

**CONSEQUENCE**



## LOGO

Consisting of the iconic music beat symbol, the logo is a unique representation of Consequence typographically designed.

The logo is our primary brand identifier and is the only icon permitted. Logos must not be created for products, departments or initiatives. Product, department or initiative names must not be locked up with the logo.

It is crucial that the Consequence logo is reproduced with care and consistency.

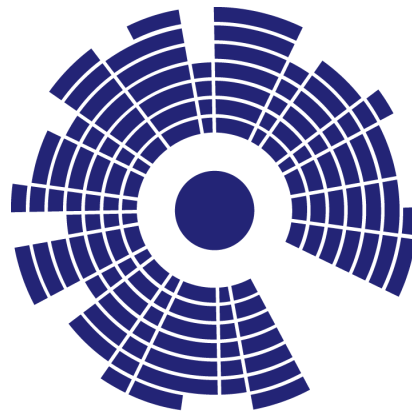
Only authorized digital art files should be used for the logo application. Under no circumstances should the logo be altered or re-created.

[DOWNLOAD PRESS KIT](#)

*Primary - Linear*

**CONSEQUENCE**

*Primary - Stacked*



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## LOGO VARIATION

To accommodate a range of reproduction and printing requirements, several logo color variations are available.

The full-color logo is preferred for all brand communications. However, one-color black and full-reverse variations should be used when color reproduction is limited.

The one-color black variation works especially well in media like newsprint, as it is ideal for black-and-white printing and ensures legibility when the full-color logo might be difficult to read, such as in very small sizes on the web.

The full-reverse variation is recommended for use against dark or colored backgrounds.

*Color*

**CONSEQUENCE**

*One-color black*

**CONSEQUENCE**

*Full-reverse white*

**CONSEQUENCE**



## LOGO USAGE

### ALWAYS

Only use these logos against a white background

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Use full-reverse white against a colored background or image

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### NEVER

X Frame the signature with borders

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X Use multiple colors for the logo

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X Alter the size of the icon Q

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X Distort the logo

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X Use blue color logo against a dark colored background

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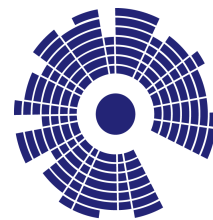
## STACKED LOGO USAGE

The stacked logo is a variation to be used in square placements or where there is not enough horizontal room for the primary logo to remain legible.



### NEVER

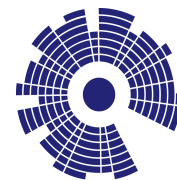
**X** Use the primary linear logo with the icon above



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**X** Alter the size of the wordmark or alignment with icon

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# MICRO LOGO USAGE

## ONLY WHEN



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## NEVER

Use the primary logo with the micro icon logo icon

Alter the size of the wordmark or alignment with icon



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# VERTICAL LOGOS

CONSEQUENCE  
*DAILY*

CONSEQUENCE  
HEAVY

CONSEQUENCE  
MEDIA

CONSEQUENCE  
PODCASTS

CONSEQUENCE  
LIVE

CONSEQUENCE  
FILM

CONSEQUENCE  
RADIO

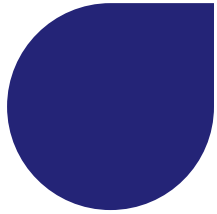
CONSEQUENCE  
TV





# COLOR PALETTE

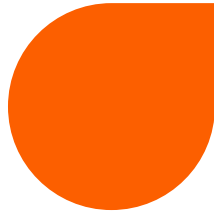
## PRIMARY



#242477

100-100-22-9

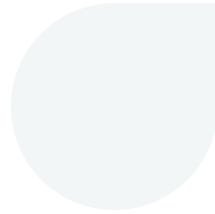
36-36-119



#FC5F00

0-77-100-0

252-96-0



#F3F6F7

3-1-1-0

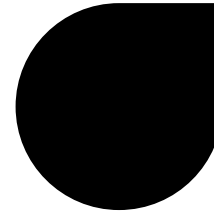
243-246-247

HEX

CMYK

RGB

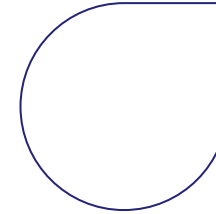
## SECONDARY



#000000

75-68-67-90

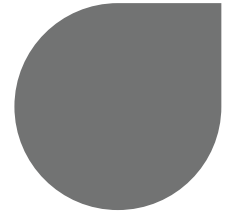
0-0-0



#FFFFFF

0-0-0-0

255-255-255

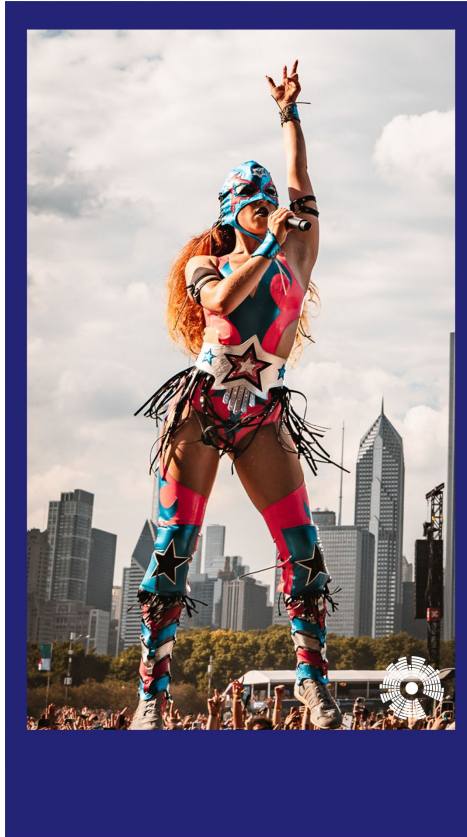


#727373

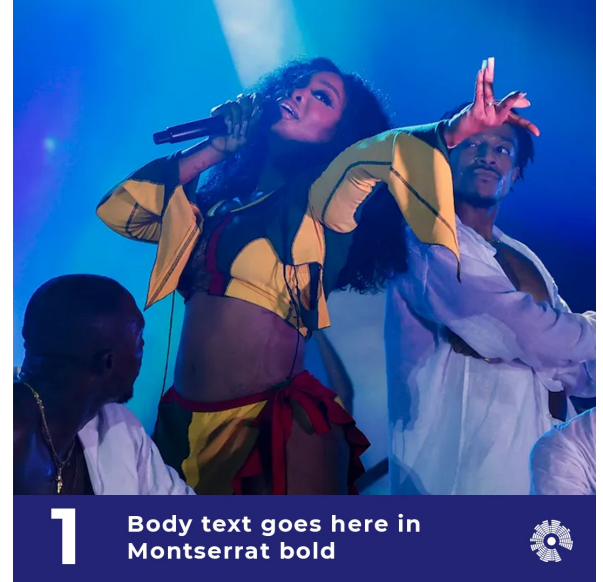
56-47-47-13

114-115-115

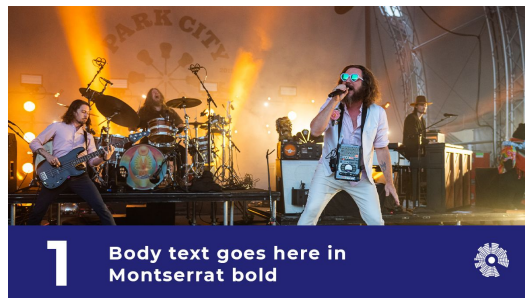
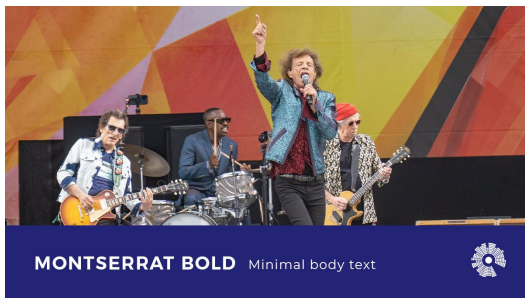
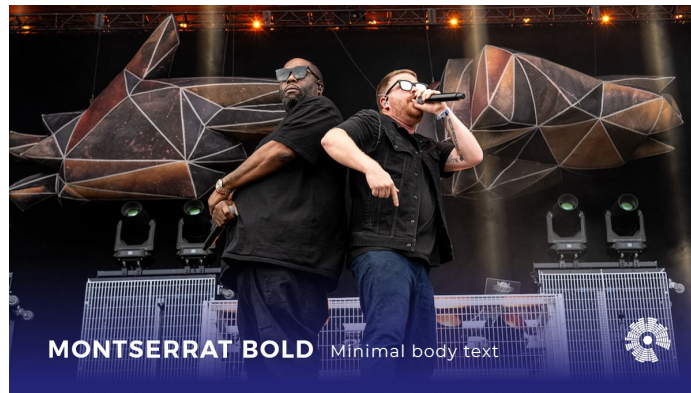
# 1080x1920 TEMPLATES



# 1080x1080 TEMPLATES



# 1200x675 TEMPLATES





**FOR 17 YEARS**

# CONSEQUENCE

Has evolved from a live music publication into North America's largest independent voice in music and pop culture, reaching over 9 million dedicated readers each month. Rooted in the spirit of DIY, community, and inclusivity, our unique voice resonates across underground and mainstream scenes alike. As the flagship of Consequence Media, we're proud to offer authentic, award-winning content that connects a one-of-a-kind audience, with a social reach outpacing even Billboard, Rolling Stone, and Pitchfork.

