



SERATO SCRATCH LIVE BRAND PROTOCOL

**CORRECT PACKAGE NAME FOR PRICE LIST AND PROMOTION**




- Scratch Live is a digital DJ solution that comprises of Software, Hardware and Control Vinyl / CD.
- Scratch Live is the result of a collaboration between Serato Audio Research and Rane Corporation.
- Serato Audio Research is the company that invented Scratch Live and maintains the software application.
- Serato Audio Research hold copyright on the Control Tone available on Vinyl or CD.
- Rane Corporation is the company that exclusively manufactures the hardware necessary to transmit the Control Tone to the Serato Scratch Live software.
- Serato Scratch Live software is exclusively licensed to Rane Corporation.
- Rane Corporation are the exclusive distributors of Scratch Live worldwide.

**COLOUR LOGO**


**NOTE:** If the Scratch Live logo appears on either a Pantone 429 C then "LIVE" should be changed to Process Black C, or if it appears on Pantone 1805 C then the "strobe" must be changed to Process Black C.

**BLACK AND WHITE LOGO**

**LOGO COLOURS - PANTONE, CYMK, RGB**

 <b>PANTONE:</b> 1805 C <b>CMYK:</b> C - 0, Y - 91, M - 100, K - 23 <b>RGB:</b> R - 191, G - 49, B - 26	 <b>PANTONE:</b> Process Black C <b>CMYK:</b> C - 0, Y - 0, M - 0, K - 100 <b>RGB:</b> R - 0, G - 0, B - 0	 <b>PANTONE:</b> 429 C <b>CMYK:</b> C - 3, Y - 0, M - 0, K - 32 <b>RGB:</b> R - 176, G - 183, B - 187	<b>NOTE:</b> Grey Pantone can be swapped with Process Black C at 33% if printing requires less colours.
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**LOGO SPACING**

**SPACING REQUIREMENTS:**

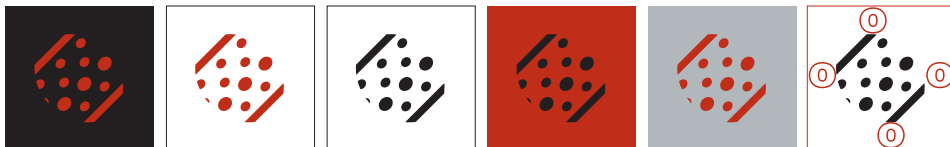
The Serato "Scratch Live" Logo requires a certain amount of space to breathe. In the example to the left you will see the serato "o" and "t" being used as spacers, these letter must be the same height as the scratch live typeface in order to get the right spacing. There should always be at least two letter o's on each side horizontally, one o at the bottom and a t at the top.

**MINIMUM SIZE**


**PRINT: METRIC** 6 X 30mm  
**IMPERIAL:** 1/4 x 13/16 inch

**WEB/SOFTWARE: PIXELS:** 164 x 34 px  
**NOTE:** This size includes the above spacing requirements

**ICON USAGE**



**ICON USAGE REQUIREMENTS:**

The Icon can be used by itself, but can never be used with anything other than the scratch live text that appears as the full logo. This can be used for example as a t-shirt print, or for display purposes at trade shows.

It can be used as instead of the full logo (with text), and never be used in any other colour/tone.

**LOGO USAGE ON COLOURED BACKGROUNDS**



**COLOUR REQUIREMENTS:**

We acknowledge The Scratch Live Logo will be used on different coloured backgrounds, when this happens here is guide to how the logo should appear.

Scratch Live Logo only appears with coloured strobo scope on either black or white. (AS ABOVE).

When appearing on either flat coloured background or photo (multi coloured) then logo appears either all black (on light hues eg. yellows, light grays), or all white (on darker hues eg. reds, greens, blue, pinks, purples, browns).

**COLOUR LOGO WHEN MENTIONED AS SOFTWARE**



**BLACK AND WHITE LOGO WHEN MENTIONED AS SOFTWARE**



**SPACING**



**MINIMUM SIZE**



**PRINT: METRIC** 8 X 50mm  
**IMPERIAL:** 5/16 x 2 inch

**WEB: PIXELS:** 220 x 35 px  
**NOTE:** This size includes the above spacing requirements

**PARTNERSHIP LOGOS**

**A**



**B**



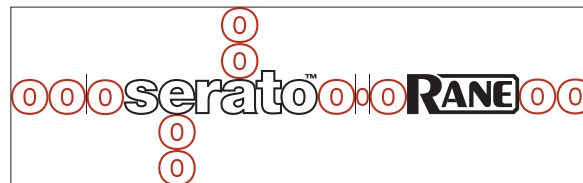
**REQUIREMENTS:**

The Rane and Serato Logos can only appear together in Print or Web Advertisements that feature Scratch Live, or used to illustrate the “partnership” between the two companies.

**Example A:** This is the only way to show the “partnership” between the two companies, and can only be shown on official documents such as press releases about the “product”, and/or the companies “partnership”

**Example B:** This is treatment is only to show the “partnership” when in conjunction with “Scratch Live”, these treatments are shown in section “Partnership logo when with Scratch Live Logo” on page 7.

**PARTNERSHIP LOGO SPACING**



**REQUIREMENTS:**

The two logos should be aligned at the bottom, and the top of the Rane logo should be inline with the TM the serato logo, this gives the illusion the two logos are the same size.

Comfortable space is required when displaying the logos, using the “o” in serato you can see that the minimum space required is two “o’s” around all edges, and spacing between lines and logos are one “o”. This guarantees all logos have enough breathing room to effectively “sing” in their own right.

**PARTNERSHIP LOGO COLOUR USAGE**



**REQUIREMENTS:**

When the two logos are placed on a white background then the Rane logo must be 60 % Process Black, and when on a black background the Rane logo should be 30% Process Black.

This allows the two logo’s to sit equally without either one being to dominate.

PARTNERSHIP LOGOS WHEN WITH SCRATCH LIVE LOGO

A



**REQUIREMENTS:**

There are only two ways all three logos can sit together. Example A can be used for square areas, like web sites and the Example B is more suited to long banner type areas.

The “partnership” logo size is based off the lower case letters in the serato logo. The partnership logos must not exceed this size. The last example on this page shows this.

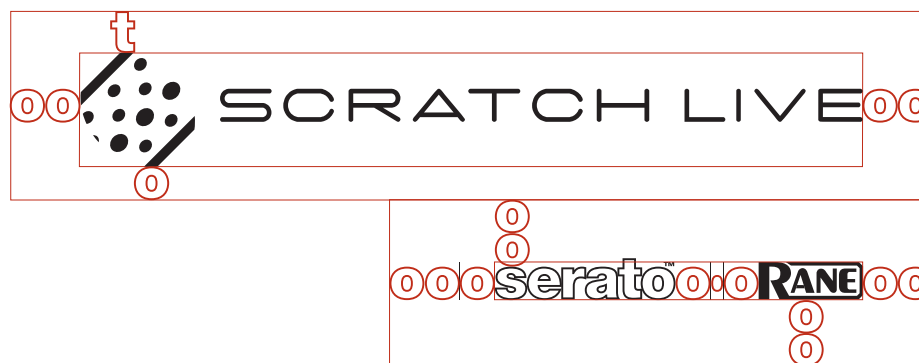
**Example A:** The Scratch Live sits at the top with the partnership logos underneath, and justified right.

Using the spacing requirements Example A is the absolute closest the “partnership” logos are allowed below the Scratch Live Logo.



**Example B:** The Scratch Live sits to the left of the “Partnership” logos, using the spacing requirements of all logos, all have space to breath.

**NOTE:** Using the spacing requirements of both the partnership logos and the Scratch Live Logo will result in correct usage of all three logos.



B

