



The International Music Software Trade Association

# MESSAGE IMPLEMENTATION MANUAL

Piracy is a social disease. We are working towards a cure.



# OUR MESSAGE

As an IMSTA member, you are an important part of our long term strategy to fight piracy through education. In order to successfully bring our message to both consumers and potential consumers, we need you to be a part of the message delivery and add your bandwidth big or small to our campaign. The requirements are quite modest and will not burden your company. The sooner we have every music software company carrying our simple message, the sooner we stand a chance of overcoming the social disease that confronts us - piracy.

The cornerstone of this campaign is our slogan “BUY THE SOFTWARE YOU USE”, and we need your help in putting this message in front of as many eyes as possible. We would like you to place this slogan in the following places: 1. Website; 2. Brochures; 3. Clinic Tours; 4. Trade Show Presentations; 5. Application “splash” screens; 6. Product Packaging, 7. Promotional Items

This manual outlines the standard way for implementation of IMSTA’s message in your products, literature and applications. Please give this manual to your marketing department for implementation of this important message. We need your immediate full and active participation in order to have a chance of success.





C = 75%  
M = 50%  
Y = 0%  
K = 0%



R = 73  
G = 120  
B = 188



html = 4978BC



Pantone Solid:  
Coated = 7456C  
Matte = 660M

Pantone Process:  
Coated = 196-4C  
Coat Euro = 2718 EC

# COLOR

The IMSTA logo is quite simple, representing a music note on an optical physical medium. It uses 3 colors and because of the white outline should be used against a color background - ideally IMSTA Blue.

## THE COLORS

1. BLACK
2. WHITE
3. IMSTA BLUE

The only colors you may use for the IMSTA message are IMSTA Blue, White or Black. The ideal format is white text against IMSTA Blue for the slogan. Do not use percentages of IMSTA Blue, like 50%, 25% etc. in your implementation. IMSTA messaging must contain only these 3 colors.



# IMSTA TYPEFACE

The IMSTA typefaces are **OCR A Extended** and **Univers 57 Condensed**. These fonts are required for any IMSTA documents that you reprint or develop yourself.

OCR A Extended is required when reproducing the IMSTA slogan “BUY THE SOFTWARE YOU USE”; which is typically printed in White against an IMSTA Blue background.

Univers 57 Condensed is the font that this manual is written in, and it is the font used for IMSTA written copy. We encourage you to reprint and integrate IMSTA piracy education resources into your manuals and appropriate promotional material. When you do this you must use this typeface. Do not apply any horizontal or vertical scaling to the typeface.

For main headlines and sub-headlines, you can use **BOLD** style for emphasis. Ideally, use a font size twice the size of the body text.

## OCR A Extended

Q W E R T  
Y U I O P  
A S D F G  
H J K L Z  
X C V B N

q w e r t  
y u i o p  
a s d f g  
h j k l z  
x c v b n

## Univers 57 Condensed

Q W E R T Y U I  
O P A S D F G H  
J K L Z X C V B  
N M

q w e r t y u i o  
p a s d f g h j k l  
z x c v b n m



## IMSTA LOGO

The IMSTA logo of a music note on an optical physical medium sits on a white tilted tear drop. The logo must be used against an IMSTA Blue background.

Do not apply any horizontal and vertical scaling that changes the perspective of the logo. Do not combine or merge this logo with other graphical elements. The Logo may be used either on its own or in conjunction with the “BUY THE SOFTWARE YOU USE” slogan.

The logo is ideal for putting on your packaging, brochures, powerpoint slides and splash screens.

The logo is available in EPS, JPEG, GIF and TIFF formats and is accessible online at [www.imsta.org/press.html](http://www.imsta.org/press.html).



# IMSTA BADGE

The IMSTA Badge is a rectangular graphic that is the most convenient way to implement the message. It is a single graphic that contains the message, website and logo in one easy-to-place image. If you have to choose one simple method of implementation this is the best and easiest image to work with.

## WEB PLACEMENT WITH LINK

This badge should be placed on a prominent page of your website - ideally the front page. The badge should be ideally 150 pixels across or more, but never smaller than 100 pixels. It should have hyperlink to the IMSTA website.

## BROCHURE PLACEMENT

This badge is ideal for the back page of your brochures. Some members are already implementing the badge on their brochures. All your brochures should integrate this badge.

## PRODUCT PLACEMENT

The badge is perfect for carrying our message on your product packaging. It is well suited for placement on either the back or the sides of the packaging.



IMSTA Badge



[www.propellerheads.se](http://www.propellerheads.se)



Steinberg 2005 Catalogue

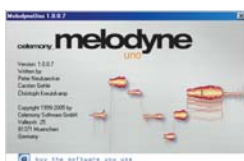
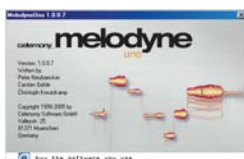


# IMSTA SPLASH

The IMSTA message should be integrated into your splash screens as a bar at the bottom of the screen. This bar should begin with the logo followed by the “BUY THE SOFTWARE YOU USE” slogan. Every time an application is launched the user should see this important message.

The preferred method to implement this message is with White text against an IMSTA blue background. However, we are sensitive to the variety of graphic environments among our members. Depending on your graphic environment, you can also use a White banner with the message in IMSTA Blue or a Black banner with White text.

This is a very important point of contact with the mass of customers that we are trying to reach. It is imperative that you place this message in your splash screen.







# IMSTA BROCHURE

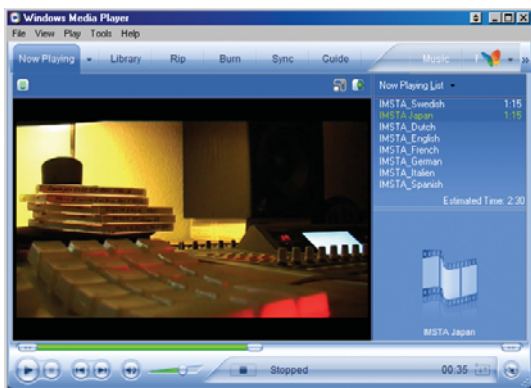
We distribute thousands of the IMSTA brochures at numerous international trade shows and through music dealers across North America. This hard-hitting, straight-talking brochure tackles piracy head-on by taking on and debunking the myths often used as justification for software theft.

These brochures are available to you for use at trade shows, inclusion in your packaging, mailings, etc. We encourage everyone to ensure that their trade show booth has a stack of IMSTA literature and that the literature is given out. You are also encouraged to include the PDF version of the brochure in your products and your website.





# IMSTA VIDEOS



IMSTA has completed videos to parallel our “Studio B” advertisement that ran in several publications. The videos are available in English, French, Dutch, Italian, Spanish, Swedish and Japanese.

## PLACE ON WEB, PRODUCTS, CLINICS

The videos are available on line and can be accessed from [www.imsta.org/press.html](http://www.imsta.org/press.html). These videos are also great to use in presentations at trade shows and product oriented clinics.



Studio B Ad  
Keyboard  
EM  
Remix  
EQ  
MIX  
Future Music



## IMSTA STICKERS

The IMSTA stickers are circular and come with clothing friendly glue that will not mark or stain . They come in two different sizes - 1 inch and 3 inches diameter.

These stickers are perfect for adorning products and people with our message at trade shows and clinics. You can also use sticker to affix to products already created. The stickers are a very inexpensive way to retrofit the message to existing products.

The stickers can also be included inside your products. Customers can then use them as they please within their creative space. Customers play an important role in spreading this message; let's give them some ammunition. The stickers are available in English, French, Spanish, Dutch, German & Italian.





# IMSTA WEAR

The IMSTA T-Shirts caused a stir at Winter NAMM 2005 when more than 120 exhibitors wore the T-Shirt with the message “BUY THE SOFTWARE YOU USE.” It was a powerful message of solidarity for the music software industry. We spoke with a single voice that day, a strong single voice against the runaway piracy of our intellectual property.

The shirts come in three styles, T Shirt, Baby T and Collard.

T-Shirts are available free of charge to all exhibiting members at trade-shows where IMSTA is participating.





PowerPoint Slide

## IMSTA SLIDES

Many of our members use PowerPoint to create slides for product presentations. We encourage you to integrate the IMSTA message in your slides.

One very effective method is to use the IMSTA message as your first and last slide during your presentation. You can also run the slogan in white against a blue bar at the bottom of your first slide.

Presentations are attended by thousands of the people we are trying to reach, it is a good idea to advise your demonstrators to mention the message verbally to the audience as well. Every little bit helps.

The PowerPoint slides and images are available online at [www.imsta.org/press.html](http://www.imsta.org/press.html)



# IMSTA ADS

IMSTA members buy millions of dollars of ad space each year. You are encouraged to include IMSTA ads in your space allocation discussion with publications you deal with. IMSTA is still a volunteer organization, so we welcome whatever help you can provide us in getting ads placed in publications.

## DEVELOP YOUR OWN ANTI-PIRACY ADS

IMSTA members are staffed with some very talented copy writers, graphic artists and marketing minds. We would like to challenge you to produce one anti-piracy ad per year on behalf of IMSTA. We will then apply for space to place these ads. Once again, every little bit helps. One anti-piracy ad each from Digidesign, NI, Propellerheads, Steinberg, Cakewalk ... well, that's five different ads right there.

These don't have to be print ad. They can be html, flash, videos or any other format that you are able to develop. We have a lot of talent and capability, let's focus a bit of it on fighting piracy.



Studio B Ad

Keyboard

EM

Remix

EQ

MIX

Future Music



# IMSTA THANK YOU

The IMSTA program can be mistaken for a purely “anti” effort. That is to say we are **against** something. Actually we are **for** the legal use of software products. To this end, when we find a person who have purchase software we want to tell them thanks. The message “THANK YOU FOR BUYING YOUR SOFTWARE” cannot be lost in the major effort to reduce piracy.

To this end we want to develop a simple, inexpensive mouse pad to be included with every boxed software product. This mouse pad will carry a positive reinforcing message that thanks the honest consumer for purchasing their software.

This item has not yet been created, but it is something which we hope to bring to our packages in 2006.

So there is a lot of work to do, let’s begin with step one - begin to implement the message now.

Thank you for reading this manual.

Ray Williams  
Director  
IMSTA

