



<!-- COMMA.records Brand Guide

This guide synthesises the visual, verbal and cultural cues found on commarecords.com and its blog as of 24 October 2025. It is intended to inform the creation of social media posts, blog articles and other communications across all channels. Where specific statements or details are derived from the site, citations are provided in square brackets. -->

COMMA.records Brand Guide

1 Overview

COMMA. is a multidisciplinary music and culture project based in Oslo that operates as a **record label, artist-management collective, apparel brand, event organiser and creative studio** ¹. It is rooted in the underground club scene and amplifies **progressive house, trance and emotive melodic dance music** across sound, space and style ¹. A comma signifies a pause rather than an end; it is the in-between — a space for **transition, disruption and continuation** ². The project aims to build a global underground: a decentralised network of creatives, dancers, designers and listeners who believe in culture beyond trends ³. COMMA. creates platforms for expression that are **intimate, intentional and international** ³.

2 Brand Essence

2.1 Mission

To nurture a global community around progressive house and trance, connecting creatives through music, fashion and events. The project provides a platform for emerging artists, designs apparel that translates sound into fabric and curates spaces where music and technology can collide ⁴ ⁵.

2.2 Vision

To become a leading force in the underground club movement by championing melodic electronic sounds, pushing sonic boundaries and uniting people world-wide under a shared love for progressive house and emotive trance.

2.3 Values

The table below summarises the core values underpinning COMMA.'s brand. Only key phrases are used in the table to keep it concise.

Value	Description (concise phrases)
Progressive & Trance	Focus on progressive house, trance and melodic dance music ¹
Community	Build a global underground network of creatives and listeners ³

Value	Description (concise phrases)
Intentionality	Create intimate, intentional and international experiences ³
Minimalism & Expression	Apparel and products are minimalist yet expressive ⁶
Experimentation	Merge graphic experimentation with club aesthetics ⁷
Movement & Comfort	Design for movement, comfort and practicality ⁸

3 Voice and Tone

COMMA.'s written voice reflects its musical ethos: **intense, emotive and immersive**, yet **calm, confident and deliberate**. The tone should draw readers into a world of hypnotic grooves and euphoric release without resorting to hyperbole. Key characteristics:

- **Descriptive and sensory.** Use vivid adjectives and sensory verbs to convey sound and atmosphere. Blog posts describe tracks as fast, euphoric and emotionally intense with deep grooves and hypnotic synth layers ⁹.
- **Narrative flow.** Articles often follow a journey from build to peak to release, mirroring the progression of a DJ set ¹⁰.
- **Inclusive language.** Use first-person plural ("we," "our") to build community and second person ("you") sparingly for personal connection.
- **Short sentences and clear structure.** Keep paragraphs lean and break up dense information with bullet points or sub-headings. The brand favours clarity over verbosity.
- **Avoid em dashes.** Use commas, hyphens or colons to join related phrases. This guide avoids em dashes as requested.
- **Minimal punctuation flair.** Limit exclamation marks and avoid overly casual slang. The tone is confident, not shouty.

3.1 Grammar & Style Guidelines

- **Spelling:** Use British English spellings (e.g. "colour," "organisation").
- **Numbers:** Spell out numbers one to ten; use numerals for 11 and above.
- **Dates:** Write dates as "23 August 2025." Avoid ambiguous formats.
- **Capitalisation:** Use sentence case for titles unless referencing a proper noun or product name (e.g. "COMMA.cap"). The word "COMMA." should always be in uppercase followed by a period.
- **Quotes:** When quoting artists or lyrics, use double quotation marks and cite the source where possible.

4 Visual Identity

4.1 Logo

The **COMMA.** logo uses a bold, sans-serif typeface in uppercase with a period. It appears predominantly in white on dark backgrounds. Maintain ample whitespace around the logo (at least the height of the "C") and avoid altering its proportions. Do not rotate or distort the logo. When placed on a light background, invert it to black for contrast.

4.2 Colour Palette

COMMA's palette is built around **high contrast**. Black and white form the foundation, with occasional accent colours inspired by the gradients and event imagery found on the site. Use accent hues sparingly to highlight calls-to-action or artist-specific content. The following table lists approximate hexadecimal values and their uses.

Colour	Hex Code	Usage
Primary Black	#0A0A0A	Backgrounds, website body, apparel fabric.
Pure White	#FFFFFF	Text, logo, and negative space.
Cool Grey	#9FA3A7	Secondary text, UI elements.
Electric Blue	#0072FF	Accent for artist pages and digital artwork (inspired by DECO 5000 art).
Violet/Purple	#8A4FFF	Event recap imagery and festival balloons ¹¹ .
Soft Beige	#F5F2EE	Neutral backgrounds in product shots and packaging.

When using gradients, blend Electric Blue into Violet for a futuristic feel, echoing the artist pages. Always ensure legibility by maintaining high contrast between text and background.

4.3 Typography

- **Headings:** Use a geometric sans-serif font with strong character shapes and uniform strokes (e.g. Montserrat, Eurostile). Set headings in uppercase for emphasis and spacing.
- **Body:** Choose a clean sans-serif like Inter, Helvetica Neue or Space Grotesk. Use regular weight for body copy and bold for emphasis.
- **Scale:** Establish a clear hierarchy: H1 at 36–48 pt, H2 at 28–32 pt, body text at 14–16 pt. Maintain generous line spacing (150 %) to complement the minimalist aesthetic.
- **Consistency:** Limit the number of typefaces to two (one for headings, one for body). Avoid decorative or script fonts.

4.4 Imagery & Graphics

- **Photography:** Favour high-contrast, black-and-white images that capture underground club scenes and emotive moments ¹². Shots should feel candid and dynamic—crowds dancing, DJs performing, close-ups of artists immersed in sound. Use grain and noise to evoke analogue nostalgia when appropriate.
- **Colour Photos:** On occasion, use saturated colour photography for event recaps and festival coverage ¹¹. Colours should complement the palette (purples, blues and warm glows) and never look overly processed.
- **Graphics & Illustration:** Lean into abstract, digital textures and futuristic motifs. COMMA's in-house studio merges graphic experimentation with club aesthetics to produce artwork and campaigns ⁷. Use generative shapes, glitch effects and warped typography sparingly to support audio releases or event flyers.

- **Merch Photography:** Present products against neutral backgrounds. For example, the COMMA.cap is described as a classic cotton piece with a low-profile style and quiet presence ¹³, while the COMMA.blanket uses ultra-soft velveteen for lightweight warmth ¹⁴. Showcase the product's form, texture and branding without clutter.

5 Messaging & Content Guidelines

5.1 Social Media

Purpose: Engage the community, showcase artists, promote releases, events and products, and invite participation. Posts should convey the energy and inclusivity of the brand without sacrificing clarity.

Content types:

- **Event announcements:** Present dates, venues and line-ups clearly. Frame each event as a journey. Example language: "Join us for a two-hour voyage of progressive house and trance at The Villa this Saturday."
- **Recaps:** Share short narratives and select images or clips capturing peak moments. Reference how sets evolved—from the warm-up grooves to the euphoric peak ¹⁵ ¹⁶.
- **Release promotions:** Introduce new tracks or EPs with context—mention the collaboration, sonic palette and emotional tone. For instance, "Our resident trance alias DECO 5000 returns with a seven-minute journey fusing nostalgic trance energy with contemporary edge" ⁹.
- **Artist spotlights:** Share artist backgrounds, influences and photos. Highlight ties to 90s/00s trance and modern reinterpretations.
- **Behind-the-scenes:** Offer glimpses into studio sessions, design processes or rehearsals to humanise the brand.

Voice tips:

- Keep captions succinct. Use one or two sentences followed by a call-to-action (e.g. "Stream on all platforms" or "See you on the dancefloor").
- Encourage interaction with questions ("Which track from Decosystema Vol. 1 resonates most?") and thank supporters for participating ¹⁷.
- Use relevant hashtags sparingly—no more than three per post—to avoid clutter. Suggestions: **#COMMArecords #ProgressiveHouse #Trance**.
- Tag venues, collaborators and festivals to extend reach.

5.2 Blog & Editorial

Blog posts serve as long-form storytelling. They recap events, announce releases and document the project's growth. Guidelines:

- **Start with context.** Open with a sentence summarising the theme. The Summer 2025 recap begins by noting that the season has been a defining moment for COMMA., taking their sound across Oslo's dance floors ¹¹.
- **Use sub-headings.** Break content into sections such as event names, individual sets or festival highlights ¹⁸ ¹⁹.

- **Chronological flow.** Narrate events in the order they occurred, detailing the build, peak and conclusion. Mention artists and venues, describing their sets with sensory adjectives like “flowing mix of progressive textures and melodic drive” ²⁰ or “steady build of melodic tension and euphoric release” ¹⁰.
- **Highlight achievements.** Note milestones such as performing two-hour festival sets ²¹ or collaborations with other labels and producers ²².
- **End with forward-looking statements.** Share upcoming dates or releases, inviting readers to stay connected ²³.
- **Citations & links.** When referencing external events, include links (e.g. bandcamp, Spotify) and credit partner organisations. Always encourage readers to support artists directly.

5.3 Product Descriptions

Product copy should mirror the brand’s minimal yet expressive tone. Focus on **material quality, function, comfort** and **quiet style**. Use short sentences and bullet points to convey details:

- **COMMA.cap:** Describe it as a classic cotton piece with a low-profile silhouette, lightweight feel and adjustable strap. Emphasise its “quiet presence” and everyday versatility ¹³.
- **COMMA.blanket:** Highlight the ultra-soft velveteen fabric, lightweight warmth and clean finish, suitable for home, studio or travel ¹⁴.
- **COMMA.charge:** Note its Qi-compatibility, colour-blocked finish and durable double-wall housing ²⁴. Mention how it declutters workspaces and supports intentional rituals.

Include the product name in uppercase (“COMMA.blanket”), material composition, sizes and care instructions. Avoid overly technical jargon—clarity and warmth matter more.

6 Example Messaging

The following examples demonstrate how to apply this guide in practice. Feel free to adapt wording to suit specific platforms.

- **Event announcement (Instagram):**

We’re back at The Villa this Friday. Hovland & Marensius deliver a deep-dive into progressive textures and melodic drive ²⁰. Join us for a night of flowing grooves, euphoric peaks and community.

- **Release promo (Twitter/X):**

DECO 5000 returns with “B With U,” a seven-minute journey that fuses nostalgic trance energy with contemporary edge ⁹. Now streaming on all platforms – dive in and feel the release.

- **Blog intro (Website):**

This summer has been a defining moment for COMMA., taking our sound across Oslo's most iconic dance floors and festivals ¹¹. From Musikkfest to Findings Festival, here's how the journey unfolded.

• **Product caption (Facebook):**

The COMMA.blanket wraps you in ultra-soft velveteen and delivers lightweight warmth wherever you go ¹⁴. Minimal by design, expressive by nature.

7 Do's and Don'ts

Do	Don't
Use descriptive, emotive language that evokes movement	Overload posts with emojis or slang
Maintain high contrast in visuals	Use clashing colours or complex patterns
Structure blog posts with clear sub-headings and flow	Write long unbroken paragraphs
Invite the community to participate and support artists	Use aggressive sales tactics
Credit collaborators, venues and artists	Post images without context or attribution
Follow the defined colour palette and typography	Mix multiple fonts or distort the COMMA. logo
Spell-check and adhere to British English rules	Use em dashes; avoid them as per guide

8 Further Reading & References

To stay aligned with the brand's evolving identity, periodically review COMMA.'s official channels:

- **About page:** details the project's mission and why a comma matters ¹ ².
- **Blog:** offers recaps and release notes with examples of tone and structure ²⁵ ²¹.
- **Product pages:** highlight how to describe materials, function and minimalist aesthetics ¹³ ¹⁴.

By following this guide, creators can produce content that feels cohesive, authentic and true to COMMA.'s vision. Consistency across channels will strengthen recognition and build a loyal community around the sound.

¹ ² ³ ⁴ ⁵ ⁷ ⁸ About COMMA.store | Minimalist Lifestyle Brand, Management and Label
<https://commarecords.com/pages/about>

⁶ COMMA. | Progressive House & Trance · Music & Merch – COMMA.store
<https://commarecords.com/>

⁹ DECO 5000 – B With U | Underzone Release – COMMA.store
<https://commarecords.com/blogs/comma-records/deco-5000-b-with-u>

10 17 OLING x HOVLAND x MARENSIUS – COMMA.store

<https://commarecords.com/blogs/comma-records/oling-x-hovland-x-marensius>

11 15 16 18 19 20 21 22 23 25 COMMA. Summer 2025 Recap | Oslo Progressive House & Trance – COMMA.store

<https://commarecords.com/blogs/comma-records/comma-summer-2025-recap-from-musikkfest-to-findings-festival-and-beyond>

12 Gallery | Visual Archive by COMMA.store

<https://commarecords.com/pages/gallery>

13 COMMA.cap | Classic Cotton Cap with Adjustable Fit – COMMA.store

<https://commarecords.com/products/comma-cap>

14 COMMA.blanket | Ultra-Soft Velveteen Throw – COMMA.store

<https://commarecords.com/products/comma-blanket>

24 COMMA.charge | Wireless Charging Pad by COMMA. – COMMA.store

<https://commarecords.com/products/comma-charge>