

ROCK HALL BRAND

AN ABRIDGED ROADMAP TO VISUAL
IDENTITY AND TONE & VOICE AT
THE ROCK & ROLL HALL OF FAME



CONVERSATION ONE-SHEET

WHO WE ARE:

We're all fans first.

WHAT WE DO:

Engage. Teach. Inspire.

WHAT WE BELIEVE:

Rock connects us.

Rock is never one thing.

OUR STRENGTHS:

Real people. Real stories. Real stuff.

ROCK HALL IS:

Rebellious, Fearless, Uniting,
Progressive, Creative

THE ROCK HALL SOUND IS:

Bold, Original, Inspiring, Challenging,
Passionate

ROCK HALL STORY TYPES - SHORT LIST

FAN STORIES
ARTIST STORIES

WORLD-CHANGING
STORIES

"I DIDN'T KNOW THAT"
STORIES

ROCK COMMUNITY
STORIES

ROCK HISTORY
& EDUCATION STORIES

ROCK HALL STORIES
ALL-ACCESS STORIES

DO'S AND DON'TS

DO be conversational. We're here to share our love for rock with other fans.

DO be bold. Don't be afraid to make a statement or take a point of view.

DO keep it real. Don't sugarcoat things. Talk like real people. Put a face on it.

DO be responsive. We listen to our fellow fans and let them know we hear what they're saying.

DON'T be arrogant. We work at Rock Hall. We're not rock stars.

DON'T be adversarial or judgmental. Rock is subjective. Is Sammy Hagar better than Diamond Dave. Who are we to say?

DON'T try to mimic speech trends (text language/memes) or manufacture emotional stories for brand equity. Fans can smell manufactured authenticity a mile away.

DON'T go silent. Fans love Rock Hall and we love their feedback. Make sure you let them know you hear their comments and questions.

ARE WE GETTING IT RIGHT?

A good rock conversation offers you more opportunities to connect: to other fans, to history, or to rock events now.

A good rock conversation is inclusive.

We seek to bring fans together, not drive them apart. We want to grow and strengthen the rock, and Rock Hall, community.

A good rock conversation is understandable.

We may highlight rare stories, esoteric artists, or high-level social issues, but we meet fans where they are and use relatable language and examples to make connections.

A good rock conversation goes both ways.

We love sparking conversation, asking open ended questions, embracing discussion, and giving fellow fans a place to be heard. We respond in kind.

A good rock conversation is valuable. Our content is rich, it's well-made, and it offers fans a worthwhile reason to engage with it. We don't generate media or content just to put something else out there. No clickbait.

A good rock conversation feels like talking to a fellow fan. We speak to other fans on their level, without arrogance, and like regular people, not stars.

BRAND ONE-SHEET

TYPOGRAPHY

USE NEUTRAFACE FOR HEADLINES, HEADERS AND SIGNAGE

NEUTRAFACE SLAB DISPLAY TITLING

NEUTRAFACE SLAB DISPLAY STENCIL

NEUTRAFACE SLAB DISPLAY BOLD

NEUTRAFACE SLAB DISPLAY MEDIUM

NEUTRAFACE SLAB DISPLAY LIGHT

NEUTRAFACE SLAB DISPLAY THIN

USE VERLAG FOR BODY COPY, SUBTITLES, AND EXHIBIT COPY

Verlag Black Italic Verlag Book

Verlag Black Verlag Light Italic

Verlag Bold Italic Verlag Light

Verlag Bold Verlag Extra Light

Verlag Book Italic

USE BRUSH UP TO HIGHLIGHT, ADD TEXTURE, OR EMPHASIZE

BRUSH UP REGULAR

ICONS & SYMBOLS

Avoid bubble textures or gradient overlays. Stick to a flat, iconic look. It's clean, it doesn't add unneeded emphasis, and, just like your favorite band's logo, it's going to look good for a long time to come.

THE MARK



PRIMARY NAME

**ROCK & ROLL
HALL OF FAME**

SECONDARY NAME

ROCK HALL

TEXTURE



Texture can add just the right edge to Rock Hall branded materials, but use it with discretion. We love handmade, worn in, and vintage just as much as the next guy, but rock isn't always Kurt Cobain level grunge. Subtle can be loud when it's being used selectively.

COLOR



RED: PMS 186 C



OVERLAY ON PHOTO



BLACK OR RICH BLACK



TINTS OF BLACK



GOLD: PMS 1245 C



OVERLAY ON PHOTO

PHOTOGRAPHY



Images can be B&W or color. Avoid overly high contrast or Instagram style filters (unless content appropriate.) Showcase stars in action and in their prime. Showcase humans in everyday situations or in purposeful, art-directed compositions for effect. Remember: Active, Alive, Iconic.

FONTS

The Rock Hall uses three primary typefaces - Neutraface Slab Display (Titling weight preferred), the Verlag family and BrushUp - which are available for everyone to use (see next page for installation instructions). Please use these fonts for all internal and external communications, such as documents, signage, brochures, etc. When sharing digital files outside of the office (i.e. email, Word and PowerPoint) or using an outside party's device, please use Arial and Verdana. Additional exceptions may be made for merchandise.

NEUTRAFACE SLAB DISPLAY

NEUTRAFACE SLAB DISPLAY
TITLING

NEUTRAFACE SLAB DISPLAY
STENCIL

NEUTRAFACE SLAB DISPLAY
BOLD

NEUTRAFACE SLAB DISPLAY
MEDIUM

NEUTRAFACE SLAB DISPLAY
LIGHT

NEUTRAFACE SLAB DISPLAY
THIN

1 2 3 4 5 6 7 8 9 0

**USE NEUTRAFACE FOR HEADLINES,
HEADERS AND SIGNAGE**

Verlag

Verlag Black Italic

Verlag Black

Verlag Bold Italic

Verlag Bold

Verlag Book Italic

Verlag Book

Verlag Light Italic

Verlag Light

Verlag Extra Light Italic

Verlag Extra Light

1 2 3 4 5 6 7 8 9 0

**USE VERLAG FOR BODY COPY,
SUBTITLES, AND EXHIBIT COPY**

BRUSH UP

1 2 3 4 5 6 7 8 9 0

**USE BRUSH UP FOR HIGHLIGHT TEXT,
TEXTURE, OR SPECIAL EMPHASIS**

FONTS

LOCATION OF BRAND FONTS:

Rock & Roll Hall of Fame Brand Guidelines Site in Sharepoint, go to the Brand Assets/Fonts folder

PC INSTALLATION

Download each font within the Verlag, Neutraface and Brush Up folders.

Go to your computer's Downloads folder and double-click each font file to open it in the Font Previewer.

The Windows Font Previewer lets you view and install fonts on your Windows computer

If you're satisfied that this is the font you want, click Install at the top left. Click Install to install the font

Close the Font Previewer, and open any Office program. You should now see your new font included on the font list.

MAC INSTALLATION

Use Font Book. It's located in the Applications folder (in the Finder, choose Go > Applications).

To manage or view fonts, open Font Book, or double-click a font file.

To preview a new font that you downloaded or have on a disc, double-click the font file. Font Book will display a sample of the font. You can change the typeface (if others are available) via the pop-up menu at the top of the preview window. If you want to install the font so that it can be used in documents you create or view, click the "Install Font" button that appears below the preview of the font.

You can also use Font Book to install one or more fonts. Choose Add Fonts from the File menu, select the font or a folder containing multiple fonts, then click Open to install the font(s).

When Font Book installs a font, it will automatically validate the font and let you know if it detects any issue with the font file. See the "Validating fonts" section in this article for more information.

By default, Font Book will install fonts in a location where the font will only be available to the current user account. If you'd prefer to install fonts in a location where they will be available to all users on the computer, choose Font Book > Preferences, then choose "Computer" from the "Default Install Location" pop-up menu.

NAMING

PRIMARY NAME

**ROCK & ROLL
HALL OF FAME**

SECONDARY NAME

ROCK HALL

PRIMARY NAME

Rock & Roll Hall of Fame is the official name of this institution. No “and”, “+”, or “museum” necessary. Use this name at least once in major publications or longform writing to establish the full name. Sometimes, in writing, you’ll feel a need to add “The” beforehand. That’s ok, too. If it feels natural it’s probably the right thing to do.

SECONDARY NAME

You can find us on Twitter, Facebook, and Instagram @RockHall. Use this name in social media, shortform or casual communications, and in longform or major publications after establishing the full name of the organization.

NAMING CONVENTIONS

There are several crucial components of the Rock Hall team that make support and grow our mission everyday.

- Rock & Roll Hall of Fame Induction 20XX
- Rock & Roll Hall of Fame Library & Archives
- Rock & Roll Hall of Fame Museum
- Rock & Roll Hall of Fame Foundation
- Rock & Roll Hall of Fame Digital Learning
- Rock & Roll Hall of Fame Annual Benefit
- Rock & Roll Hall of Fame Music Masters
- Rock & Roll Hall of Fame Community Festivals

KEY MESSAGES

The Rock & Roll Hall of Fame **CONNECTS** people:
across generations, across continents, across genres

We share relevant **STORIES & CONTEXT**

Rock is an **ATTITUDE** and our brand
delivers that experience



ROCK CONNECTS US

THEME STATEMENT

ROCK

It's why we're here. Every generation has new sounds, new heroes, and new passions. What stays the same is that rock is soul music that brings people together.

CONNECTS

Whether you make the music or buy the album you're making a connection. And that connects us to an epic history, a family of fans, and a lifetime of rock.

US

We're all fans first. Even the greatest rock and roll artists started with someone else's song in their ears. The Rock Hall team isn't any different. We're passionate fans who want to share rock's stories. One of rock's greatest contributions is the near infinite number of tribes and fandoms that grow up around great artists. No matter who we are or where we're from, we know that rock is a powerful force for bringing us together.

BRAND TENETS

ROCK HALL IS REBELLIOUS

Our conversations, whether in a gallery or via social media, bring something interesting to the table. Thought provoking. Courting controversy. Taking you someplace unexpected. We aren't your typical museum experience and we don't sound like one.

ROCK HALL IS FEARLESS

Rock Hall has a diverse and talented group of people working hard behind the scenes. We all have a unique perspective on rock and can offer something unique to the conversation. We're not homogeneous, not always a "single voice", but we do work together, like a band, to make the Rock Hall sing in harmony.

We don't always play it safe. That's good. Rock has a lot of rough edges and we embrace that. This isn't always the music of happy endings or happy people. Our conversations don't focus on the negative, but we don't sugarcoat things either. We keep it real. Like rock itself.

ROCK HALL IS UNITING

We strive to unite our fellow fans rather than divide. We understand there's plenty of room for discussion, but no need to argue. We recognize that rock is a very personal experience, even in a crowd of hundreds or thousands. It's OK to take a point of view, but our tone should always feel like a great conversation with a fellow fan: respectful, intelligent, and good natured.

ROCK HALL IS PROGRESSIVE

Rock Hall's conversations highlight the past, but we're not just focused on generations gone by. This is a dynamic space that reflects not only rock's greatest moments, but the great moments yet to come. We seek out new artists, new sounds, and new opportunities for rock in the community. We highlight how rock changes our world every day. Our tone is forward looking, hopeful, and optimistic about the future, believing in the power and people of rock to do great things.

ROCK HALL IS CREATIVE

Rock Hall is unique in the museum world. We deal with a subject that thrives on living fearlessly and taking big risks for creative reward. Our conversations mirror that mindset. We push for new ways to look at material, seek out unique perspectives and look for stories to share. When we find them, we take risks in presenting them.

ROCK HALL IS BOLD

Rock and roll makes big statements. The personalities, clothing, and content of rock have always made an impact, even when they weren't turned up to 11. Rock Hall's conversations have the capability to be just as bold.

ROCK HALL IS ORIGINAL

Rock Hall celebrates the originality of the music through creative exhibitions, dynamic media content, and open-minded conversation.

We know that rock changes dramatically even in the course of a year. Our content isn't just a col-

lection of lists or a series of repackaged stories from other rock news outlets. Our conversations highlight the connections between new artists and rock heritage. They emphasize where those artists diverge and break new ground. We have an original perspective to share shaped by our passion for rock's history.

ROCK HALL IS INSPIRING

One of Rock Hall's core tenets, part of our mission, is to inspire guests. We offer insight and perspective to fans of all ages, genders, and origins. We work to develop shows and media that showcase innovators, modern voices, and influencers from every sphere of culture, highlighting how these artists became the creative people we know and love.

ROCK HALL IS CHALLENGING

Our insight, outreach programs, and education work all offer perspectives that invite fans to look at provocative issues with an open mind. Our galleries bring artists into focus: their career defining highs and heartbreaking lows. Our media explores deep connections between culture and music. We present a wider picture of rock. We challenge traditional ideas about how that image is defined.

ROCK HALL IS PASSIONATE

Rock Hall is for fans by fans. We work here because we love rock and we're passionate about sharing that love. Our conversations should always reflect that passion: we love this job. But passion should never be mistaken for a sense of superiority.

ROCK HALL IS:

⚡ **BOLD**

Rock has never been afraid to speak up. Rock Hall embodies that spirit in our exhibitions, our programs, our media, and our community outreach.

⚡ **UNIQUE**

Just like Bono, Madonna, or Howlin' Wolf: There's only one Rock & Roll Hall of Fame.

⚡ **CHALLENGING**

Rock pushes boundaries and challenges the status quo. Rock Hall challenges guests to look at rock, and rock stories, in new and unexpected ways.

⚡ **AUTHENTIC**

We keep it real: Real people, real stories, real stuff.

⚡ **INCLUSIVE**

Rock connects us: No matter where you're from or what you listen to, this is your place.

⚡ **INSPIRING**

The experience, just like the music, will inspire you.

⚡ **ENGAGING**

Rock Hall is not a one-way conversation. The Rock Hall team, the fans, and the artists all have a voice and a piece of the vision here.

⚡ **AN ATTITUDE**

Rock is never one sound, one look, or one thing. Rock is an attitude and a spirit that connects us, the fans, to the power of rock & roll.

ROCK HALL IS NOT:

⚡ **AFRAID TO TAKE A POSITION**

Hendrix, Dylan, Hooker or Franklin: They all had to get on stage before they were stars. We tell their stories the same way they played: fearlessly.

⚡ **EXCLUSIVE**

Rock Hall celebrates rock stars, but we're not staffed by them. We're fans first and foremost, and we're here to share our love of rock with other fans.

⚡ **ELITIST**

We don't care whether you prefer 180 gram vinyl or tape hiss, blues or shoegaze: come on in. This is your story.

⚡ **A HISTORIC LIST**

This isn't a list of artists, artifacts, or songs. This is an experience.

⚡ **REVERENTIAL**

Rock Hall is more than a museum or a shrine to the gods of rock: it's an event. We've infused everything from our galleries to our social streams with the energy and anticipation of a live show. Things might get loud.

⚡ **JUDGMENTAL**

There's no list at the door and no dress code. Put on your favorite band shirt (the one with all the holes that your parents threatened to throw away for years) and come hang out.

LOGO GUIDELINES

These are the Rock & Roll Hall of Fame brand marks. Please remember: the logo is a trademark and must be used as provided, with no changes. All logos must have a TM lockup as shown and provided.



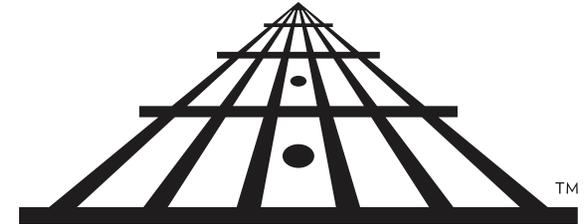
LOGO LOCKUP

Both lines of copy in the logotype are justified. The size and placement of the logotype in relation to the symbol are set and should not be altered. The TM symbols are a fixed part of the logo and should not be altered.



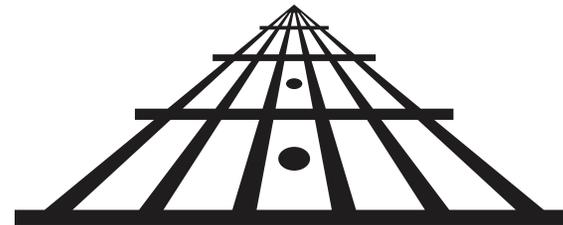
TYPE LOCKUP

The TM symbol is a fixed part of the logo and should not be altered.



PYRAMID ICON

The TM symbol is a fixed part of the logo and should not be altered.



HORIZONTAL LOCKUP

Use this version of the logo sparingly. The TM symbol is a fixed part of the logo and should not be altered.

LOGO GUIDELINES

These are examples of how the Logo can be combined with names of Rock Hall divisions.

These are suggested combinations and will necessitate additional work to prepare for implementation based on specific application needs.



**COMMUNITY
FESTIVALS**



**DIGITAL
LEARNING**



MUSEUM



**ANNUAL
BENEFIT**



FOUNDATION



**MUSIC
MASTERS**



**INDUCTION
20XX**



**LIBRARY &
ARCHIVES**

ADDITIONAL GUIDELINES



Logos should never be reproduced at sizes smaller than .5" wide. Reproduction below this size increases the risk of lost detail.

Minimum .5 Inch Width



Use the measurement above (X) to ensure a consistent, and scale appropriate, minimum margin of white space around the logo.

ADDITIONAL GUIDELINES

The Logo Lockup should be used whenever possible. The Type Lockup may only be used as an alternative to the Logo Lockup as required when space constraints within the design or on the product prevent use of the Logo Lockup. The Horizontal Lockup should be used sparingly and only if impossible to use the Logo Lockup.

If only the verbiage “Rock & Roll Hall of Fame” is used as a typographic element in a design, the Logo Lockup must be integrated within the design or prominently displayed in a secondary location on the product.

If only the verbiage “Rock & Roll Hall of Fame,” or other editorial copy is featured in the design, the Logo Lockup must be integrated within the design or displayed in a secondary location on the product.

If the Logo Lockup is not prominently displayed in the design, the Logo Lockup must be integrated within the design or displayed in a secondary location on the product.

If the Pyramid Icon is featured in the design, the Logo Lockup must be integrated within the design or prominently displayed in the secondary location on the product.

The Logo Lockup can be incorporated into a design, but should be clearly visible and should always be displayed in a secondary location. When choosing secondary locations to display the logo, look for a location that is easy to view on the product. Do not add elements to the logo (EG shadow effects) Do not use the logo in a sentence or phrase (EG buy [Logo Lockup] Gear”

If the logos are incorporated in a subtle background or pattern, the Logo Lockup must be integrated within the design or prominently displayed in a secondary location on the product.

If the Type Lockup is featured in the design, the Logo Lockup must be integrated within the design or prominently displayed in a secondary location on the product.

Do not stretch, condense, tilt, or skew the logos. The dimensions must always remain as supplied in the art files. Furthermore, the logos should not be bent or curved except where required by the product or packaging (IE fitting the logo on round packaging materials or affixing the logo to a round object).

Within the Logo Lockup, the Type Lockup and the size of the Pyramid Icon cannot be altered in relationship to each other.

The logo may appear in either positive or negative form. Care should be taken to ensure that sufficient contrast is available to make the logo clearly legible. Never create a shape specifically for the purpose of reversing the Logo.

LEGAL NOTICES

Use the following legal notices on all product hang tags, primary woven labels, packaging and print materials:

©20XX The Rock & Roll Hall of Fame, Inc. All Rights Reserved or: Copyright 20XX. The Rock & Roll Hall of Fame, Inc. All Rights Reserved.

If space does not permit the use of the standard length legal notice, use the short length legal notice: ©20XX Rock Hall



THE HERITAGE MARK

This is the *Rock & Roll Hall of Fame Heritage Mark*. This logo, and any permutation of it, should not be used in any Rock Hall branded materials generated after the “Modern Mark” is implemented in the design scheme.

Existing printed and promotional materials should be exhausted as supplies allow and replaced promptly with redesigned materials reflecting the Modern Mark and identity.



PMS 1795 C



TRANSPARENT PMS 186 C

COLORS

RED

Our primary color is Pantone Solid Coated **186**. This is a bold swatch with personality. Red is often aligned with feelings of passion, energy, and excitement, just like Rock Hall.

Try using this red as a solid background for bold, white typography, or as an overlay on B&W photography.

BLACK & TINTS OF BLACK

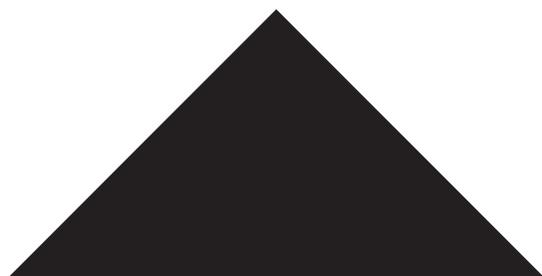
Black and gray mirror our use of black and white photography and provide a complement to the passion and power of red.

These are secondary colors and should be used as accents rather than primary palettes.

GOLD

We are, after all, a hall of fame. Gold should be reserved for special occasions and for emphasis. Use it sparingly and for Hall of Fame materials.

Try using this gold in small doses on black or using as a spot color on print materials.



BLACK



TINTS OF BLACK



PMS 1245 C



TRANSPARENT PMS 1245 C



THANK YOU

