



# Brand *Guidelines*

01

# Brand *Mission*



# *Equalizing* Music

Balance the Mix is a nonprofit organisation dedicated to reshaping the music industry through fairness, inclusivity, and cultural impact.

In music production, balancing a mix means ensuring every sound has its place — no element dominates, and none are lost. Only when all parts work together does the full depth of the song emerge.

We believe the same principle applies to the industry: every voice deserves to be heard and valued. When talent is overlooked or excluded, we all lose out on the richness, relatability, and emotional power of music.

That's why Balance the Mix exists — to open doors, amplify underrepresented artists, and drive inclusive sound practices across the industry. We're here to prove that inclusive music doesn't just sound better — it resonates deeper, connects wider, and drives lasting cultural change.







# Brand *Story*

Balance the Mix was founded on International Women's Day 2023 to challenge the lack of representation in music production.

What started with a live online workshop quickly grew into a global movement — with sold-out events, community impact, and brand partnerships pioneering underrepresented talent.

From Cannes Lions to New York's Advertising Week, we've been spreading the word on influential stages. We've delivered workshops and mentorships from London to Dubai — and secured real opportunities for underrepresented talent with top brands.

In 2025, Balance the Mix became an independent 501(c)(3) nonprofit, led by industry experts united by one mission: to amplify unheard voices and embed inclusive sound practices across music and media.



02

# Brand *Application*



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BALANCE  
THE MIX

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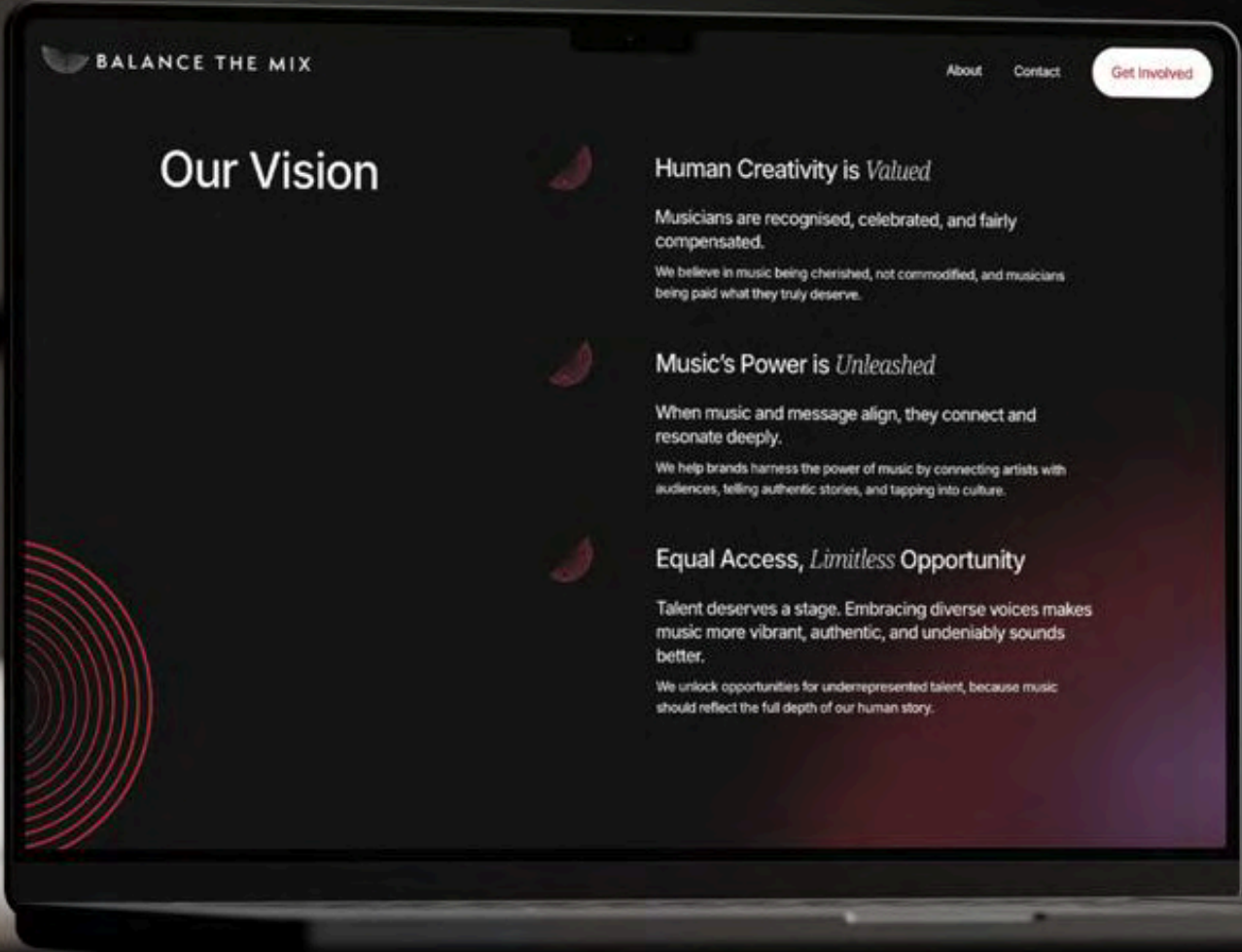
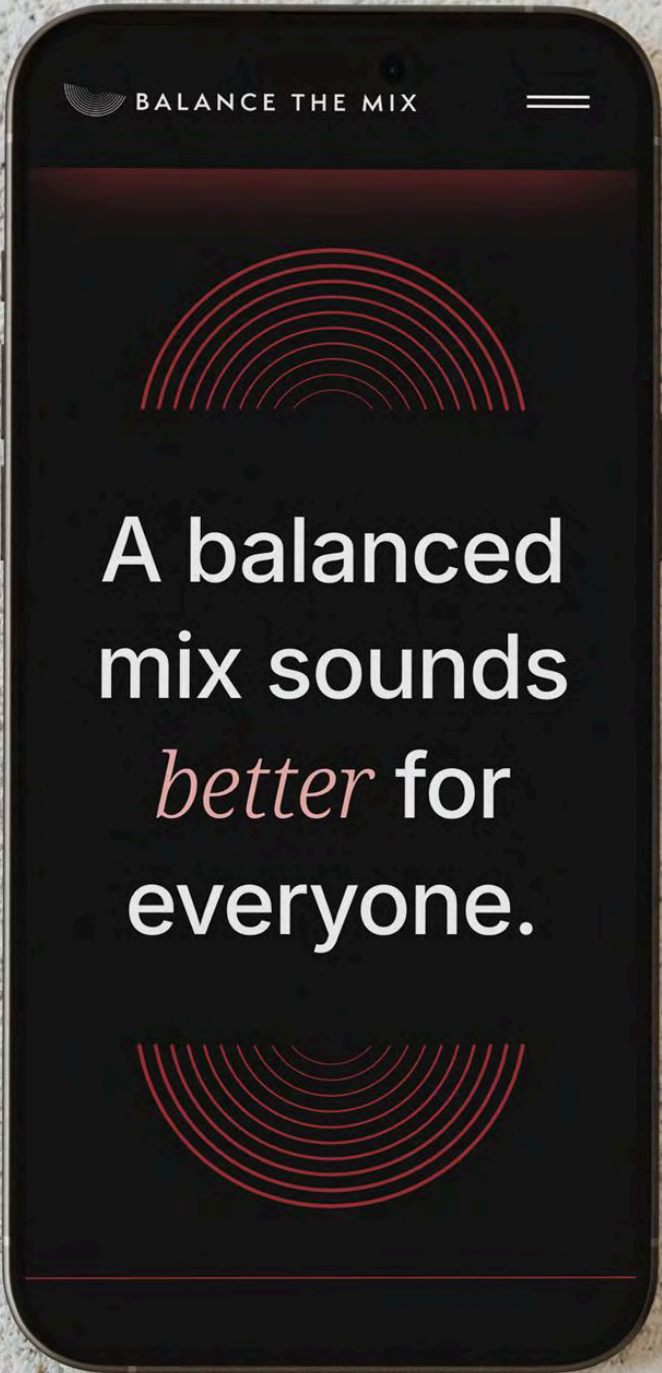
www.linkedin.com/company/balance-the-mix

BALANCE  
THE MIX

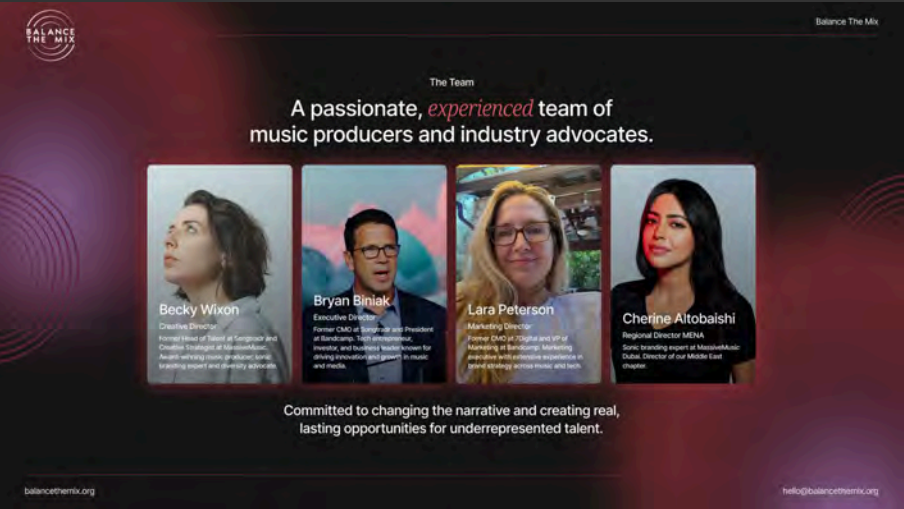
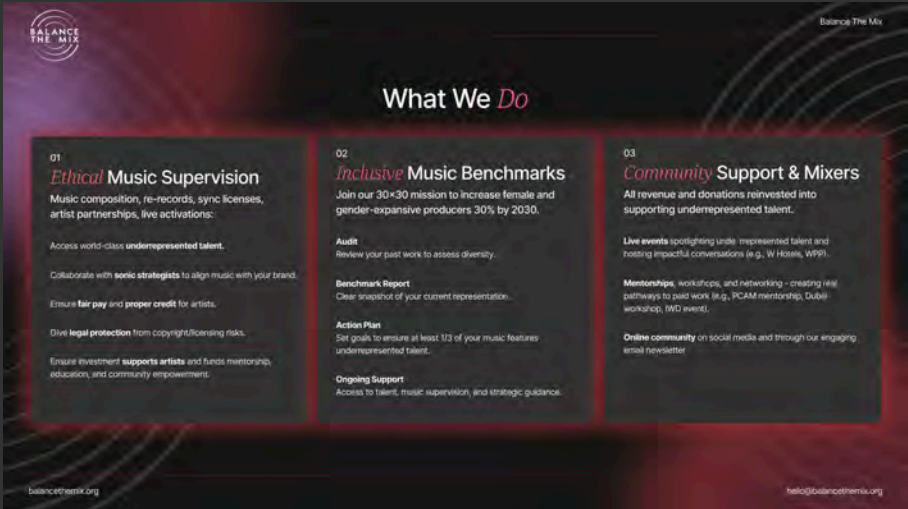
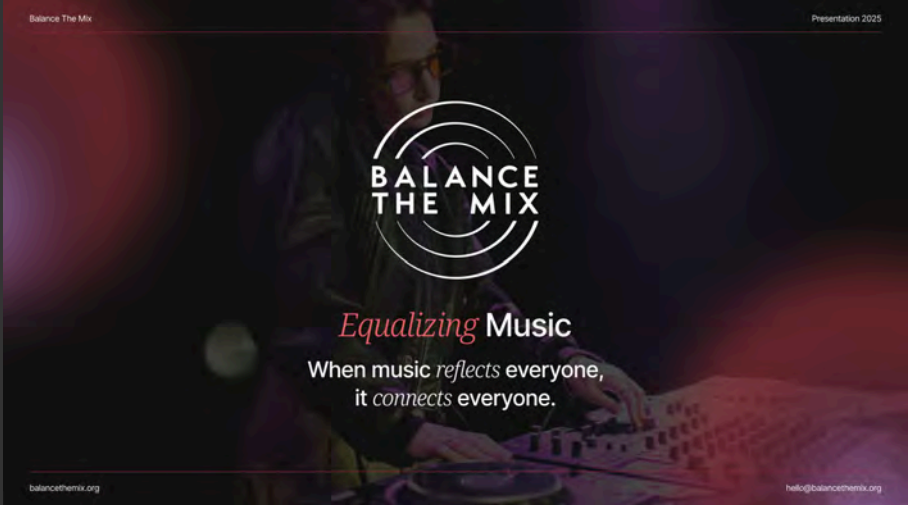














03

# Logo *Variations*





Primary Logo





Primary Logo

BALANCE  
THE MIX

Central Typography Logo

BALANCE  
THE MIX

Staggered Typography Logo



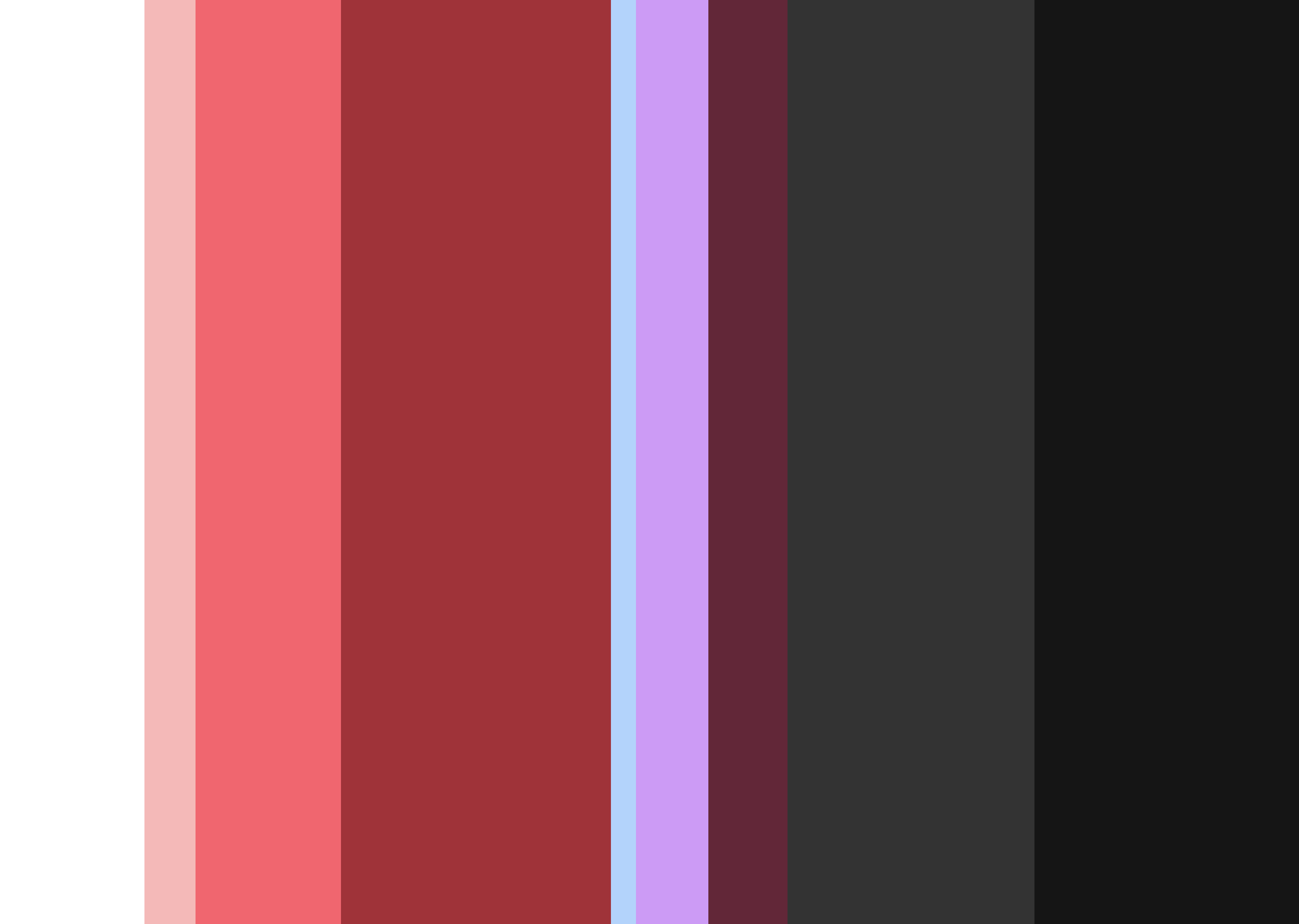
Stamp Logo



04

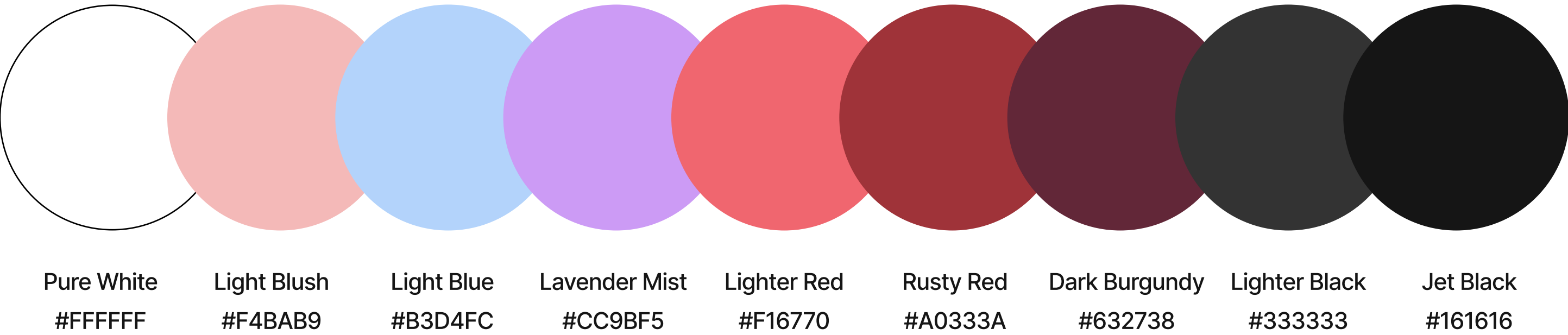
# Colour *Palette*







# Brand Colour Palette





05

# Typography *Pairing*



01/ This is a Subtitle

02/ This is a title with an  
03/ *accent here.*

04/ Lorem ipsum dolor sit amet consectetur,  
lobortis pretium ante augue felis.

05/ Lorem ipsum dolor sit amet consectetur. Lobortis pretium ante augue felis vel  
eros justo. Quam nunc viverra elit imperdiet cursus velit nunc nunc. Adipiscing  
senectus eu ipsum iaculis egestas tortor. Mollis nunc id velit imperdiet vel.

06/ Sign The Pledge

01 Inter, Semi Bold, Letter Spacing -3%

02 Inter, Medium, Letter Spacing -3%

03 Noto Serif, Italic, Letter Spacing -3%

04 Inter, Medium, Letter Spacing -3%

05 Inter, Medium, Letter Spacing -3%

06 Inter, Semi Bold, Letter Spacing -3%



## Inter, Medium

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

!@£\$%^&\*()



## Noto Serif, Light Italic

*Aa*

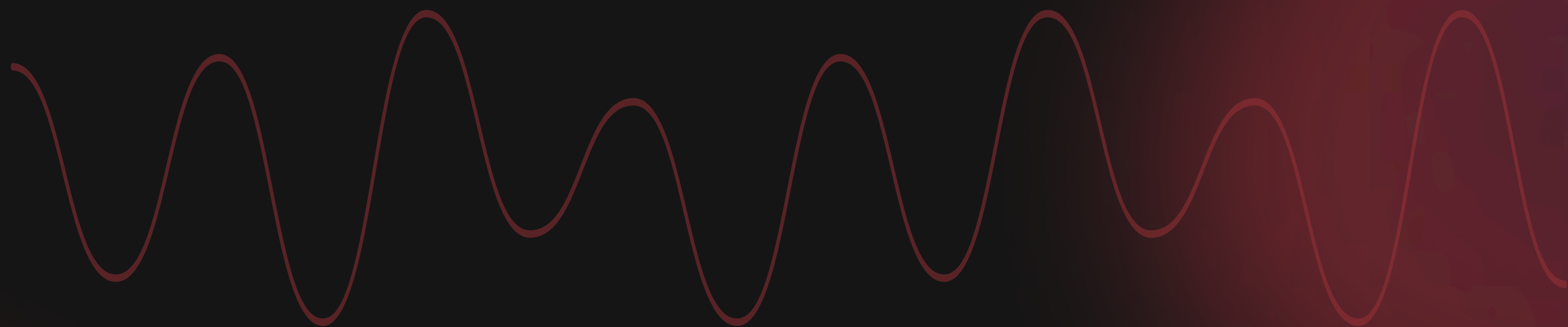
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*Kk Ll Mm Nn Oo Pp Qq Rr Ss*  
*Tt Uu Vv Ww Xx Yy Zz*  
*0 1 2 3 4 5 6 7 8 9*  
*!@£\$%^&\*()*



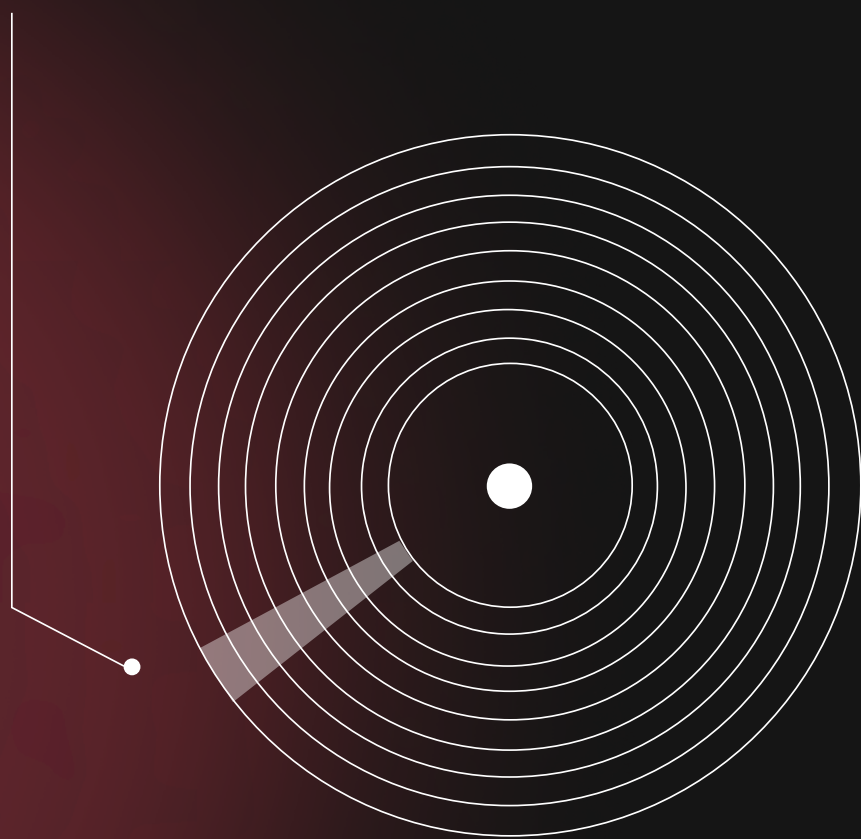
06

# Brand *Elements*





Wave Form



Stats Icons



Bullet Point Icon



07

# Brand

# *Photography*



# Mood Board



## Capture the Moment

Showcase people genuinely enjoying themselves — engaged, connected, and present in the music.



## Authenticity & Empowerment

Retain sincerity in every image, always connecting back to the mission of empowering people.



## Depth & Nuance

Use textures and layered details to create richness and atmosphere.



## Colour Palette

Incorporate the Balance the Mix palette — deep reds, purples, and dark tones — to add warmth and consistency, while keeping imagery grounded and impactful.



## Representation

Feature imagery that reflects diversity in a natural and authentic way — inclusive but never tokenistic.



## Style & Tone

Keep visuals modern, aspirational, and effortlessly cool.



# Photography *Guidelines*





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Thank  
*You*

For brand enquiries please contact  
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