

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:

to move the world with  
the music we believe in.

This guide's purpose  
is to channel what's  
*UNIQUE*, **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.

Our artists, labels and people are all distinctively Warner Recorded Music. All our communication should be too.



What follows is not  
meant to bind with rules.

It isn't a map,

# CONCEPTS ARE COMPASS.



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.

**BEPORR**

**GINNAA**

“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.

Originality in one person is a force. But when more people with this power unify, it becomes a movement.



The Music of  
Aretha Franklin went

from  
her lips

The Music of  
Aretha Franklin went

to the ears  
of Ahmet Ertegun.

the  
her lips

It went from his ears

to all of ours.



**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.



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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.



**Originality is hard  
to define in concrete  
terms for a reason.**

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.

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

# Intro to TOV and Style Guide

Collins for Warner Recorded Music

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THANK YOU