

Last.fm Brand Guidelines

If you download a version of our logo for use, whether it be commercial or non-commercial, you must abide by these guidelines for usage of the Last.fm™ / Audioscrobbler™ logos.

Our Brand:

The Last.fm brand guidelines are set in place to manage the consistency, continuity and credibility of the brand. These guidelines cover usage for both the Last.fm logo (which the brand of the website www.last.fm) and Audioscrobbler, which is the database system that powers Last.fm. If you are unsure which logo to use, or have any other questions concerning the use of our logo please contact:

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Last.fm Ltd.

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Using the last.fm logo



1. Whitespace

The last.fm logo must appear with space around it that is clear of any graphic, photographic, or illustrative elements. The guideline for whitespace around the logo is as follows.

Use half the height of the logo around the top, left and right edges and three quarters on the bottom. This should be determined based on the height of the letter l. If the height of the letter l is 36 px, 18px of space (half of 36) should be left on the top and sides of the logo and 27px beneath.



#D01F3C

#666

#000

C: 12
M: 100
Y: 79
K: 2

C: 60
M: 51
Y: 51
K: 20

C: 75
M: 69
Y: 66
K: 89

PMS 200 C

2. Colour

The Last.fm logo can be used in 4 colours: Last.fm crimson, grey, black or white. The white version is reserved for use on dark backgrounds only.



3. Tag Line

It is strongly suggested that the Last.fm logo be used with its tagline at widths greater than 4 cm, 1.5" or 108 px.



Do not tilt

Do not stretch

Do not use an alternate colour

4. Logo Violations

Do not tilt, stretch or display the Last.fm logo in a colour other than those stated in section 2.

Using the Audioscrobbler logo

The Audioscrobbler logo is available for use on sites that make use of our webservices at a variety of sizes. However, if you have a provisional commercial license for use of webservices provided by Last.fm, you must comply by using a logo that says "Powered by as". This logo must link back to www.last.fm.



Powered by **as**TM

All links to last.fm from pages with profile information for a last.fm user account should link to the appropriate last.fm userpage i.e. <http://www.last.fm/user/<username>>.

All links to last.fm from pages displaying information on an artist, album or track should link to the appropriate catalogue page on last.fm i.e. <http://www.last.fm/music/<artistname>>.

All logo placement is subject to approval by Last.fm.