



**2016
NAPSTER
BRAND
GUIDELINES**

THE MUSIC YOU LOVE

Napster is continually evolving to pave new listening and music exploration paths. Our passion for music brings authenticity and emotion to what we make. Our brand isn't just our service and the apps we create, it's the obsession with the music you love.

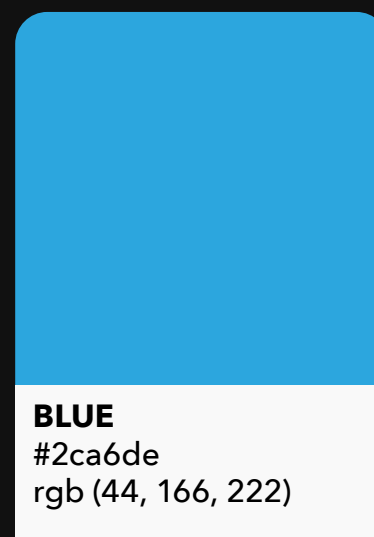
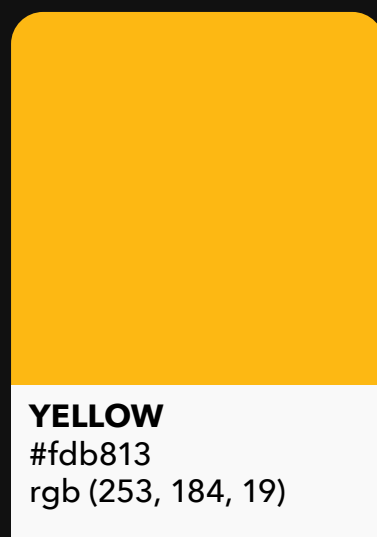
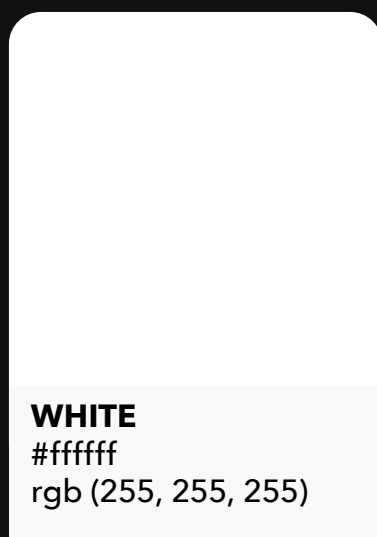
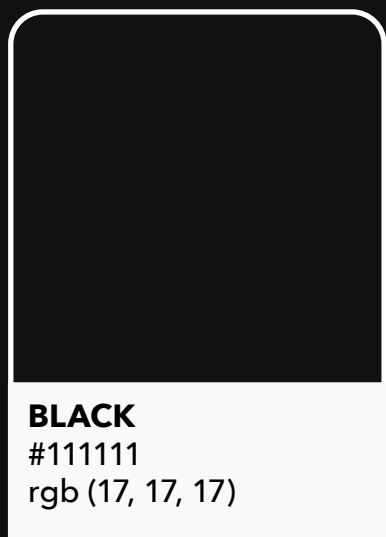
We enrich lives by delivering all of the world's music through an engaging high-quality service where fans can listen to the music they love anywhere, anytime, and on any device. We create a powerful connection between artists and fans that will support an equitable and sustainable industry. We deliver a seamless connection to the music world with millions of songs on demand, genre and artist specific radio stations, and listening apps on Mobile, web, and home audio devices.



LOGOS



BRAND COLORS



TYPOGRAPHY

Our marketing and advertising typeface is **Avenir Next**.

**PLAY
THE MUSIC
YOU LOVE**

**ONES TO WATCH
JAMES BAY**

* CAPITALIZE HEADLINES

Emphasize by highlighting the most important word or segment with color.



NAPSTER DESCRIPTIONS

Descriptive Copy 11 words

Play the music you love anytime, anywhere with Napster.

Descriptive Copy 33 words

Play the music you love anytime, anywhere with Napster. Stream millions of songs, connect with music fans via our Listener Network plus access your favorites and playlists offline so you never miss a beat!

Descriptive Copy in around 50 words

Play the music you love anytime, anywhere. Stream millions of songs, find your Music Match and dive into the Listener Network to connect instantly with music fans from around the world. Download your favorite songs, albums and playlists for offline listening. Never miss a beat with Napster!



THANK YOU

