



# MELODY OF HOPE

LET THE MUSIC BRING HOPE

BRAND GUIDELINES  
**2025**

# MELODY OF HOPE **palette**

PMS BLACK 3 C  
HEX # 16221e

## **RECORD GROOVE BLACK**

Inspired by the deep, iconic grooves of vinyl records, this shade reflects the foundation of music and artistry.

PMS WARM GRAY 1C  
HEX # ccc8c1

## **HARMONY GRAY**

A soft, versatile tone symbolizing balance and unity, much like the harmonies that bring a song to life.

PMS 7546 C  
HEX #  
003d4c

## **MIDNIGHT MELODY**

A rich, deep blue evoking the serenity and inspiration of music played under the night sky.

PMS 7597C  
HEX # d74c2f

## **ENCORE RED**

A vibrant, energetic hue that captures the excitement and passion of a crowd calling for an encore performance.

PMS 442 C  
HEX # 92a4a3

## **DOVE WING SILVER**

A subtle and elegant gray-green, inspired by the hidden dove in the logo, symbolizing peace, hope, and grace.

# MELODY OF HOPE **fonts**

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## **CANDU ROUNDED REGULAR (LOGO + PRIMARY FONT)**

**Primary fonts are used for key messaging such as headlines, logos, and other prominent elements that need to grab attention. They establish the tone and personality of the brand.**

## MANROPE (SECONDARY FONT)

Secondary fonts, on the other hand, support the primary font by being used for body text, subheadings, and detailed information. This distinction ensures readability and maintains a clear visual hierarchy across all materials, creating a polished and cohesive brand identity

# **MELODY OF HOPE**

LET THE MUSIC BRING HOPE

MELODY OF HOPE  
**logo**



**MELODY  
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