



★ ★ ★ LET ★ ★ ★
MUSIC
FILL MY
WORLD

BRAND GUIDELINES

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BRAND INFORMATION

OVERVIEW

LET MUSIC FILL MY WORLD believes music can change lives. Research shows music education significantly improves standardized test scores, attendance, graduation rates, and emotional well-being. Yet too often, under-resourced schools see arts programs cut first, despite their proven benefits for academic success, brain development, workforce skills, and mental health. Let Music Fill My World meets this challenge head-on through creative collaborations, strategic investments, and a national platform to tell why music matters.

MISSION STATEMENT

A future where every student in America has meaningful access to music education in school, regardless of zip code, income level, or background.

VISION

PLACE MUSIC TEACHERS IN SCHOOLS

Fund at least one full-time music teacher via the Music Matters Challenge for a 3-year period (up to \$300,000) each year.

CATALYZE SYSTEMIC, SUSTAINED FUNDING

Advance philanthropic and public efforts to secure sustained funding for music education and strengthen the broader arts education ecosystem.

SHIFT PUBLIC PERCEPTION OF MUSIC EDUCATION

Promote broader awareness of music education as essential to a well-rounded education and a key driver of workforce readiness.

BRAND LOGO (MAIN)



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GLOBE + TEXT : SIDE BY SIDE

This is our primary logo configuration. It should be used in most general brand applications including digital graphics, presentations, and signage.



TEXT ONLY : STACKED

Use the stacked text logo when vertical space is more available than horizontal, or when the globe icon is not needed for clarity or size constraints.



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GLOBE + TEXT : SIDE BY SIDE

This version is ideal for centered layouts and where a more formal visual identity is required.

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GLOBE + TEXT : SIDE BY SIDE

A simplified version for small placements such as footers, digital ads, or in partnership lockups.

BACKGROUND USAGE

All logos are available in full color, black, and white. Use the full color logo on white or light backgrounds. Use the white logo on dark backgrounds. Avoid placing logos over busy or low-contrast imagery.

BRAND LOGOS (SECONDARY)

These logos represent our key initiatives. They follow the LMFMW visual identity but are distinct enough to stand alone when needed.



INITIATIVE LOGO MUSIC MATTERS CHALLENGE

The Music Matters Challenge is a nationwide call for individuals of all ages and schools to show why music matters to them. It uplifts voices, celebrates creativity, and awards direct funding to music classrooms across the country.



INITIATIVE LOGO POWER OF MUSIC SERIES

The Power of Music Series brings to life personal stories that reveal the lasting impact of music education, and the powerful ways music continues to show up in people's lives. This initiative turns moments into movements and emotion into advocacy.

TYPOGRAPHY

ABC

ABC

Abc

PHOSPHATE INLINE

Used sparingly for big, bold headers or campaign titles.
Phosphate brings a sense of energy and impact to key moments.

LEMON MILK

Our primary headline font. Clean, bold, and modern
—it's used for headers, callouts, and pull quotes.

INTER

Use Inter for body text. In fact, it's the font being used right here.

USAGE GUIDELINES

- Use consistent font pairings throughout materials.
- Avoid mixing too many weights or styles on a single page.
- When in doubt, keep it simple:
Lemon Milk for headers,
Inter for body copy.

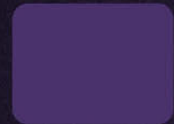
COLORWAYS (PRIMARY)

These are our primary brand colors. Use them consistently to maintain a recognizable visual identity.



BLACK

Hex Value #000000



DARK PURPLE

Hex Value #4a326b



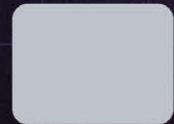
LIGHT PURPLE

Hex Value #b37cfd



PINK

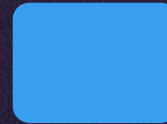
Hex Value #ff7fc2



SILVER

Hex Value #bec2cb

COLORWAYS (SECONDARY)



BLUE

Hex Value #389fef



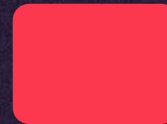
YELLOW

Hex Value #fff200



ORANGE

Hex Value #ff831d



RED

Hex Value #fd384e

USAGE TIPS

- Primary brand colors should dominate most designs.
- Secondary colors are for highlights and accents only.
- Avoid using all three warm tones (yellow, orange, red) together in equal amounts.
- Always maintain strong contrast between background and text for accessibility.
- Rainbow use is welcome in small touches, such as dividers, borders, or subtle accents.

BRAND APPLICATION

DO'S

- Use the official logos at high resolution
- Maintain clear space around the logo
- Use approved color palette



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DON'TS

- Stretch, stroke, rotate or alter the logo
- Use unapproved colors or fonts
- Place logos on low-contrast or cluttered backgrounds



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SOCIAL MEDIA GUIDELINES

LMFMW's social media should reflect our mission: joyful, hopeful, inclusive, and bold. Every post is a chance to move people — to act, to care, to relate, or to share.

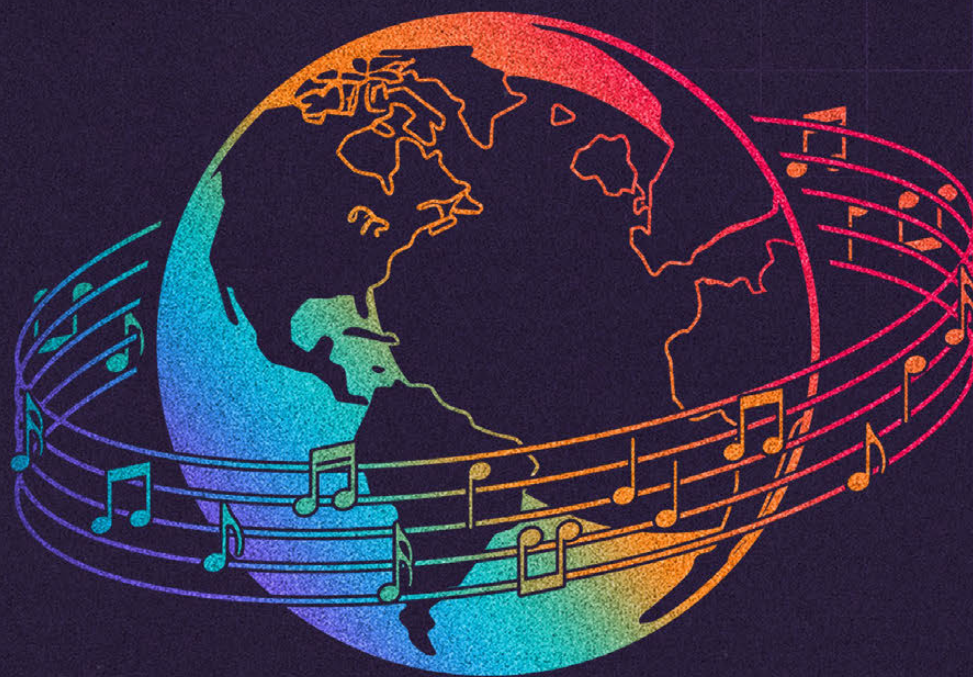
VOICE + TONE

- Friendly, energetic, and heartfelt
- Clear and action-oriented
- Uplifting and authentic

HASHTAGS + TAGGING

- Use the following hashtags where relevant:
[#LetMusicFillMyWorld](#)
[#MusicMattersChallenge](#)
[#PowerofMusic](#)
- Tag [@LetMusicFillMyWorld](#) on Instagram, Facebook, LinkedIn, and TikTok
- When celebrating a partner or winner, tag their account and include alt text for accessibility





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