

Ambient World Style Guide - Offline Version

Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

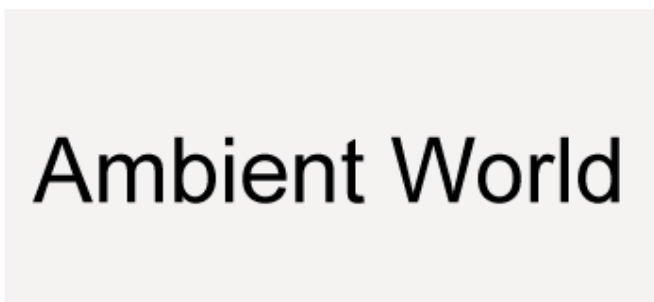
Print Work

For all ambient world print work use the Arial font. You may use all of the fonts out of the font family, including regular, bold, italic and italic bold, where appropriate.

Fonts must be coloured black or white depending on the background colour you are working on. Ensure that the font can be easily read and that there is good contrast between the font colour and the background.



Wrong - There is not enough contrast between the font and the background. This makes the font difficult to read.



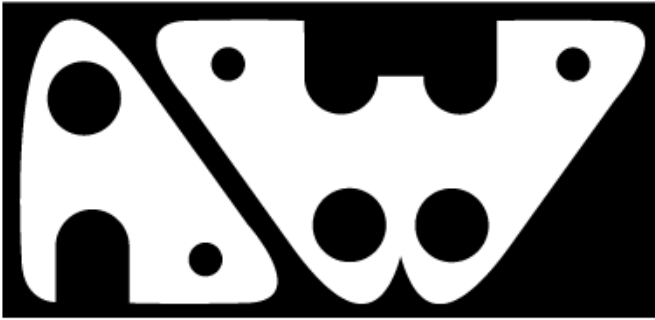
Right - There is now enough contrast for the font to be read easily by the viewer.

Web Fonts

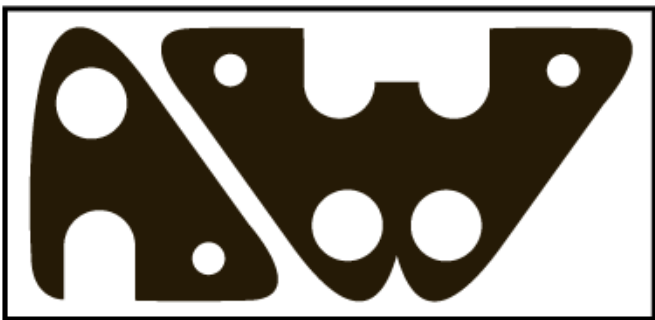
For emails and other online communications also use the Arial font. Again, use black for font or white when placing onto a dark background. Ensure that the font can be easily read on screen.

It is generally accepted that white text on a dark background is hard to read, so use sparingly. Please see the example above which demonstrates this.

Logo Usage



Use the white logo for dark coloured backgrounds.



Use the black logo for light backgrounds. The logo must always either be black or white.

Logo Colours

The Ambient World logo must always be black or white when placed on products, unless specified otherwise in this guide.

Choose the most appropriate logo for the background so that the logo can be clearly seen. Consider the contrast between the background image and the logo.



Wrong - Do not obscure the logo with text. The logo must not have objects placed over the top of it unless otherwise stated.



Right - The logo is now not obscured by the text.

Obscuring the logo

Do not obscure the logo with text unless stated elsewhere in this guide. Obscuring the logo is

only acceptable on business cards, and is not acceptable on any other document.



The minimum size for the logo is 15mm in width. The logo must always be kept in the correct proportion.



Wrong - The logo has been stretched horizontally and is out of proportion.



Right - The logo is in the correct proportion, and has had its size altered correctly.

Logo Size and Proportion

The minimum size of the logo is 15mm. The logo must always be used in the correct

proportion, as shown in the picture above. Do not skew, rotate, warp or disfigure the Ambient World logo

Stationary



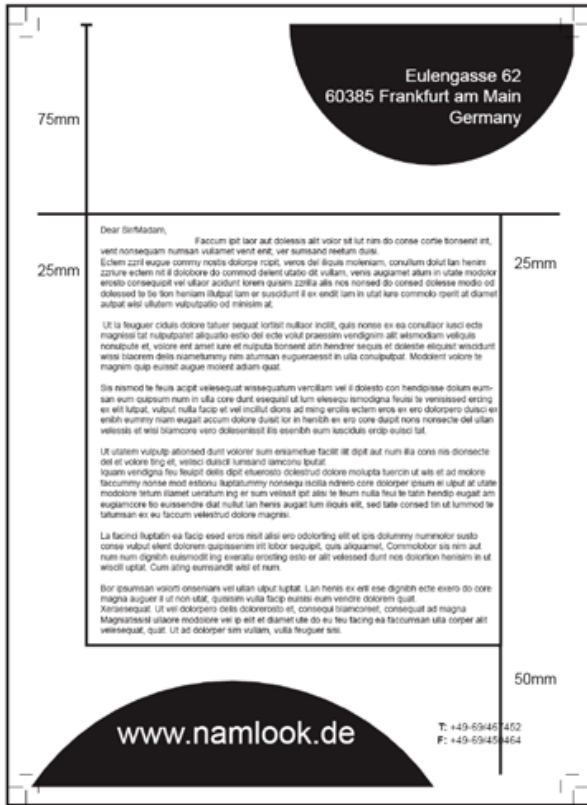
Address: Arial 8pt
Name: Arial 12pt
Email: Arial 8pt
Phone/Fax capital letter & colon: Arial 8pt Bold
Web address: Arial 8pt Bold
AW Logo: 20% Opacity



Business Cards

Please view the image above for information on business cards. The font sizes should be followed according to the diagram.

The logo on the business cards should have 20% opacity to provide enough contrast to the black text information. Always place the logo according to the rules stipulated in the logo usage section.



Margin to top of page: 75mm

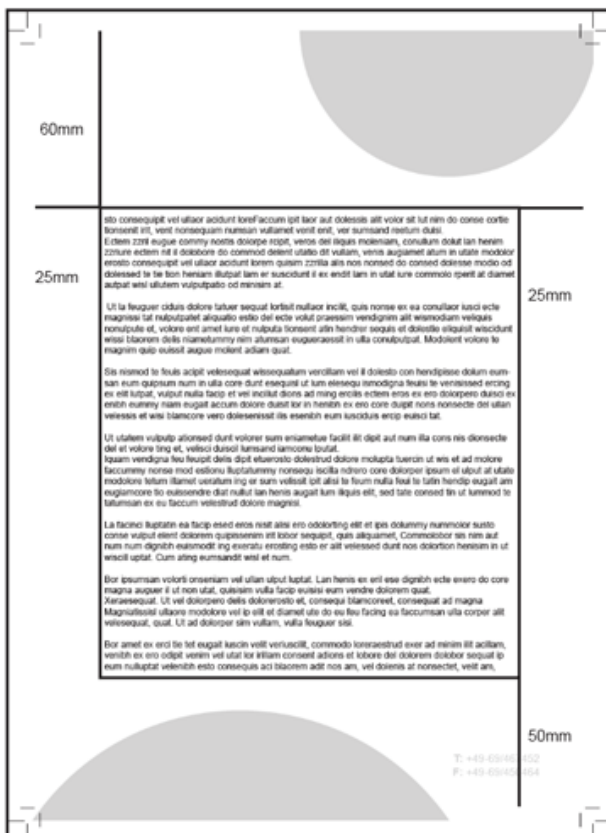
Margin from left: 25mm

Margin from right: 25mm

Margin from bottom 50mm

Letterhead

The letterhead should be reproduced as shown in the diagram above. The body text should be 10pt Arial, and must always be black.



Margin to top: 60mm

Margin to left: 25mm

Margin to right: 25mm

Margin to bottom: 50mm

Continuation Sheet

The continuation sheet follows the letterhead when printing a letter multiple pages long. Please note that the top of the body text has a

smaller margin to the top of the page. Reproduce the continuation sheet text as shown in the diagram above.



Email Template

The image for the email template is 75px wide. The line thickness is 2pt, and the style is solid.

The text should be Arial Bold, 10pt, and the format for Telephone and Fax should be as depicted in the diagram.

Release Sheet



Album Cover - Full size (121mm x 120mm)

Artist name/Title - Arial, Regular, 30pt

Body Text - Arial, Regular, 12pt

Address - Arial, Regular, 18pt

Web Address - Arial, Regular, 30pt

Telephone/Fax capital - Arial, Bold, 12pt

Telephone/Fax number - Arial, Regular, 12pt

Logo Size - 68mm (keep in proportion)

Margin - 15mm

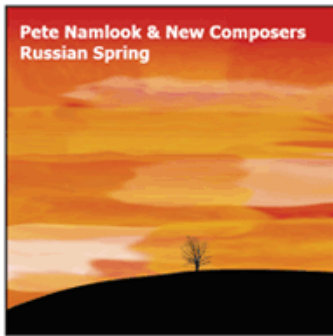
Release Sheet

The release sheet template is used for press releases when a new album is to be released.

Please see the picture opposite to see the margins, font sizes and other measurements on how this should be done.



Eulengasse 62
60385 Frankfurt am Main
Germany



Pete Namlook & New Composers Russian Spring

The latest release from Ambient World sees the return of Pete Namlook in collaboration with the New Composers group.

The ambient sounds on their latest creation combine subtle, natural tones which paint an emotive and vivid picture of the season of spring on the Russian landscape.

From the first cracks in the ice of hard a harsh winter, to the first rays of sun on the tundra, Namlook and New Composers create a warm, airy and textured sound stage of creation and new life.

Namlook's compositions will further cement his place in electronic music, as well as being a modern day artist of the synthesiser.

www.namlook.de

T: +49-69-467452
F: +49-69-450464

Example Release Sheet

The picture opposite shows an example of how the template should look when used correctly.

This example is of the AW 043 release, which is Russian Spring by Pete Namlook and New Composers.