

bio.
AUDIO STYLE GUIDE



ABOUT THIS DOCUMENT

The written word is often inadequate for accurately describing audio or music, and talking about music is equally challenging, even for people like us who do it every day. The aim of this styleguide is to provide you with the framework and language to discuss music and sound with your internal team as well as the many editors, musicians and sound engineers with whom you work.

We are firm believers that you don't need to become an expert in music terminology to communicate about music effectively. You just need an ample supply of descriptors to help pinpoint your creative goals.

The information in this document is meant to support those goals and shouldn't become an iron-clad mandate that hinders your expression. Unlike a visual styleguide, we won't tell you to "always use Helvetica 18pt for headlines," but instead hope to give you reference points that inform your aesthetic choices and keep Bio on brand as it continues to evolve.

PREPARED BY

 **expansion team**

Audio Branding, Original Music, Sound Design

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OVERVIEW

DEFINING THE SOUND OF BIO

The Bio brand relates most closely to the archetypal characteristics of The Sage, who is defined by his or her search for the truth, and is often a scholar, philosopher, teacher, or detective. To reinforce this useful archetype, audio should feel real, honest, intelligent and rich with detail, intrigue and drama.

Bio is a storyteller, and the musical compositions selected should also tell stories. Music and sound design should be emotionally dynamic and take you on a journey, never leaving you where you began.

Bio tells many different types of stories, and therefore has a wide-ranging palette of musical influences from which to draw. No single genre sums up the spirit of the brand, so rather than getting caught up in musical classifications or trends, we recommend thinking about music in terms of emotional resonance. If it is contemporary, draws you in, pulls your attention, gives you chills and you feel smarter at the end, then you've struck gold.

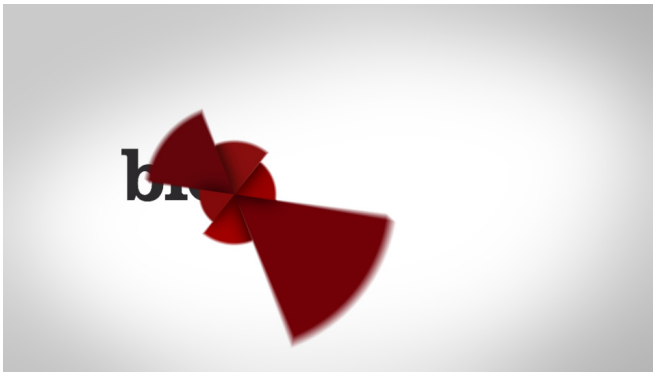
MNEMONIC

THE BIO LOGO AUDIO MNEMONIC

Unlike traditional mnemonics, the Bio mnemonic is infinitely malleable. Instead of applying it like a typical brand notifier (e.g. “You’re watching Bio”), the intended use is simply as a punctuation at the end of each story that Bio has to tell. It is the period at the end of the sentence.

The mnemonic has three components:

LENS - FX ARTICULATING ANIMATION



TRUE - 1ST TONAL/MUSICAL HIT



STORY - 2ND CORRESPONDING HIT



The most important characteristic of the mnemonic is the variety of moods available to you by choosing the appropriate hits for TRUE and STORY. The way the notes fit together - in musical language, the *interval* - is important to consider on a gut emotional level. Some of the supplied mnemonics feel bright and happy while others feel dark and sinister. As you create new ones, be sure to consider the emotional effect that different intervals can create.

The tonal hits for TRUE and STORY can be single notes (preferable, for simplicity’s sake) or chords. Chords should be voiced with the lead note louder or more prominent than the other notes in the chord. The sonic qualities of the hits should comply with the overarching brand audio guidelines outlined in this document; they should be richly textured and require subtle and tasteful layering of different instruments or percussion to create a unique single hit.

MNEMONIC

APPLYING THE MNEMONIC

Choose the mnemonic components that best fit the mood of your story. We've created a number of mnemonic options for immediate use, but there is no end to the amount of variations that are possible.

Please follow these rules to maintain brand consistency:

1. The LENS sound is optional. If no lens graphic is present, do not use the LENS sound.
2. If music precedes the mnemonic, the LENS sound should be mixed into the music track. In other words, music continues under the LENS sound.
3. The LENS sound should be timed and trimmed to match the placement and speed of the graphic transition.
4. Music must resolve at or before the TRUE hit and not bleed underneath.
5. The hits for TRUE and STORY should not overlap one another. Please trim the TRUE hit as necessary to avoid overlap.

SELECTING ON-BRAND MUSIC

You've got a promo to cut, or a sizzle reel to put together, or the website needs a sound... whether you're looking for a stock track, a well-known license, or you're working with a composer on a new piece, you'll need some language to explain what you want to create.

As a general rule, contemporary styles are preferred. Resist the urge to choose sound-alike music. For example, if you're trying to find music for a Van Halen topical, don't pick music that sounds like a stock version of a Van Halen song. Instead, try looking for a contemporary piece of music that borrows from a classic style but reinterprets it into a modern context.

Simple is better. The fewer instruments or layers that it takes to deliver the emotion you need, the more elegant the end product will be.

Feel free to venture off the beaten path. Look for music and sound design that feels unique and unusual.

Select pieces where you can hear the character of the instruments that are playing, but don't get hung up on whether a sound is "organic" or synthesized. The inclusion of one or two electronic or synthesized elements often add a layer of unexpected dimension to an otherwise all-acoustic track, pushing the music into a more contemporary place.

In addition to the general descriptions we've already covered, here are a number of useful adjectives to help you describe the sound of Bio:

CLEVER	HONEST
CEREBRAL	INSIGHTFUL
COOL	INTRIGUING
CURIOUS	INTROSPECTIVE
DECISIVE	POIGNANT
DETERMINED	QUIRKY
DRIVEN	REAL
DRAMATIC	REFLECTIVE
HEADY	SOPHISTICATED

BRAND MUSIC

ORIGINAL PROMO MUSIC

We've composed 5 original promo tracks intended for image spots, sizzle reels, sales tapes and of course, on-air promos. They represent the more anthemic side of the General category, although they may also be used for Celebrity or Real Lives. We've included track stems and alternate mixes which give you the flexibility to create new edits with ease.

STOCK MUSIC

When searching for stock music, it's best to start with fewer search parameters and move towards specificity as necessary, rather than the other way around. Begin by leaving the genre and tempo fields empty as these fields are less important for Bio brand music.

Stock libraries like Killer Tracks and Extreme Music are organized as collections of smaller libraries, some of which are more useful than others. For Extreme Music, they are listed as "Categories"; for Killer Tracks, they are listed as "Labels."

The following pages contain some helpful parameters when searching for stock music to fit within Bio's five programming categories: Celebrity, Ganster, General, Paranormal, Real Lives.

CELEBRITY

Celebrity should be more approachable, less aspirational. Search for fun, quirky, unexpected arrangements that counter the typical portrayal of celebrities as larger-than-life characters. Steer clear of hard-hitting rockers, grandiose ballads and overly slick, fashion-oriented club styles.

EXTREME MUSIC

Approved Tracks:

1. XCD144_03 Lo Tolerance
2. XMT015_24 Ling Lace Laughing Gas
3. XTW014_13 Pig In A Poke
4. SCS005_04 Plea Market AETN
5. XTW014_01 Call of Booty

SEARCH CRITERIA

Categories: Mixtapes, Twisted, Scoreganics
Genres: Electronica, Urban, Indie, Weird Shit, Children
Keywords: Trip Hop, Driving, Sexy, Electronic, Quirky, Uplifting, 2000's, Fun
Tempo: Medium, Fast

KILLER TRACKS

Approved Tracks:

1. KT233_05 I'm Glad I Did
2. EDGE091_10 Surprise Inside

SEARCH CRITERIA

Labels: Killer Tracks, Killer Edge
Genres: Corporate, Motivational, Urban
Keywords: Positive, Emotional, Reflective, Energetic, Driving, Abstract
Tempo: Medium, Medium-Fast
Mood: Cool, Emotional, Reflective, Trip Hop, Electronic, Quirky

GANGSTER

Gangster and crime-oriented stories require suspense, intrigue, tension and anticipation. Styles could range from a hard hitting hip-hop beat to a soundtrack cue reminiscent of a 1940's spy film, to darker, slower electronic genres like trip-hop and dubstep.

EXTREME MUSIC

Approved Tracks:

1. XMT007_32 Seconds Left

SEARCH CRITERIA

Categories: Mixtapes
Genres: Suspense, Drama, Hip-Hop
Keywords: Haunting, Dark, Drama, Hypnotic, Crime, Atmosphere, Tense, Dramatic, Investigation
Tempo: Slow, Medium

KILLER TRACKS

Approved Tracks:

1. ATMOS220_48 Final Fix
2. CHUCKD004_26 Danger Danger Instrumental
3. CHUCKD004_28 Best In The West Instrumental
4. CEZ4062_31 Social Context
5. KT203_01 Ballistics Analysis

SEARCH CRITERIA

Labels: Atmosphere, Chuck D Presents, Cezame, Killer Tracks
Genres: Drama, Atmosphere, Electronica, Documentary/Atmospheric, Orchestral, Down-tempo, Urban
Keywords: Hip-Hop, Drama, Crime, Urban, DJ Samples, Dramatic, Dark, Tense, Crime Scene, Mysterious, Stealthy
Tempo: Medium, Medium-Slow
Mood: Moody, Urban, Abstract, Dramatic, Tense, Mysterious

GENERAL

To support programming that does not naturally fall into the other four categories, music choices for general usage should be uplifting but cool in sentiment, containing a hint of the unusual without being weird. One helpful guideline to finding this balance is to look for tracks with electronic melodies or textures under live drums.

EXTREME MUSIC

Approved Tracks:

1. XMT004_38 Valve Luthier
2. XMT009_32 Cavern Diver
3. XMT019_04 Awesome Sauce
4. XTW016_18 Heat It Up

SEARCH CRITERIA

Categories: Mixtapes, Twisted
Genres: Weird Shit, Pop
Keywords: Uplifting, Motivational, Gentle, Hopeful, Happy, Fun, Lively, Moody, Mysterious, Alternative, Weird, Bright, Quirky
Tempo: Slow, Medium

KILLER TRACKS

Approved Tracks:

1. CM070_16 Soft Utopia
2. NM287_02 The Joy of Pop
3. NYB094_06 Angular Velocity
4. NYB094_18 Angular Velocity (Underscore)

SEARCH CRITERIA

Labels: Chronic Trax, Network Music, NYB/NJJ
Genres: Atmospheres, Electronica, Urban, Downtempo, Rock, Pop, Electronic, Mechanical
Keywords: Sophisticated, Relaxing, Light, Flowing, Atmospheric, Magical, Positive, Bright, Energetic, Exciting, Uplifting, Inspirational
Tempo: Medium-Slow, Medium-Fast
Mood: Relaxed, Atmospheric-Flowing, Positive/Optimistic

PARANORMAL

Music for this category must be eerie, atonal, discordant and when possible, full of surprises and hit points that provide dynamic inspiration for your editor. This can range from more driving, rhythmic horror-style trailer music to more subtle and intricately developed thriller-style scores.

EXTREME MUSIC

Approved Tracks:

1. XTS007_23 Extinction
2. XMT011_01 Private Mutiliation

SEARCH CRITERIA

Categories: Two Steps From Hell, Mixtapes
Genres: Electronica, Drums & Percussion, Urban
Keywords: Crime, Danger, Epic, Electronic, Intrigue, Horror, Suspense, Evil, Halloween, Haunting, Urban, Weird, Trip Hop, Dark, Eerie, Trippy, Heartbeat, Mysterious, Sinister, Instrumental
Tempo: Slow, Medium

KILLER TRACKS

Approved Tracks:

1. KT228_01 Cold Blooded Killer
2. KT232_02 Left Abandoned
3. KT190_13 Unanswered Truth
4. KT232_01 The Hive

SEARCH CRITERIA

Labels: Killer Tracks
Genres: Drama, Atmosphere, Production Elements, and Trailer Music-Horror/Thriller
Keywords: Dramatic, Intense, Crime, Drama, Investigation, Eerie, Haunting, Horror, Tension, Suspense, Paranoid, Paranormal, Scary, Fearful, Hypnotic
Tempo: Slow, Medium
Mood: Tension/Suspense, Horror

REAL LIVES

These are story-telling tracks that should be warm, heartfelt and song-like without being too emotional in tone or complex in arrangement. They should have unexpected elements, quirky or unusual, which can often be achieved with an unconventional blend of organic and electronic instrumentation.

EXTREME MUSIC

1. XMT007_37 Centrifuge Afterlife
2. DCD020_10 Bitter Pill
3. XTW016_19 Like Wow

SEARCH CRITERIA

Categories: Mixtapes, Directors Cuts, Twisted
Genres: Drama, Rock, Electronica
Keywords: Weird, Drama, Romantic, 2000's, Moody, Suspense, Mysterious, Reflective, Anticipation, Discovery
Tempo: Medium

KILLER TRACKS

Approved Tracks:

1. KT217_13 Clarity
2. CM071_14 Sound Sleep
3. KT225_03 Warm Reflections
4. NYB094_03 Nu Transmission
NYB094_15 Nu Transmission (Underscore)
5. NYB094_08 Mind Waves
NYB094_02 Mind Waves (Underscore)

SEARCH CRITERIA

Labels: Killer Tracks, NYB/NJJ, Chronic Trax
Genres: Light Contemporary, Documentary/Atmospheric, Contemporary, Cinematic, Electronica, Trip Hop, Drama, Science/Technology
Keywords: Light Contemporary, Emotional, Intense, Driving, Sentimental, Electronic, Chilled Beats, Laid-back, Dreamy, Ambient, Atmospheric, Heartfelt, Reflective, Abstract, Futuristic, Corporate
Tempo: Medium-Slow, Medium
Mood: Energetic, Sentimental, Driving, Relaxed, Positive/Optimistic

KEEPING THINGS FRESH

You've got a shiny new brand, but if it isn't constantly reinvigorated with new material, it will invariably stagnate and lose its edge. We want to make sure that Bio remains relevant and forward-thinking, so we strongly recommend creating new mnemonics for your toolkit every 6 months, and new original promo themes at least once a year to stay musically relevant.

QUESTIONS?

Don't hesitate to contact us if you ever have questions, need creative ideas, strategic support or new original music and sound design.

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CREDITS

We would like to acknowledge our Team in New York and Los Angeles for all of their creativity:

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Jean Kouremetis - Producer

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Dave Warrin - Composer, Arranger, Keyboards, Guitar, Programming

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Evan Frankfort - Guitars, Bass, Additional Mixing

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