

Broadjam Style Guide

→ Logotypes:

broadjam[®] all one word, no spaces, no caps (no capital J)

broadjam.com
broadjam.com: all one word, no spaces, no caps
(no capital J)

Uses: Logos, letterhead, branding, T-shirts, etc.

→ Broadjam Inc., Broadjam, or broadjam.com?

When referring to the website only, please use broadjam.com, no caps.

When referring to the company as a whole, please use Broadjam OR Broadjam Inc. (capital B only; no space, no capital J, no comma between the name and Inc.; period after Inc.)

Correct: Underground music fans can find great downloadable music on broadjam.com.

Incorrect: Broadjam.com is based in Madison, Wisconsin.

→ Trademark Symbol

Broadjam[®] is a trademark when it is used to identify the source of goods and services that Broadjam Inc. provides. It is registered as a trademark in the United States and numerous other countries – please use the registered trademark symbol (®) in all marketing communications and advertising materials when using it in this manner.

Correct: Find great music at the Broadjam[®] Music Download Store.

Incorrect: Find great music on Broadjam.

→ Font

Preferred font for text in marketing communications: Verdana 11 pt.