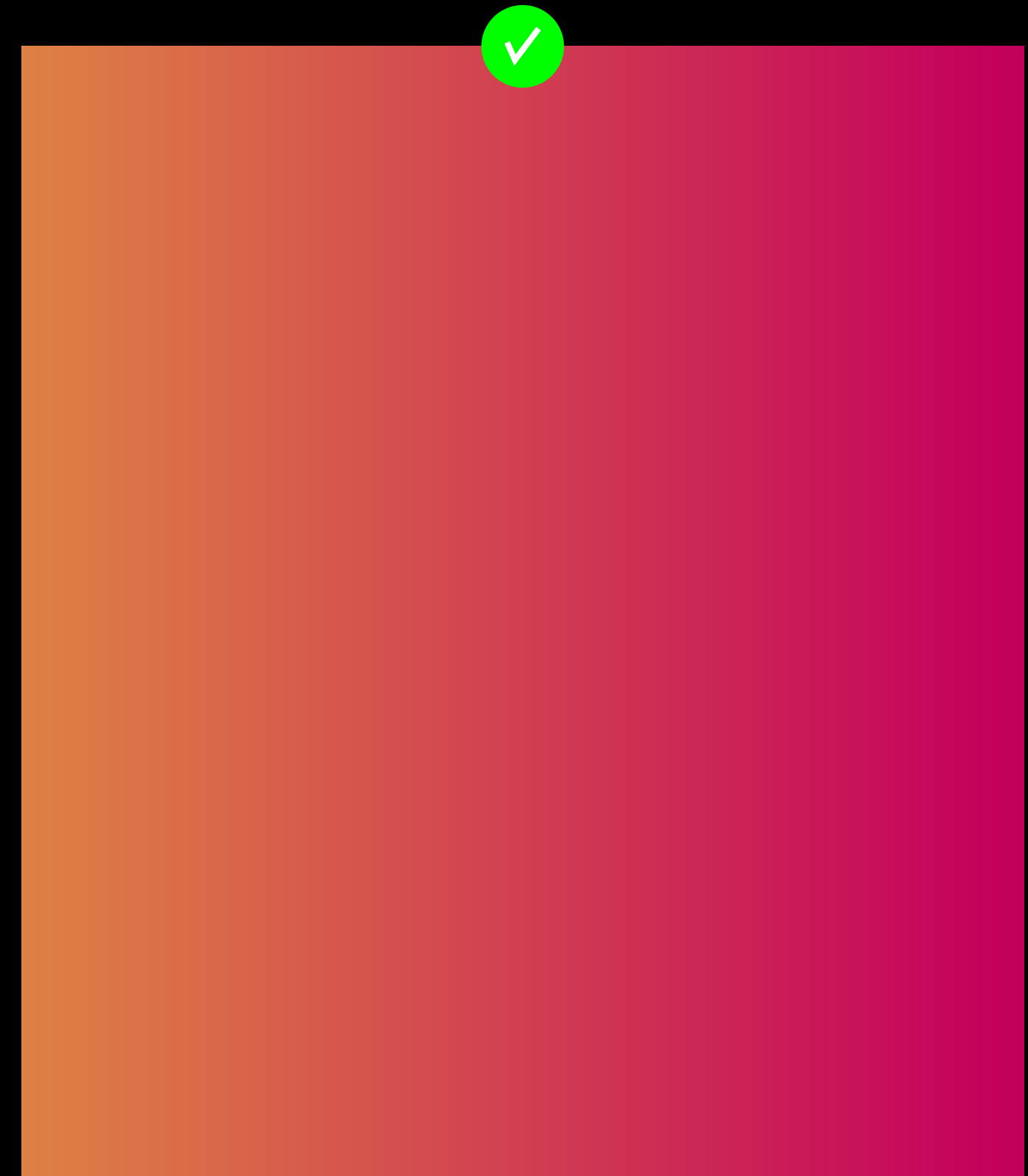
CMYK **1 95 28 2**



The gradient must not be applied in radial type.



The gradient must not be applied flipped horizontal.



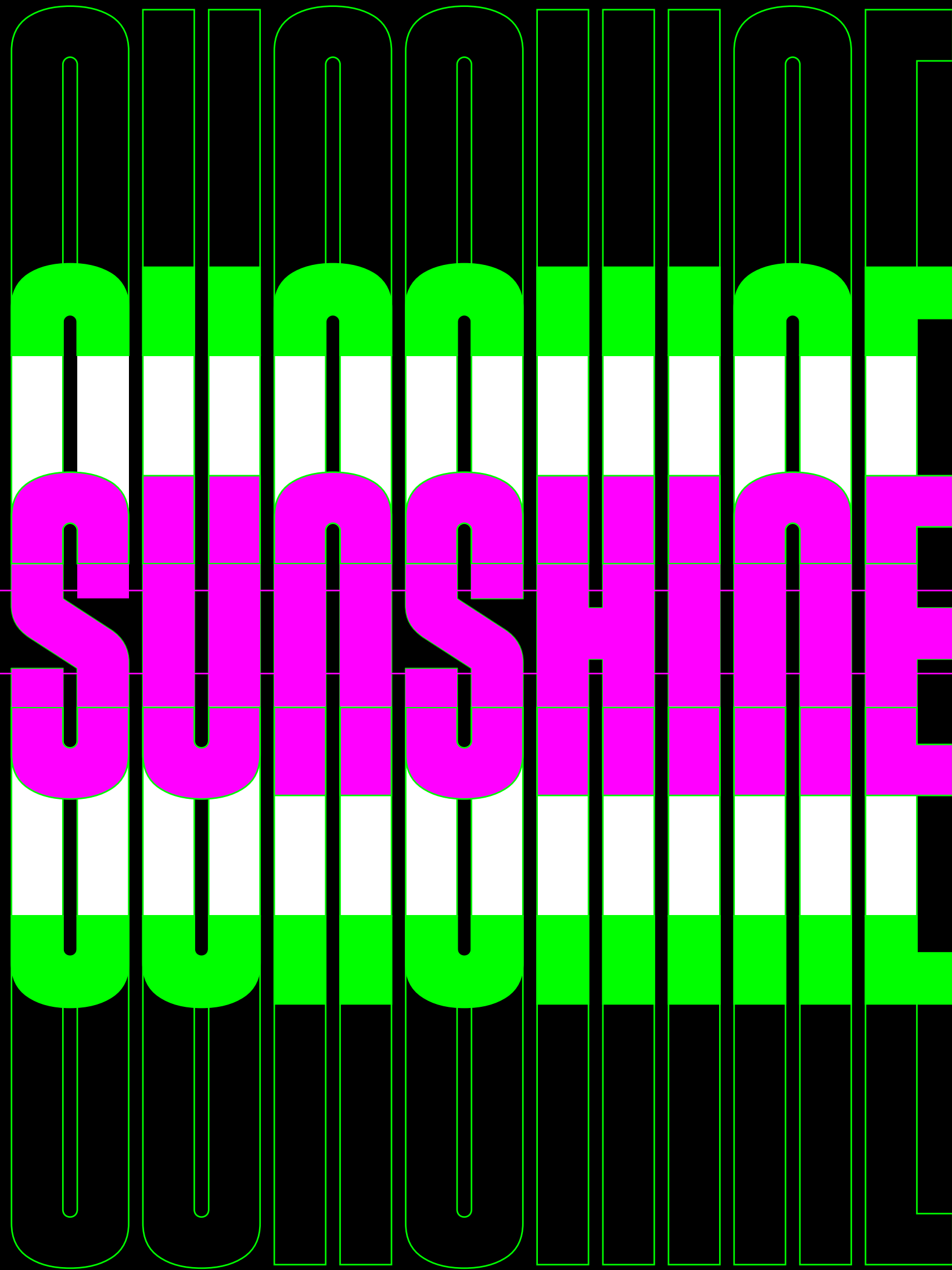
The gradient must be applied linear from orange (left) to red (right).

GRAPHIC ELEMENT

The flexible layout structure enables content to be conveyed clearly and precisely. Whether filling the entire space or subdivided into several spaces: the division of the layout is geared towards the content of the message to be conveyed.

Despite this flexibility, it is important that the clarity of the overall impression is not impaired. For this reason, no use is made of superimposed spaces and images; the same applies to transparencies, diagonals, boxes and other geometrical shapes.

SUNSHINE



ONLY MOVE THIS PART

DO NOT TOUCH THIS PART

ONLY MOVE THIS PART

SUNSHINE
SUNSHINE

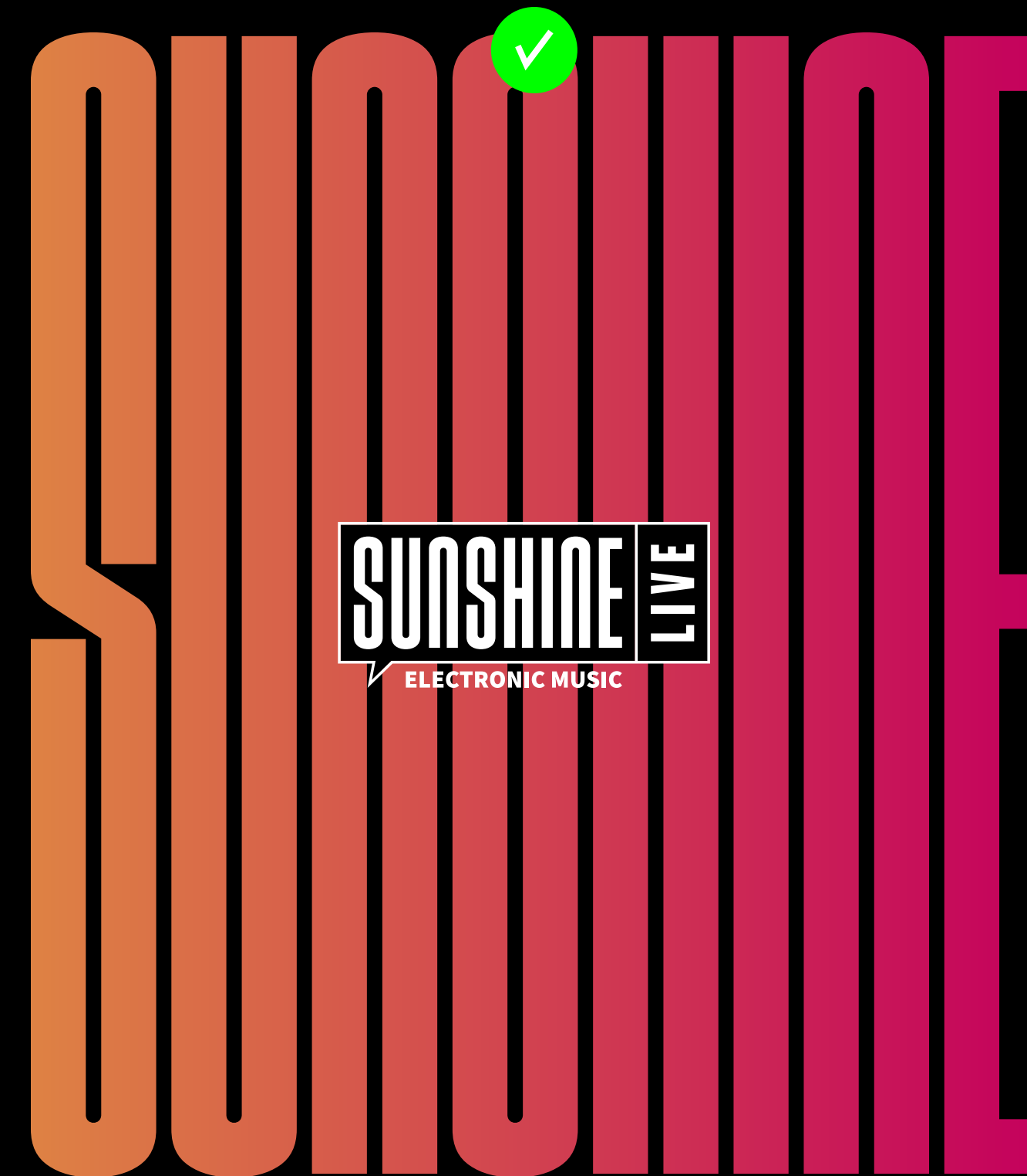
SUNSHINE
SUNSHINE

SUNSHINE
SUNSHINE

SUNSHINE
SUNSHINE



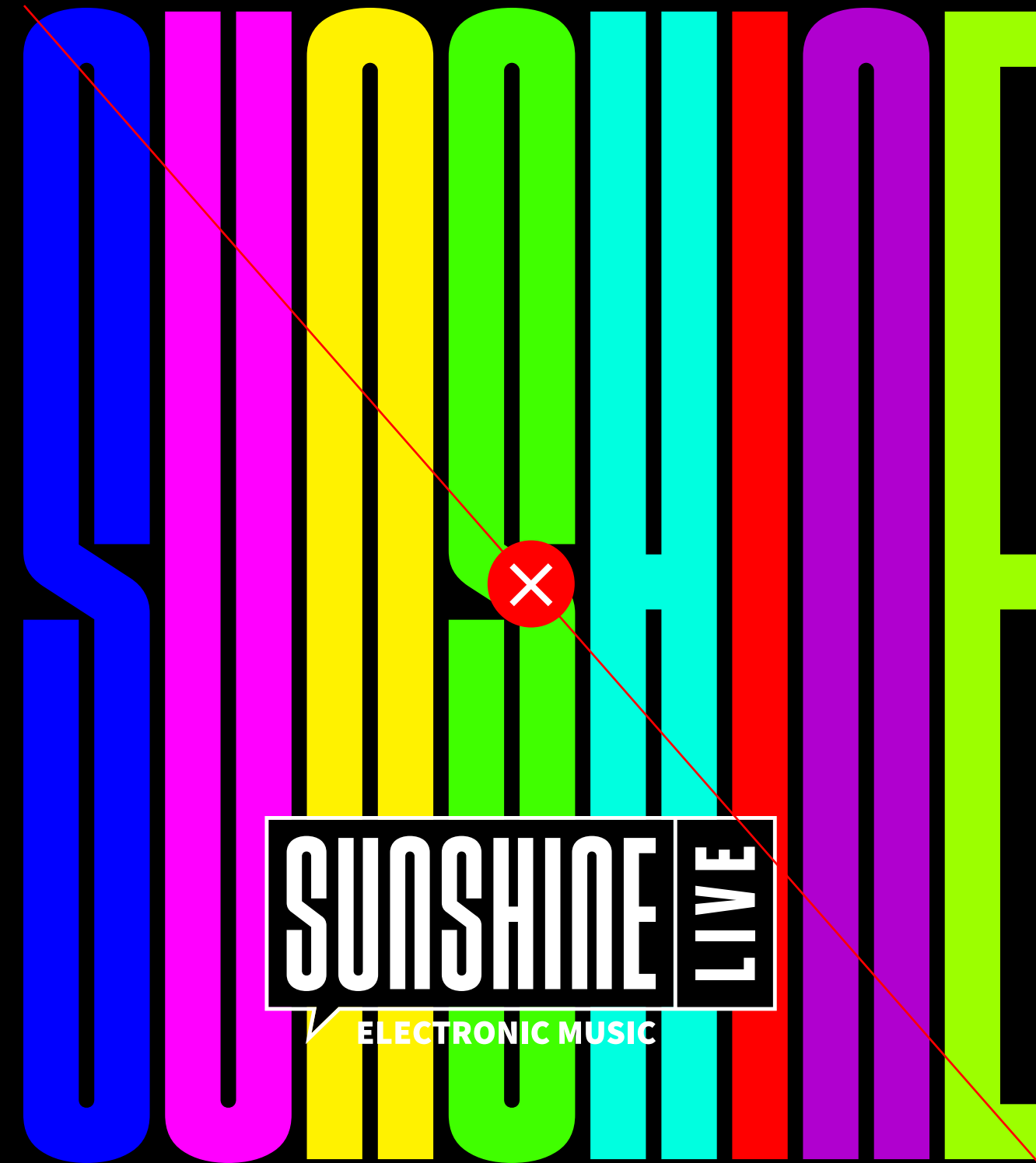
The colored stretch must not be applied vertically, rotated.



The colored stretch must be applied horizontal in reding direction.



Inside the stretch element an image can be displayed.



The stretch must either contain an gradient or image and must not be colored different from letter to letter.



Depending on the occasion where the stretch is used, the gradient could be adapted using other colors.

GRAPHIC ELEMENT

COOPERATION

The flexible structure of our graphical element (Stretch) provides a tool for smoother cooperations. Therefor the color of the gradient can be adjusted to the colors of the co-op partners brand colors. Also on top the SUNSHINE LIVE logo can be placed next to the co-op partner logo. This allows us to fit the brand SUNSHINE LIVE into other microcosmoses, for examples as a backdrop on a music festival.

SUNSHINE LIVE

ELECTRONIC MUSIC



ANIMATION

We stand for dynamic premium electronic music. As such, movements in the SUNSHINE LIVE look have a typically dynamic character. The basis for this is an animation stretch background: inspired by the dynamic of an frequency band.

SUNSHINE

EXAMPLES

**SUNSHINE LIVE all together:
our complete personality.**



SUNSHINE LIVE
ELECTRONIC MUSIC

PAUL VAN DYK | ROBIN SCHULZ & WES
ALLE FARBEN & VIZE FT. GRAHAM CANDY
ARMIN VAN BUUREN | PURPLE DISCO MACHINE
MOBY

VOLUME 72

SUNSHINE LIVE
ELECTRONIC MUSIC

VOLUME 72



STRÖER



SUNSHINE LIVE

ELECTRONIC MUSIC

STRÖER



Die besten Djs | 24/7 Rauschfrei
Über DAB+ | Deutschlandweit

Electronic Music Radio. Web App. DAB+

OPST

07

STRÖER







SUNSHINE LIVE
ELECTRONIC MUSIC

MADE WITH LOVE

by mamapapacola & SUNSHINE LIVE