

HOUSE OF BLUES
**MUSIC
FORWARD**
FOUNDATION





DEFY COMPLACENCY

What if someone cared enough to ensure our youth had their voices heard in their classrooms, in their communities, in their lives?

KICKSOMEAPATHY

We care. We hear them. Harnessing the power of music, we help young people fuel creativity, build confidence, and connect passions to professions.







ROCK YOUR ROLE

This is not a sound-check. We're coming to you live. Our young people want to be heard and we're turning up the volume!

► **\$20 MM+**

DOLLARS INVESTED

► **5,000+**

MUSIC PROGRAMS ENHANCED

► **6,000+**

CONCERTS PRODUCED

► **1 MM+**

LIVES ENRICHED

Founded in 1993, House of Blues Music Forward Foundation is an independent 501(c)(3) nonprofit organization. **Music Forward** accelerates life skills for youth using music as the bridge to success. Focusing on underserved communities, we invest in music programs and young musicians; provide unique performance opportunities; and inspire future careers with hands-on experience in the music industry.

Music Forward uses music in energizing and innovative ways to connect young people to knowledge and tools that fuel creativity, build confidence, and connect passions to professions.

Music Forward doesn't just open doors, we usher young people through them.

MUSIC

We use music as a catalyst for discovery, connection, and transformation.

CREATIVITY

We foster out-of-the-box thinking, flexibility, and innovation in every aspect of our work.

INDIVIDUALITY

We believe in the power of the individual voice and we provide a forum so those voices can be heard.

EXCELLENCE

We aim to do our best, be our best, and achieve the most we can for the young people we impact every day.

COLLABORATION

We initiate purpose-driven partnerships that produce win-win outcomes for our communities and our supporters.

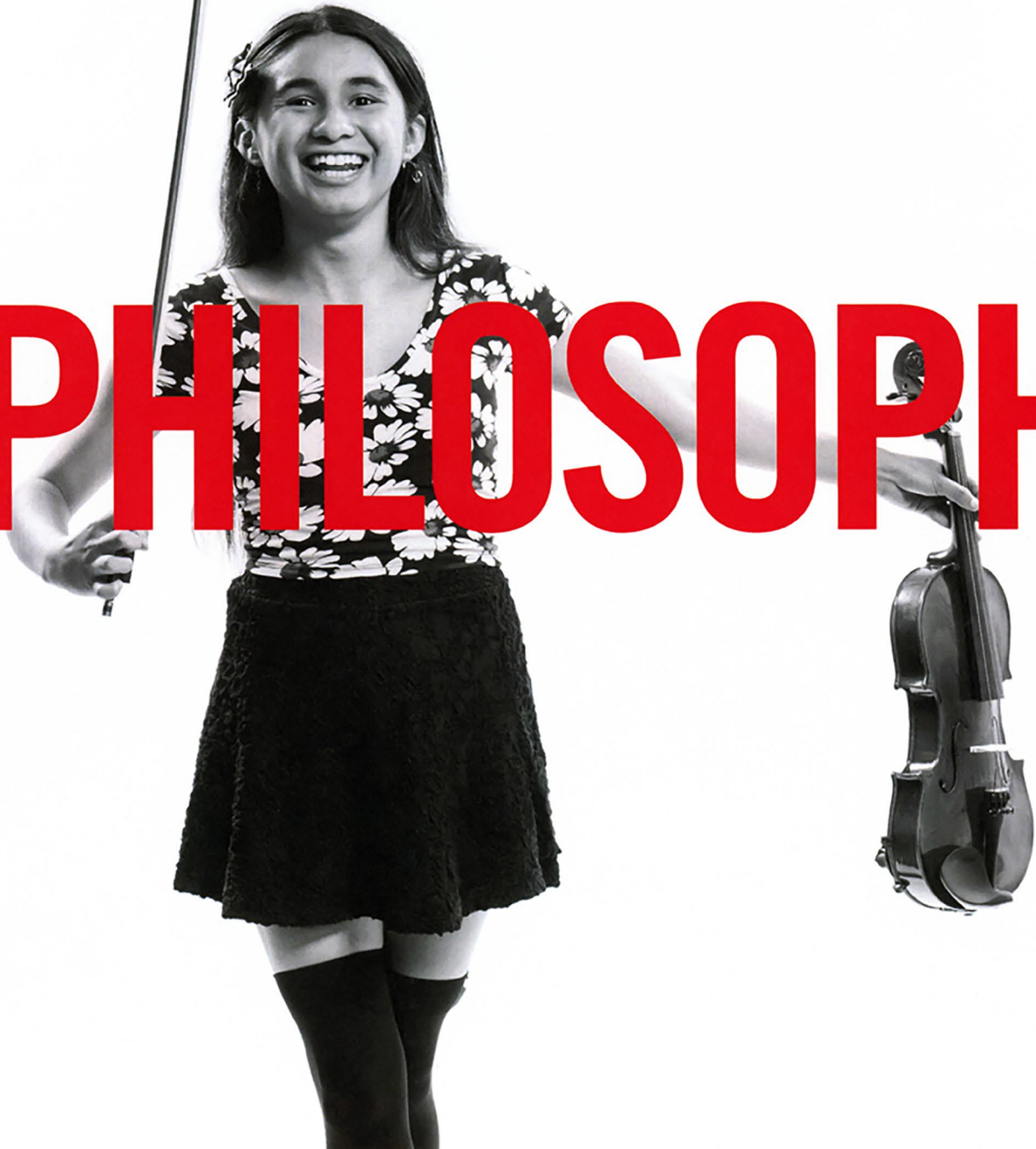
POSITIVITY

We create a warm, welcoming, and respectful environment to nurture success in our workplace and our communities.

DIVERSITY

We honor the rich cultural roots that shaped our founding and leverage their significance to shape what we will become.

OUR PHILOSOPHY



A black and white photograph of a young man with short hair and glasses, smiling broadly. He is wearing a patterned short-sleeved shirt and holding a large tuba. The background is plain white. Overlaid on the image is the text "OUR PROGRAMS" in a large, bold, sans-serif font. "OUR" is black, and "PROGRAMS" is red.

OUR PROGRAMS

ACTION FOR THE ARTS GRANTS

Grants targeted to meet the needs of under-resourced music programs serving youth in grades 5 through 12.

BLUES SCHOOLHOUSE

Concert-style, educational performance that traces the history of African American influence on American music and culture. From the slave trade to the Civil Rights movement to the current day, the program tells a complex story of how music and culture can both reflect and drive social change.

BRINGIN' DOWN THE HOUSE

Emerging artist incubator that expands career opportunities for young musicians by connecting them to a variety of music industry professionals through a series of interactive workshops. The program culminates with live participant showcases in legendary venues.

GIVE MUSIC

Annual holiday campaign that delivers instruments directly into the hands of young musicians who need them most.

U FORWARD (UNIVERSITY FORWARD)

Hands-on mentorship, engagement, and job-skills training within the business of music. Participants can also apply for competitive paid internships.



OUR BRAND

The following style and usage guidelines will help ensure that the Music Forward brand is presented with a clear message and unified voice.

LOGO IDENTITY

PRIMARY LOGO LOCKUP

2 Color: Red, PMS 186U | K, 100%



CLEAR SPACE

A clear space for Music Forward logo usage should be proportionally equivalent to the height of the letter "I" in MUSIC.



MINIMUM SIZE

Never use the logo smaller than 1.25" wide.



ALTERNATIVE TWO COLOR REVERSE

Use this version of the logo when two colors are available but the black is too dark and the logo type must reverse.



ALTERNATIVE ONE COLOR REVERSE

Use this version of the logo when only one color is available but the black is too dark and the logo type must reverse.



ALTERNATIVE ONE COLOR POSITIVE

Use the black and white logo only when color is not available. House of Blues Music Forward Foundation type is 100% black.



THE GLYPH IDENTITY

The Music Forward Glyph icon is the only element of the full logo lockup that can be pulled from the lockup and used on its own.

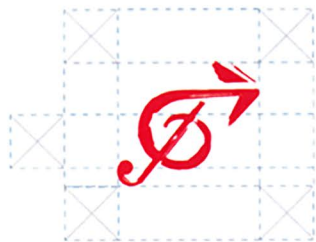
PRIMARY GLYPH

1 Color: Red, PMS 186U



CLEAR SPACE

A clear space for Music Forward logo usage should be proportionally equivalent to the height of the letter "I" in MUSIC.



SECONDARY GLYPH

1 Color: K, 100%



MINIMUM SIZE

Never use the glyph smaller than .375" (3/8") wide.



ORIENTATION

When used alone, the Glyph's orientation can be placed such that the arrow points from 0 to 90 degrees counter clockwise. The Glyph must never point down or backward.



0° rotation

90° rotation

SECONDARY COLOR OPTIONS

The Glyph can appear in all Music Forward brand colors. The Glyph may be produced in colors other than Music Forward brand colors, but this usage must be first approved by Music Forward.



ALTERNATIVE ONE COLOR REVERSE

Use this version of the logo when only one color is available but the black is too dark and the Glyph must reverse white or appear in one of the brand color options.



COLOR & TYPOGRAPHY

FAMILY OF TYPEFACES

BRANDON GROTESQUE FONT FAMILY

Light

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Regular

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Bold

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BLACK

abcdefghijklmnopqrstuvwxy **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

TRADE GOTHIC FONT FAMILY

Condensed

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Medium

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Bold

abcdefghijklmnopqrstuvwxy **ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

VENEER TWO (to be used for headlines)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

PRIMARY COLORS

Used for the logo and for accent elements.

Music Forward Red

PMS 186U

CMYK 0 - 100 - 81 - 4

RGB 227 - 25 - 55

HEX E31937

Music Forward Black

CMYK 0 - 0 - 0 - 100

RGB 35 - 35 - 35

HEX 1A1818

SECONDARY COLORS

Used for typography and for accent elements.

Music Forward Purple

PMS 7455U

CMYK 67 - 49 - 0 - 0

RGB 96 - 124 - 189

HEX 607CBD

Music Forward Orange

PMS 7408U

CMYK 0 - 45 - 100 - 0

RGB 248 - 156 - 27

HEX F89C1B

Music Forward Teal

PMS 318U

CMYK 57 - 0 - 20 - 0

RGB 96 - 199 - 207

HEX 60C7CF

Music Forward Green

PMS 381U

CMYK 29 - 6 - 100 - 0

RGB 193 - 204 - 47

HEX C1CC2F

ROCK YOUR ROLE







**CREATE
EXPLORE
IMAGINE
DISCOVER
CONNECT
MOVE**