



Brand Guidelines

MAY 2024



INDEX

01

BRAND LOGO

Primary Logo	1.1
Character Version	1.2
Alternate Versions	1.3
Brand Elements	1.4

02

LOGO USAGE

Brand Designs	2.1
Social Designs	2.2

03

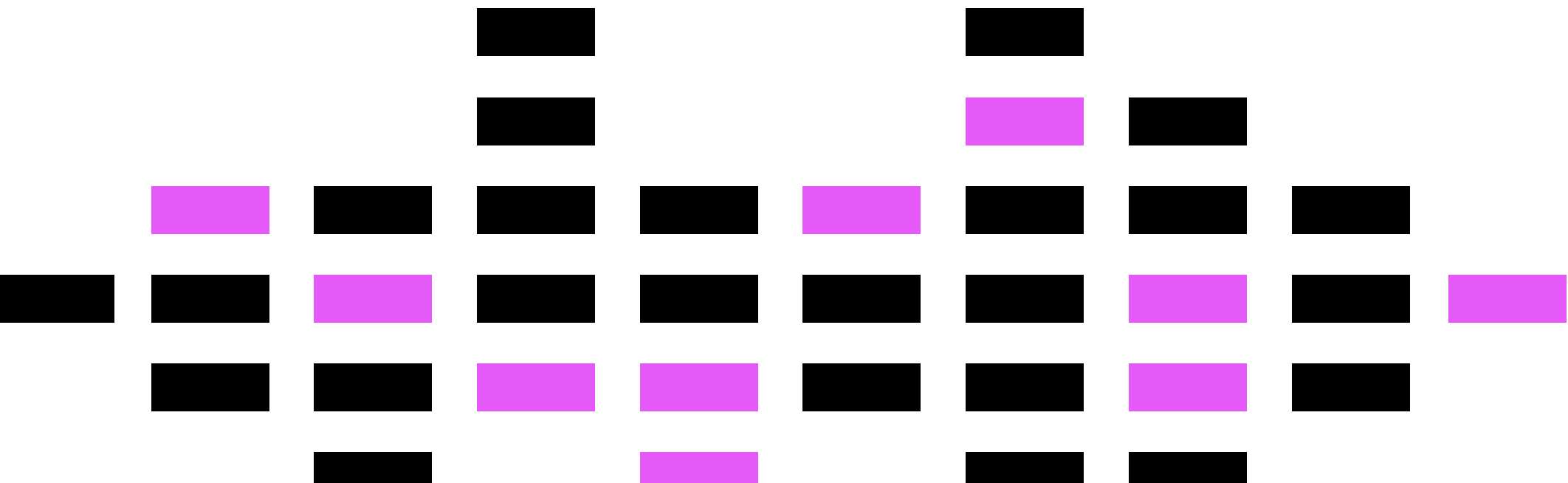
COLOR PALETTE

Brand Colors – Primary	3.1
------------------------	-----

04

TYPOGRAPHY

Primary Typeface	4.1
Secondary Typeface	4.2
Body Copy	4.3



Brand Logo

01

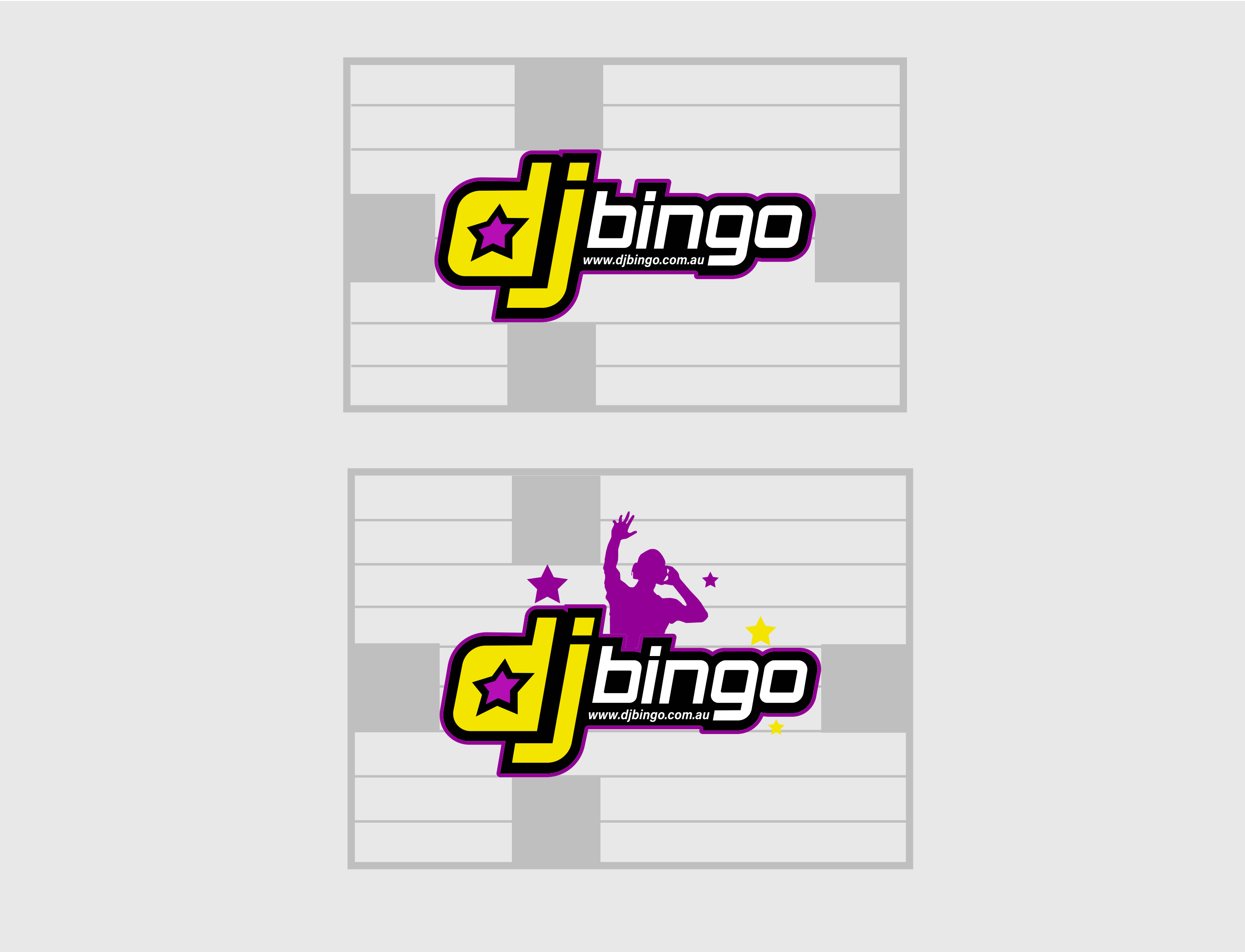
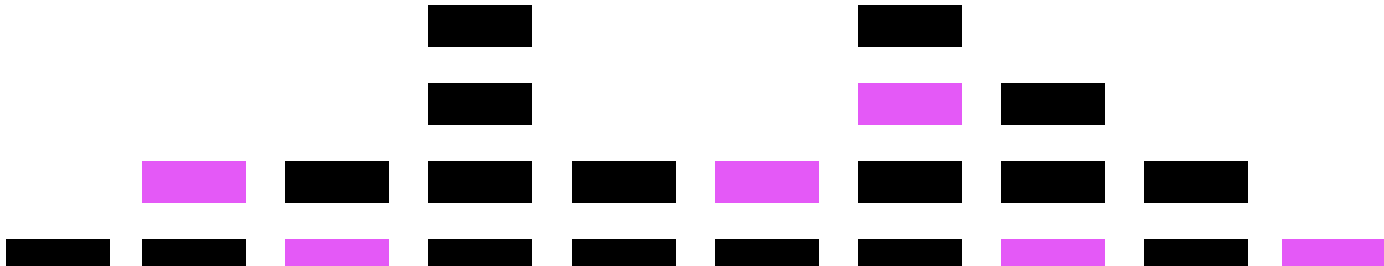
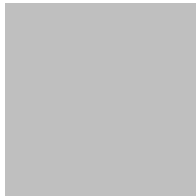
Primary Logo	1.1
Charcater Versions	1.2
Alternate Versions	1.3
How Not to Use Logos	1.4



LOGO EXCLUSION ZONE

The logos should always have 50% of the logo height used as padding so that any text or artwork remains outside this exclusion zone.

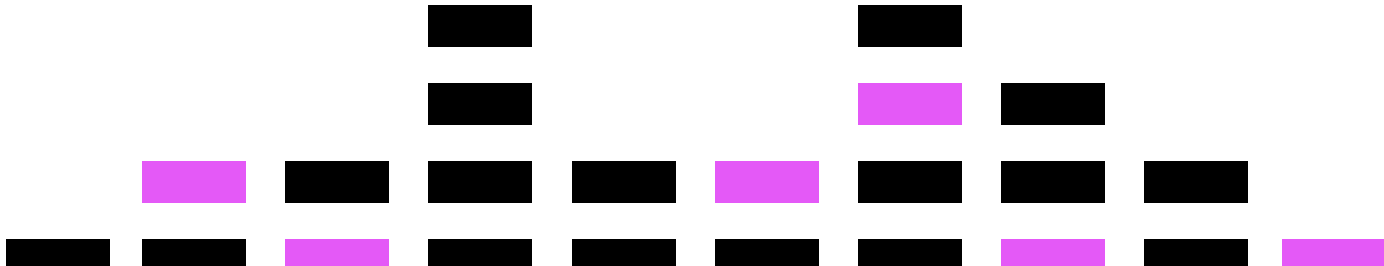
SAFE AREA AROUND THE BRAND SHOULD BE 50% OF THE LOGO HEIGHT



COLOR VERSIONS

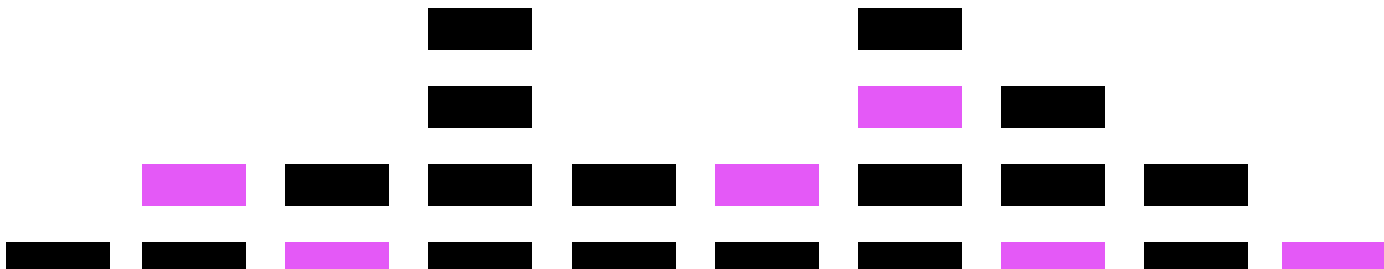
Use the white outlined logo when using the brand on purple or primary brand colors.

Logos with the Character in the background and the stars can be used for when there isn't much content for advertising so that they can use the larger logo in the artwork to fill the ad material out.



ALTERNATE VERSIONS

The alternate versions of the logo are useful for websites and ad materials that require more space for content and event details



HOW NOT TO USE LOGOS

Do not use the logo in these ways



DO NOT USE THE PURPLE OUTLINE LOGO ON PURPLE BRAND COLOR



DO NOT RESHAPE OR SKEW



NON RECOLORS



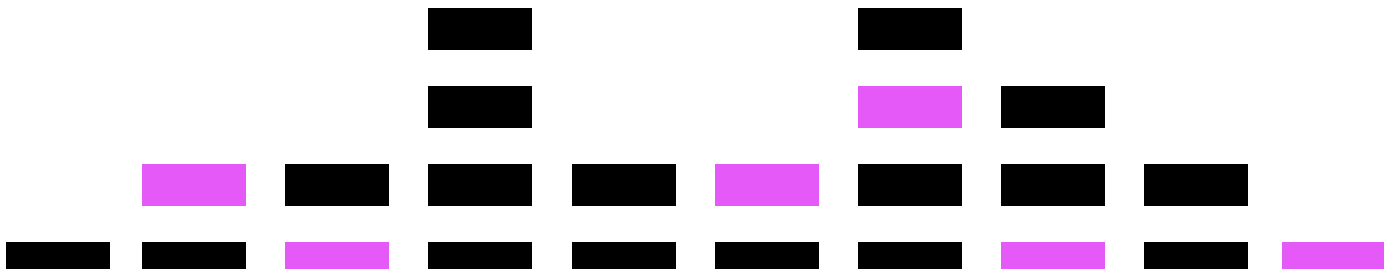
NO EDITING OUT ANY PARTS OF THE LOGO



NO TEXT NEAR THE LOGO OR AROUND IT

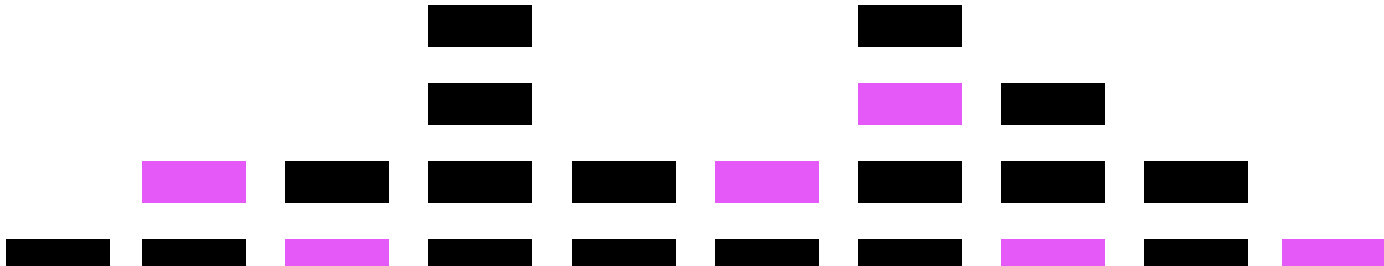


NO GRADIENTS



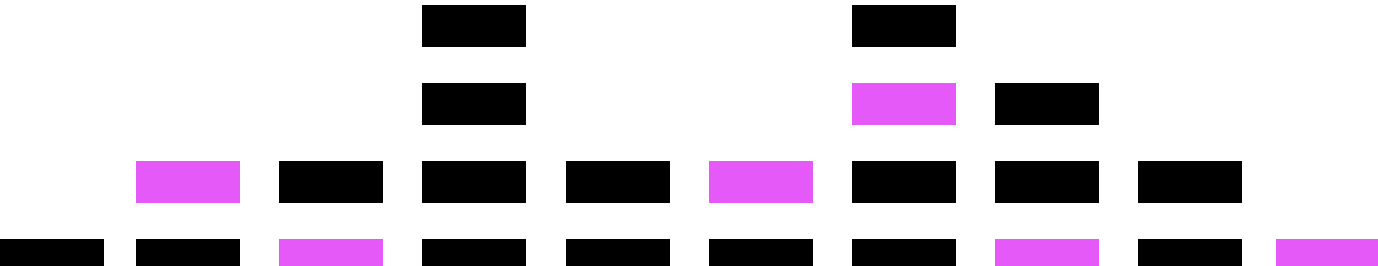
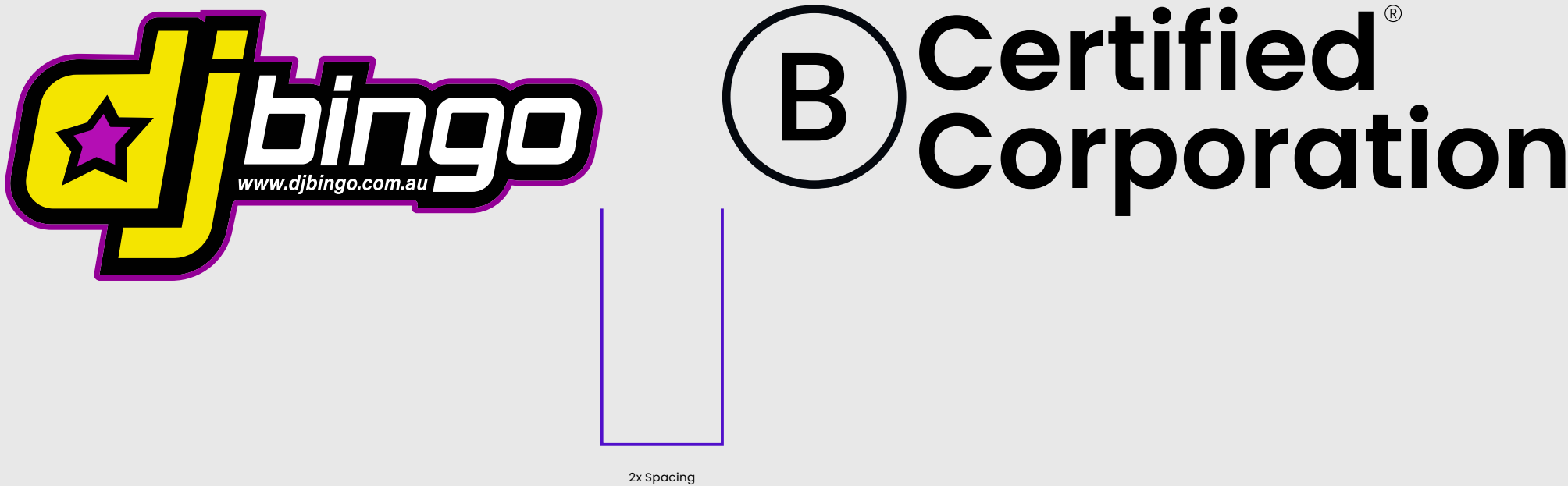
OPTIMAL SIZE

The brand should be displayed within 148px to 68px. The minimum being 68px size.



CO-BRANDING

When the Brand is presented with another brand the logo should be double spaced apart from the co-branded venue if they are to be side by side.



Brand Art

02

Artwork Samples	2.1
Optimal Size	2.2
Co-Branding	2.3



BRAND DESIGNS

These brand designs should be simple with torn rips exposing the vinyl record these designs are for digital assets and print.

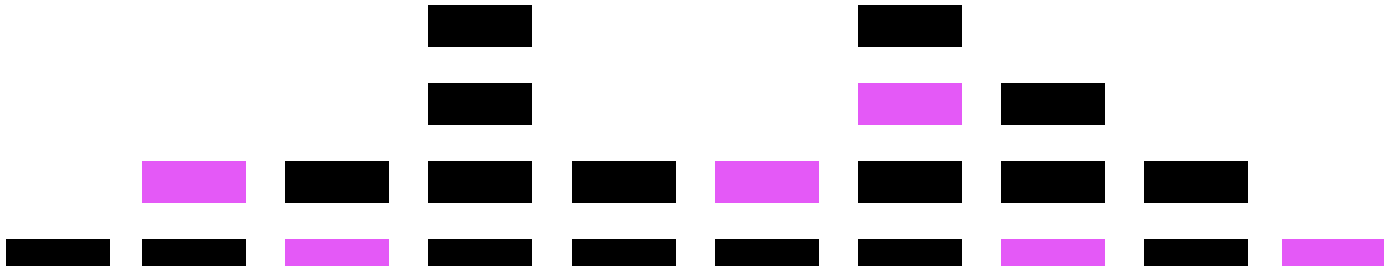
You can use either logo, the logo with the person can be useful in spaces where there is too much negative space



Digital Assets



Pull up Banner Designs



SOCIAL MEDIA TILES



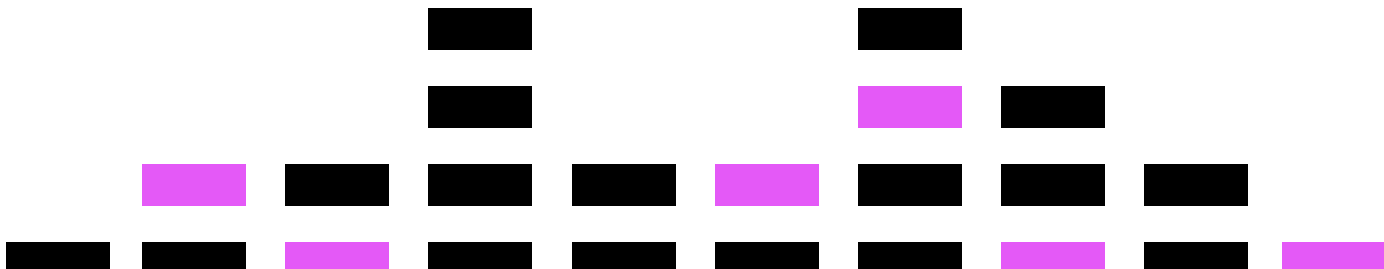
Generic Event Messaging



Top 10 Hits



Infomation tile



Color Palette

03

Brand Colors – Primary

3.1



BRAND COLORS - PRIMARY

The primmary colr is the Purple and the headline color is the yellow brand and white.



PURPLE

HEX #930096
RGB (147,0,150)
CMYK (52,100,0,0)



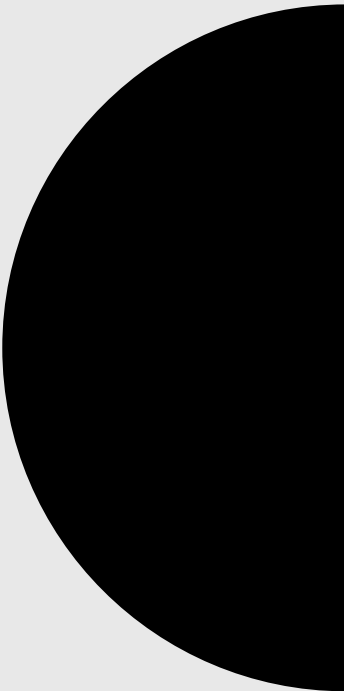
YELLOW

HEX #F4E500
RGB (244,229,0)
CMYK (7,2,100,0)



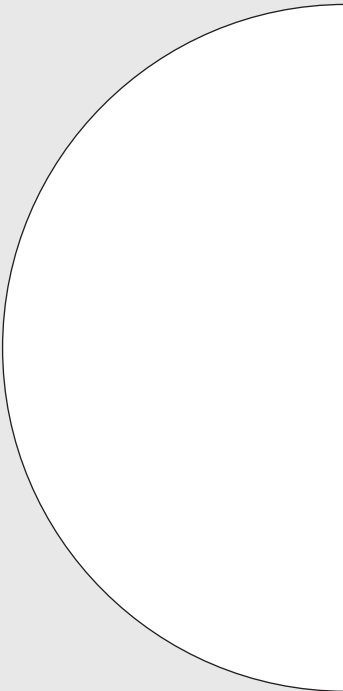
PINK

HEX #fe00d5
RGB (254,0,213)
CMYK (17,85,0,0)



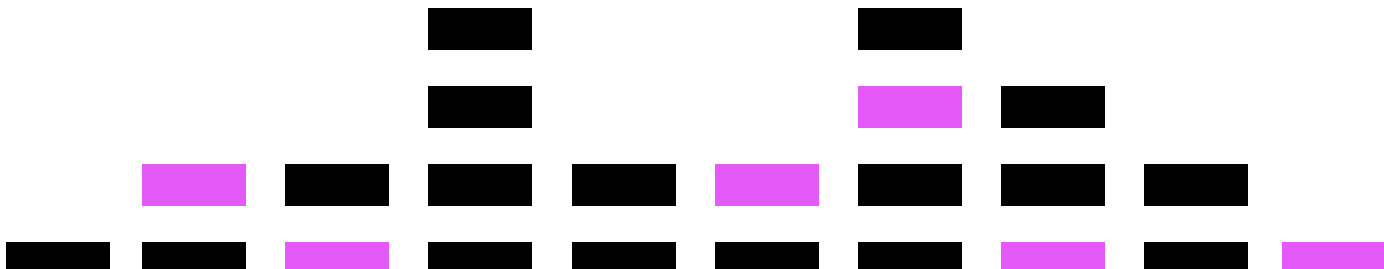
BLACK

HEX #000000
RGB (0,0,0)
CMYK (0,0,0,100)



WHITE

HEX #FFFFFF
RGB (255,255,255)
CMYK (0,0,0,0)



Typography

04

Primary Typeface	4.1
Secondary Typeface	4.2
Hierarchy	4.3



PRIMARY TYPEFACE

All Headlines should be in Republic font, with using the Italic options.

PRIMARY FONT

Republica Minor Italic

Republica Minor Regular

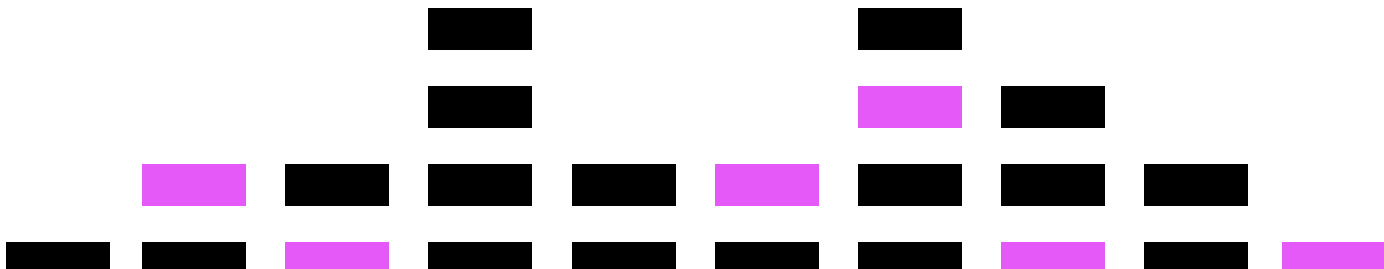
Abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%&'<>?

A

A



SECONDARY TYPEFACE

Bebas Neue is the secondary heading. This should only be used for secondary headings and then poppins to be used for any detailed body copy

PRIMARY FONT

BEBAS NEUE

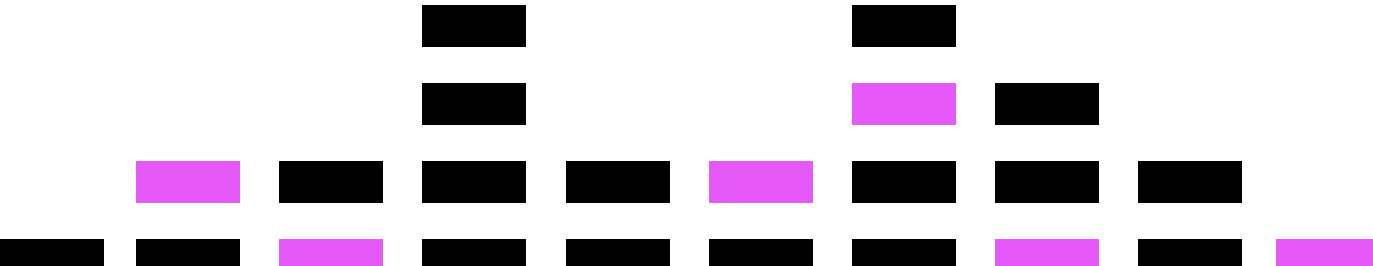
THIN LIGHT BOOK **REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!@#\$%\$%<>?

A B C D



SECONDARY TYPEFACE

The Body copy should be in Poppins typeface as it's easier to read than bebas for body copy

Poppins

Light

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Aa

Bold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Cc

Regular

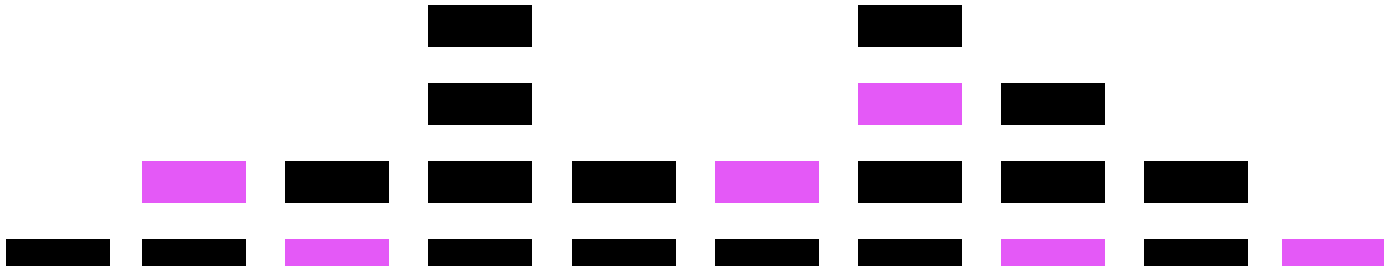
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Bb

Black

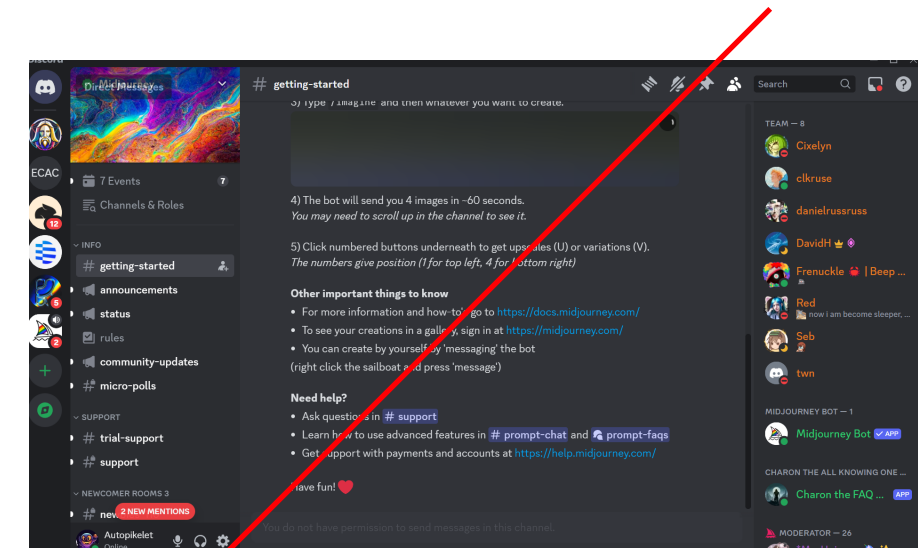
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Dd



PHOTOGRAPHY

do note use ai generated humans where possible use real stock photos or customer photos from the event nights



DO NOT USE AI PHOTOS



Positive emotions - laughter, smiles etc



No empty seats / tables

