broadjam

BRAND IDENTITY GUIDE

Music brings us together across generations, class, and often race – in a manner that forces us to recognize our interdependence – to acknowledge that we are caught in an inescapable network of humanity, tied to a single garment in destiny.

In this way, music enables us to participate in the essential but unfinished drama of enriching the global community, while reaffirming that there is an important role for each of us in it.

Roy Elkins

CEO and Founder

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Our Story

Chapter 1

Our brand identity is the foundation on which we build and tell powerful consistent stories about our products and services.

It is the most powerful asset to leverage the combined strengths of our company. We capitalize on this asset by sharing an understanding of what our brand stands for and how we bring it to life in our everyday work.

When the elements of our brand identity are aligned and consistent across all touchpoints, we can leverage the power of our brand to differentiate Broadjam from competitors, attract customers, and explore new markets.

This is how we **connect** – with each other and our customers.

Artists across the world face significant barriers in their ambitions, big and small. They just need the resources, exposure, and freedom to shine.

At the core of our identity are **empowerment** and **liberation**. We create opportunities for artists by connecting them with publishers and music buyers in a visceral tribal community thereby liberating the artist to new possibilities.

Our Mission

We ignite opportunities

Everyone at Broadjam is united by a single promise we make to every customer — regardless of who they are, where they are, or what they want to achieve.

Our Brand Promise means:

We build true relationships with customers and our work always begins with their goals and challenges.

We are straight forward in all that we do because we respect music, artists, and their passions.

We believe in our customers' aspirations and we're confident in our ability to help them via our products and services.

Young and old, rich and poor, customers and partners, they are everywhere and could be anyone.

They're the millions of artists worldwide who want to grow, explore, and seize opportunities. They believe that with the right tools at their fingertips, they can overcome barriers to make their aspirations a reality.

They're not a demographic. They're people united by a common way of looking at the world. We know them because we share their drive, their sense of passion, and their ambition for enriching the status quo through music.

We do not market. We empower.
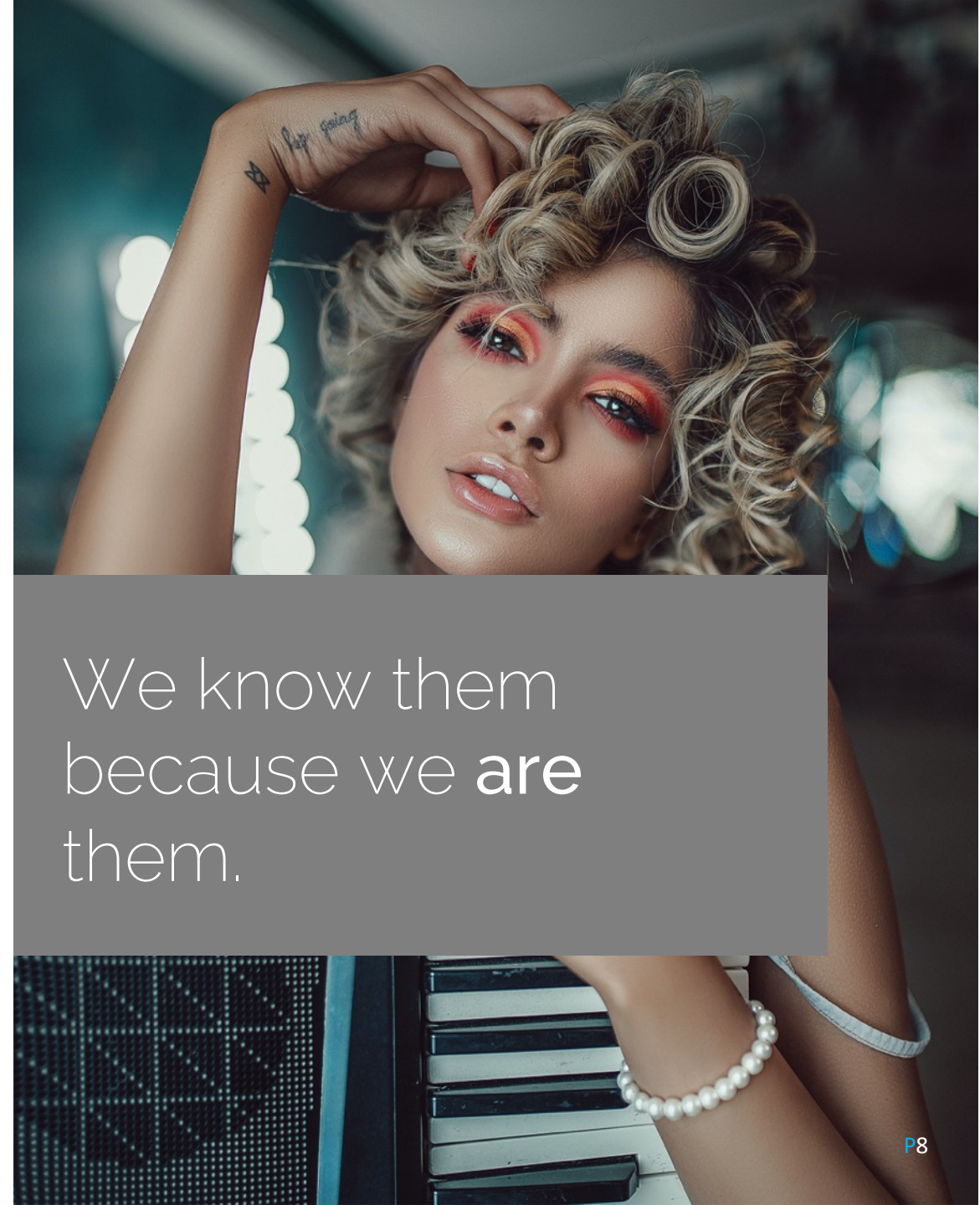
We know them because we **are** them.

Our brand posture is articulated through how we look and how we speak.

Our visual language covey visceral emotions that resonate long after our brand strikes its activations. At times provocative, pensive, or aspirational; we explore the entire tapestry of emotions to articulate our brands position and create a lasting distinction within the marketspace.

Our brand posture embodies the vast diversity of cultures, musical genre's, and artists that call Broadjam their home.

We are: **Distinctive. Uninhibited. Creative.**

How we look.
Chapter 2

Composition Style

Dynamic and vivid - our compositional style unifies departments, workflows, and asset usage to articulate our brand in a consistent manner.

Our restrained style lends itself to fresh solutions for our communications without being trendy. Flexibility, adaptability, and simplicity are the hallmarks of our style and aesthetic.

Negative space

Negative space – or white space – is the area of the layout that is left empty. Negative space is a kind of breathing room for all the elements of a design - photography, typography, color and logos. Not only does it define the limits of the canvas, but it also creates the necessary bonds between elements for effective visual communications.

Less is more.

Facebook cover
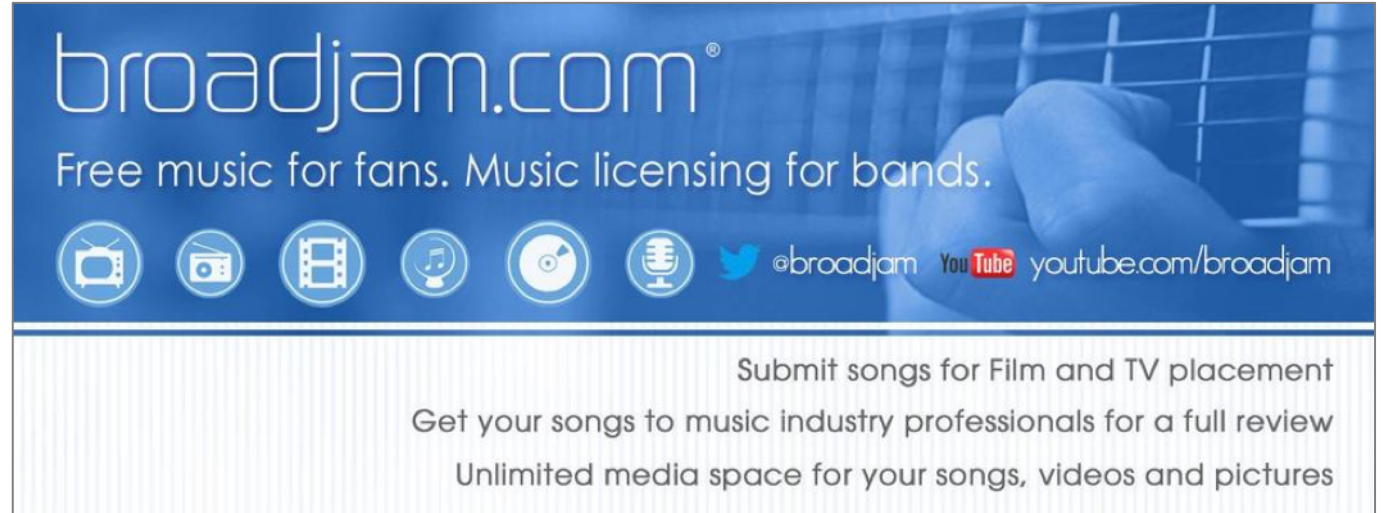
❌ Trying to cram everything that we do in a limited FB cover space. Extremely busy and messy.

Facebook cover

✅ Negative space helps the eye focus on the message and emotion we are trying to convey – Live the music.

What is spot color?

Spot color is a carry over from CMYK processes for offset printing, but we'll spare you the technical mumbo-jumbo.

Within the context of our brand, think of 'spot' color as a highlight to emphasize a word or point of view within our communications.

In the banner, the word "live" is spot treated to break monotony and to place emphasis on the word.
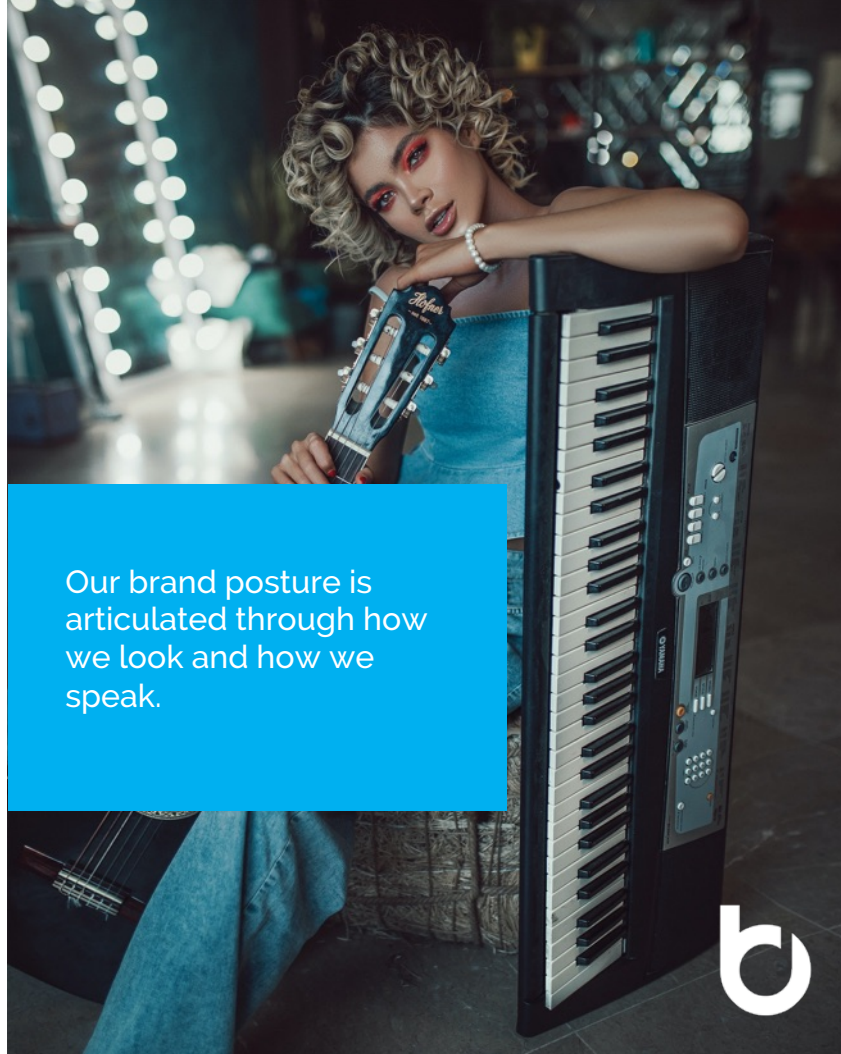
Stretch

When underlying photo assets are too busy or negative space is not available, utilize a "stretch" to define space for copy and messaging so that it is crisp and sharp.

Our brand posture is articulated through how we look and how we speak.

Our brand posture is articulated through how we look and how we speak.

Utilizing the "stretch" a negative spaced is defined to allow copy to be legible with clarity and contrast while maintaining the vivid nature of the underlying photo asset.
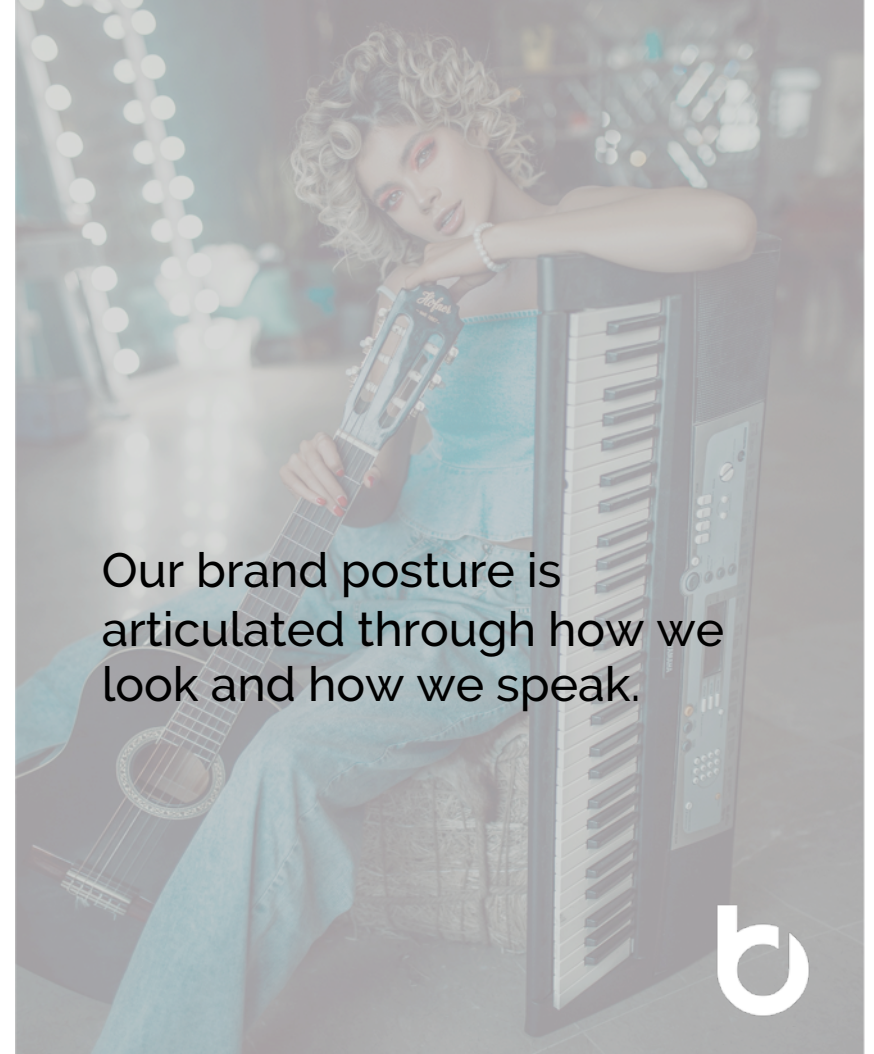
Photo brightness and transparency lowered to accommodate copy legibility. This composition destroys the underlying visuals and mutes the look.
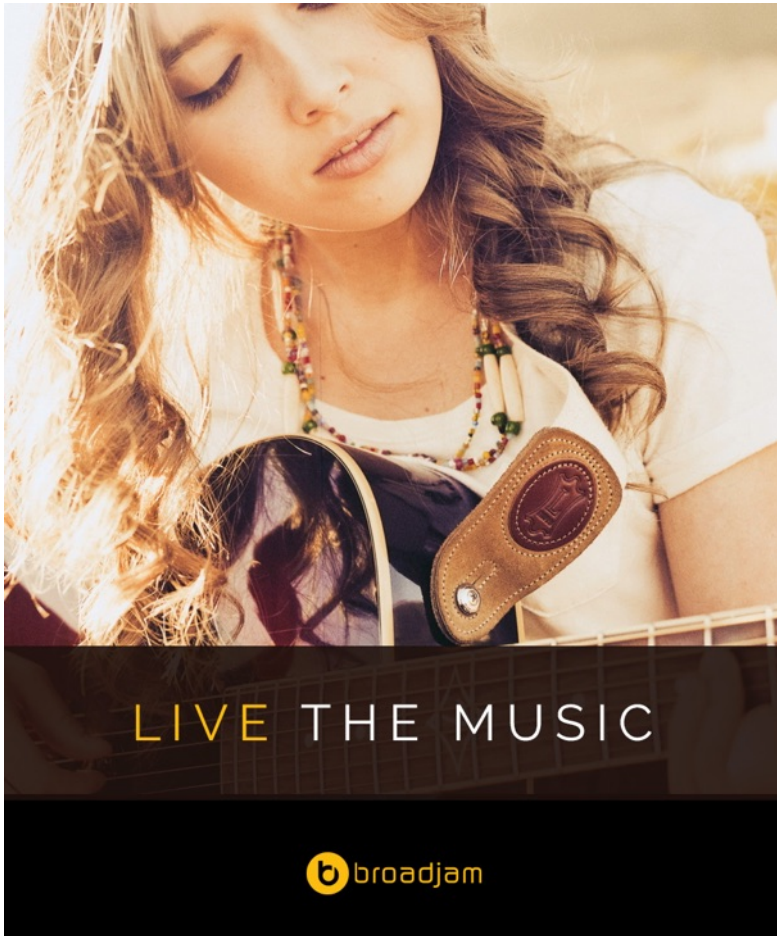
Composition Style

✅

Vivid and bold landing pages with rich saturated tones make an impression. Fullscreen 'hero' shots and ample negative space allows for the message to breath. Copy drives the messaging and photography does not require cliché microphones or instruments all the time .

❌

Extremely cliché! Photography has layer with alpha lowered to "lighten the image" so that copy is legible. This creates a muted look void of energy or excitement.

LIVE THE MUSIC
broadjam

LIVE THE MUSIC
broadjam

✅ Simple and clean with energetic photography and messaging as focal point.. Type and logo color 'eye dropped' from photo to tie it all together.

❌ Poor composition. Extremely busy photo, staged, and without energy. Messaging and logo have no separation and competes with each other.
Incorrect usage of horizontal logo configuration.

Do

- ✓ Utilize negative space and spot color.
- ✓ Focus on typography hierarchy and separation.
- ✓ Keep it simple. Say more with less.

Don't

- Make it a newspaper classified ad
- Feel compelled to scale the Broadjam logo up in size so that it dominates the composition – consumers are not blind.
- Apply gradients or stylized text
- Cram long sentences into banners or marketing collateral.

Color
Theory

Do you wear the same color clothes everyday?

Neither do we.

Broadjam's color theory represents the diversity of our customers, their music, and their ambitions.

Pure saturated hues are timeless, stay fresh, and never go out of style. Our **full spectrum color palette** reinforces the brand's adaptability across all touchpoints and marketing collateral design.

Our brand does not subscribe to the antiquated notion of a single-color story lock to maintain consistency. We are not Target, UPS, or Home Depot. We are Broadjam!

Color Theory

Our Palette

We've chosen a pallet of 15-colors for use in all Broadjam communications. The palette is separated into dominant colors, supporting neutral colors and corporate colors. Combined with photography, messaging, and ample negative space, one dominant color holds a communications piece together.

Choosing a color

Choose a dominant color that enhances messaging, photography, and content to create a unified message suited to our audience.

Usage Restriction

When color is applied to the Broadjam Logo, it should never be gradated or combined to create new colors.

Dominant Colors

Red Sea	Silk Pink	Sunkist	Vibrant Yellow	Green Living	Azure	Classic Blue	Rich Wine	Gentle Turquoise	Purple Haze	Coral

Neutral Colors

Light Gray	Medium Gray	Dark Gray	Black

Corporate Colors

Classic Blue	Azure
	Dark Gray

Utilized in internal BD collateral. I.e. – Business cards, letter heads, email signatures.

Color Theory

Color Values

To ensure that color is consistently applied throughout all workflows, color values for both Print and Screen are provided.

💡 Design Tip

For Screen and Web workflows it is far more efficient to 'eyedrop' the color value rather than keying in the values.

	Pantone	CMYK	RGB	Hex
Dominant Colors				
Red Sea	200c	16:100:88:6	195:17:47	c3112f
Silk Pink	7423c	13:83:35:0	213:81:118	d55176
Sunkist	158c	0:60:95:0	245:130:42	f5822a
Vibrant Yellow	7408c	1:27:99:0	253:189:16	fdbd10
Green Living	368c	51:1:100:0	139:197:62	8bc53e
Azure	638c	72:6:8:0	0:181:220	00b5dc
Classic Blue	7689c	81:31:6:0	0:142:196	008ec4
Rich Wine	4985c	32:74:62:19	150:80:78	96504e
Gentle Turquoise	7472c	68:5:40:0	70:182:170	46b6aa
Purple Haze	7671c	74:80:15:2	96:78:140	604e8c
Coral	7416c	0:71:58:0	255:112:97	ff7061
Neutral Colors				
Light Gray	663c	8:6:6:0	231:231:231	e6e7e8
Medium Gray	Cool Gray 4c	26:20:21:0	190:190:190	bebebe
Dark Gray	Cool Gray 4c	53:44:44:9	125:125:125	7d7d7d
Black	Black 6c	75:68:67:90	0:0:0	000000
Corporate Colors				
Azure	638c	72:6:8:0	0:181:220	00b5dc
Classic Blue	7689c	81:31:6:0	0:142:196	008ec4
Dark Gray	Cool Gray 4c	53:44:44:9	125:125:125	7d7d7d

Photo graphy

Photography is a powerful central element in our communications with all audiences.

Capture the imagination.

Pictures capture the imagination, tell a story and helps create an emotional connection with our audience. Our photography features people in a style that is energetic, figurative, metaphoric, and provoking.

Whether it's an intimate personal portrait, a performance, or a moment in daily life, our photos are rich in color and powerful in emotion.

Photography Lookbook

To ensure photography 'selects' stay true to our identity, a series of 'Lookbooks' on the subsequent pages demonstrate the style, composition, color and overall emotions that we should always convey.

Narrative

Our Narrative photography reflects the lives, needs, environments and aspirations of all artists around the world. Our real, authentic photographic style shows the true character of individuals in a natural, genuine way.

Performance

Nothing communicates the soul of an artist more viscerally than live performance. From the angst-ridden rage of hard rock, to the urban energy of hip-hop, our Performance photography captures the tapestry of music and articulates it with dramatic adrenaline-fueled flair.
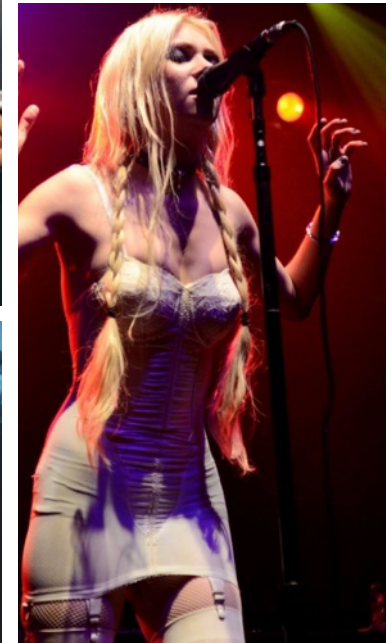
Tradecraft

Our Tradecraft imagery reflects musicians, producers, and songwriters at their craft. Whether it's in a studio, on the couch, or in a vocal booth, we share the experience in which the next great hit song is conceived. It's always about the human experience and should never be about the gear.

Style

Music and fashion have always been intertwined. Our Style imagery showcases the artist. No cliché gear. No studio settings. No noise! Just the artist and their unique individuality.
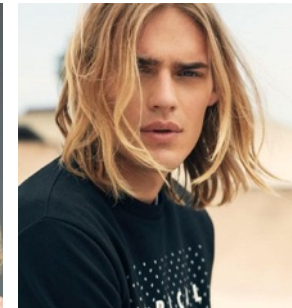
Lifestyle

Lifestyle photos support the Broadjam brand identity and inform business groups for specific initiatives, communications, and marketing campaigns across all touchpoints. It allows for flexibility and helps us to communicate across geographic boundaries and demographic segments.
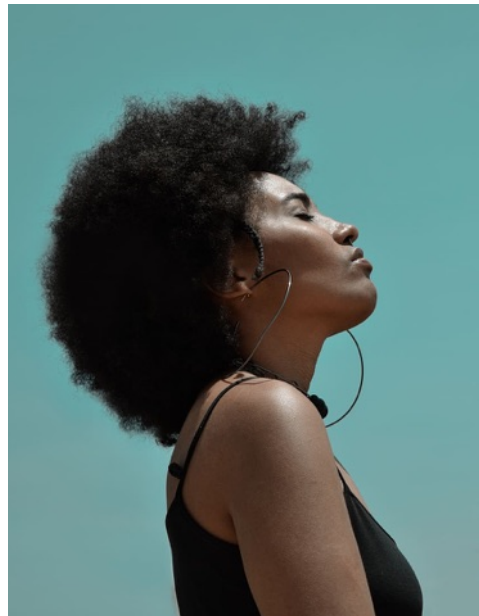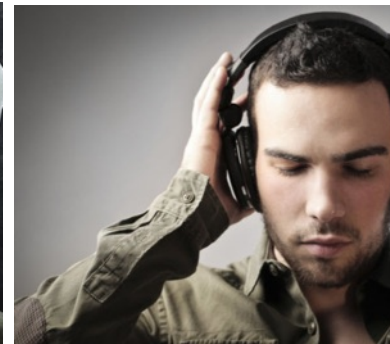
Provocateur

Our Provocateur imagery pushes boundaries and take risks within our marketing collateral mix. Music has always had an element of sex, unbridled passion, and a dangerous edge. Usage should be exercised with restraint and informed by the intended communication piece. We do not use sex in our communications for the sake of creating shock - that is crass and obvious. We use provocative imagery to articulate a point of view, tickle the imagination, and entice.
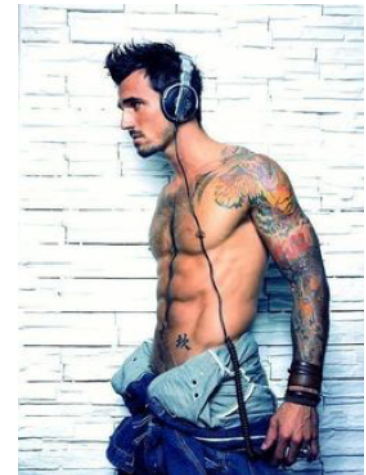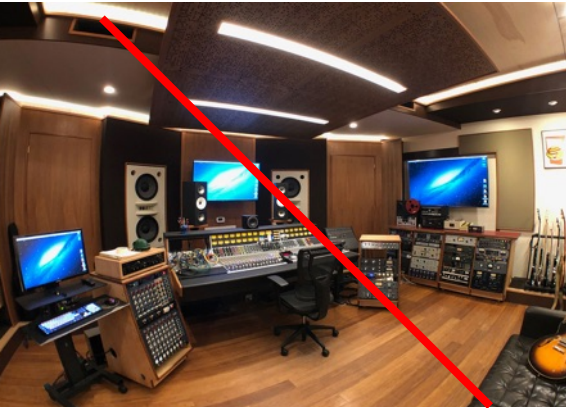
Metaphors

Bold, colorful, and full of energy our Metaphors imagery articulates ideas and concepts through high speed photography, image manipulation, and lighting. Metaphors add an artistic flair to our aesthetic repertoire and engages the audience to examine our communications at deeper levels.

NO
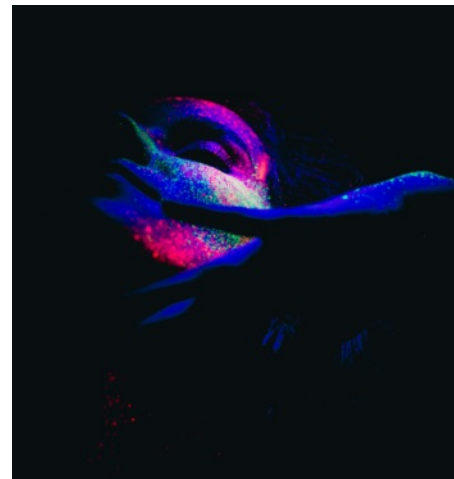
❌ It's not about showcasing a recording studio

❌ Obvious stock photo and blatantly staged. Cheesy emotions.
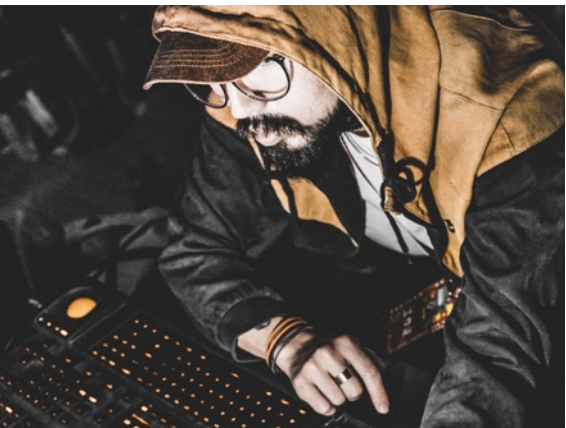
❌ We're not selling gear. We're empowering artists.

❌ Performance studio shot is staged. No energy, no emotion, and cliché.

YES

✅ Showcases the artist at the console and not the console.

✅ Moody and sultry with rich color tone, style, and emotion.

✅ Show's the guitar player. Not the guitar.

✅ Raw, urban, and dangerous with palpable energy.

Logo and Iconography

Our logo is designed to communicate quickly and effectively across all touchpoints - from product to environment to marketing.

Our logo is based on simple shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

Optical kerning, refined typeface weight, and defined clear space, as well as delineated placement in relation to content all help to make us instantly recognizable..

Logo

Con stru ct—

Iconography

The iconography represents the letter "b" encapsulating a music quarter note in the center.

We call our iconography the "B Note."

Typeface

Our typeface maintains the original equity of the Broadjam typeface with subtle modifications to allow for better integration, scalability, and application across all marketing collateral design and development.

The Broadjam logo is available in two configurations.

Usage is determined by the intended application and communication criteria.

Vertical orientation is often appropriate when the logo is to be displayed by itself or when the design canvas is large.

Horizontal configurations are suitable for when space is limited or when the context of our communications have many elements.

broadjam

broadjam

broadjam

b broadjam

b broadjam

b broadjam

Sizing Guidance

Our logo is designed to scale to small sizes on print and screen.

There are no hard-set rules as to how big or small the Broadjam logo should be displayed.

Conscious design and composition disciplines should be followed to ensure that the logo is positioned within 'context' of messaging, photography and ensure utilization of ample negative space.

Full Spectrum Color

Our logo is not shackled to a single-color story which can easily become stale, boring and tired.

Our colors reflect the vibrant diversity of our artists and their ambitions. It is appropriate for both consumer and business audiences.

For color values, see Page 17 of this Brand Book.

Logo Colors

Vertical configuration on white background

For color values, see Page 17 of this Brand Book.

Red Sea

Silk Pink

Vibrant Yellow

Green Living

Azure

Classic Blue

Rich Wine

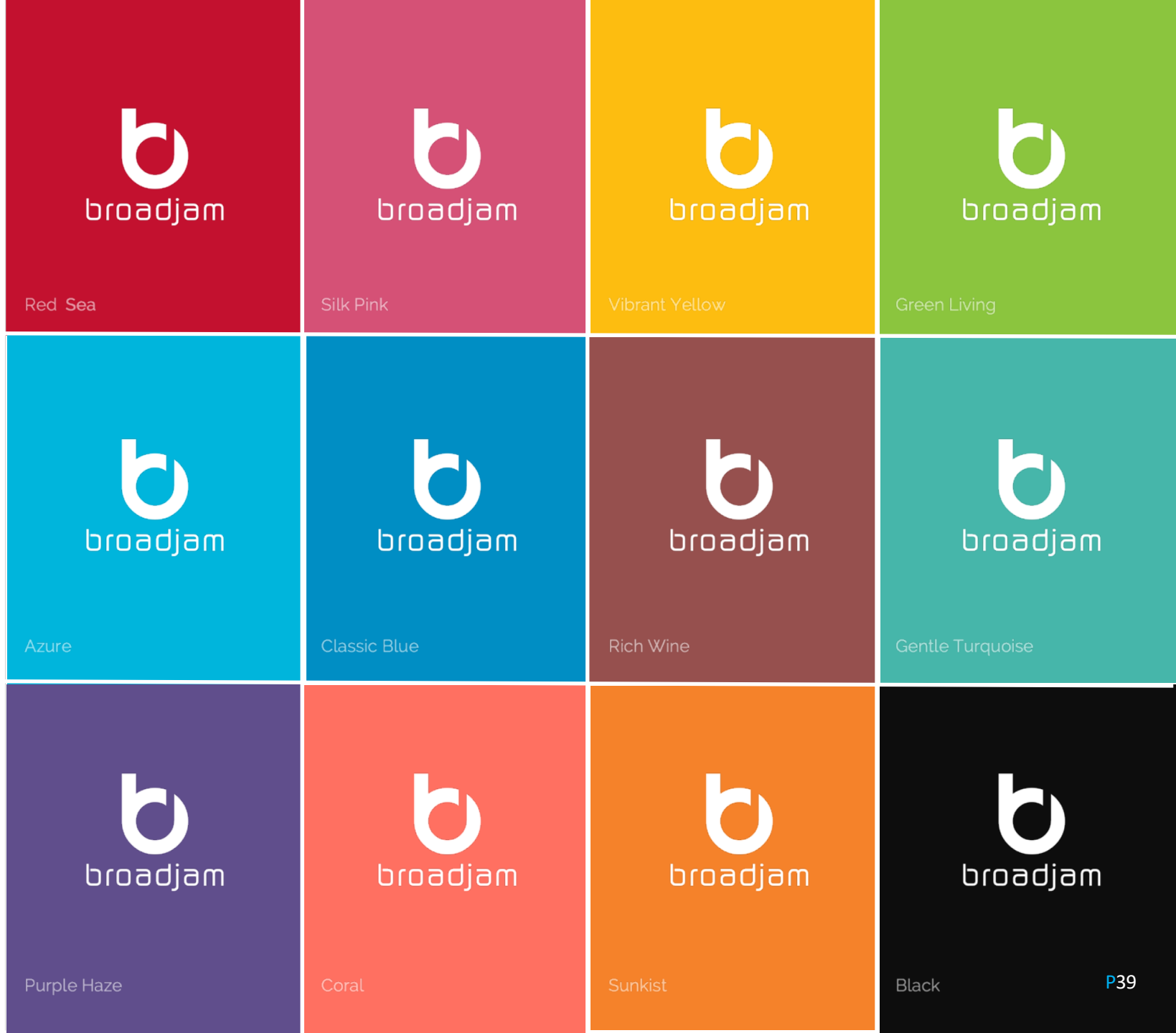

Gentle Turquoise

Purple Haze

Coral

Black

Grey

Vertical configuration on colored background

When using our logo on saturated or dark backgrounds, using the white logo makes it pop and stand out.

For color values, see Page 17 of this Brand Book.

Red Sea

Silk Pink

Vibrant Yellow

Green Living

Azure

Classic Blue

Rich Wine

Gentle Turquoise

Purple Haze

Coral

Sunkist

Black

Logo Colors

Horizontal configuration on white background

For color values, see Page 17 of this Brand Book.

Red Sea

Silk Pink

Vibrant Yellow

Green Living

Azure

Classic Blue

Rich Wine

Gentle Turquoise

Purple Haze

Coral

Black

Grey

Horizontal configuration on colored background

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Red Sea

Silk Pink

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Green Living

Azure

Classic Blue

Rich Wine

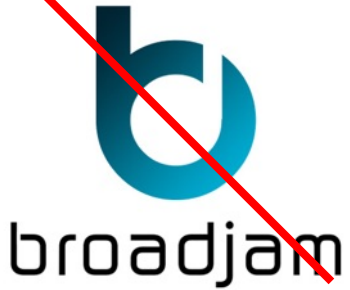Gentle Turquoise

Purple Haze

Coral

Sunkist
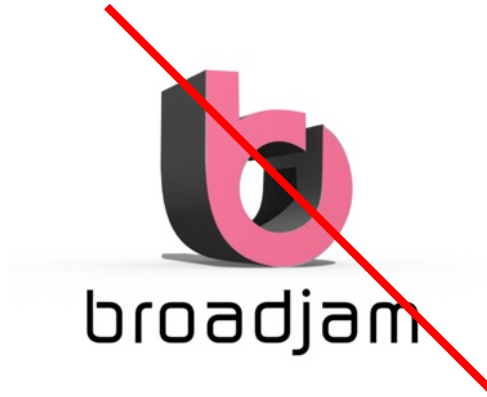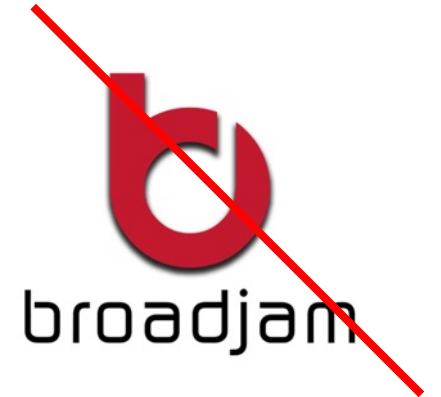
Black

Unacceptable Logo Usage

💡 Exception to this rule is for motion graphics, cinematic, and video workflows only.

❌ Do not add gradients to iconography or typeface.

❌ Do not extrude the iconography and typeface. Do not change perspective.

❌ Do not add drop shadow, stroke, or any other stylized treatments.

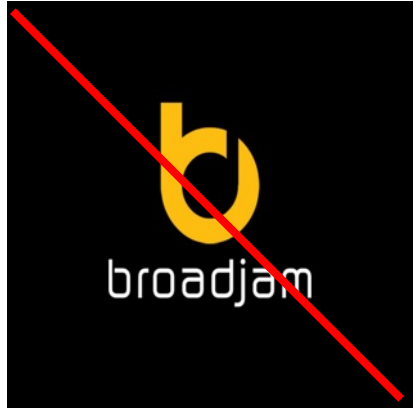✅ Always use saturated hues from our full spectrum color palette

✅ Always use flat front view perspective

✅ Always use the original vector shape only

❌ Do not add reflections or stylize treatments

❌ Never skew the logo configuration

❌ Do not add taglines or copy to logo configuration
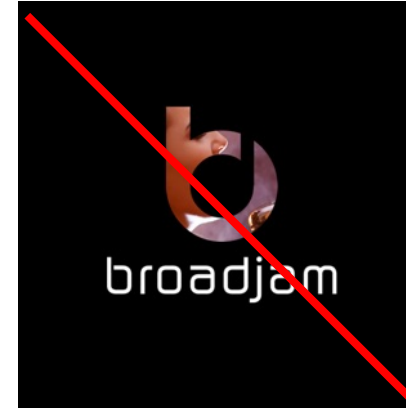
❌ Do not screen or inverse cutout the logo

❌ Do not scale logo to full bleed

✅ Always use original shape without embellishments

✅ Always scale sizing proportionately

✅ Always use Iconography and typeface

✅ Always use original shape without embellishments

✅ Always ensure negative space around logo

Partnerships

Our full-spectrum color palette gives us the design flexibility to lockup with partner logos and brands seamlessly when we strike our activations.

Aligning partnership logos should follow simple rules. The separating line between logos should use a 1pt (1 pixel for screen) stroked vertical line in pure black. Logos are equally spaced with negative space separation between brand marks.

seamless
integration

When you should use the iconography by itself.

Iconography by itself can **only** be used on Broadjam owned media channels - website, brochures, video, business cards, and Broadjam social media platforms.

Why is icon only usage ok?

✓ Visitors to our website know they're on Broadjam. Use opportunity to reinforce the icon.

✓ Visitors to our social media platforms know where they are at. Reinforce the icon.

✓ Internal marketing collateral will have context communicating the Broadjam brand. Reinforce the icon.
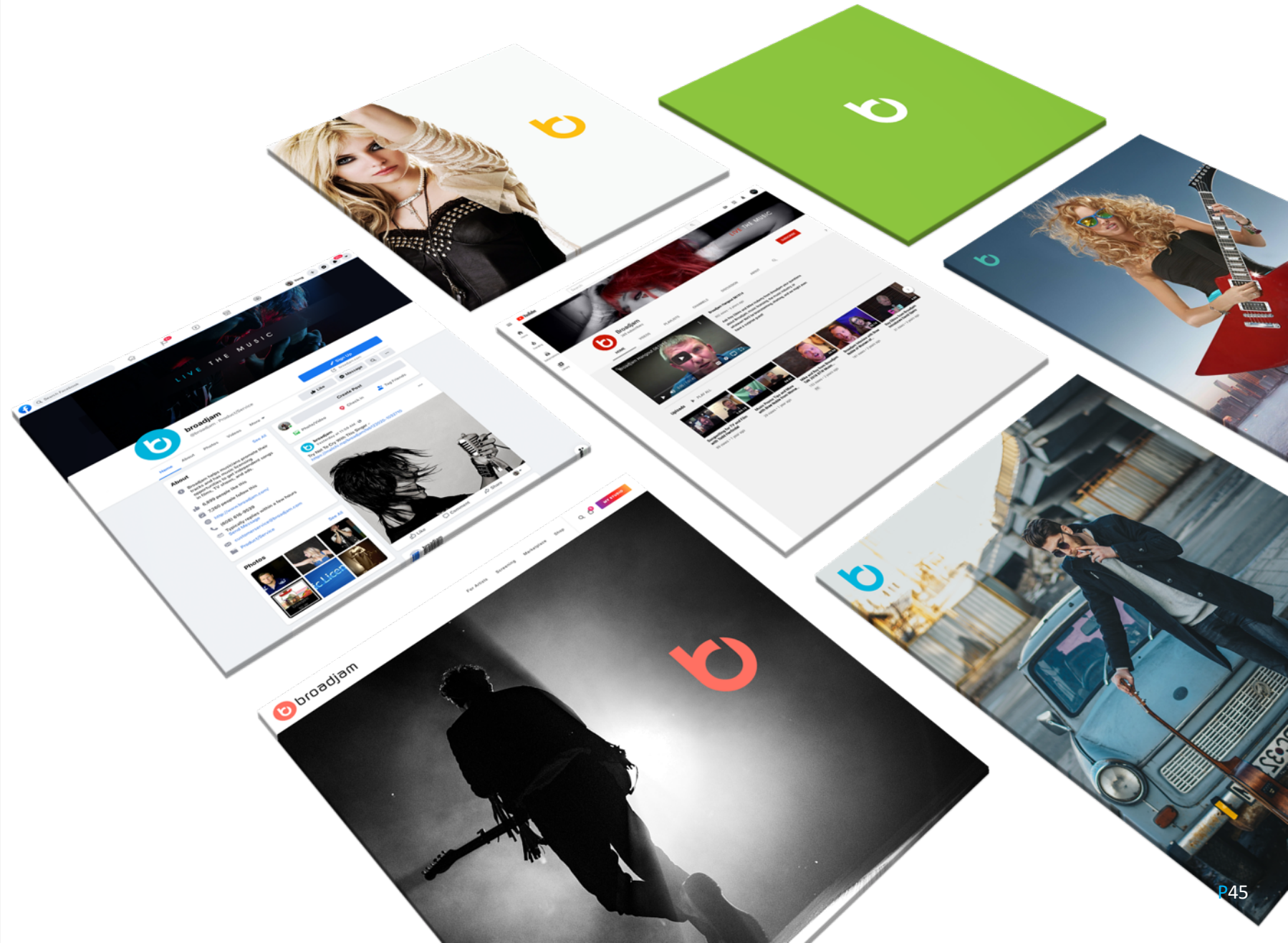
When you should NOT use the iconography by itself

The Broadjam brand is not at full maturity nor is it a globally ubiquitous brand. Non Broadjam owned media, websites, or partner channels should always use the locked logo configuration.

Marketing collateral placed on partner sites should always use the full logo lockup in vertical or horizontal orientation.

Social media guidance

Our social media platforms are owned channels. Our profile pictures or avatars should always display the Broadjam icon every chance we get.

1. Upload Template

2. Always generate artwork at 4:4 aspect ratio at 2048px X 2048px.

3. Respect clear space rules. Do not reposition post upload. Your artwork should be corrected in Step 2.

4. Output on Social Media

✅ Correct Usage

Broadjam icon should never be full bleed. It is scaled beyond clear space rules.

❌ Incorrect Usage
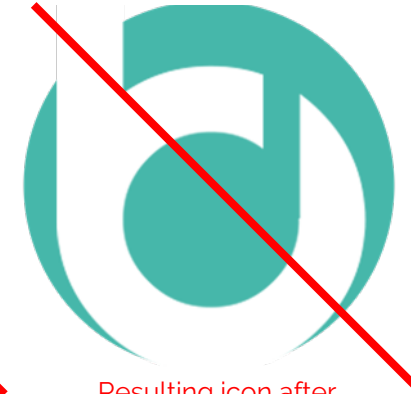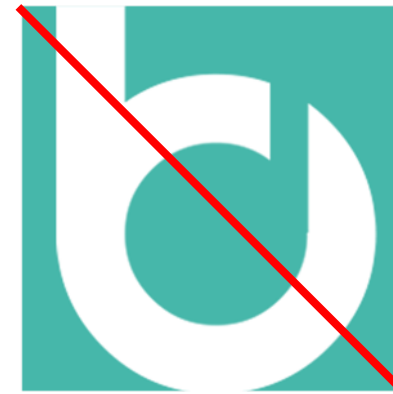
Resulting icon after upload is incorrect

💡 **TIP:** All social media profile photos or avatars are 4:4 aspect ratio (perfect square). To optimize workflow efficiency start with a 2048X2048 72dpi RGB canvas. Always output as perfect square prior to uploading the artwork. Respect clear space rules and never scale to full bleed.

Twitter Icon Only

Visualization Example

Visualization Example

Social Media
ICON

APP Icons for IOS and Android

IOS and Android both have comprehensive UI resources that depict the full range of controls, views, and glyphs available to developers as outlined in their respective SDK (Software Development Kit). These resources help us design apps that match the iOS and Android design language while consistently maintaining the Broadjam brand identity.
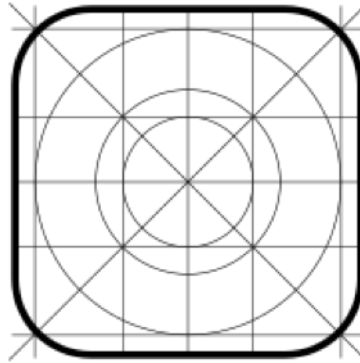
App Icon template

Placement and Scale

App Icon

✅ Correct Usage

❌ Incorrect Usage

Broadjam icon should never be full bleed. It is scaled beyond clear space rules.

💡 **TIP:** APP icons are always generated at multiple sizes in accordance with the established SDK guidelines for IOS and Android. To optimize workflow, it is recommended to start a single design file at 1024X1024 and proportionally scale down the glyph. Both IOS and Android SDK will automatically apply the correct corner radius. Final artwork should be 4:4 aspect ratio with minimum of 1024X1024 pixels.

App Icon Only

Visualization Example

APP
ICON

Typography

Our typography is as unique and easy to use as we are. The typeface simplicity maximize impact across all applications while keeping it easy to read, ownable, and recognizable.

Raleway - our typeface

Raleway is the official Broadjam typeface. It was chosen due to its flexibility, multiple weights and clean sans serif lines. Moreover, it is a Google WebFont that allows for consistent display across all devices and screens ensuring type consistency across our marketing assets.

Black (heavy bold)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz1234567890

Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz1234567890

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz1234567890

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz1234567890

Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz1234567890

Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp QqRrSsTtUuVvWwXxYyZz1234567890

Typography Pairings

___

It is important to maintain type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

💡

 Bold weights should be paired with medium weights, and Medium weights with regular and thin.

Bold
Header

Medium
Sub Head

Regular
Copy

Option 1

Medium
Header

Regular
Sub Head

Thin
Copy

Option 2

Line Spacing

Line spacing helps focus the eye and allows our communications to resonate and breathe.

This headline is three lines and set it bold

❌ Line spacing is default and too tight vertically.

This headline is three lines and set it bold

✅ Line spacing adjusted to 2/3rds the type point size.

💡 **TIP:** On Bold headers at 24pt or bigger, increase line spacing by 2/3rd the type pixel or point size.

Hierarchy Example 1

It is important to organize typography in a hierarchical system according to relative importance of the message, considerations, and action.

Bold headline is two lines 36pt

Bold Sub Headline 18pt

Bold Copy at 12pt. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

❌ Incorrect. Everything is set to a weight of Bold. It feels squished – yes, that's a technical word.

Bold headline is two lines 36pt

Medium Headline 18pt

Bold Copy at 12pt. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

✅ Bold, Medium, and Regular weights for proper hierarchy.

Hierarchy
Example 2

While our identity system is flexible, these standards will help ensure the consistent use of text.

Empowering Artists
This is what we do

Medium and Reg. weight. Higher relevance on "Empowering Artist."

Empowering Artists | This is what we do

Medium and Reg. weight. Equal relevance.

Hierarchy Example 3

Color, weight, and messaging all combine to drive the communication objective.

Empowering Artists
This is what we do

Messaging (Medium and Regular)

Learn More

Signup

Consideration (Bold)

Action (Thin with type size 2x Consideration size)

Word emphasis using color

Spot color draws attention to a single word or phrase and places emphasis on a word within our communications.

Empowering Artists
This is what we do

Medium and Reg. weight. Higher relevance on "Empowering Artist."

Empowering Artists | This is what we do

Medium and Reg. weight. Equal relevance.

How we speak.

Chapter 3

Our Voice and tone

How we speak provides a set of core elements to define quality copy writing and messaging across all touchpoints, as well as communicating the best of our brand personality to the world.

Voice and tone express our essence, signaling who we are and what we stand for. It creates the feeling: "that sounds like Broadjam." And it let's us show up in the world as the empowering company that we are.

Our Voice and Tone

Passionate

We are committed to empowering artists. And we're confident in our ability to do so.

Our Voice and Tone

Simple and Direct

Straight-forward and easy to understand, our messaging and copy writing style are informed by all artist around the globe. We talk like them, because we are them.

Our Voice and Tone

Optimistic

Everyone gets it wrong at one time or another, but the process of getting it wrong is the path to getting it right.

Our Voice and Tone

Inviting

We're not just a community and we're not Facebook. We are a single tribe of like-minded individuals aspiring to something greater than the status quo.

Our Voice and Tone

Bold

We are not corporate America, a tech company or a marketing agency.

Dispel with the bullshit jargon.

ICON

Got what it takes to be an icon?

Let's find out!

Messaging | **Simple and Direct:** Icon – Got what it takes to be an icon? Let's find out!

Tribe

We're not just community. We're a tribe.

➡ Join Today

broadjam

Messaging | **Inviting:** Tribe - We're not just community. We're a tribe.

We get you.
You'll get there.
We will help.

More info

broadjam

Messaging | **Optimistic and encouraging:** We get you. You'll get there. We will help.

Foreplay?
Or Forte?
You decide.

More info

Messaging

Provocative: Foreplay? Or Forte? You decide.

Visualization examples.

Chapter 4

LIVE THE MUSIC

broadjam

Visualization – Tradeshow Booth

Visualization - Tshirt

Visualization – Curved Bunting

Visualization – Foamboard Ad

be an **icon**

broadjam

Visualization – Billboard

Visualization – Male/Female Hoodie

Visualization – White Tote Bag

Visualization – Popup Wall

Visualization – Coffee Mug

Asset.
Download

Liquor not included

Download Logo & Font Assets

Hand crafted and straight from the distillery.
Download our logos and font. Click the link.

[Click Here to Download](#)   *File download is a single 4.6meg Zip File

File Notes

Ai All Broadjam Logo configurations and colors are provided in a single Master AI file with Artboards for design workflow.

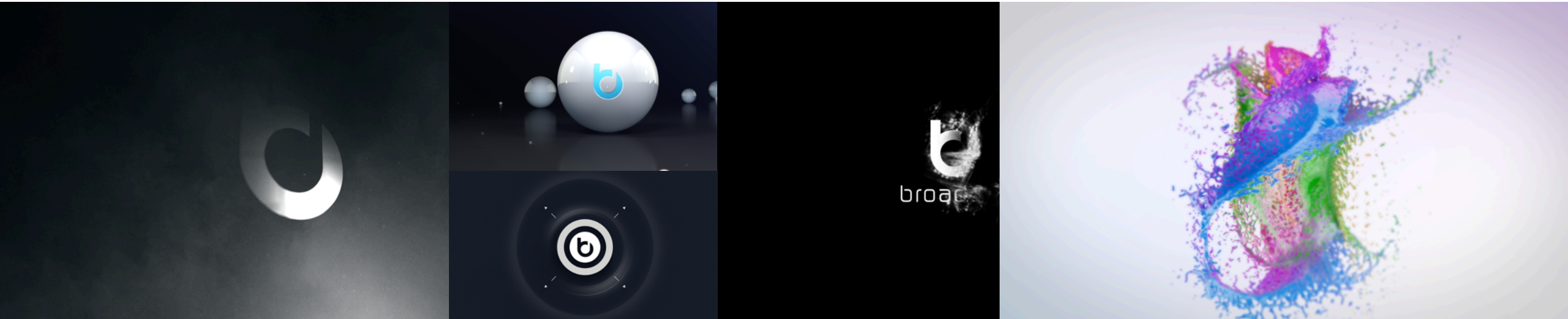**PNG** All Broadjam Logo configurations are provided in PNG bitmap format.

SVG All Broadjam Logo configurations are provided in Scalable Vector Graphics format.

TTF Fonts are TTF (true type font)

Opener Stings

Four opening stings are provided for video and NLE worflows.

- TRT: 00:09 – 00:22 seconds
- Audio Sting: Yes
- Codec: ProRes 422
- Resolution: 1080p / 25 fps

Intros/Outros

Six Intro and outro wipes for video and NLE workflows.

- TRT: 00:05 – 00:10 seconds
- Audio Sting: No
- Codec: Animation
- Resolution: 1080p / 25 fps
- *Contains Alpha Channel

Download

CLICK HERE TO DOWNLOAD

*The Broadjam motion graphics asset package is 671megs Zipped. All files are Quicktime ProRes. You must have VLC or Quicktime to view.

This Brand Identity Guide unites our look and voice, fuels recognition and amplifies differentiation.

Live it. Breathe it. **Broadjam.**

The end.