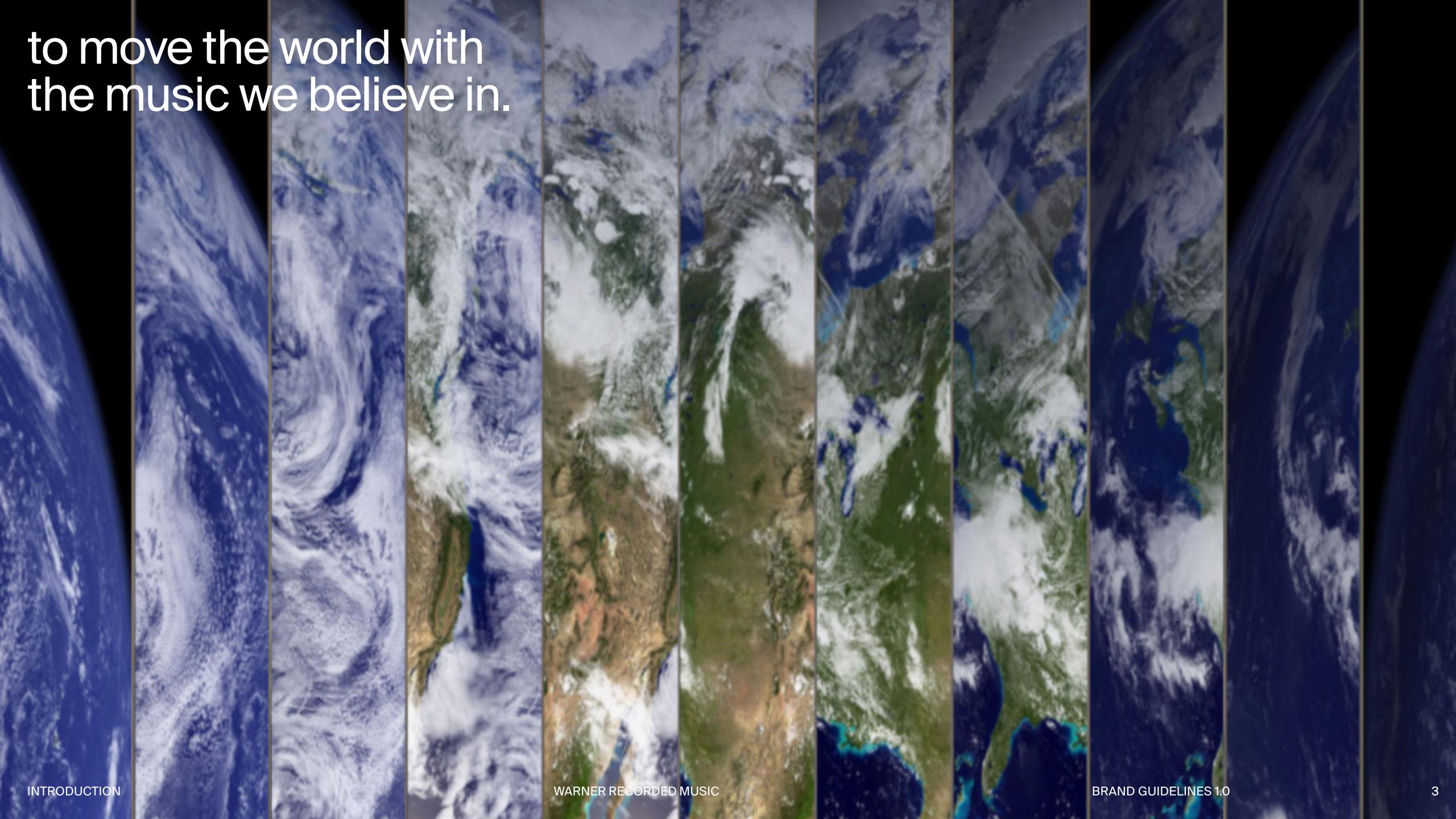
If you're reading this you're one of us.

We've all been inspired to live a life in music, and have always known deep down that it's what we wanted to do.

Many different paths have brought us to Warner Recorded Music to focus all our energies and abilities on one goal:

INTRODUCTION WARNER RECORDED MUSIC BRAND GUIDELINES 1.0

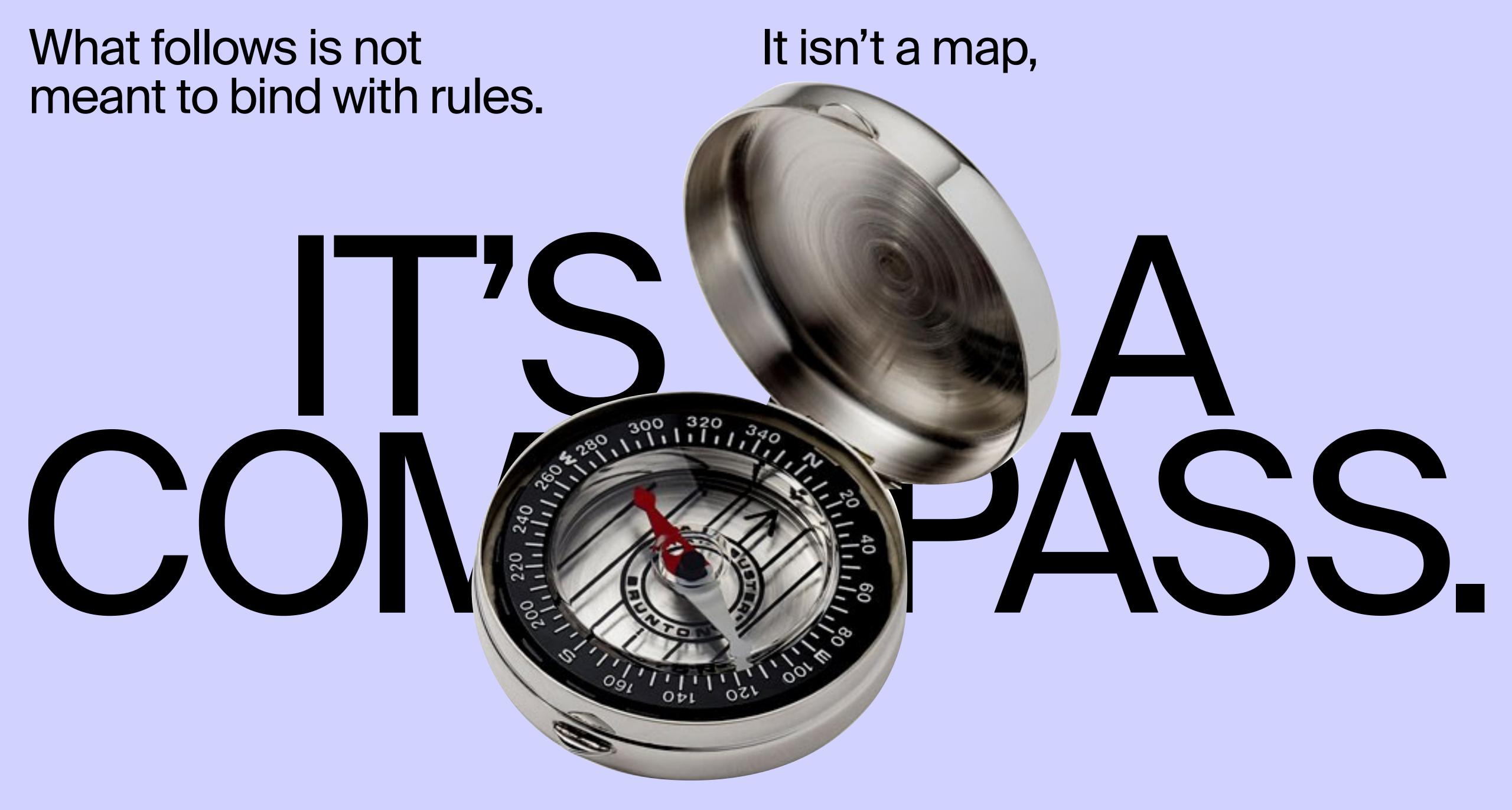


This guide's purpose is to channel what's UNDQUE, POWERFUL, and Real about us into one voice.

Originality is a big idea, and it should mean many things in many contexts. We wouldn't be who we are if we didn't have such diverse points of view.

This is why it's even more important to communicate clearly with the world about ourselves in a consistent way.





This document is here for you to consult before communicating on behalf of Warner Recorded Music.

It requires a flexible and dynamic user—you—to put these insights into action.

Our point of view is clear, and sharing what we believe in is what we do.

# This is why Warner Recorded Music is where originality finds the power to move our world.

Originality happens when care, imagination, and belief in a vision intersect.

When this raw creative energy connects with the right framework it has the power to move the world.



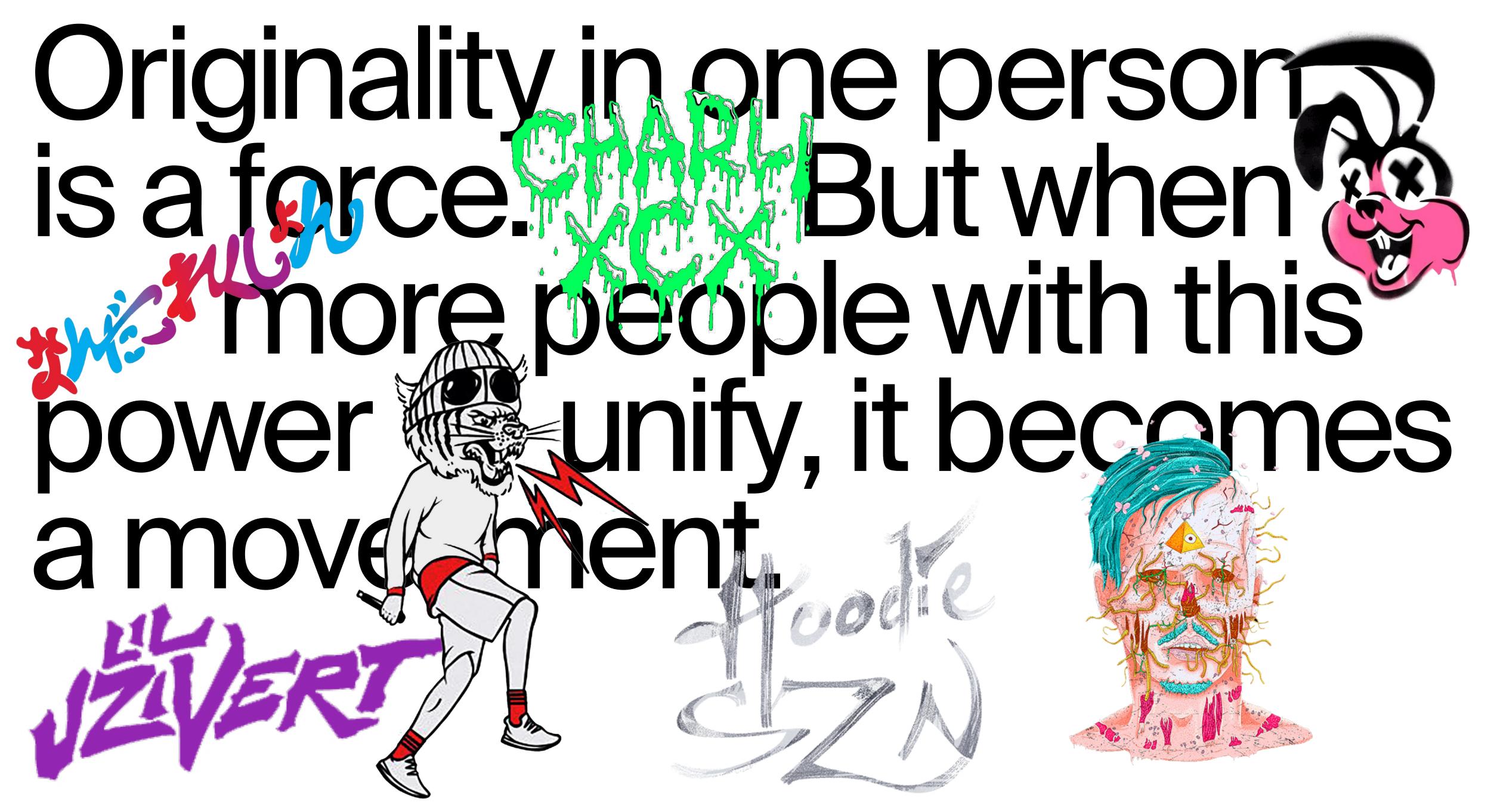
"Be Original" is a permission you can only get from yourself.

Being groundbreaking is always a risk. And risks are always scary.

Fear is a natural component of doing something like never before. It's just that our belief in what we're creating is stronger than our fear that it won't work.

And together we're even bolder.

INTRODUCTION BRAND GUIDELINES 1.0 WARNER RECORDED MUSIC 12



## The Music of Aretha Franklin went from her lips **BRAND GUIDELINES 1.0** INTRODUCTION WARNER RECORDED MUSIC





## This wasn't by magic.

It was because he connected her vision to scores of people working with him to make her a household name. Our households have all of them to thank.







We all work in this business because we believe in this process.

We want to use our originality to make that of others well known.

And in turn wake the people of the world to their own potential.

We want to be the movement that we know we can.



It's not an outcome, it's somewhere between a method and a way of life.

It's a culture we can create, and we can all work together to spread.

INTRODUCTION BRAND GUIDELINES 1.0 23

- 1. Have a point of view.
- 2. Work with intention.
- 3. Consider your audience.
- 4. Make something you're proud of.

INTRODUCTION BRAND GUIDELINES 1.0 46

#### Intro to TOV and Style Guide

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### THANK YOU