

# WMR

**WORLD MUSIC RANKINGS**

**BRAND BOOK**

**Manual de identidad corporativa**

Efraím García Crespo

# Índice

|                                |    |
|--------------------------------|----|
| Definición y detalles          | 2  |
| Variaciones cromáticas         | 4  |
| Proporciones y área de respeto | 5  |
| Tipografías                    | 6  |
| Usos incorrectos               | 8  |
| Aplicaciones                   | 9  |
| Recursos utilizados            | 14 |

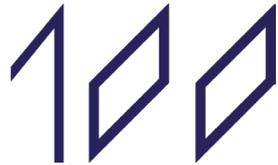
# Definición y detalles

- **Nombre:** World Music Rankings (abreviatura: WMR)
- **Qué designa:** Sitio web especializado en contenidos y listas sobre música internacional.
- **Tamaño mínimo de impresión:** 1 x 0,7 cm.
- **Marcas secundarias asociadas:**



**WMR 100**

Lista de canciones recomendadas que se publicará en el sitio, que se actualizará semanalmente.



WORLD MUSIC RANKINGS AWARDS

**World Music Rankings Awards** (abreviatura: WMRA)

Premios anuales otorgados desde el sitio a los mejores artistas y canciones mundiales.  
(No se contempla un lanzamiento inmediato para esta marca)

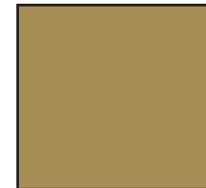
## Gama cromática



RGB (41,35,92)  
CMYK (100,100,25,25)



RGB (255,255,255)  
CMYK (0,0,0,0)



RGB (176,147,80)  
CMYK (28,35,73,15)

# Definición y detalles

## Variaciones



Símbolo y logotipo



Horizontal

**WORLD  
MUSIC  
RANKINGS**



Solo símbolo

**WORLD  
MUSIC  
RANKINGS**

Solo logotipo

# Variaciones cromáticas



Regular



Invertido



WMRA - Regular

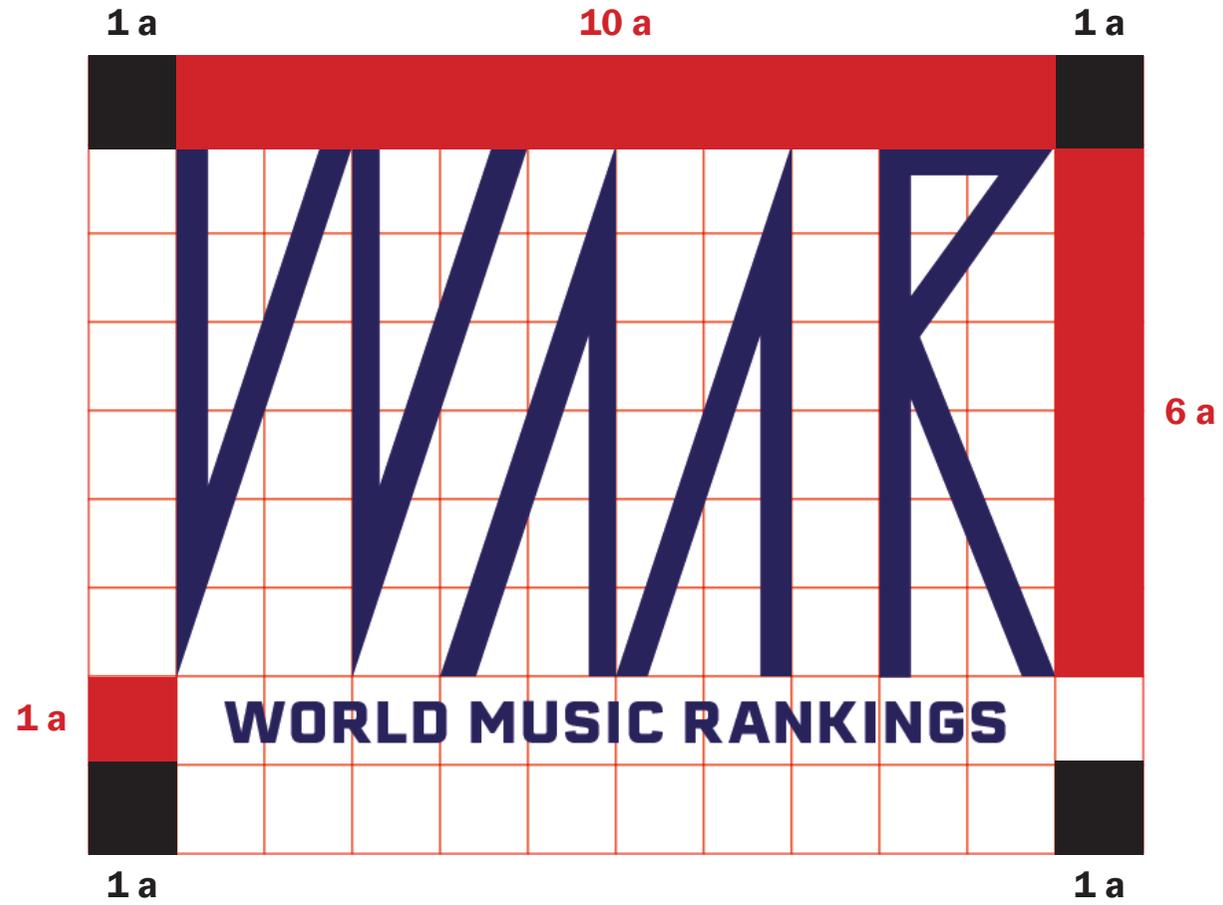


WMRA - Fondo oscuro



WMRA - Fondo dorado

# Proporciones y área de respeto



# Tipografías

**Erbaum Bold**

**A B C D E F G H I J K L M N Ñ O**

**P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n ñ o**

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

**0 1 2 3 4 5 6 7 8 9**

**[ % ] [ # ] { @ } / & \ < - + > \$ € : ; , . \***

# Tipografías

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

(%)[#] {@}/&\<-+>\$€::,,.\*

# Usos incorrectos



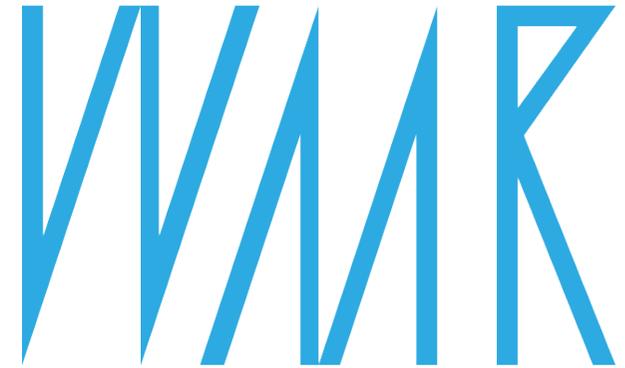
**WORLD MUSIC RANKINGS**

Elementos girados



**WORLD MUSIC RANKINGS**

Tipografía incorrecta



**WORLD MUSIC RANKINGS**

Color incorrecto



**WORLD MUSIC RANKINGS**

Espaciado excesivo

# Aplicaciones



Tarjeta de visita



# Aplicaciones

Artículos de papelería



# Aplicaciones

## Carteles



# Aplicaciones

Sitio web



=

Home



## What is the WMR 100?

Everything you need to know about our upcoming chart.

[Read more](#)

# Aplicaciones

## Sitio web

### WMR 100: What you need to know



World Music Rankings is preparing to launch, so we think this is a great moment to tell you some basics about one of our core elements, the upcoming WMR 100 list.

#### What is the WMR 100?

It is a weekly music chart of a hundred songs, curated by the World Music Rankings staff. Our purpose is to feature in it great songs from artists across the globe, welcoming classics from all-time greats and new releases from rising stars alike.

#### Can I influence the WMR 100?

Yes! If you are among our patrons, you will have access to a form where you will be able to suggest new songs for us to feature in the list. Our favorites among our patrons' suggestions will also be included in a weekly feature outside of the list.

#### If I'm an artist, can I get my own music featured on the WMR 100 too?

Definitely! We will also have a special tier for artists on our Patreon to make it easier for musicians, writers or producers wanting to promote their work on our site to reach us. We are also considering further perks to implement on this tier, so stay tuned!

#### Is there any other way to participate in WMR?

Most of our articles and lists will feature a comment section where you can make your voice heard (preferably, being as respectful as possible). And if you're a patron, we are preparing a number of additional perks to ensure you can stay in touch with us and let us hear your thoughts.



# Recursos utilizados

Mockup tarjeta de visita (pág. 9): Dribbble

<http://dribbblegraphics.com/free-floating-3-5x2-business-card-mockup-psd/>

Artículos de papelería (pág. 10): Anthony Boyd Graphics

<https://www.anthonyboyd.graphics/mockups/modern-branding-identity-mockup-vol-3/>

Carteles (pág. 11): Vectorium / Freepik

[https://www.freepik.es/psd-gratis/maqueta-dos-carteles-urbanos\\_10917735.htm](https://www.freepik.es/psd-gratis/maqueta-dos-carteles-urbanos_10917735.htm)