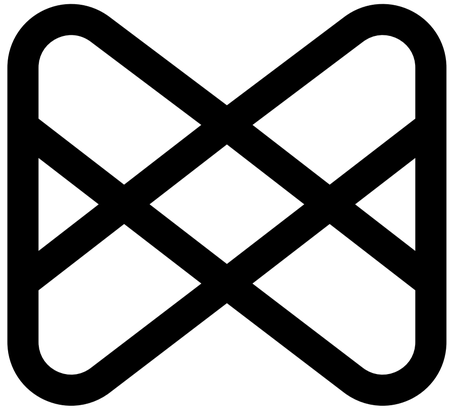
musixmatch

Brand Guidelines

1.1 Identity

The logo
Compact



musixmatch

The logo
Panoramic



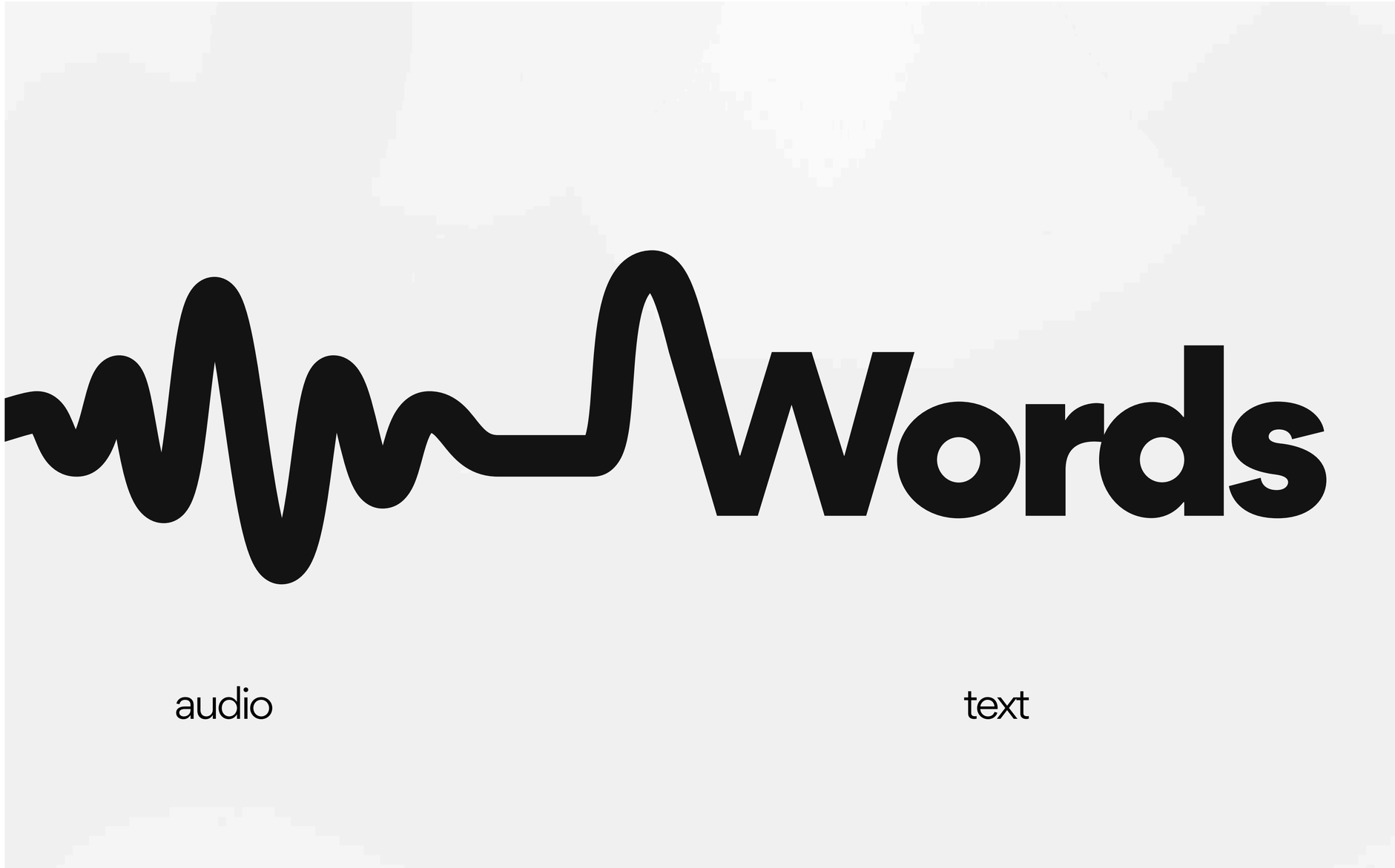
The logo
On background

musixmatch

Brand System
The “line”

The line is the core of our visual language. It stands for words in every form: lyrics, speech, any content built from language. It also echoes an audio waveform, linking text and sound.

We use it to connect elements, guide the eye and make every touchpoint recognizably Musixmatch.



Brand System
Grainy gradients

Our gradients carry a subtle grain texture. They blend colors the way music blends genres, adding depth and warmth to backgrounds and key visuals.



Brand System
Photography

Our photography puts people first. Images feel real and warm: soft saturation, bright highlights and strong contrast.

Avoid staged, generic stock imagery.





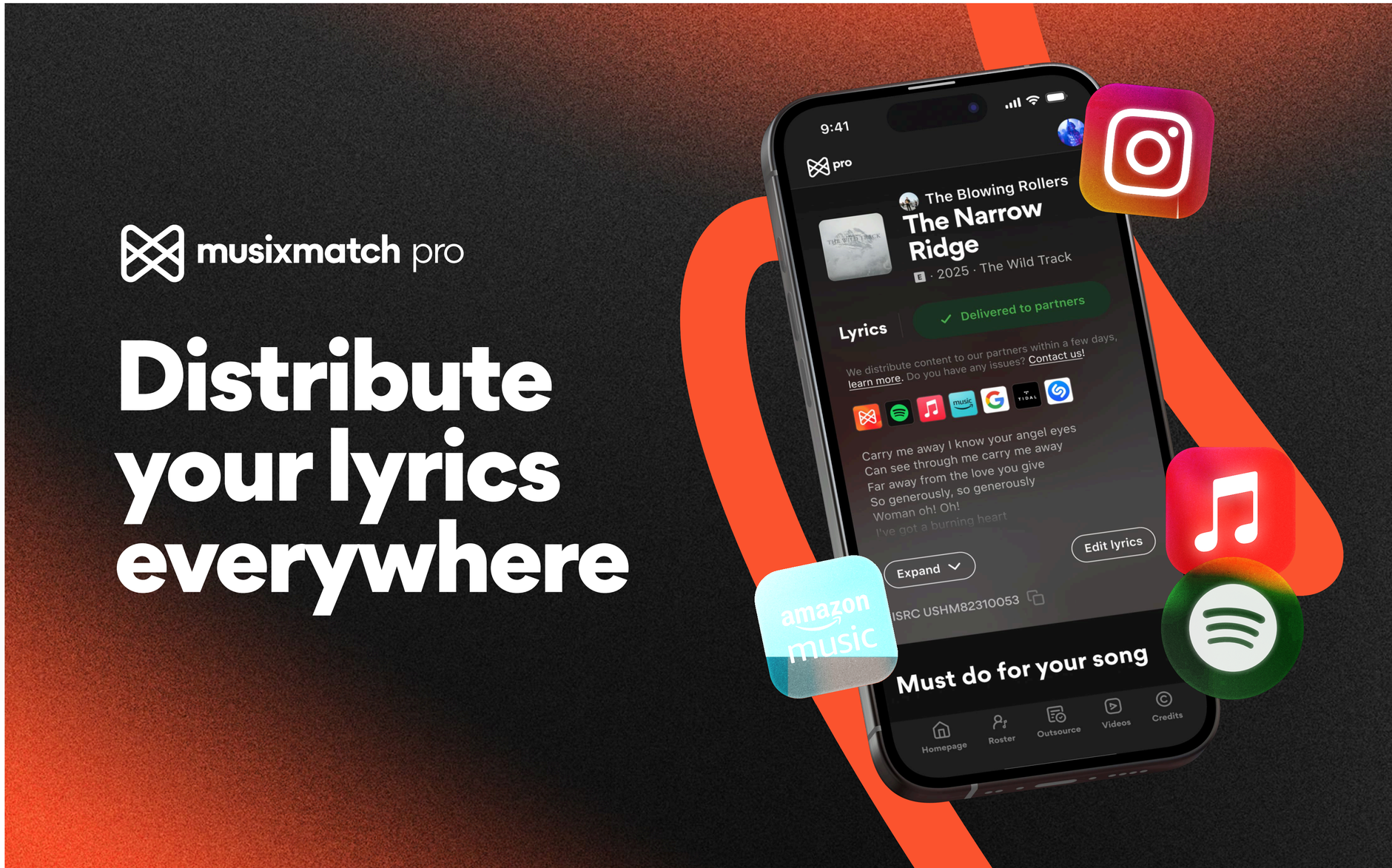






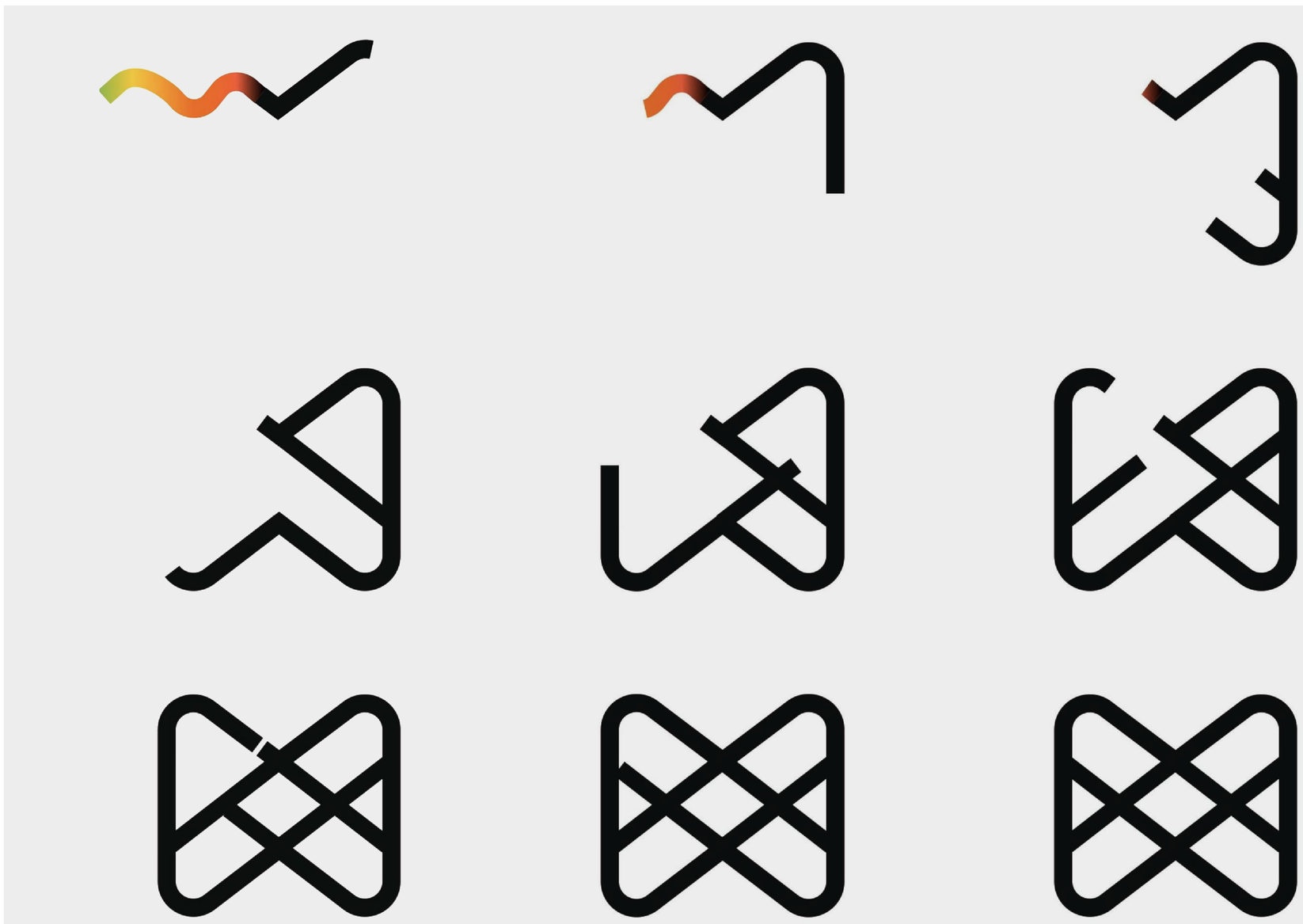
Brand System
Composition

The line, gradients, photography and typography combine into one balanced composition. The result is clean, human and essential, with plenty of space for the message.



Brand System
Motion

Every movement has a purpose. The line leads the animation, keeping static and animated content consistent and instantly recognizable.

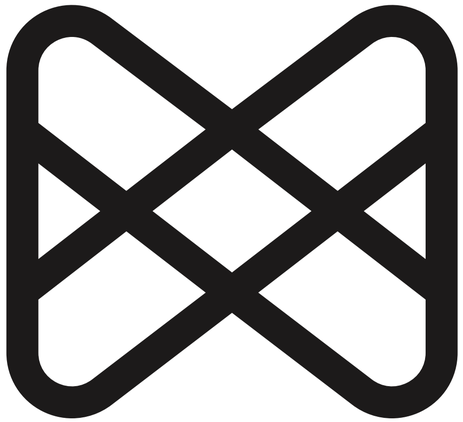


1.2
Brand Book

The logo
Compact

Our logo is made of two elements: the icon and the wordmark.

Use it as supplied, in every online and offline context. Never redraw, distort or rearrange it.

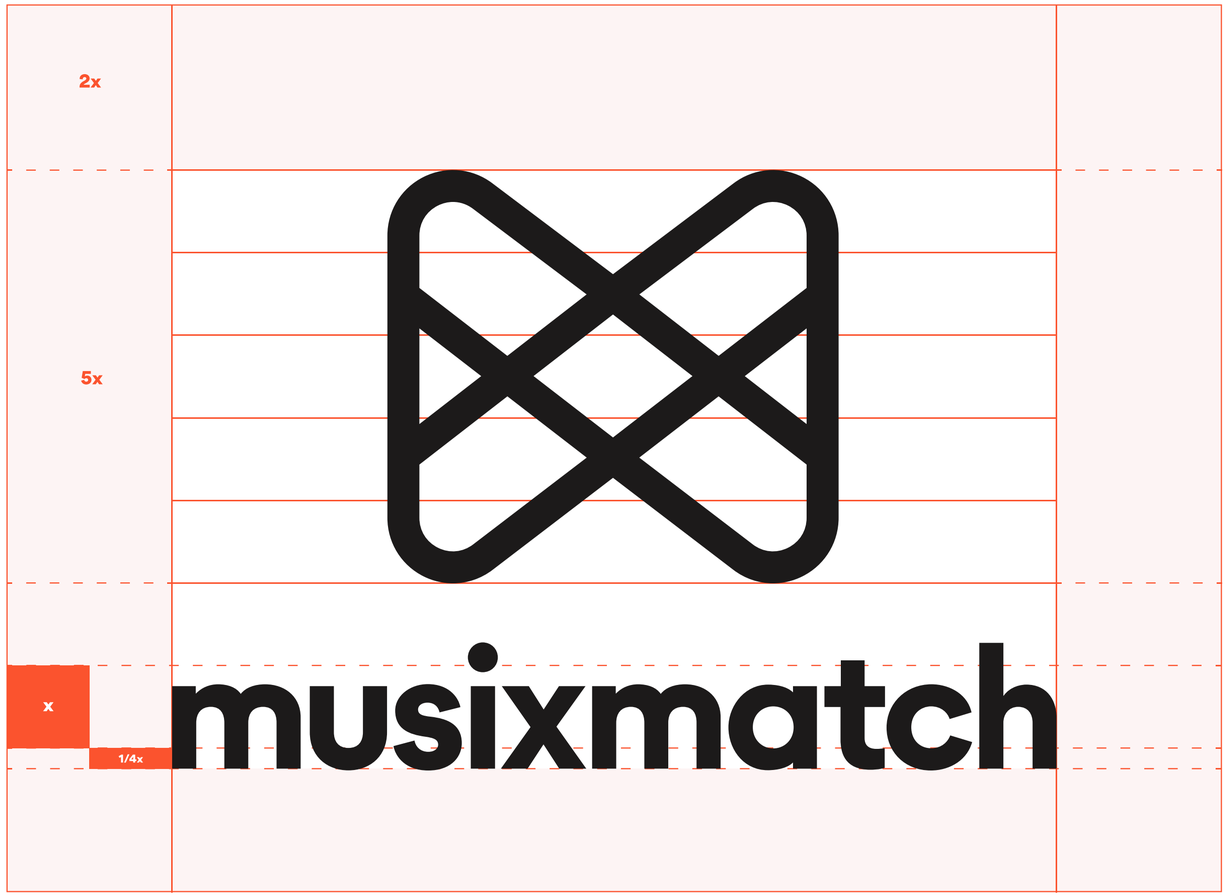


musixmatch

The logo
Proportions and safe area

The stroke of the icon matches the weight of the wordmark letters.

Keep the proportions between icon and wordmark fixed and always respect the minimum clear space shown.



The logo
Panoramic

The horizontal version of our logo, for wide formats and limited vertical space.

The same rules apply: use it as supplied, never redraw or distort it.



The logo
Proportions and safe area

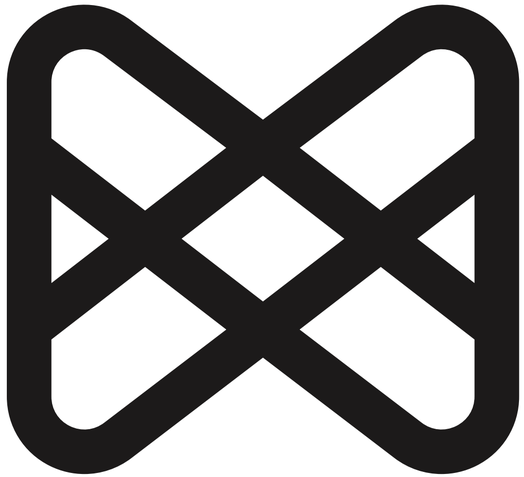
The stroke of the icon matches the weight of the wordmark letters.

Keep the proportions between icon and wordmark fixed and always respect the minimum clear space shown.



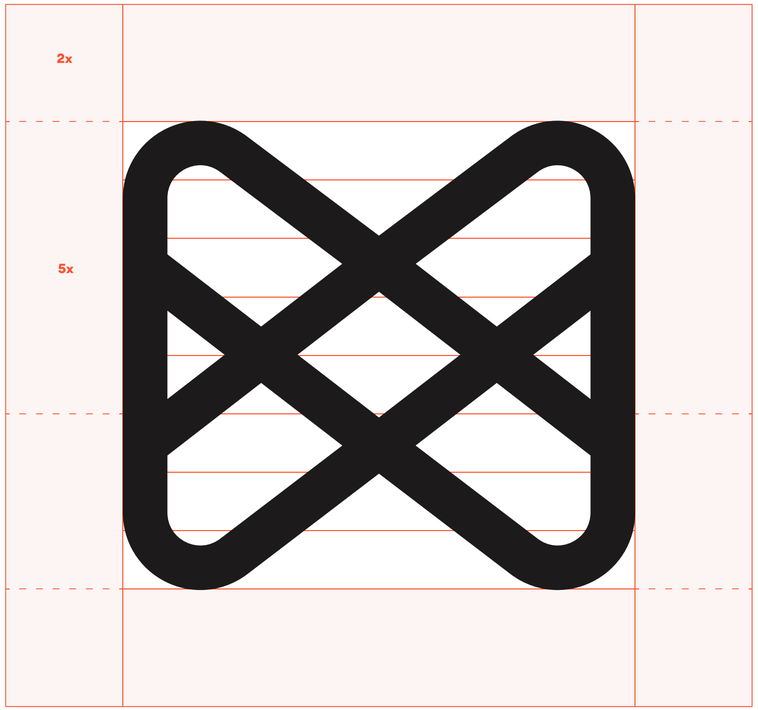
The icon

The icon is the most recognizable part of our identity. Use it on its own only where the full logo doesn’t fit, such as app icons, favicons or small merchandise.



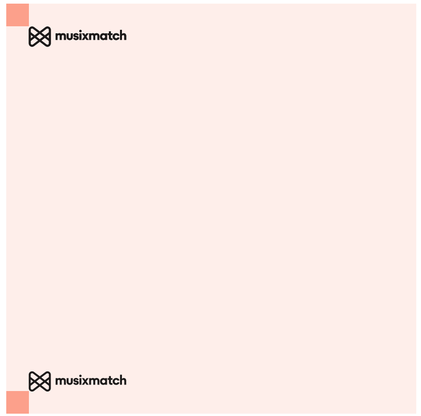
The icon
Proportions and safe area

Always keep the clear space shown around the icon, so it stays legible at any size.

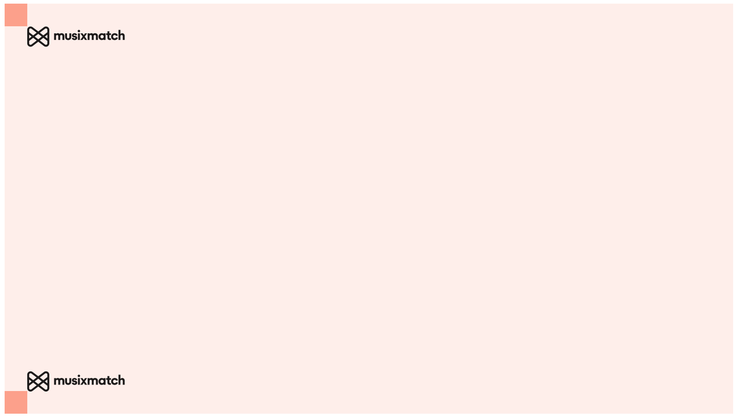


Primary placement
Logo panoramic

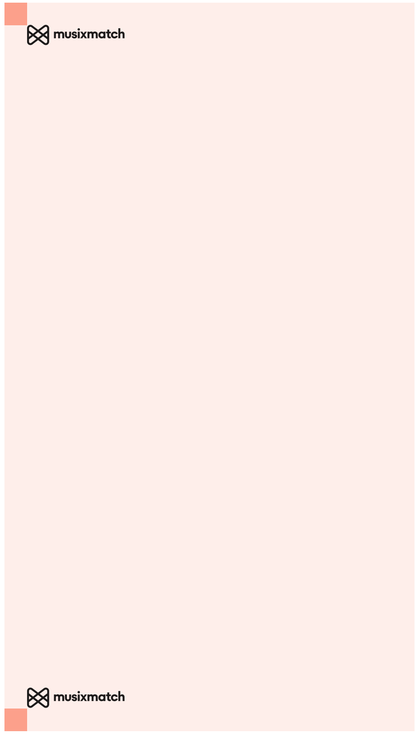
For optimal legibility, place the logo in a corner and keep the margins shown. Top-left and bottom-left are the preferred positions.



Square



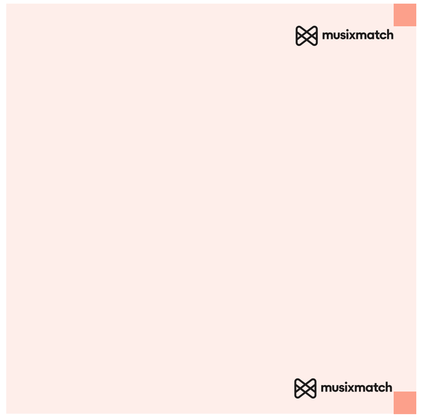
Landscape



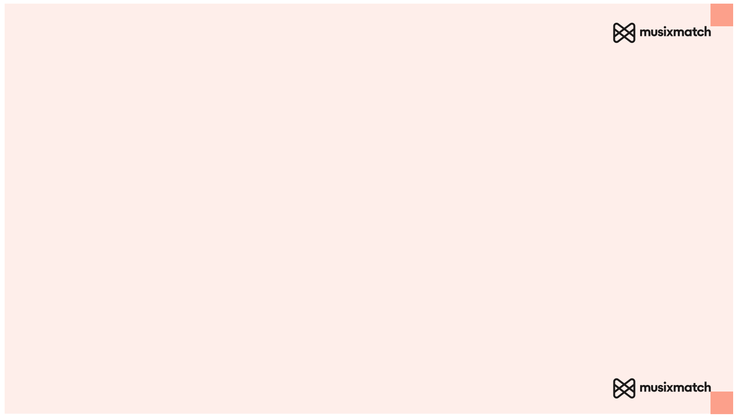
Portrait

Secondary placement
Logo panoramic

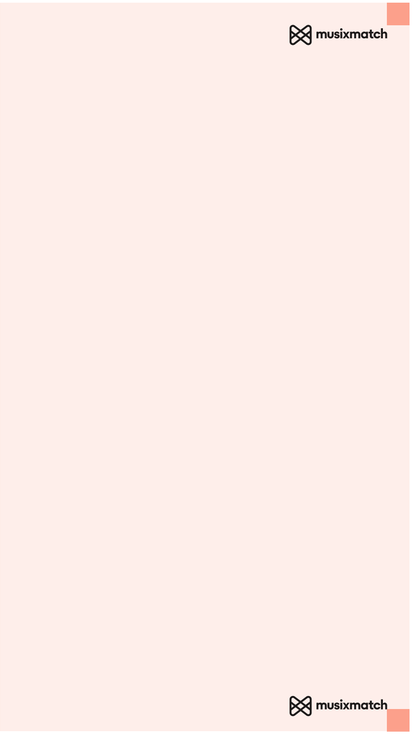
Use the top-right and bottom-right positions only when the layout leaves no alternative.



Square



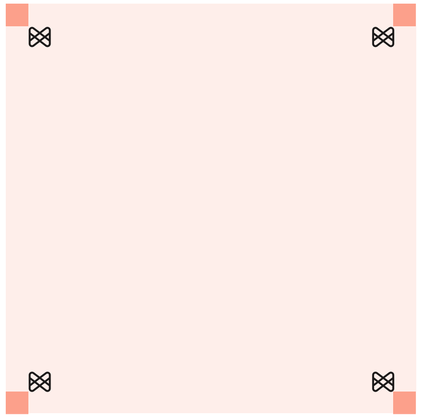
Landscape



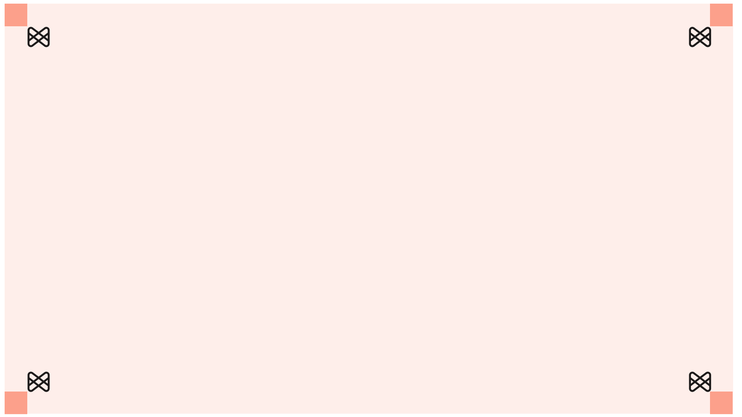
Portrait

Placement
The icon

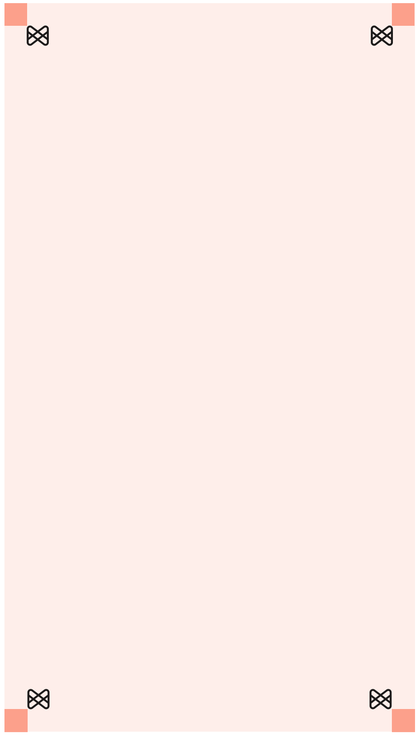
Place the icon along the edges of the format (presentations, social content or video), keeping it clear of key content.



Square



Landscape



Portrait

Logo + tagline

A fixed grid defines the relationship between logo and tagline. Always use the lockup as supplied.



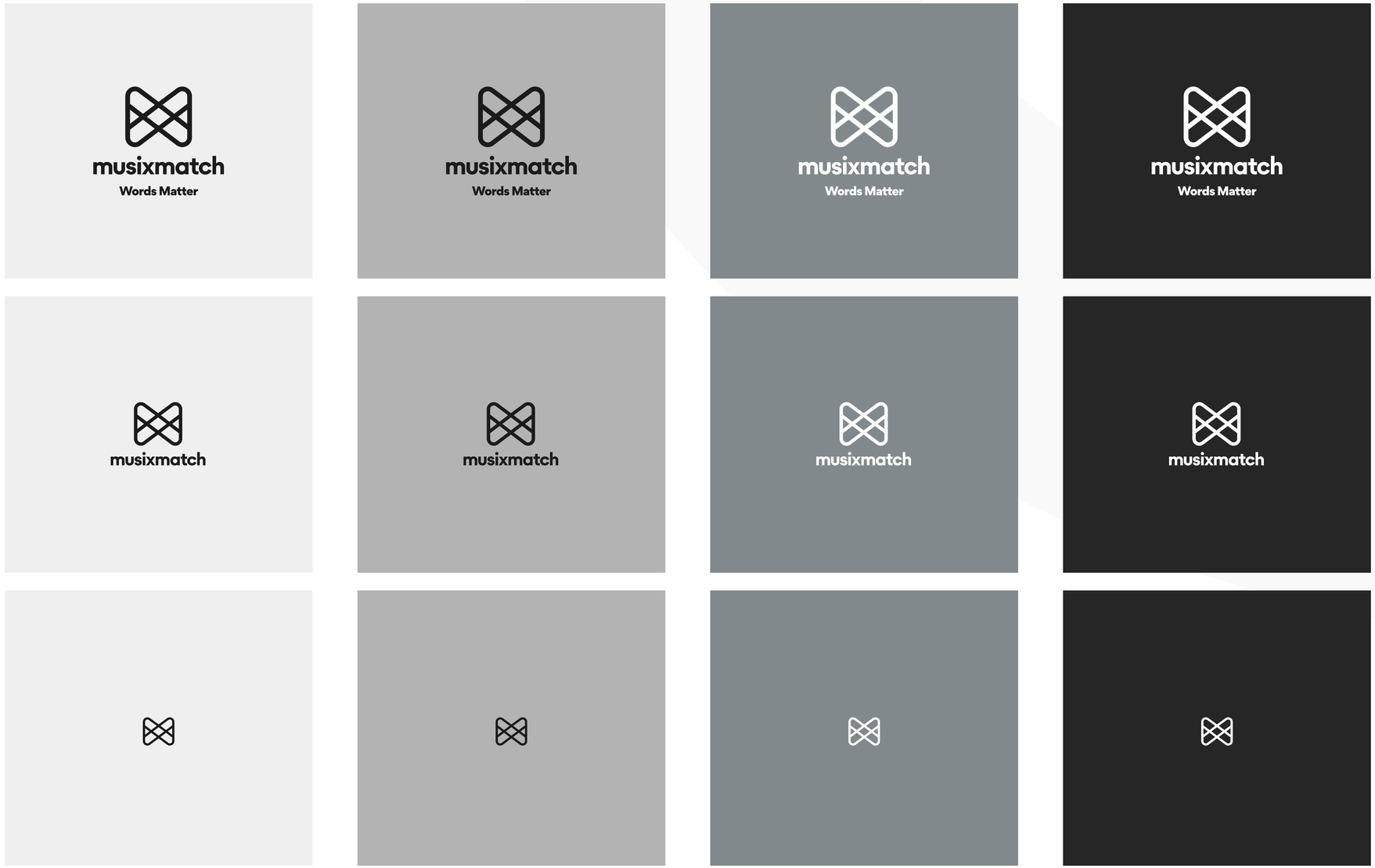
Logo + tagline
Proportions and safe area

Keep the clear space shown around the lockup to ensure optimal legibility.



Logo versatility

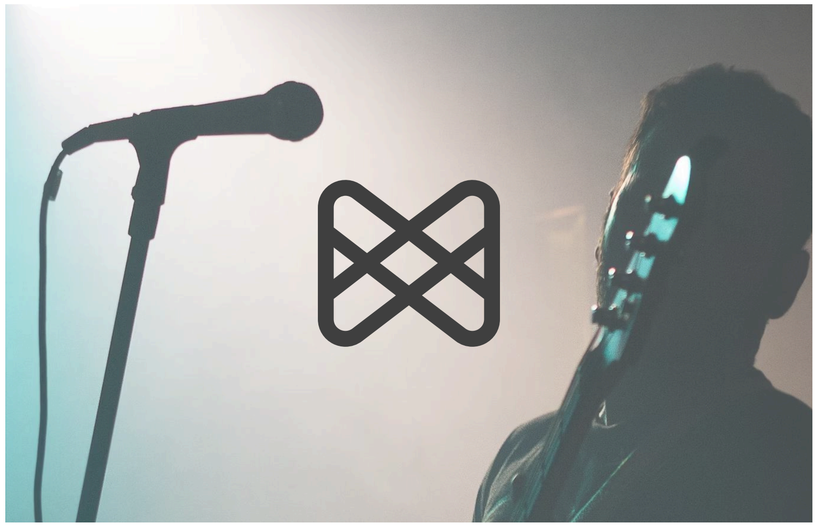
The logo works on both light and dark backgrounds. Always choose the version that guarantees the strongest contrast.



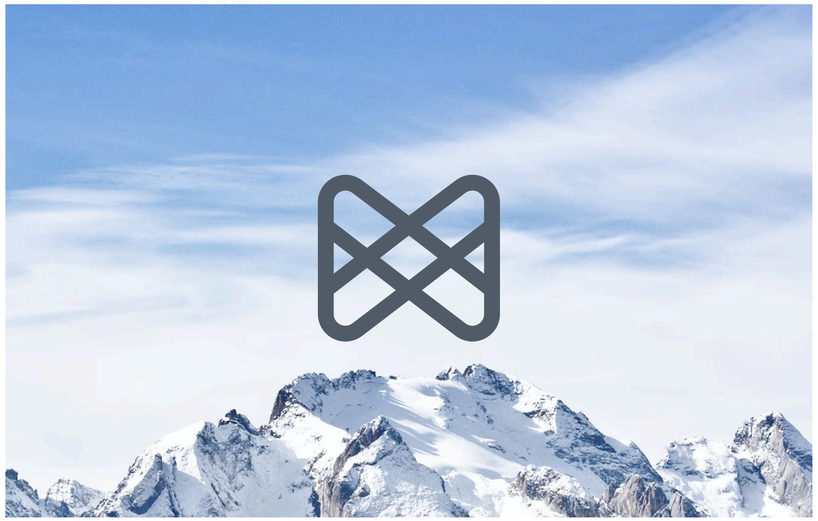
Placement
Logo + pictures

The logo can sit on photography when contrast is sufficient. On busy or high-contrast images, add a light color overlay taken from the photo's palette.



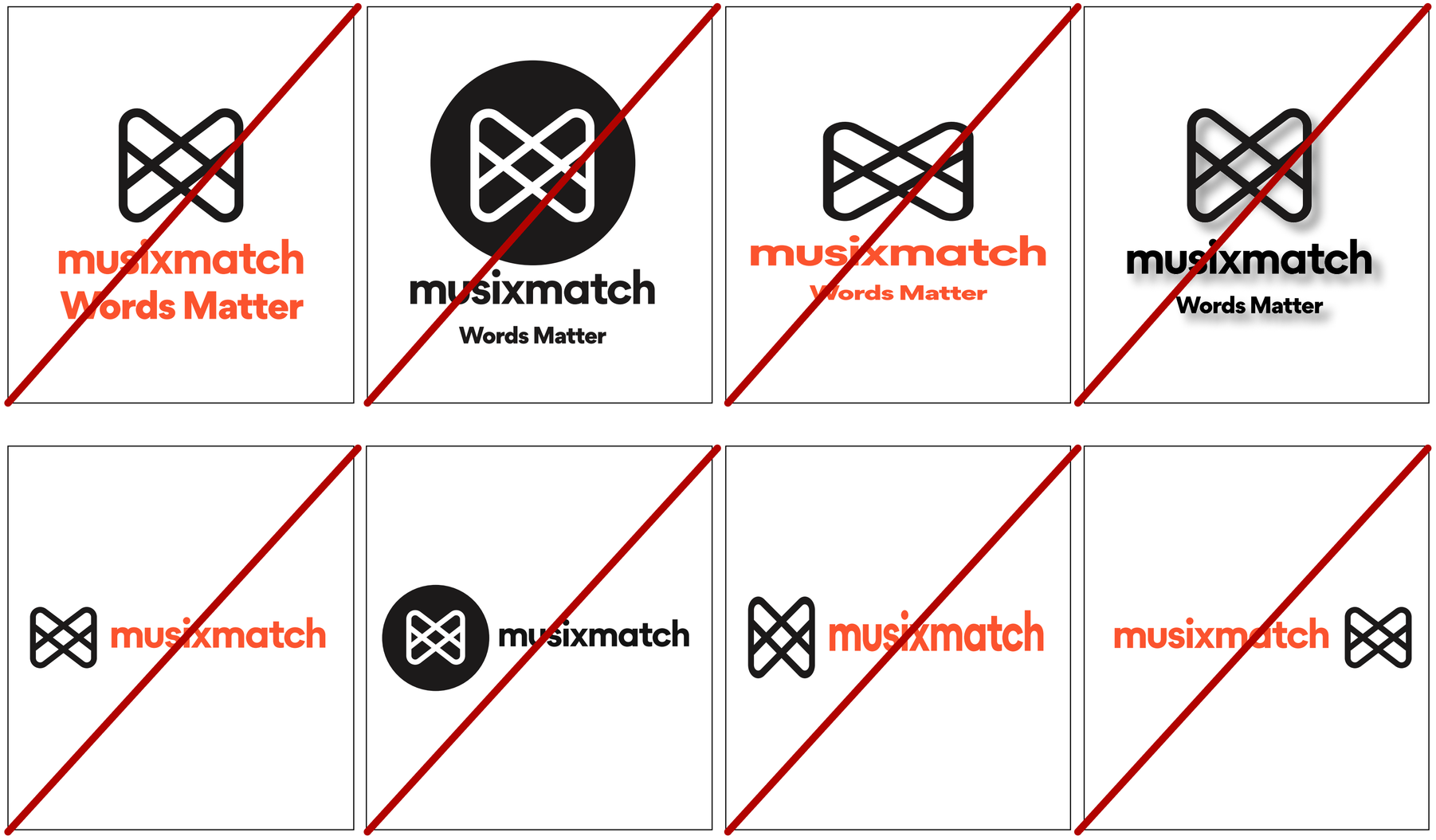






Wrong usage
Logo

Don’t stretch, recolor, rotate, add effects to or rearrange the logo. The examples shown are the most common mistakes to avoid.



Brand System
Product logos

Every product logo is built on the Musixmatch icon and follows the same typographic rules.

The extended version pairs the product name with “musixmatch” or our tagline; the short version uses the icon and product name only.

Extended Version

musixmatch pro

Music Lens
by musixmatch pro

Sentinel
by musixmatch pro

Short Version

musixmatch pro

Music Lens

Sentinel

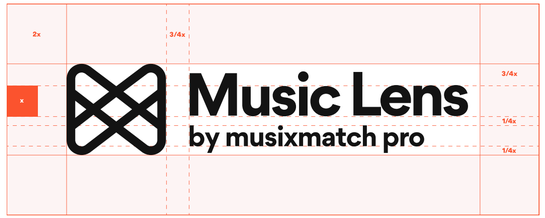
Brand System
Product logos

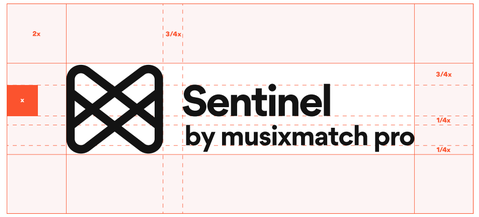
Every product logo is built on the Musixmatch icon and follows the same typographic rules.

The extended version pairs the product name with “musixmatch” or our tagline; the short version uses the icon and product name only.

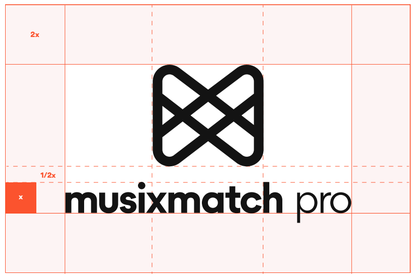
Extended Version

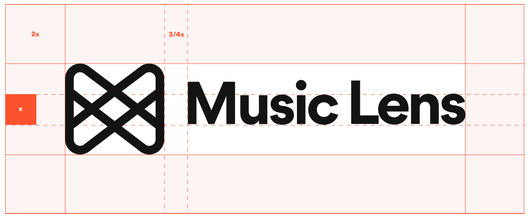


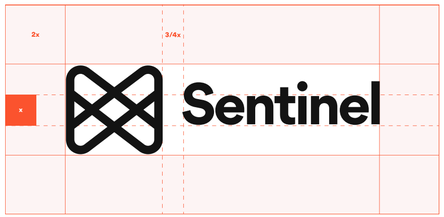




Short Version







Typography
Primary font

Gordita, by Type Atelier, is our primary typeface for headlines and body text.

Tracking: use the values shown on the following pages.

Italic: don’t use Gordita Italic. When italic is needed, use our secondary font.

Gordita Light

Gordita Regular

Gordita Medium

Gordita Bold

Gordita Black

Typography
Headlines & body text

This is the right balance between headline and body text. Respect these proportions in all Musixmatch communications.



Typography
Headlines & body text

This is the right balance between headline and body text. Respect these proportions in all Musixmatch communications.

Headline — Font: Gordita Black | Size: 78px | Line Spacing: 78px | Tracking: -4.5px

The Quick Brown Fox Jumps Over The Lazy Dog

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Body Text — Font: Gordita Regular | Size: 20px | Line Spacing: 26px | Tracking: 0px

Typography
Wrong usage

Avoid headline and body sizes that compete for attention, as in the example shown.



Typography
Secondary font

Georgia Italic is our secondary font, used only to highlight single words or quotes.

UI: never use it in product interfaces or on landing pages.

Marketing & Communication: use it in marketing materials when needed.

Georgia Italic

Georgia Bold Italic

Typography
Lyrics quotes

Lyrics are at the heart of what we do, and quoting them gives our messages emotional power.

Lyrics are protected content: use them only for brand storytelling, never to promote or sell products.



Typography
Lyrics quotes

Lyrics are at the heart of what we do, and quoting them gives our messages emotional power.

Lyrics are protected content: use them only for brand storytelling, never to promote or sell products.

Lyrics — Lyrics follow the proportions of the headlines

“Harder Better Faster Stronger”

Harder, Better, Faster, Stronger
Daft Punk, 2001

Name of the song — Font: Gordita Medium | Tracking: -1.5px
Name of the artist & year of release — Font: Georgia Italic | Tracking: -1.5px

Typography
Lyrics quotes

Lyrics are at the heart of what we do, and quoting them gives our messages emotional power.

Lyrics are protected content: use them only for brand storytelling, never to promote or sell products.



Typography
Wrong usage

Don’t alter typographic settings: sizes, tracking and font pairing must follow these guidelines.



Colors
Brand & Product

Our palette is built on two sets of colors: Brand colors for expressive communication and Product colors, fully accessible, for digital interfaces.

highly accessible palette

fully accessible palette

Brand

Product

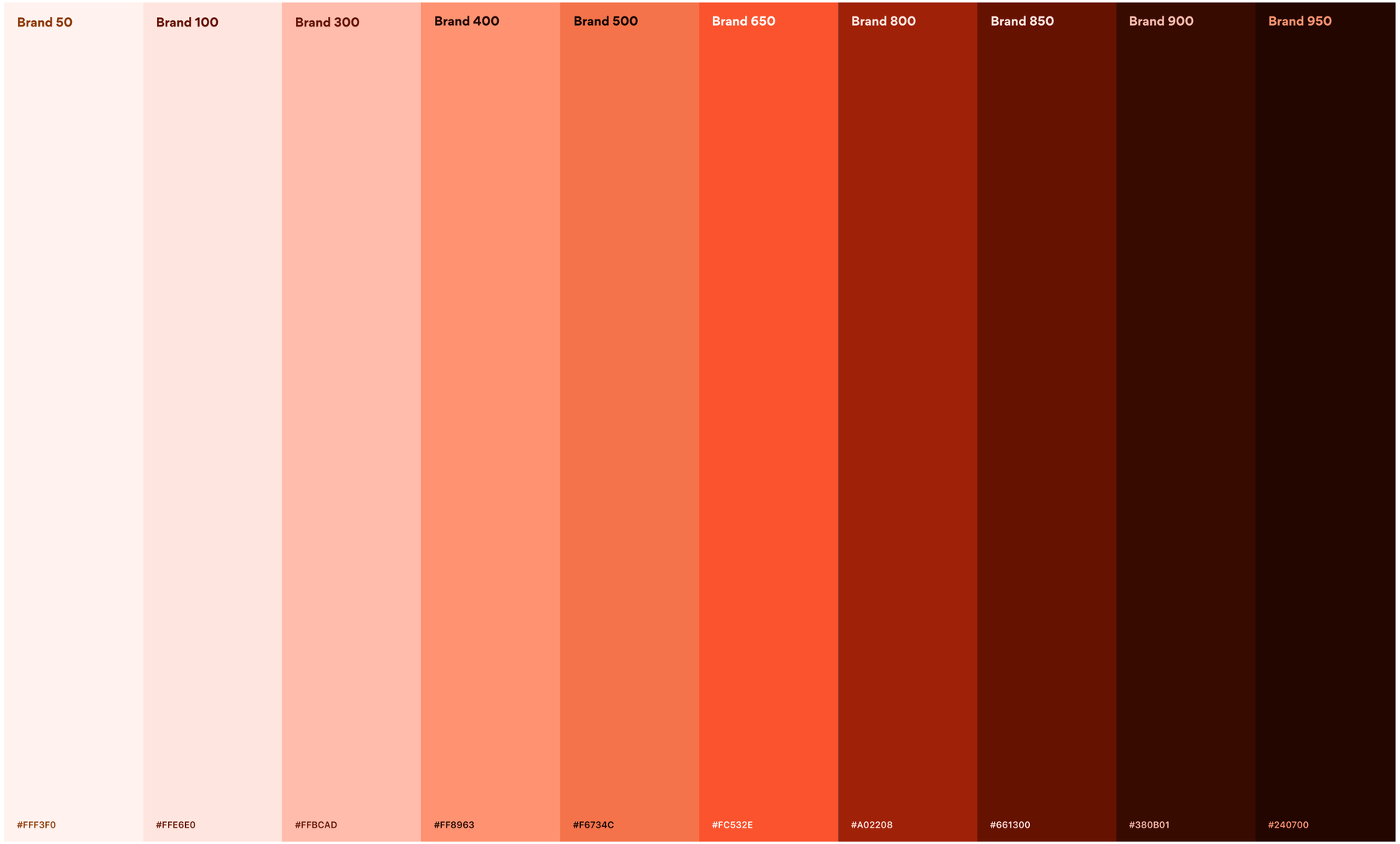


Brand Gradient

Brand 650 Orange 500 Red 650

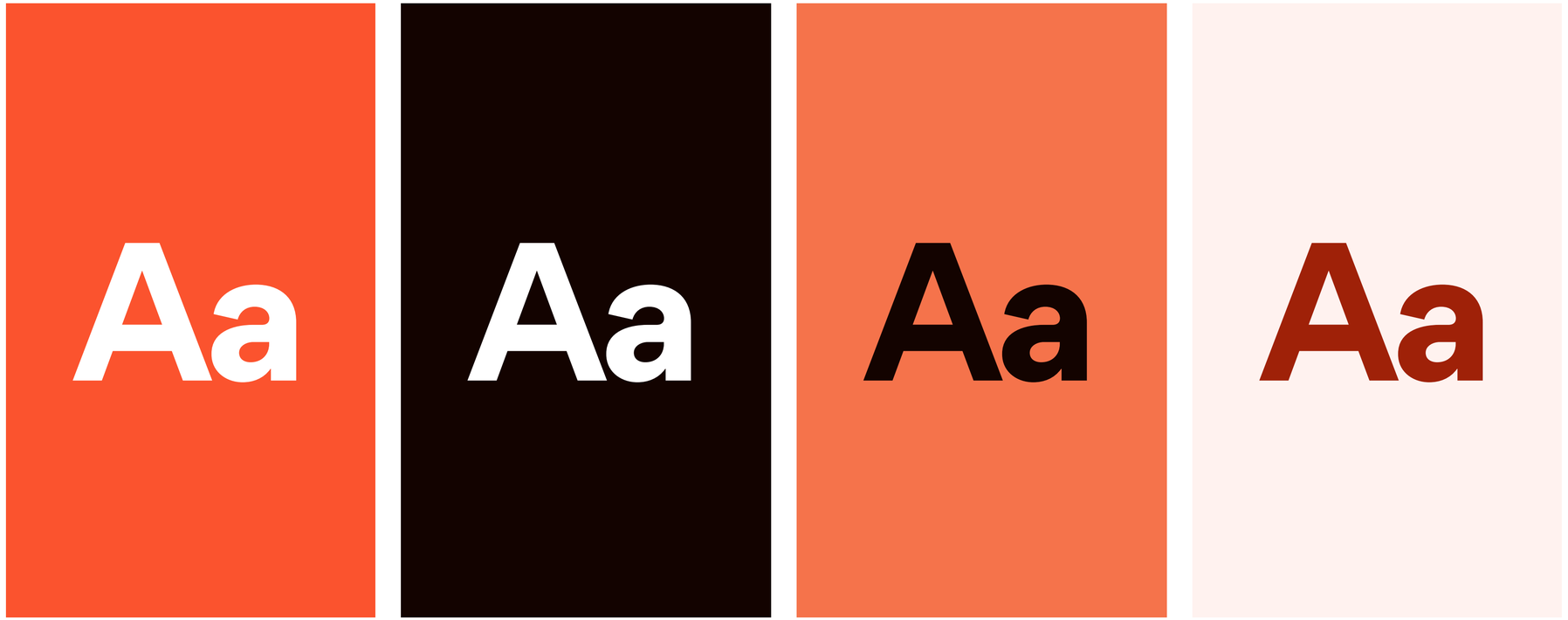
Colors
Brand

Each color comes with a full tonal range. Every combination is tested against WCAG accessibility standards.



Colors
Brand

Four examples of tested combinations. Every color in the palette has been checked in the same way.



Brand

Brand 650 | White

Dark

Brand 1000 | White

Mid

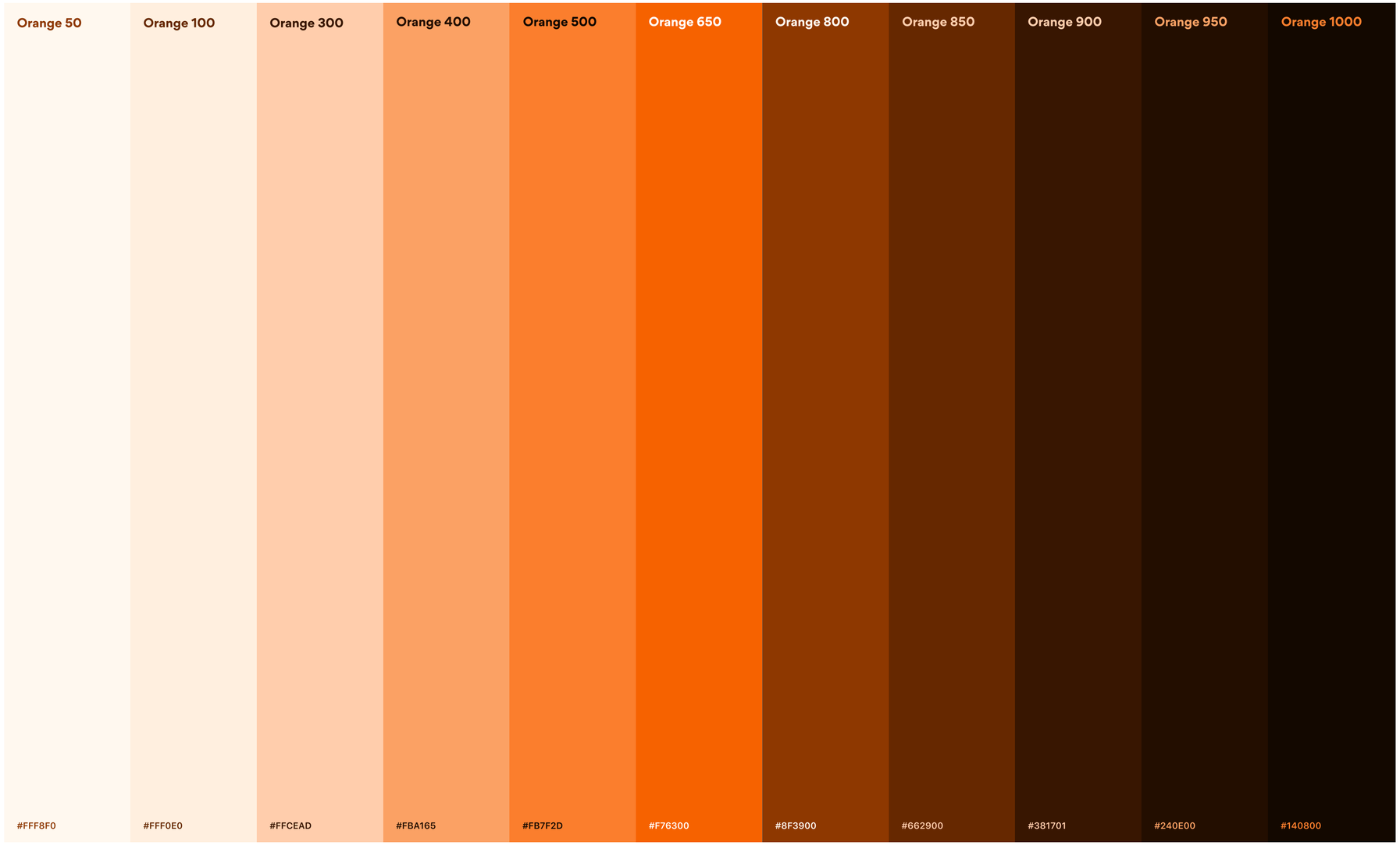
Brand 1000 | Brand 500

Light

Brand 800 | Brand 50

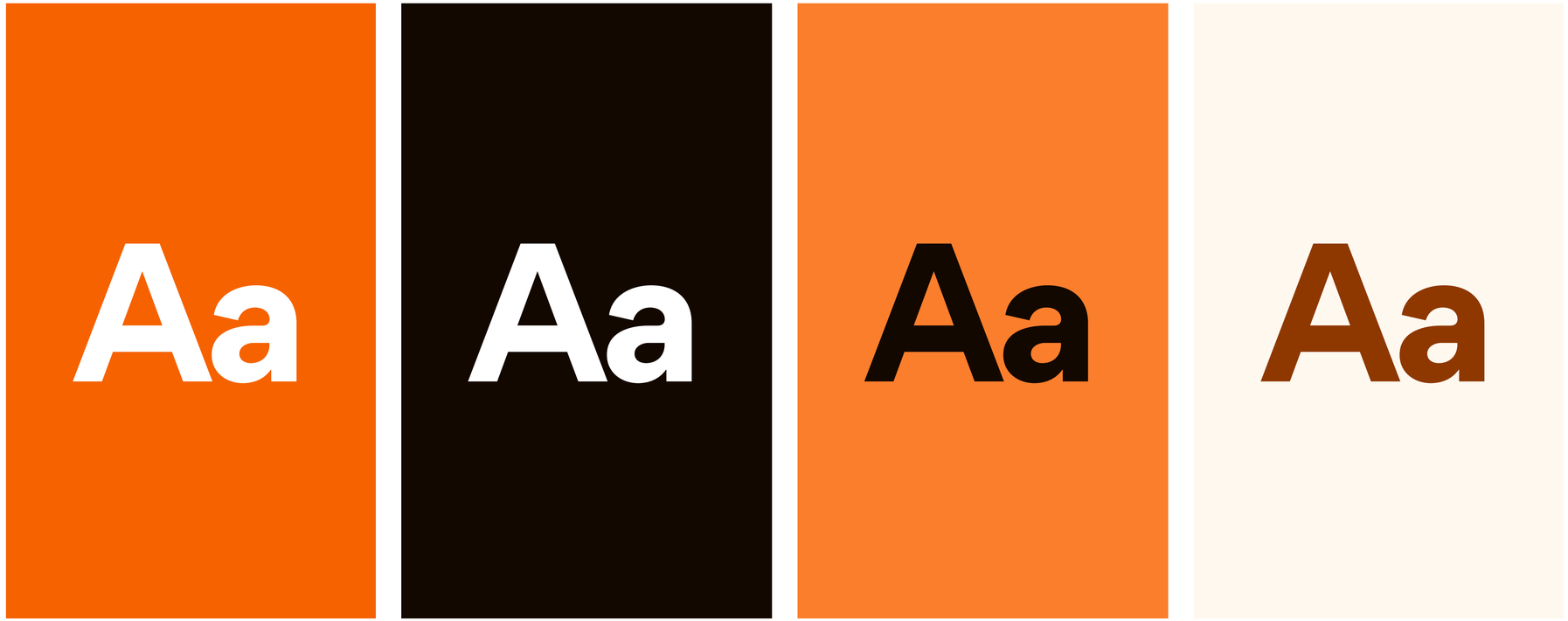
Colors
Orange

Each color comes with a full tonal range. Every combination is tested against WCAG accessibility standards.



Colors
Orange

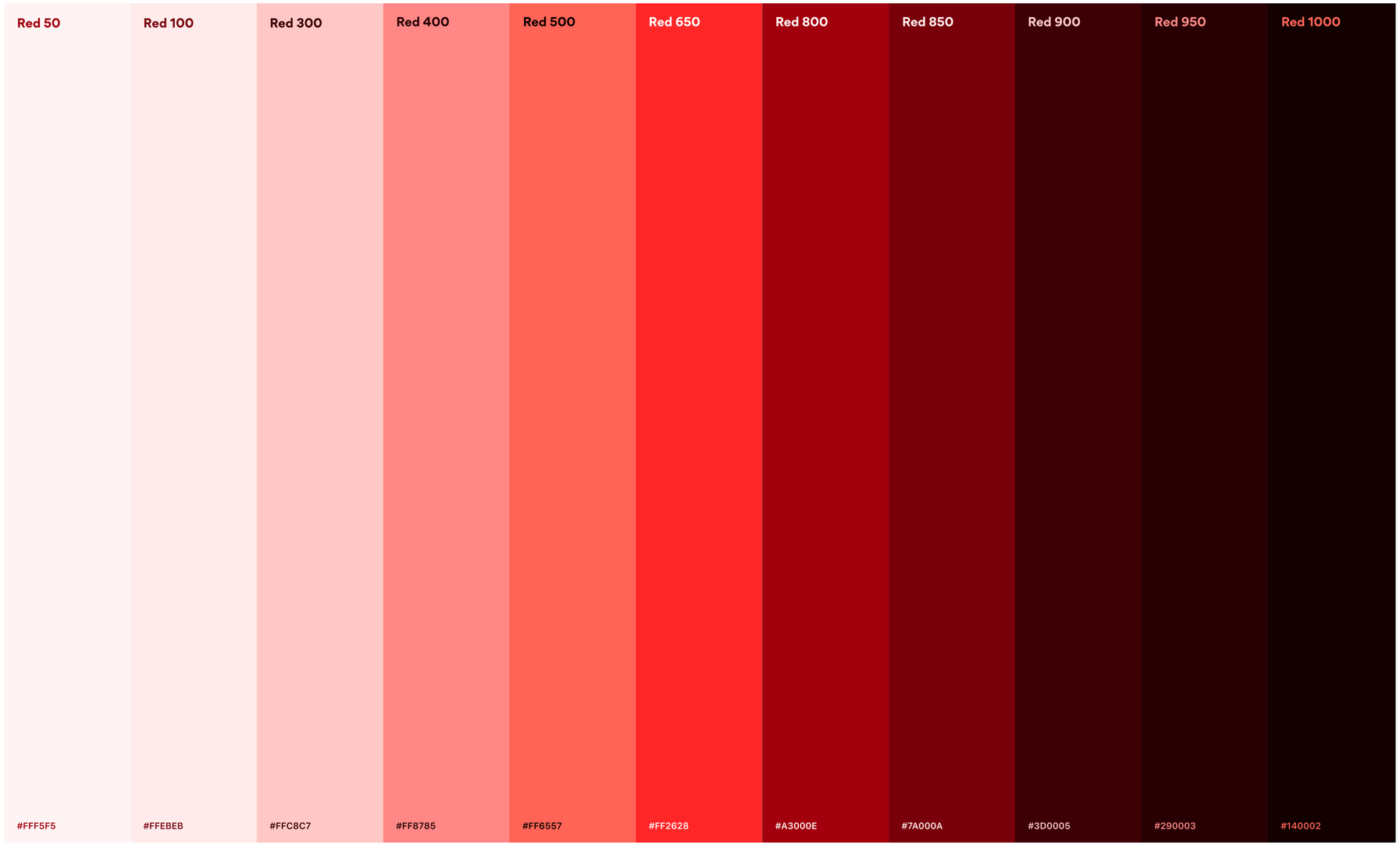
Four examples of tested combinations. Every color in the palette has been checked in the same way.



Brand	Dark	Mid	Light
Orange 650 / White	Orange 1000 / White	Orange 1000 / Orange 500	Orange 800 / Orange 50

Colors
Red

Each color comes with a full tonal range. Every combination is tested against WCAG accessibility standards.



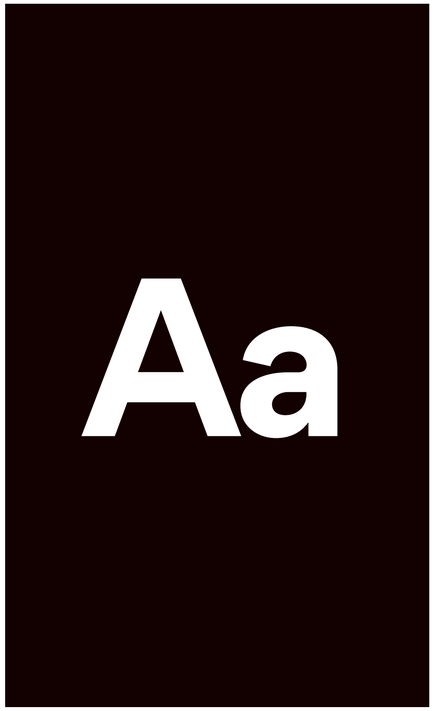
Colors
Red

Four examples of tested combinations. Every color in the palette has been checked in the same way.



Brand

Red 650 White



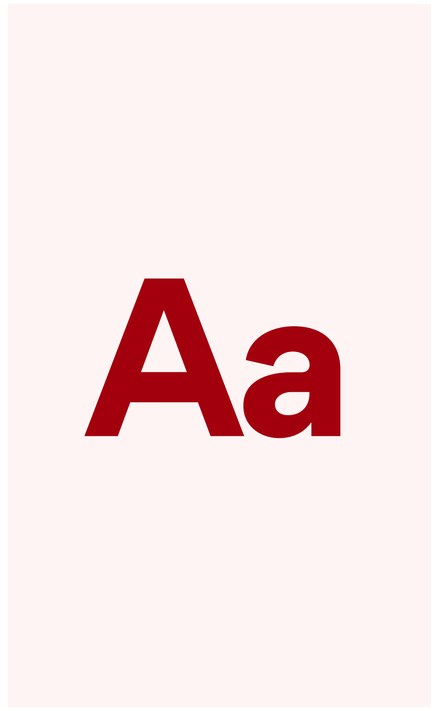
Dark

Red 1000 White



Mid

Red 1000 Red 500

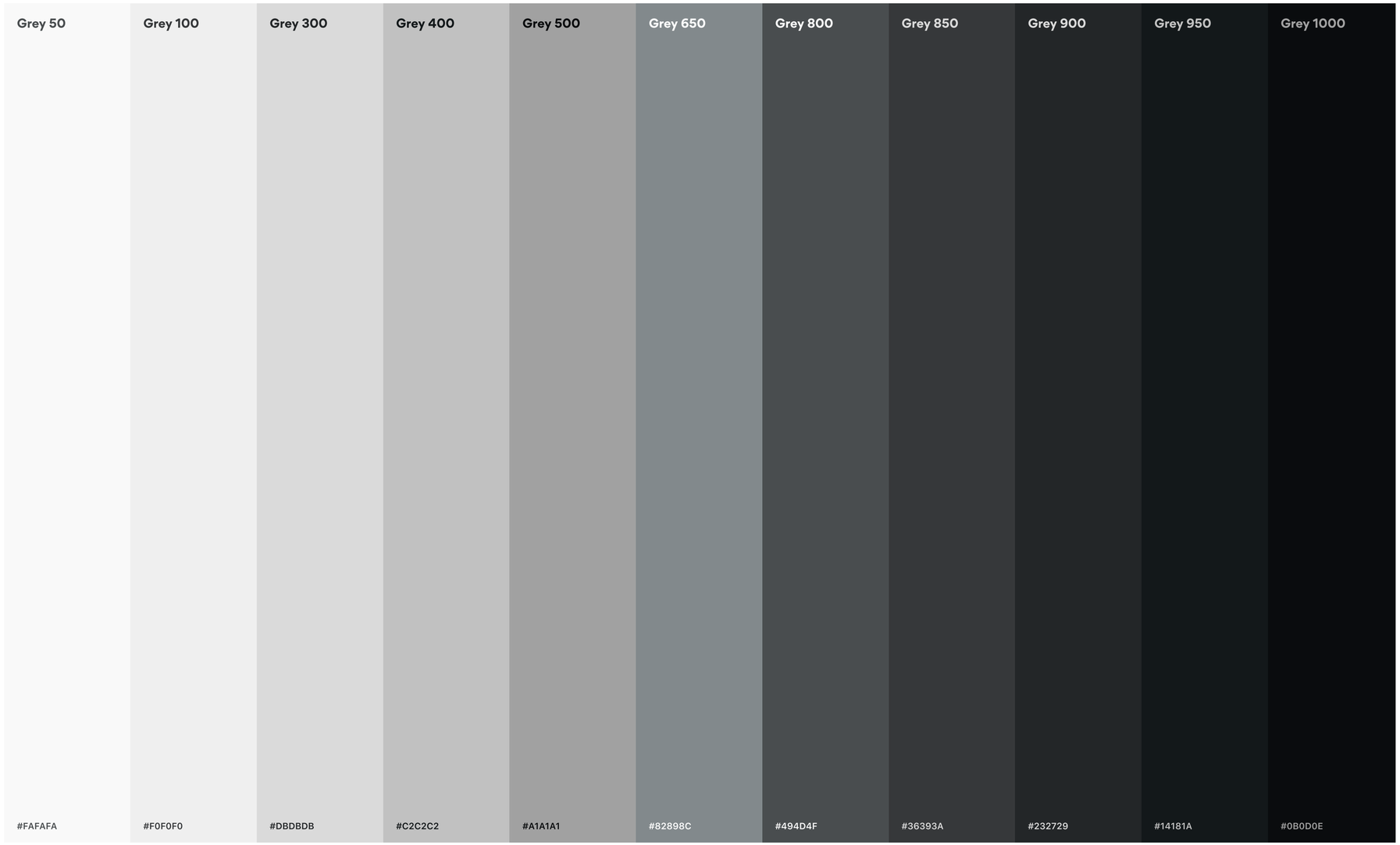


Light

Red 800 Red 50

Colors
Grey

Each color comes with a full tonal range. Every combination is tested against WCAG accessibility standards.



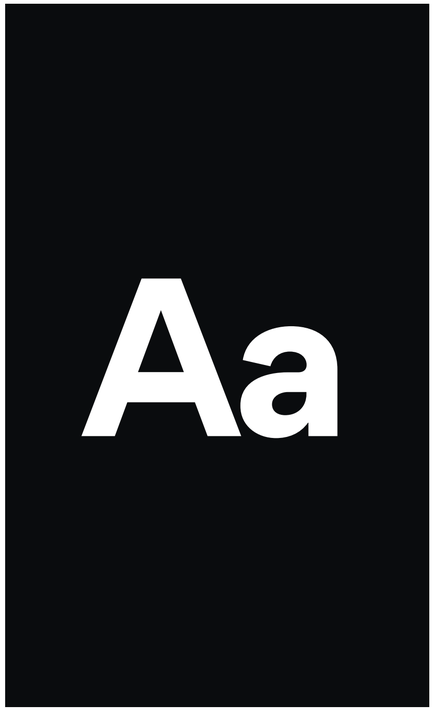
Colors
Grey

Four examples of tested combinations. Every color in the palette has been checked in the same way.



Brand

Grey 650 | White



Dark

Grey 1000 | White



Mid

Grey 1000 | Grey 500

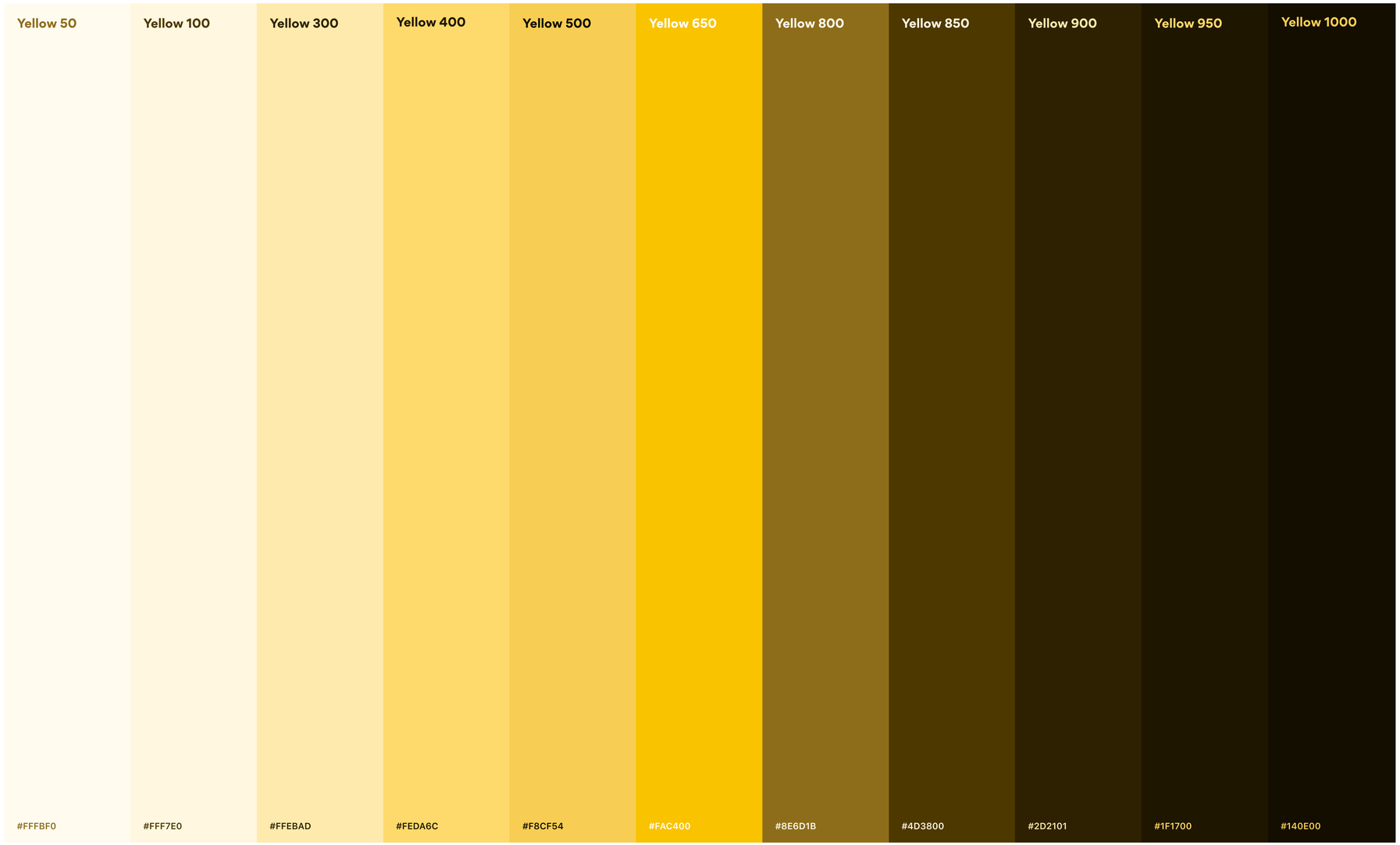


Light

Grey 800 | Grey 50

Colors
Yellow

Each color comes with a full tonal range. Every combination is tested against WCAG accessibility standards.



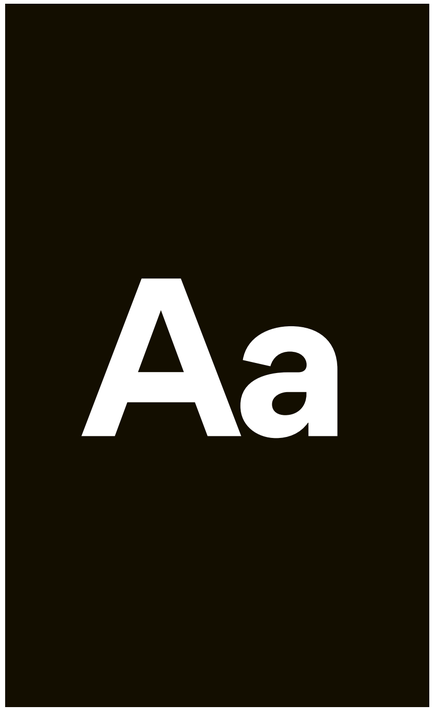
Colors
Yellow

Four examples of tested combinations. Every color in the palette has been checked in the same way.



Brand

Yellow 650 | White



Dark

Yellow 1000 | White



Mid

Yellow 1000 | Yellow 500

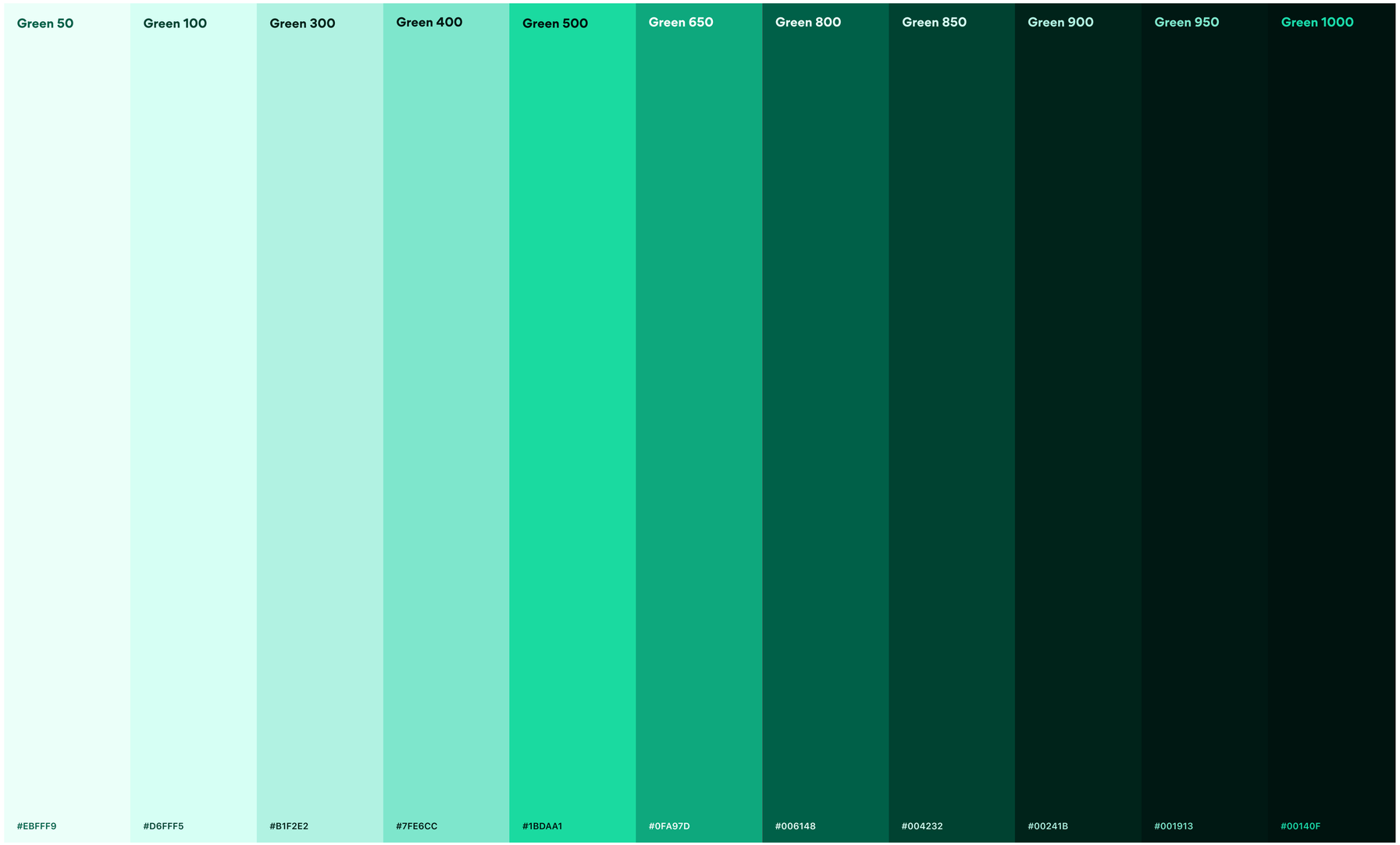


Light

Yellow 800 | Yellow 50

Colors
Green

Each color comes with a full tonal range. Every combination is tested against WCAG accessibility standards.



Colors
Green

Four examples of tested combinations. Every color in the palette has been checked in the same way.



Brand

Green 650 White



Dark

Green 1000 White



Mid

Green 1000 Green 500

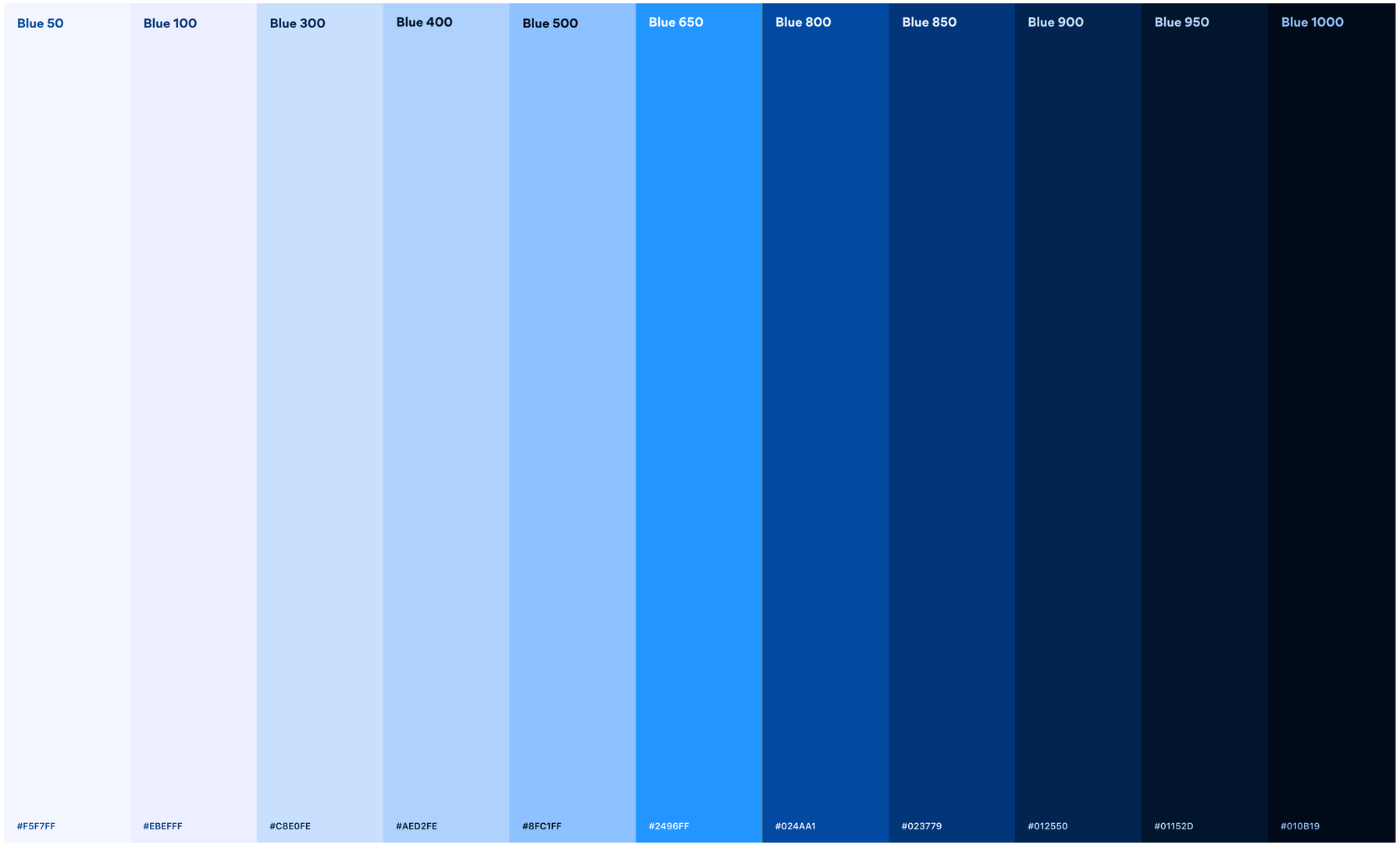


Light

Green 800 Green 50

Colors
Blue

Each color comes with a full tonal range. Every combination is tested against WCAG accessibility standards.



Colors
Blue

Four examples of tested combinations. Every color in the palette has been checked in the same way.



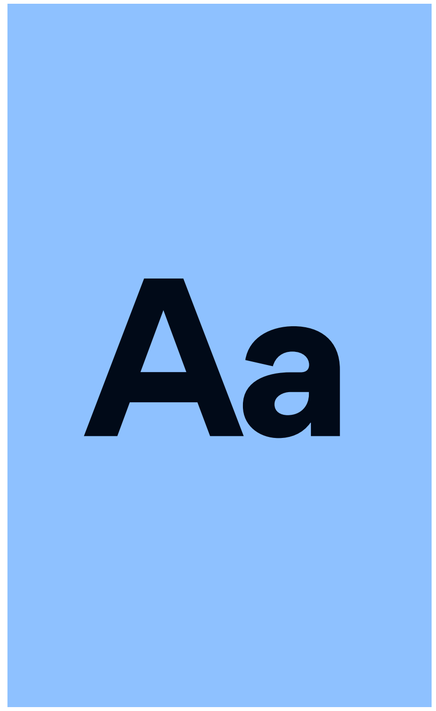
Brand

Blue 650 White



Dark

Blue 1000 White



Mid

Blue 1000 Blue 500



Light

Blue 800 Blue 50

Colors
Purple

Each color comes with a full tonal range. Every combination is tested against WCAG accessibility standards.



Colors
Purple

Four examples of tested combinations. Every color in the palette has been checked in the same way.



Brand

Purple 650 White



Dark

Purple 1000 White



Mid

Purple 1000 Purple 500



Light

Purple 800 Purple 50

Colors
Magenta

Each color comes with a full tonal range. Every combination is tested against WCAG accessibility standards.



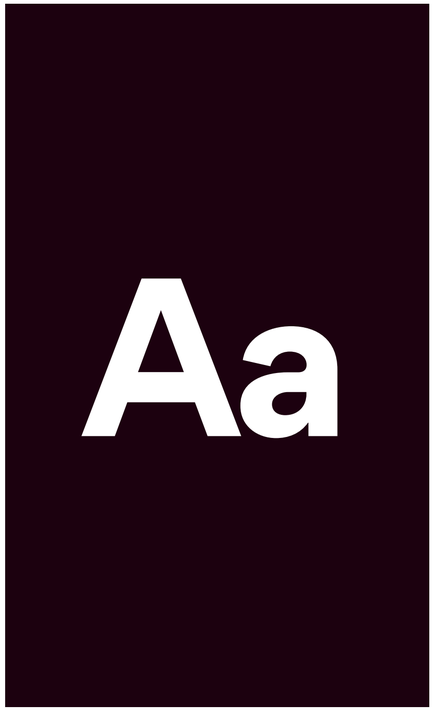
Colors
Magenta

Four examples of tested combinations. Every color in the palette has been checked in the same way.



Brand

Magenta 650 White



Dark

Magenta 1000 White



Mid

Magenta 1000 Magenta 500



Light

Magenta 800 Magenta 50

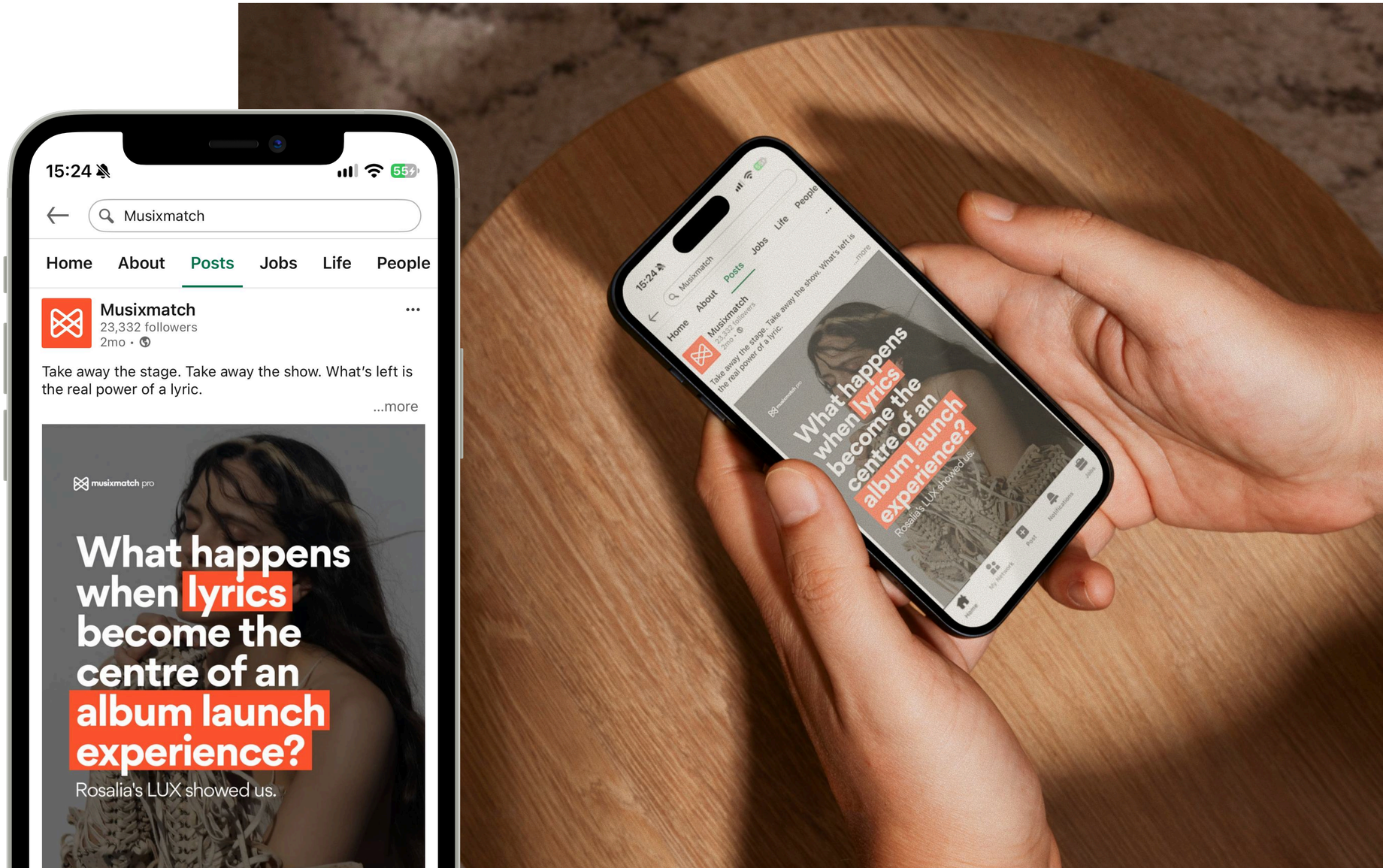
Brand System
Musixmatch social communications



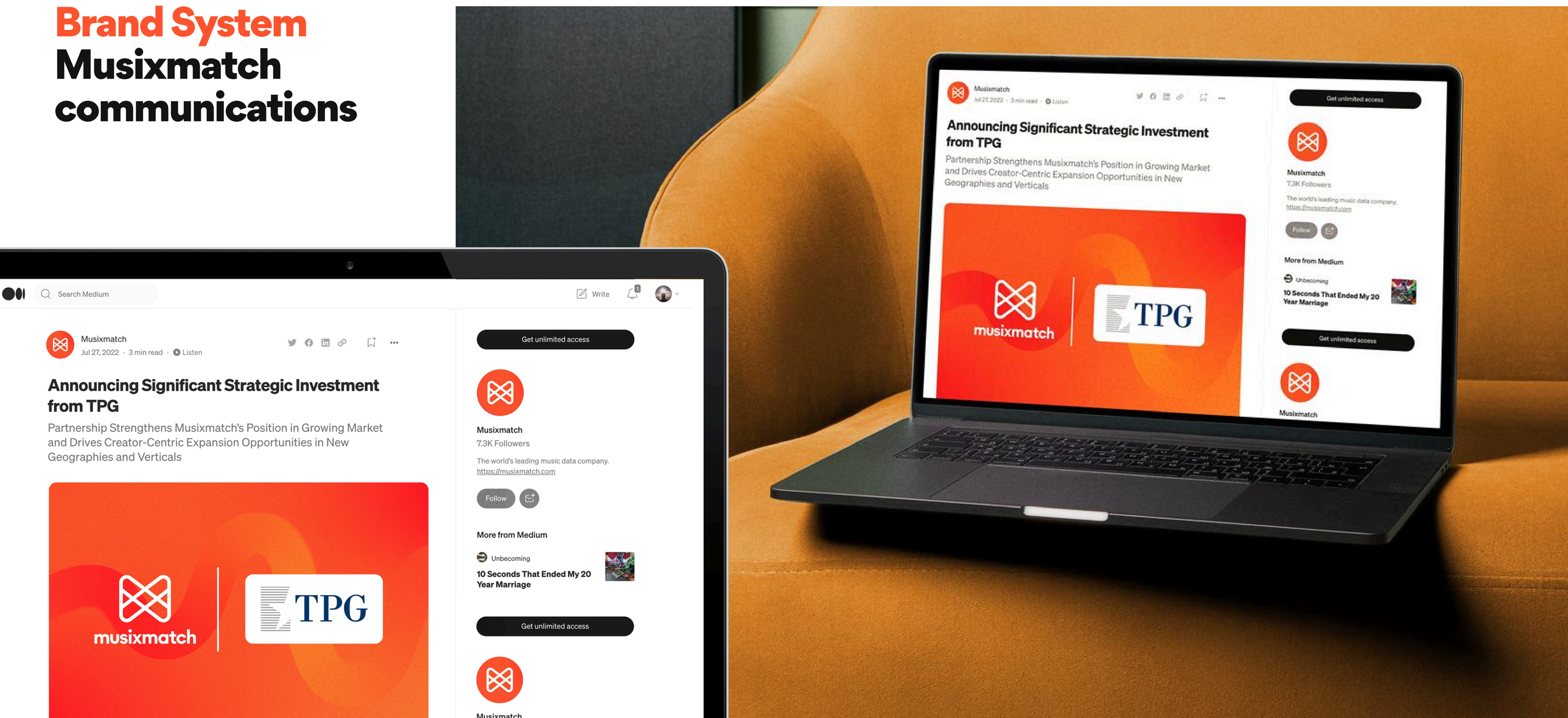
Brand System
Musixmatch communications



Brand System
Musixmatch Pro communications



Brand System
Musixmatch communications



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The End

For questions, reach out to
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