

REKETT

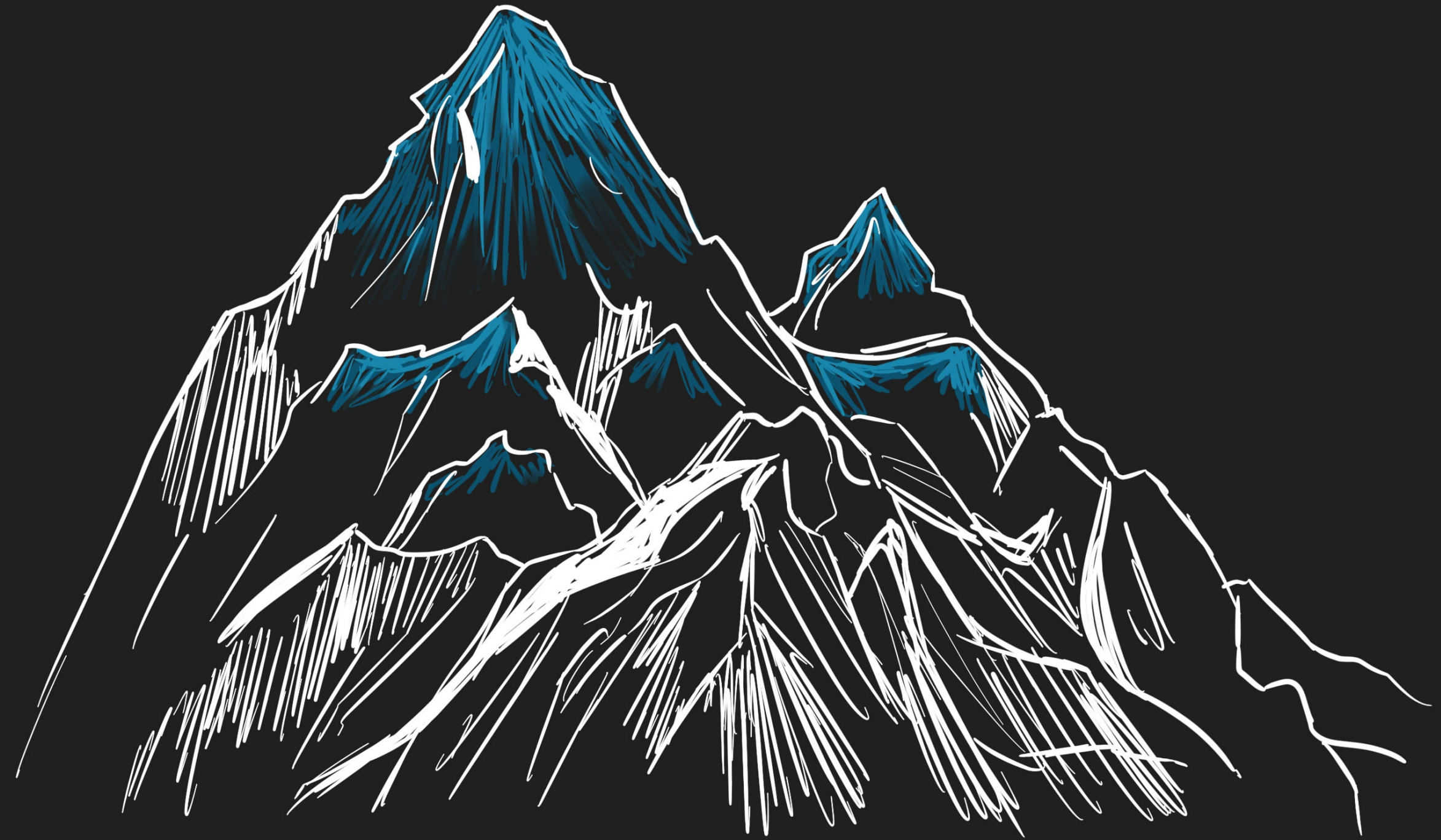
BRAND BOOK

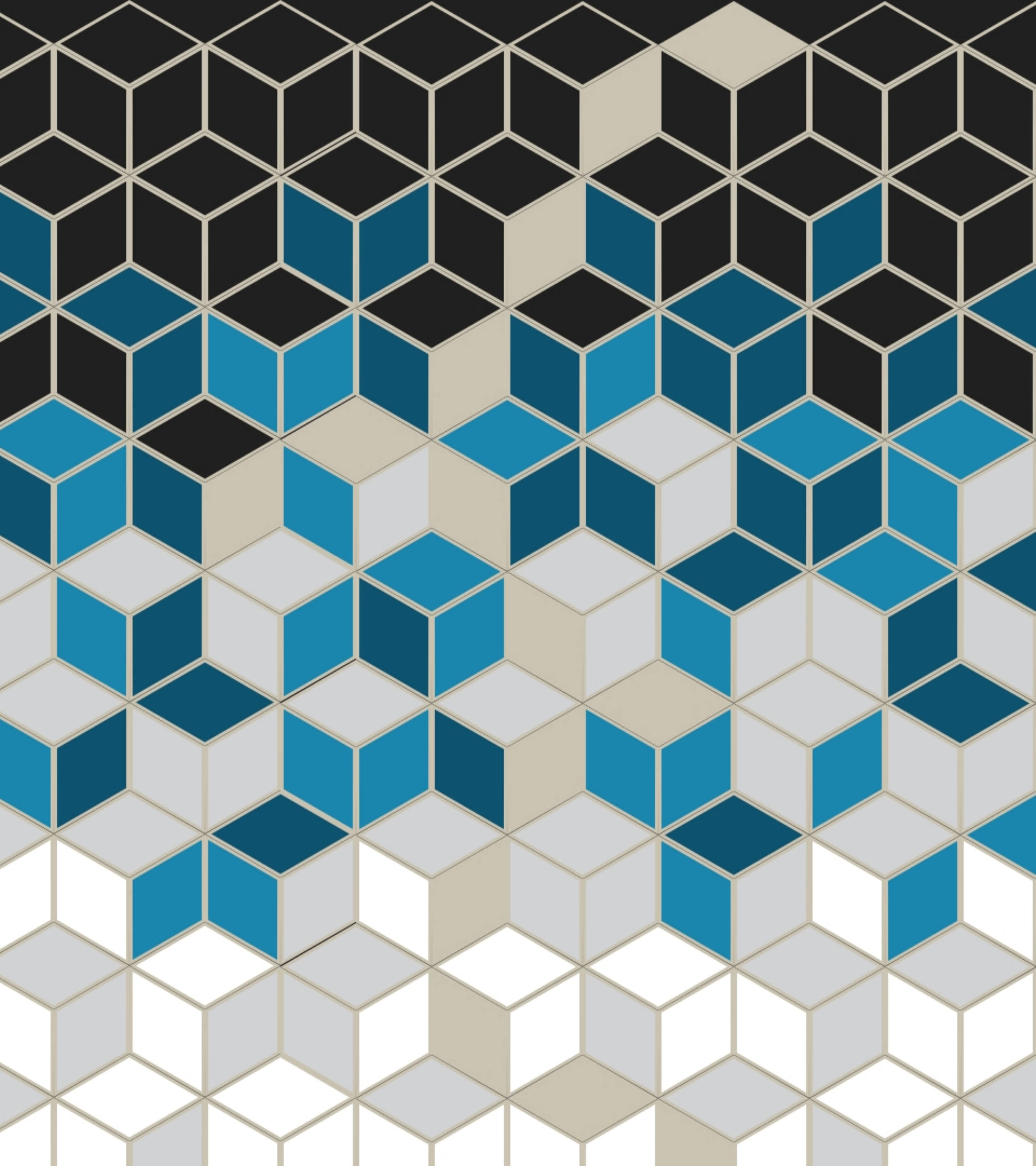


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THE BAND
LOGO
COLORS
FONT
COVERS
IMAGES
STICKER
MERCH
INSTAGRAM
FACEBOOK

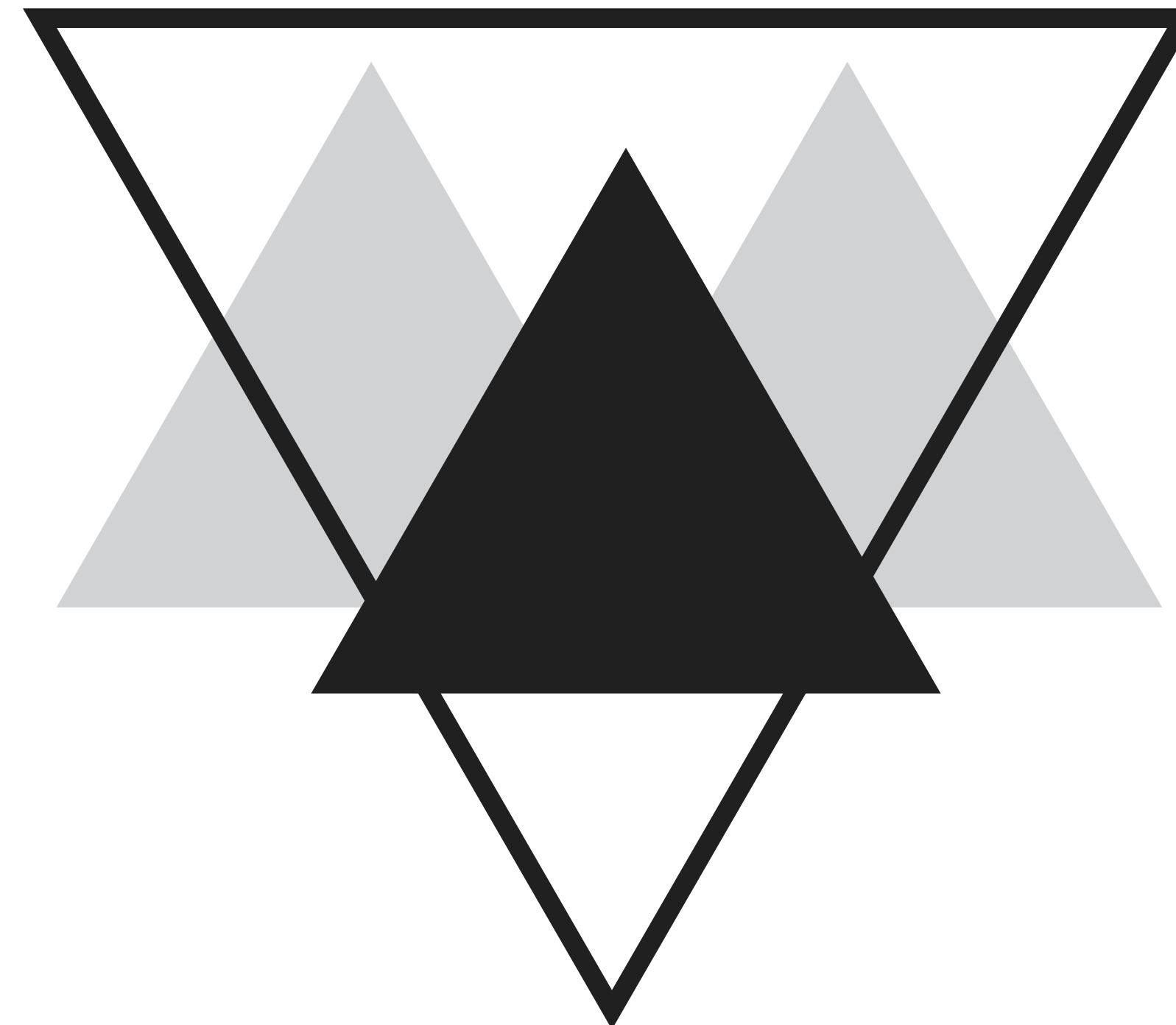




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THE BAND

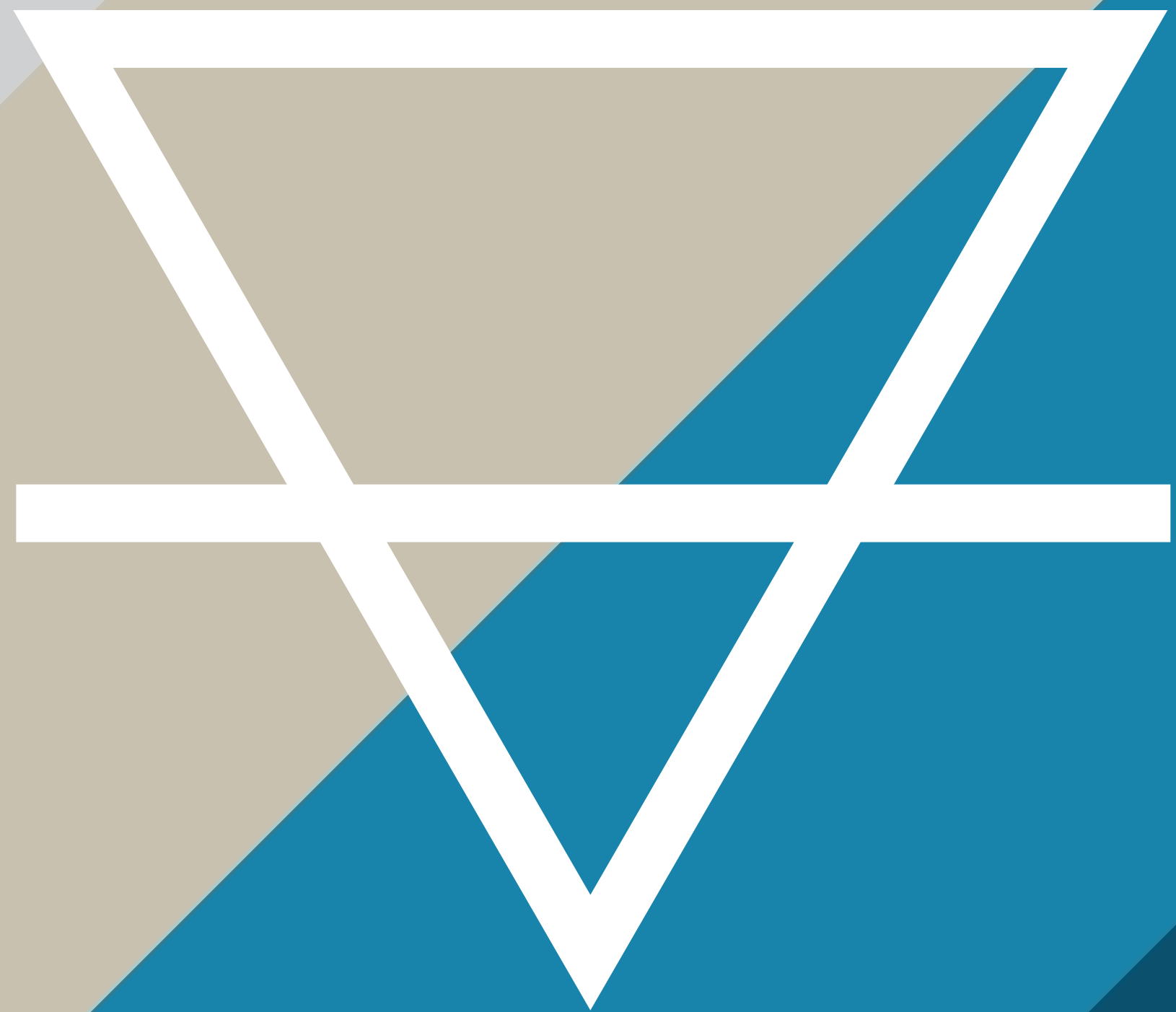
The band REKETT has existed for several years and has had several lineups. It was therefore time for the band to get a new visual identity to both fit in with the style of the band, as well as show how far the band has come since it's creation.



MMXI - MMXX

~~REKETT~~

~~REKETT~~

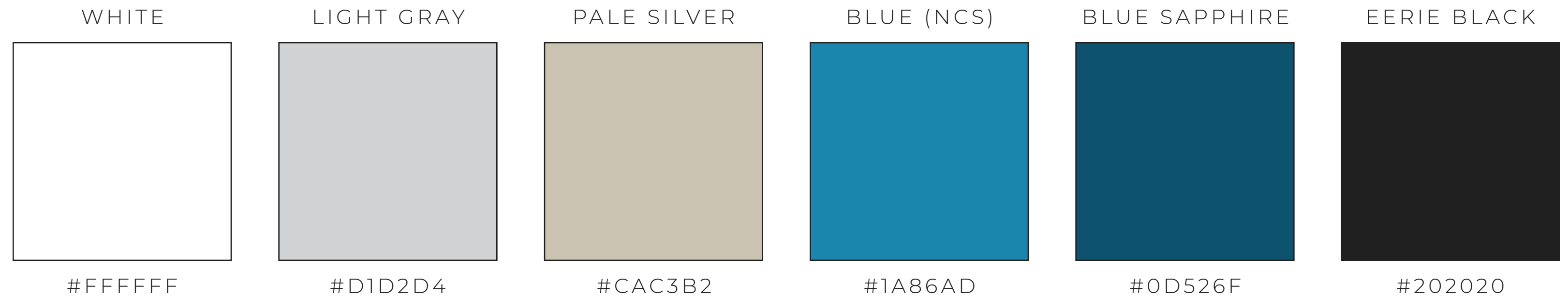


COLORS

The color scheme is based of 6 colors ranging from white to black.

All colors in the color scheme can be used in combination with each other. It is however a must that all colors represented are visible. It is therefore advised to use colors to contrast each other.

Each color has a unique purpose, yet some colors are used more frequently than others.



WHITE

Used as the text color on dark backgrounds.

LIGHT GRAY

The gray color is used for less important text or functions that are disabled.

PALE SILVER

This earthy color is used in designs, often to contrast the blue colors of the color scheme.

BLUE (NCS)

Often used in combination with the darker blue color, this color gives an extra layer of detail to designs.

BLUE SAPPHIRE

This color is the primary unique color used in the color scheme. The color is used as a unique aspect of designs and to ensure a clear visual identity on all products.

EERIE BLACK

Primarily used as a background color, however can also be used in contrast to the brighter colors of the color scheme.

R E E K E E T T

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R E E K E E T T

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FONT

The font MONTSEERRAT was chosen because of the minimalistic and modern style. The font is slim which works perfect in combination with the logo.

The font can be used in two styles - either SemiBold or Light.

Titles, headers and sub-headers must be in the SemiBold style, whereas paragraphs and links must be in the Light style.

Titles headers and sub-headers must be written in all caps too, as this is used to both send a stronger message as well as drawing the focus of the reader.

For single covers the title of the song must be written in all caps and use the Light font style.

MONTSEERRAT

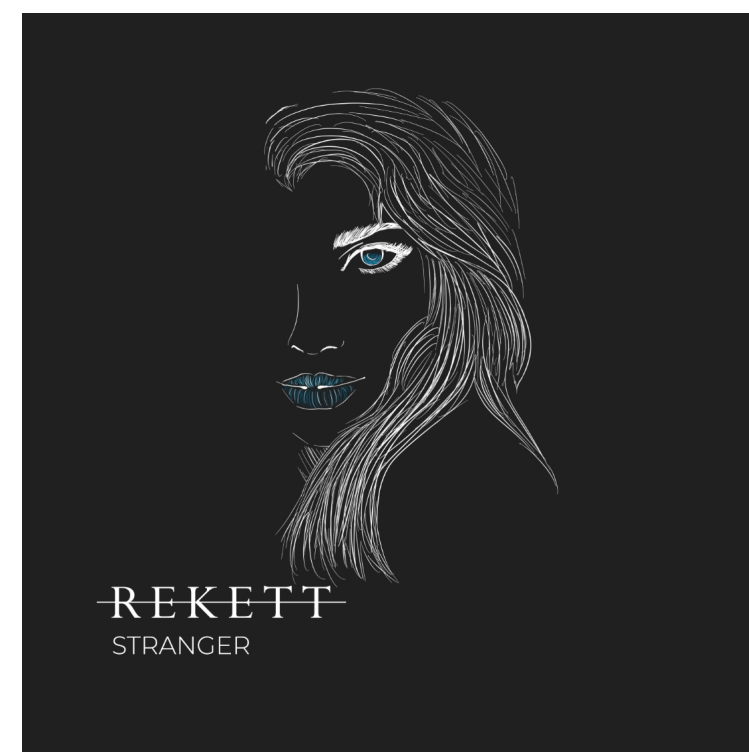
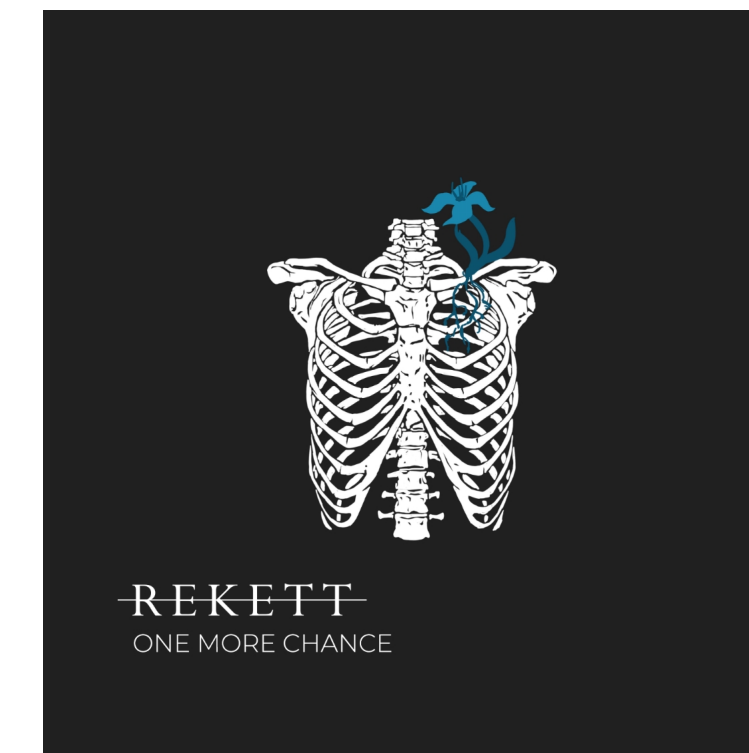
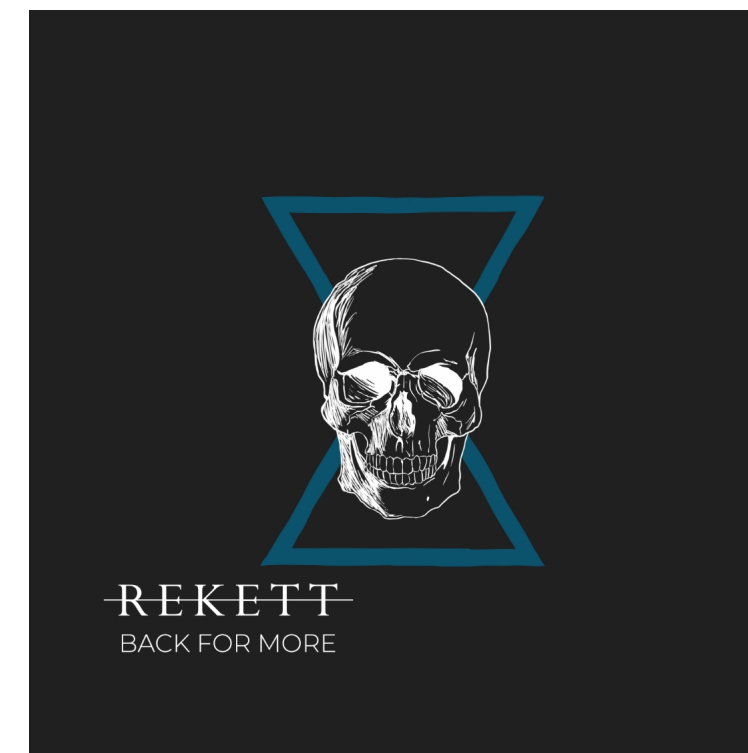
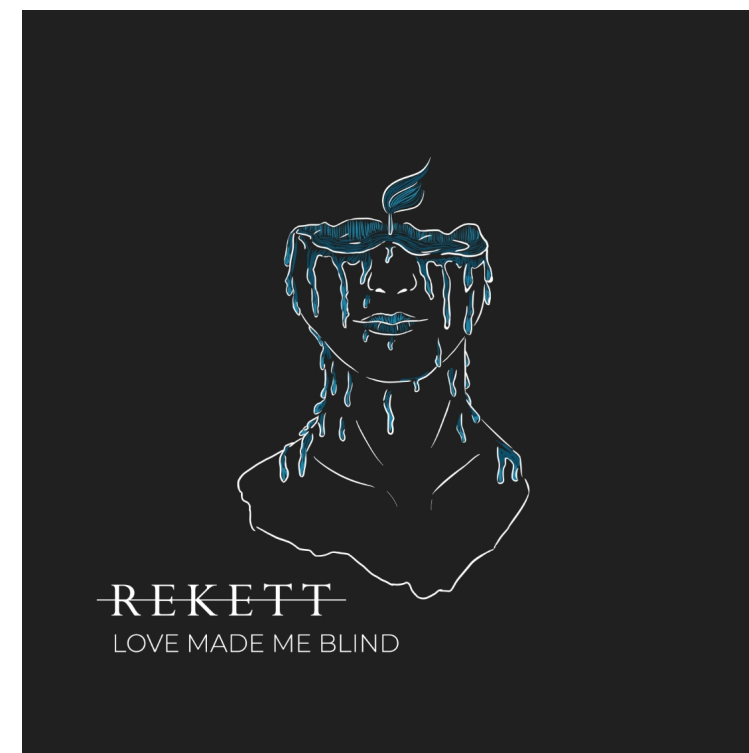
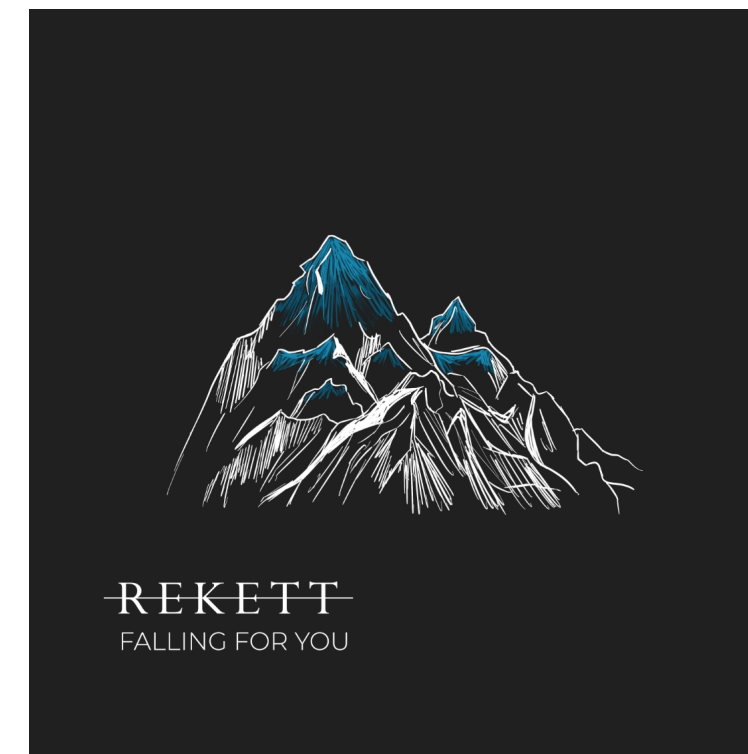
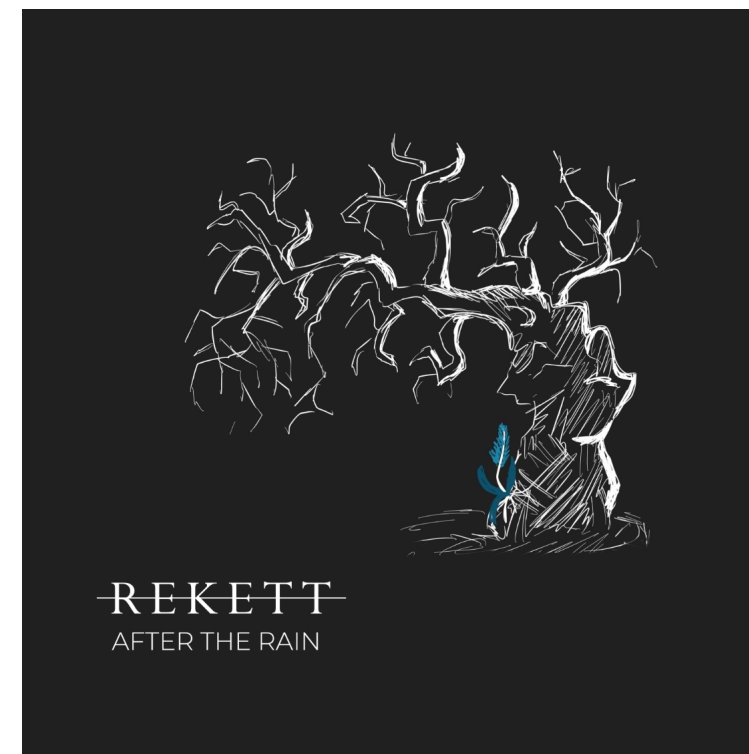
Tag	Type	Value
H1	TITLE	SemiBold
H2	HEADER	SemiBold
H3	SUB-HEADER	SemiBold
P	Paragraph	Light
A	Link	Light

COVERS

These 12 single covers all contain a unique design, each representing a song.

All covers are using four colors from the color scheme. The colors EERIE BLACK and WHITE are used as the foundation of the cover art, whereas the two blue colors are later used to make a unique gimmick on each cover.

Each cover art is designed to tell it's own story without necessarily having the song represented. The reason for this is that the band values artistic freedom above a literal depiction. In addition the main purpose with the 12 single covers is to attract the eye of the listener.



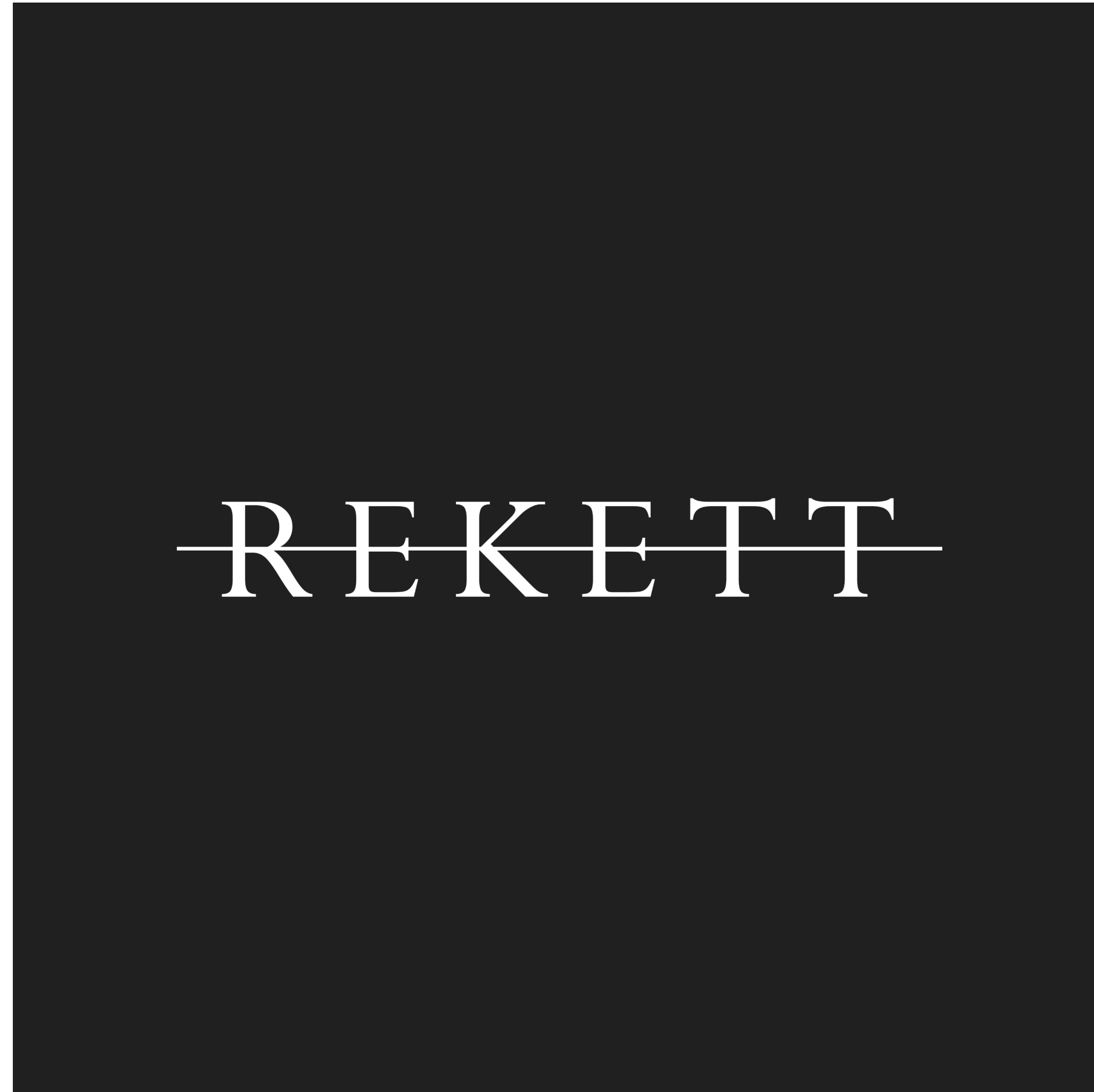


COVERS

The album cover is based off the same principal as the single covers, however on this cover only the EERIE BLACK background is used along with the white version of the logo.

This cover is designed as a SELFTITLED album and therefore does not contain a name.

The design is kept as minimalistic as possible to draw all focus on the logo.



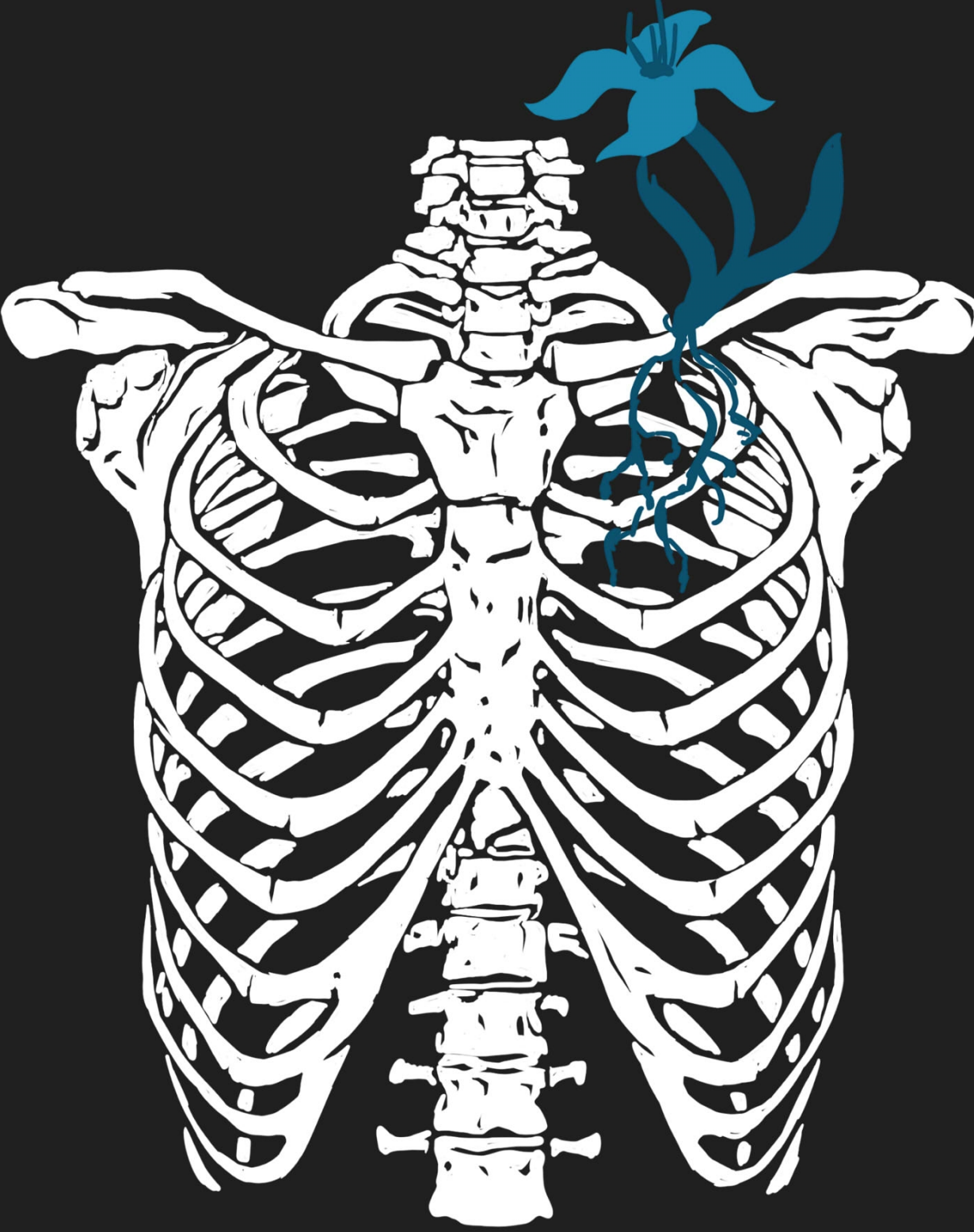
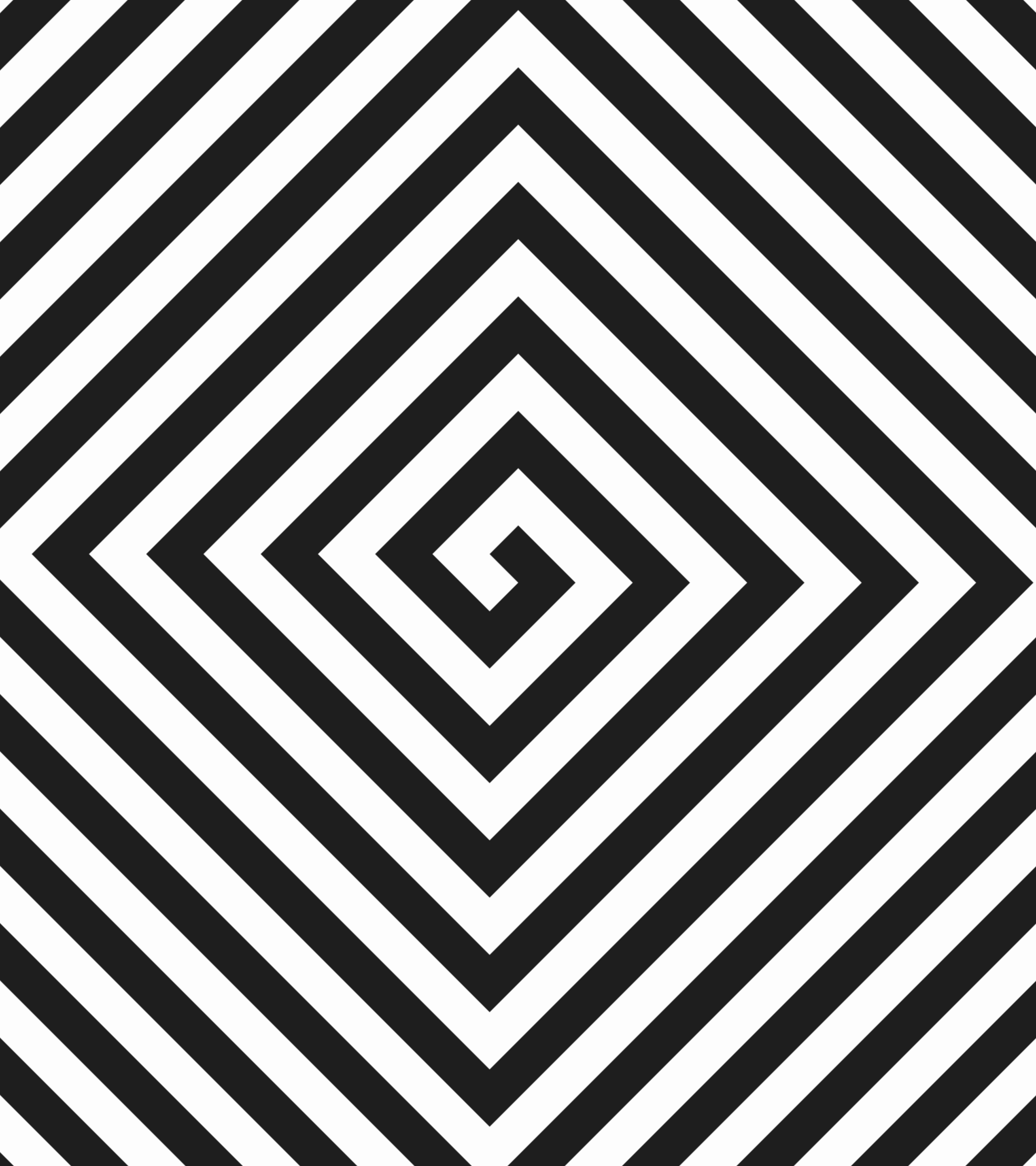


IMAGES

In general there are no specific rules for the use of images. It is however highly advised to use bright and clear images of the band members.

Images can be used on all platforms such as social media, websites and other promotional platforms.





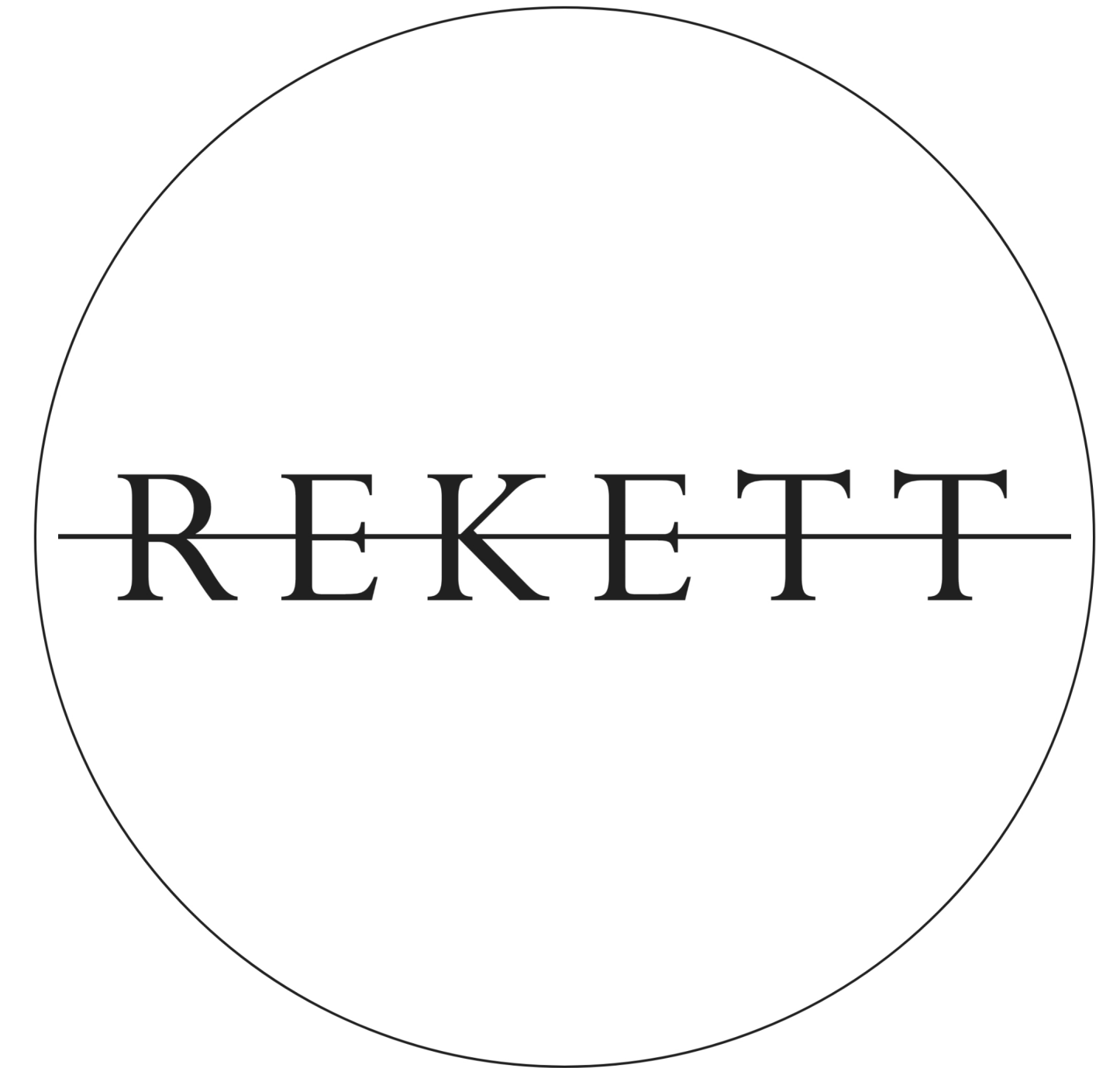
STICKER

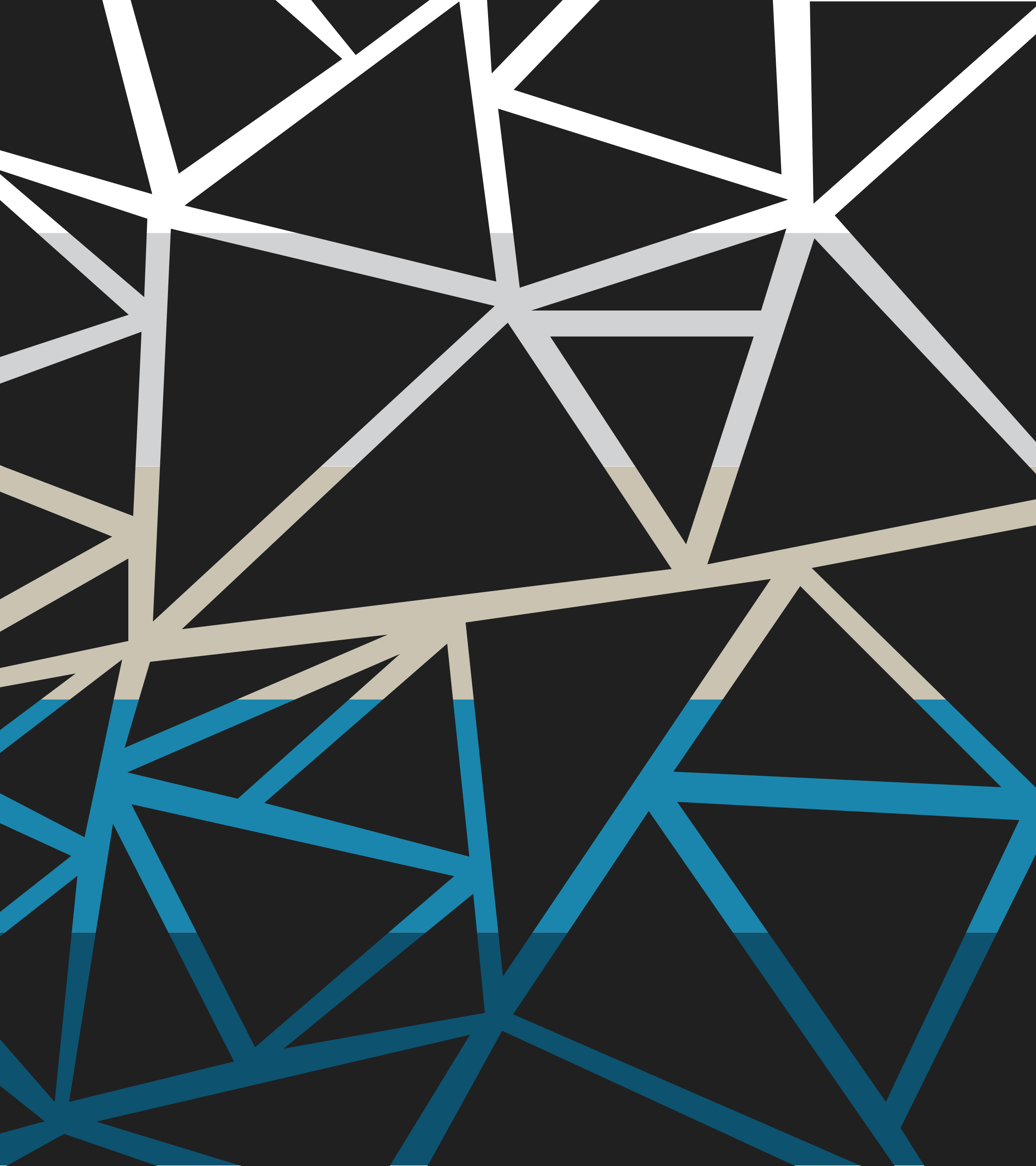
There are two types of stickers - the rectangular and the circular.

All stickers are presenting the logo of the band, in order to create awareness of whom the sticker is about.

The stickers are black and white to create contrast which in turn makes them more legible.

The main purpose of the stickers is to be used at events as well as being put at several bars and venues.



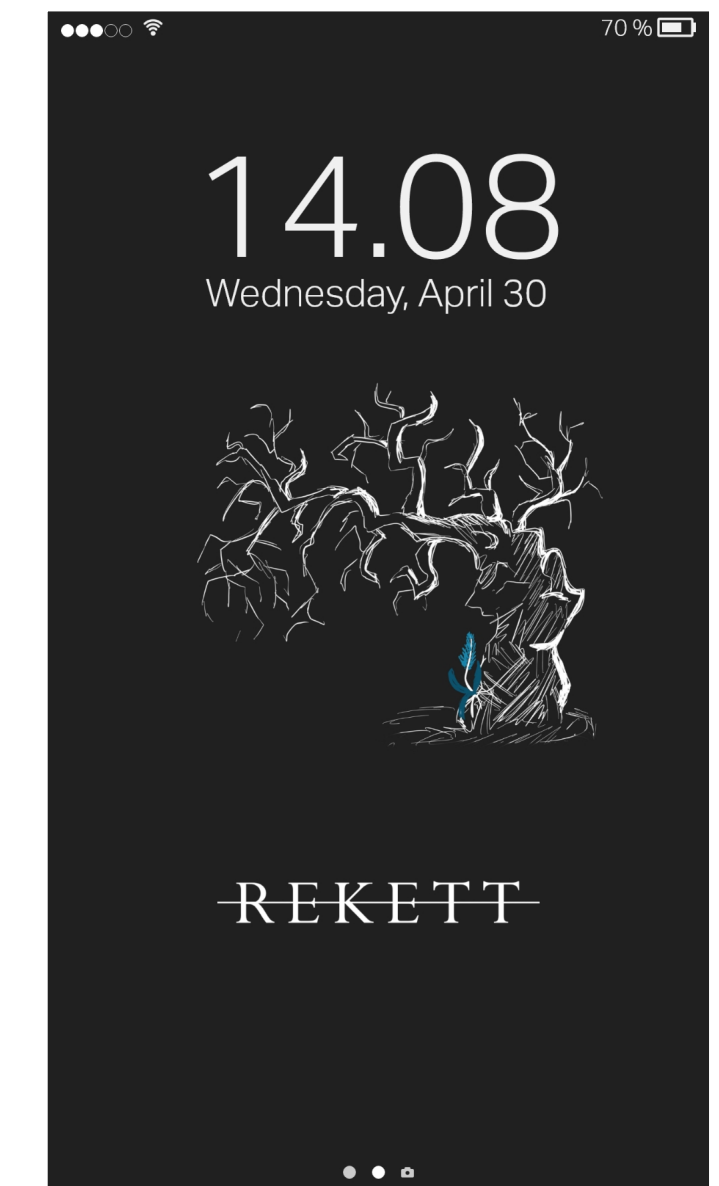
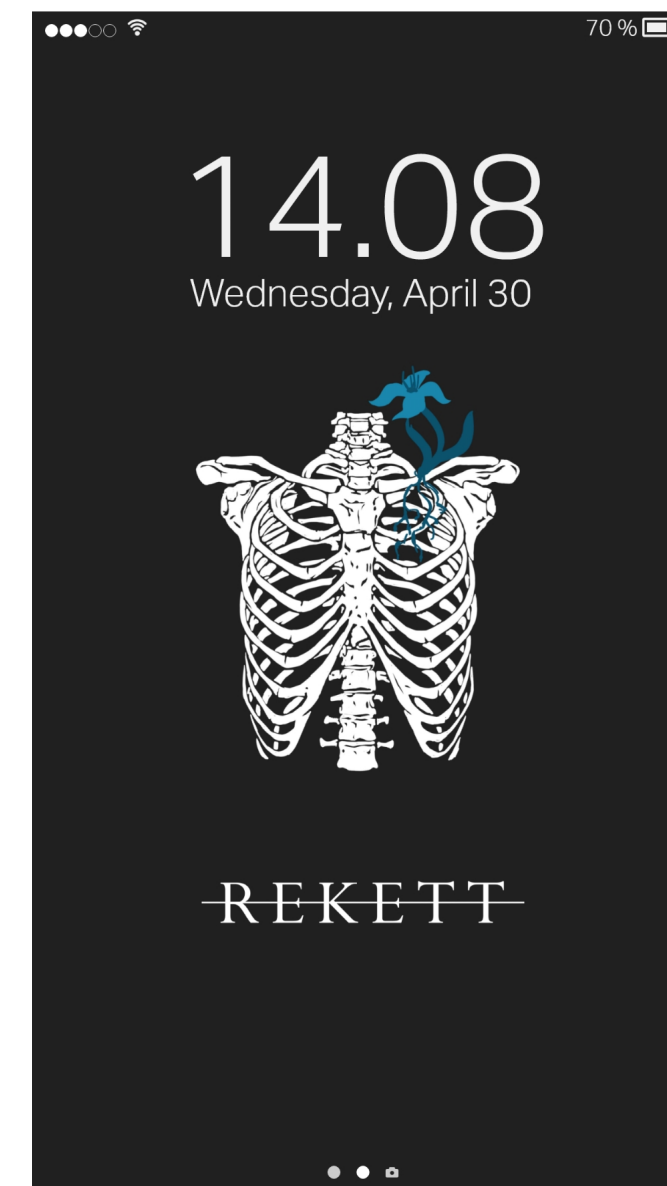
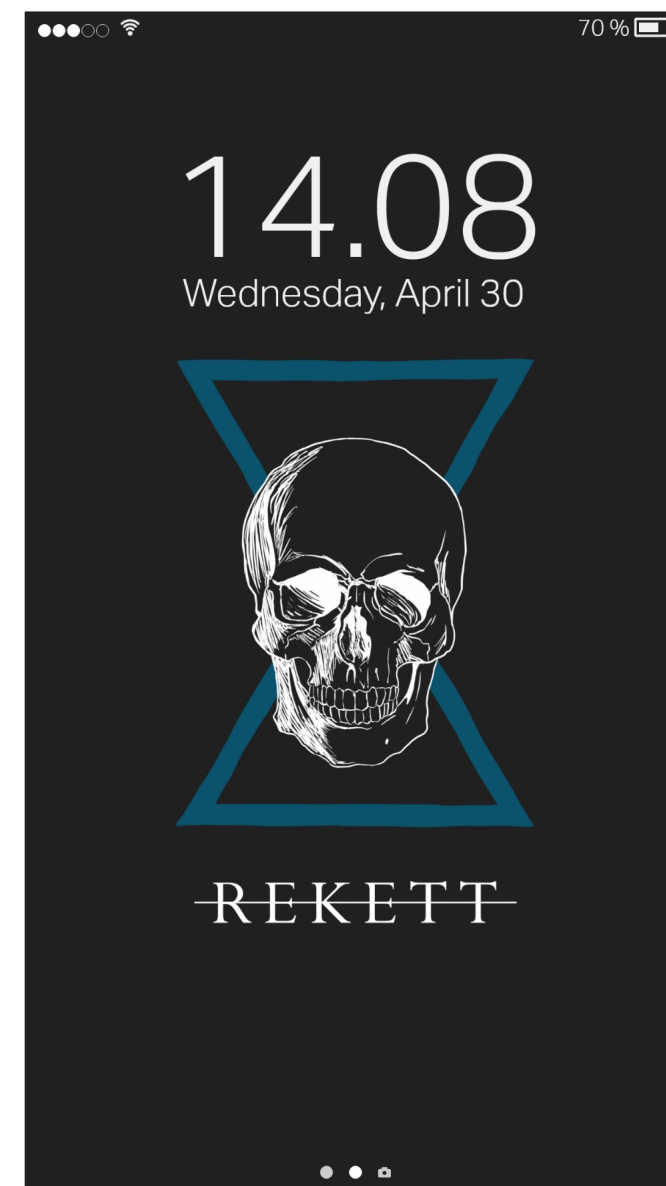
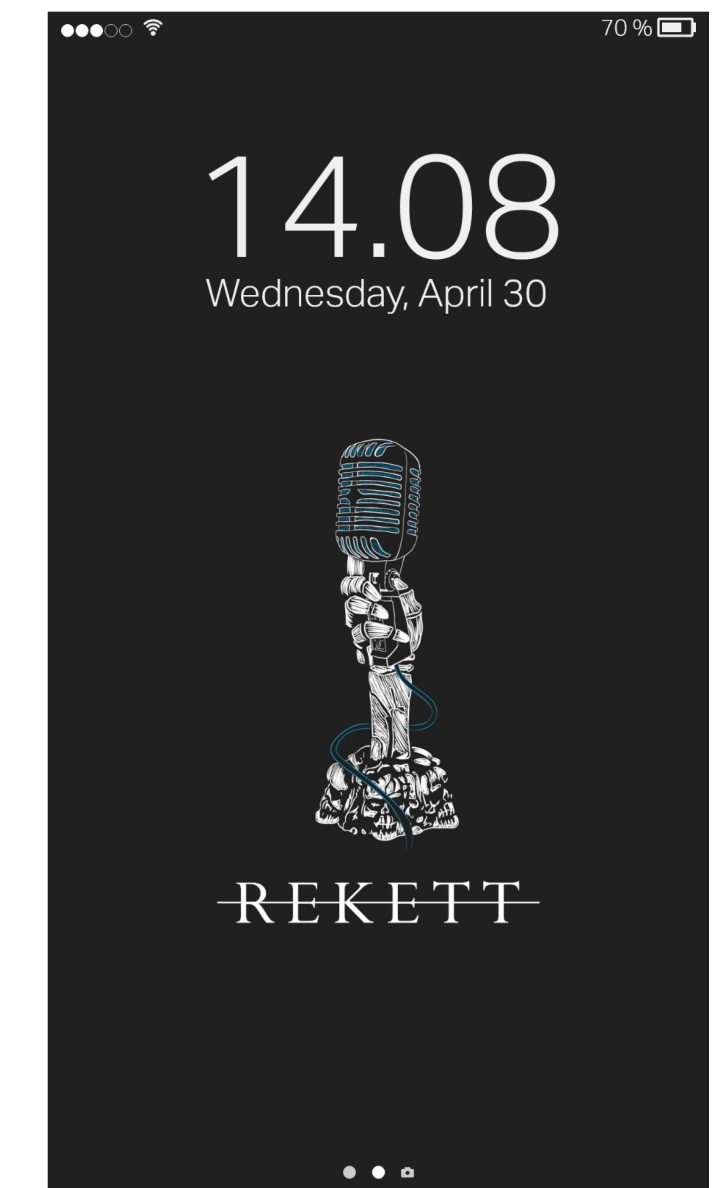
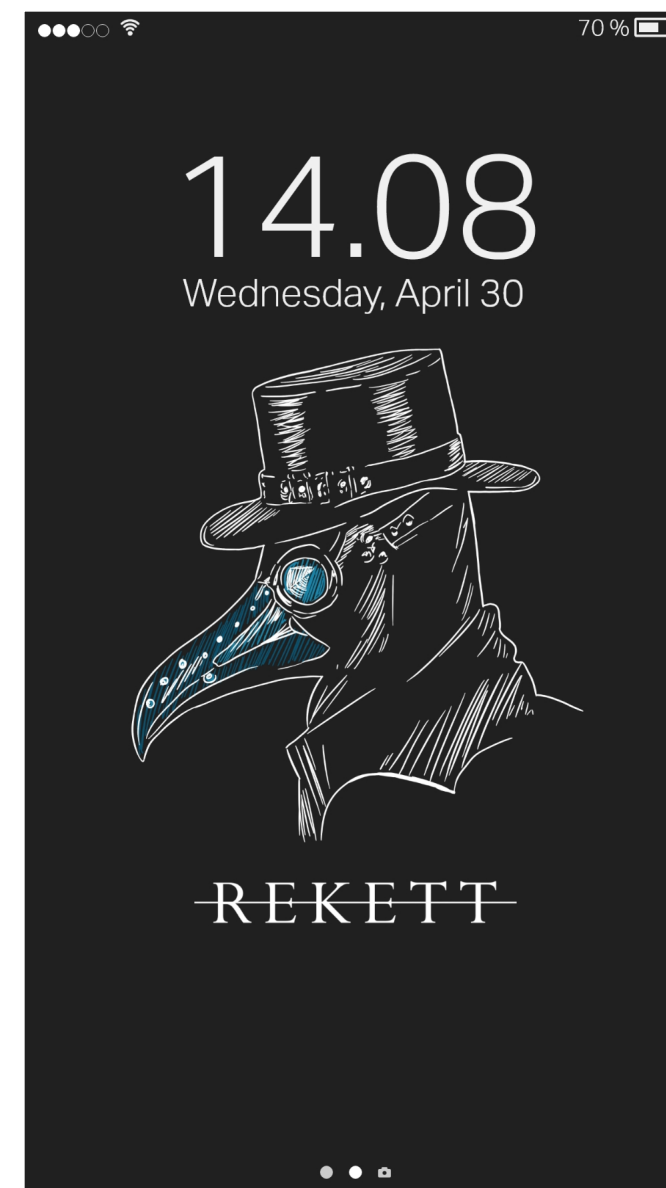


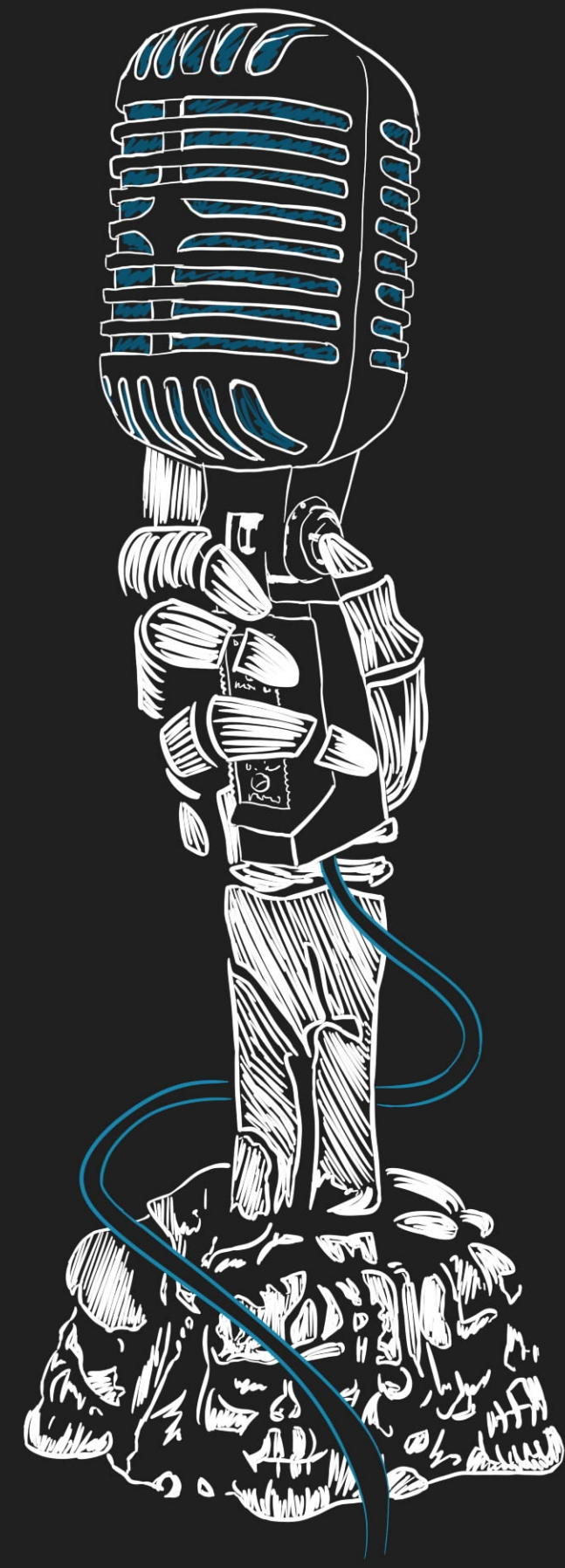
MERCH

Part of the merchandise created are phone wallpapers. These are created as a free downloadable feature for all fans of REKETT.

The wallpapers use one of the unique designs from the cover art, as well as the logo in it's design.

Wallpapers should always include the logo, to promote REKETT.





MERCH

Another type of merchandise are the clothes created. These use both logo and unique cover arts in it's design.

The t-shirts and hoodies are including print on both front and back.

The front of the clothes include only the logo, whereas the back of the clothes contain the logo on the upper part as well as a cover art on the mid section.

All merchandise should always include the logo as a bare minimum, but is also advised to include more visual elements like cover art.

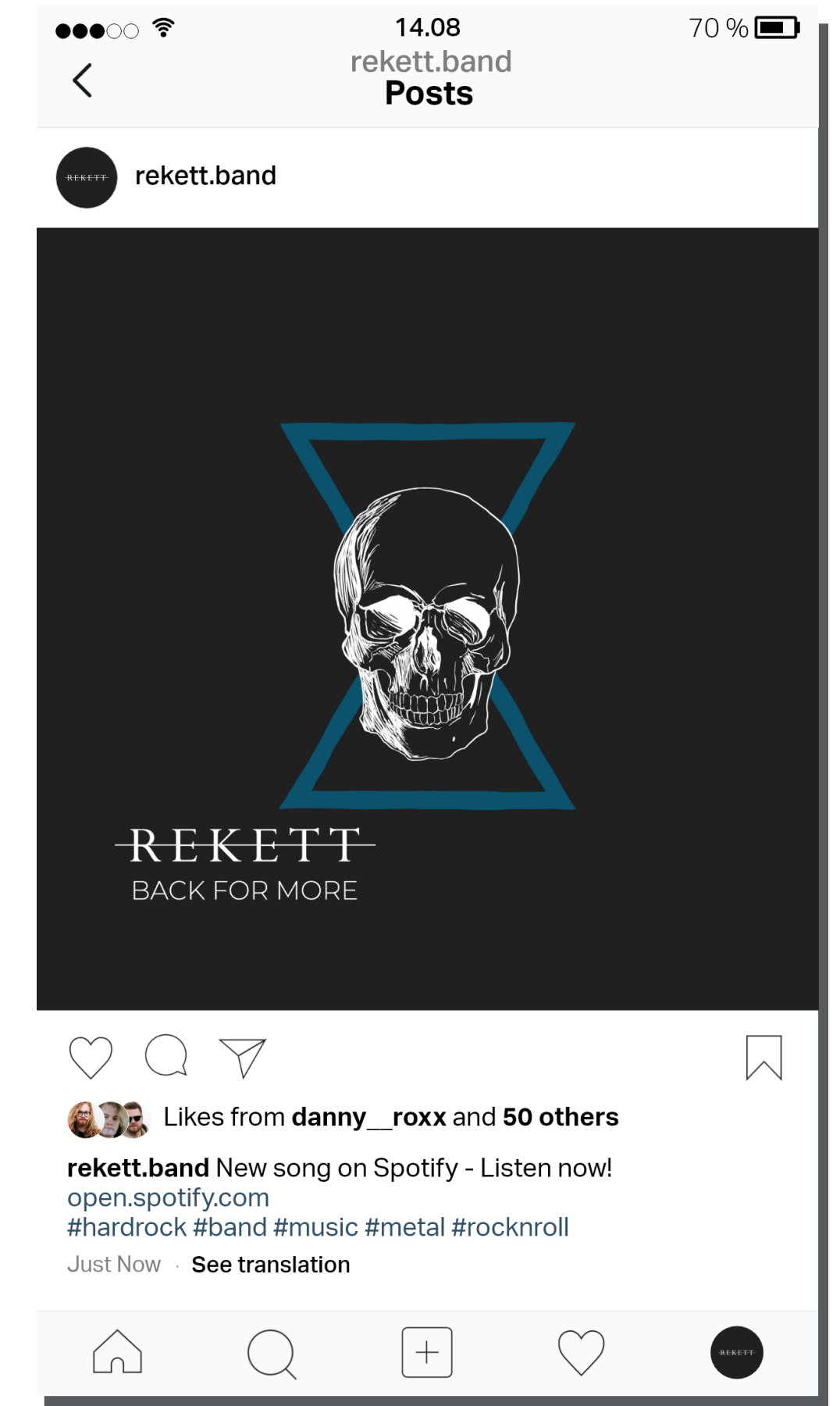
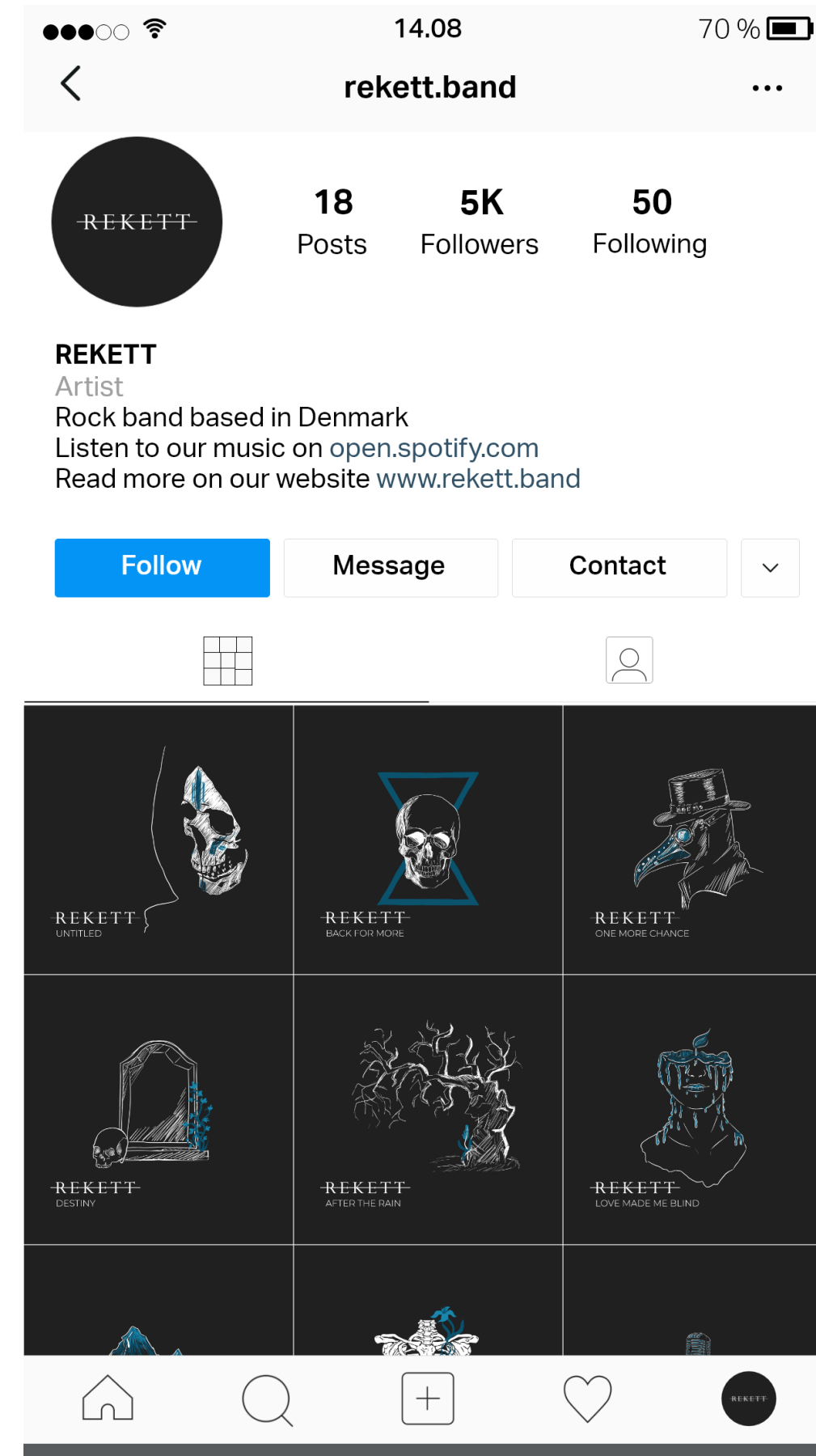


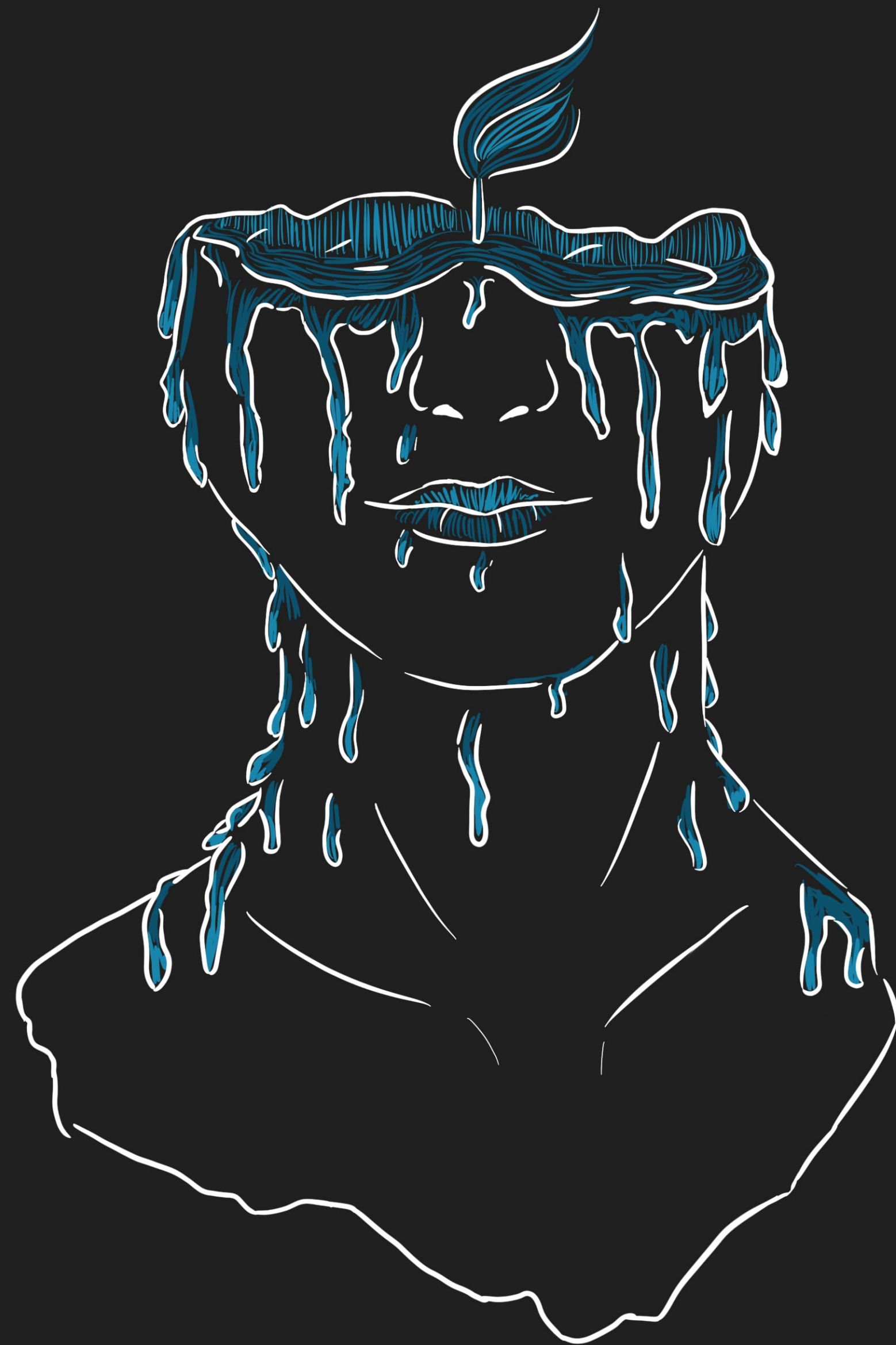


INSTAGRAM

On the platform Instagram, the visual identity should be upheld as much as possible. It is however allowed to post images of the band.

All images should however have a similar style and editing. It is furthermore advised to have a clean background on images posted.



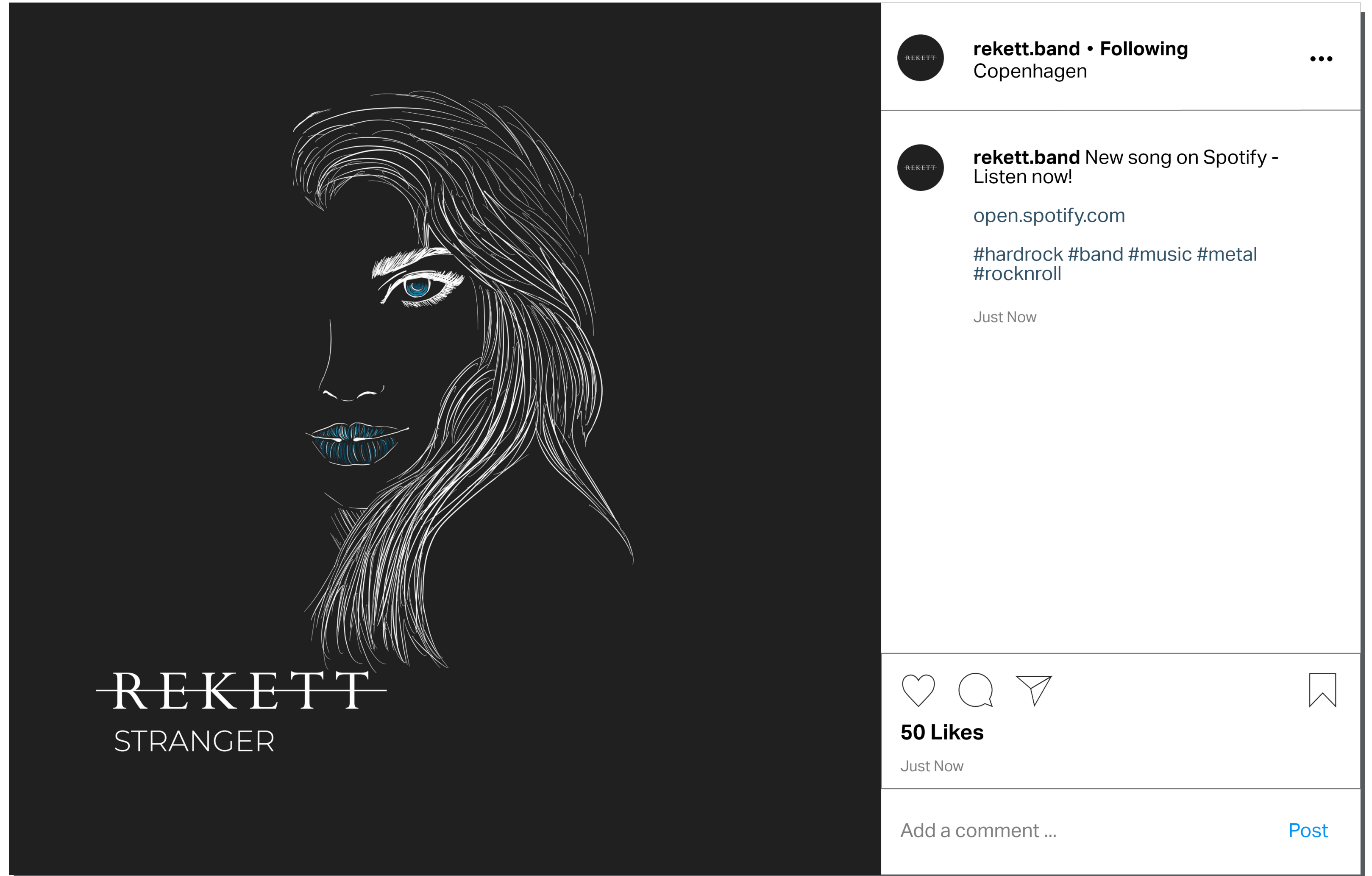


INSTAGRAM

Posts on Instagram containing promotion of music should preferably include a link to Spotify or other music streaming platforms.

Hashtags are also advised to be used.

Posts containing one or more images of the band should preferably have a short message or description.



FACEBOOK

Posts on Facebook containing promotion of music should preferably include a link to Spotify or other music streaming platforms.

The use of hashtags are optional.

It is advised to link Facebook and Instagram, so that content posted on Instagram will automatically be posted on Facebook.

Images posted with the band should preferably have a short message or description.

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