

ZAMAR  
MUSIC

BRAND STYLE  
*Guide*



# BRAND OVERVIEW

## MISSION STATEMENT

A MUSIC SOCIAL ENTERPRISE PROVIDING COMMUNITY-FOCUSED MUSIC EDUCATION AND IMMERSIVE EXPERIENCES FOR PERSONAL AND CULTURAL RESILIENCY.



## CORE VALUES

- CARE AND COMMUNITY
- EXCELLENCE
- PUNCTUALITY
- INNOVATION
- COLLABORATION & CONNECTION
- INTEGRITY
- LEGACY, IMPACT, AND WELLNESS

## VISION

TO INSPIRE TRUST AND RECOGNITION THROUGH STRATEGIC DESIGN THAT GROWS WITH ZAMAR MUSIC INC.



LOGO USAGE

LOGO  
USAGE

ALWAYS USE APPROVED VERSIONS, MAINTAIN CLEAR SPACE AROUND THE LOGO, AND AVOID ALTERATIONS SUCH AS STRETCHING, RECOLORING, OR ADDING EFFECTS.

PRIMARY LOGO

ZAMAR  
MUSIC

ALTERNATE LOGO

ZAMAR  
MUSIC  
THE ACADEMY

ALTERNATE LOGO

ZAMAR  
MUSIC  
THE STUDIO

ALTERNATE LOGO

ZAMAR  
MUSIC  
ON STAGE



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ZAMAR  
MUSIC  
THE STUDIO

ALTERNATE LOGO

ZAMAR  
MUSIC  
ON STAGE



COLOR PALETTE

|                                           |                                            |                                             |                                           |                                            |                                                |
|-------------------------------------------|--------------------------------------------|---------------------------------------------|-------------------------------------------|--------------------------------------------|------------------------------------------------|
| <div>BLACK</div> <div>#000000</div>       | <div>LIGHT AZURE</div> <div>#EDF7FF</div>  | <div>AZURE</div> <div>#115183</div>         | <div>LIGHT AZURE</div> <div>#C9DEEF</div> | <div>WASHED BLACK</div> <div>#343434</div> | <div>AMBER</div> <div>#FFBB00</div>            |
| <div>VIVID AZURE</div> <div>#10ACE3</div> | <div>FJORD SIGNAL</div> <div>#2596BE</div> | <div>CHATHAMS BLUE</div> <div>#145182</div> | <div>COBALT</div> <div>#2B7BB8</div>      | <div>WHITE</div> <div>#FFFFFF</div>        | <div>PERSIMMON ORANGE</div> <div>#FA6542</div> |



COLOUR TESTS

BACKGROUND↔

# EDF7FF

TEXT16PX☐ BOLD

# 000000

Contrast Ratio

19.35:1

WCAG Grading

AAA

BACKGROUND↔

# C9DEEF

TEXT16PX☐ BOLD

# 000000

Contrast Ratio

15.18:1

WCAG Grading

AAA

BACKGROUND↔

# EDF7FF

TEXT16PX☐ BOLD

# 115183

Contrast Ratio

7.65:1

WCAG Grading

AAA

BACKGROUND↔

# EDF7FF

TEXT16PX☐ BOLD

# 343434

Contrast Ratio

11.47:1

WCAG Grading

AAA

BACKGROUND↔

# C9DEEF

TEXT16PX☐ BOLD

# 343434

Contrast Ratio

9:1

WCAG Grading

AAA

BACKGROUND↔

# EDF7FF

TEXT16PX☐ BOLD

# 145182

Contrast Ratio

7.65:1

WCAG Grading

AAA



COLOUR TESTS

BACKGROUND↔

# 10ACE3

TEXT16PX☐ BOLD

# 000000

Contrast Ratio

8.03:1

WCAG Grading

AAA

BACKGROUND↔

# 2596BE

TEXT16PX☐ BOLD

# 000000

Contrast Ratio

6.18:1

WCAG Grading

AA

BACKGROUND↔

# 2B7BB8

TEXT16PX☐ BOLD

# 000000

Contrast Ratio

4.63:1

WCAG Grading

AA

BACKGROUND↔

# 10ACE3

TEXT16PX☐ BOLD

# 343434

Contrast Ratio

4.76:1

WCAG Grading

AA

BACKGROUND↔

# 145182

TEXT16PX☐ BOLD

# FFFFFFFF

Contrast Ratio

8.3:1

WCAG Grading

AAA

BACKGROUND↔

# 2B7BB8

TEXT16PX☐ BOLD

# FFFFFFFF

Contrast Ratio

4.54:1

WCAG Grading

AA



COLOUR TESTS

BACKGROUND↔

TEXT16PX☐ BOLD

# 115183

# FFFFFFFF

Contrast Ratio8.31:1

WCAG GradingAAA

BACKGROUND↔

TEXT16PX☐ BOLD

# FFBB00

# 343434

Contrast Ratio7.33:1

WCAG GradingAAA

BACKGROUND↔

TEXT16PX☐ BOLD

# FFBB00

# 000000

Contrast Ratio12.36:1

WCAG GradingAAA

BACKGROUND↔

TEXT16PX☐ BOLD

# FA6542

# 000000

Contrast Ratio7:1

WCAG GradingAAA

THE WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG) PROVIDE RECOMMENDATIONS FOR MAKING WEB CONTENT MORE ACCESSIBLE, INCLUDING IMPROVING ACCESS FOR PEOPLE WHO ARE BLIND OR HAVE LOW VISION.

ALWAYS USE APPROVED COLOUR COMBINATIONS. ADHERE TO WCAG AT ALL TIMES ACROSS ALL BRANDING AND COMMUNICATIONS. ALL COMBINATIONS SHOWN CAN BE FLIPPED.

COLOUR TESTS CONDUCTED USING [HTTPS://WWW.WHOCANUSE.COM/](https://www.whocanuse.com/)



# PRIMARY TYPEFACE

## (Montserrat)

THE BRAND'S PRIMARY TYPEFACE IS A SPECIFIC FONT STYLE THAT IS USED TO CREATE A CONSISTENT AND RECOGNIZABLE LOOK FOR A COMPANY OR ORGANIZATION. IT IS USED ON ALL MARKETING MATERIALS, WEBSITES, AND OTHER PROMOTIONAL MATERIALS, AND IS USUALLY CHOSEN BASED ON ITS LEGIBILITY AND VISUAL APPEAL. THE PRIMARY TYPEFACE CAN ALSO BE USED TO CONVEY A CERTAIN MESSAGE OR FEELING, SUCH AS RELIABILITY, MODERNITY, OR SOPHISTICATION.

Aa

A B C D E F G H I K L M  
N O P Q R S T U V W X Y Z  
*a b c d e f g h i k l m*  
*n o p q r s t u v w x y z*  
1 2 3 4 5 6 7 8 9 0  
( , . ; ' \$ % & \* )



SECONDARY TYPEFACES

Garet

Aa

A B C D E F G H I K L M  
N O P Q R S T U V W X Y Z  
*a b c d e f g h i k l m*  
*n o p q r s t u v w x y z*  
1 2 3 4 5 6 7 8 9 0 ( , . ; ' \$ % & \* )

*Pinyon Script*

*Aa*

*A B C D E F G H I K L M*  
*N O P Q R S T U V W X Y Z*  
*a b c d e f g h i k l m*  
*n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ( , . ; ' \$ % & \* )*



## SECONDARY TYPEFACES

*Lavonia Classy*

*Aa*

*A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z*

*a b c d e f g h i k l m*

*n o p q r s t u v w x y z*

*1 2 3 4 5 6 7 8 9 0 ( , . ; ' \$ % & \* )*



## IMAGERY GUIDELINES

# IMAGERY GUIDELINES

OUR IMAGERY SHOULD FEEL DYNAMIC,  
ARTISTIC, AND INCLUSIVE.





## TONE OF VOICE

# TONE OF VOICE

### BRAND PERSONALITY:

- INNOVATIVE, CREATIVE, ARTISTIC
- ACCESSIBLE, COMPASSIONATE
- CARING, DEDICATED
- UPLIFTING, COMMUNITY DRIVEN

### MESSAGING EXAMPLES:

INSTEAD OF: "WE'RE THE BEST AT WHAT WE DO."  
SAY: "WE STRIVE TO INSPIRE AND NURTURE CREATIVITY IN OUR COMMUNITY."





# BRAND APPLICATIONS

ZAMAR MUSIC

[Home](#)[About](#)[Music X](#)[The Academy](#)[On Stage](#)[The Studio](#)

Donate

Contact Us

A Music Social Enterprise  
providing Community-  
Focused Music Education  
and Immersive Experiences  
for **Personal and Cultural**  
Resiliency.

Music For Everyone.

<

zamarmusicinc

Posts

Reels

Reposts

Tagged

TOMORROW

Mark your calendars – the Zamar Music Spring Student Showcase is here! Get ready for an unforgettable day of music, talent, and inspiration.

ZAMAR MUSIC

ONLY 2 DAYS LEFT

The excitement is building as our students prepare to take the stage and share the results of months of hard work, dedication, and passion.

All proceeds support student programs and community initiatives.

ZAMAR MUSIC

SPRING STUDENT SHOWCASE

27 JUNE 2026 10AM & 1PM

Every contribution supports student programs and community initiatives. Additional support is greatly appreciated.

20 Loafers Lake Ln, Brampton, ON L6Z 1X9

SPRING STUDENT SHOWCASE

SATURDAY JUNE 27, 2026 10:00 AM & 1:00 PM

CYRIL CLARK THEATRE

ZAMAR MUSIC

SPRING STUDENT SHOWCASE

27 JUNE 2026 10AM & 1PM

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20 Loafers Lake Ln, Brampton, ON L6Z 1X9

SOCIAL MEDIA – USE SIMPLIFIED LOGO WITH CONSISTENT COLOURS AND TYPOGRAPHY.

WEBSITE – FOLLOW TYPE HIERARCHY AND COLOR PALETTE THROUGHOUT.



THANK YOU



# THANK YOU

THANK YOU FOR TAKING THE TIME TO EXPLORE THIS BRAND STYLE GUIDE. WE'RE EXCITED TO SEE HOW THIS IDENTITY COMES TO LIFE ACROSS EVERY TOUCHPOINT — WITH CONSISTENCY, CLARITY, AND CREATIVITY.

PREPARED BY:  
**YUSRA KHAN**