

# Presentation

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VIBE VAULT

02.

# Mission Statement



A place where creativity  
and sound meet each  
other

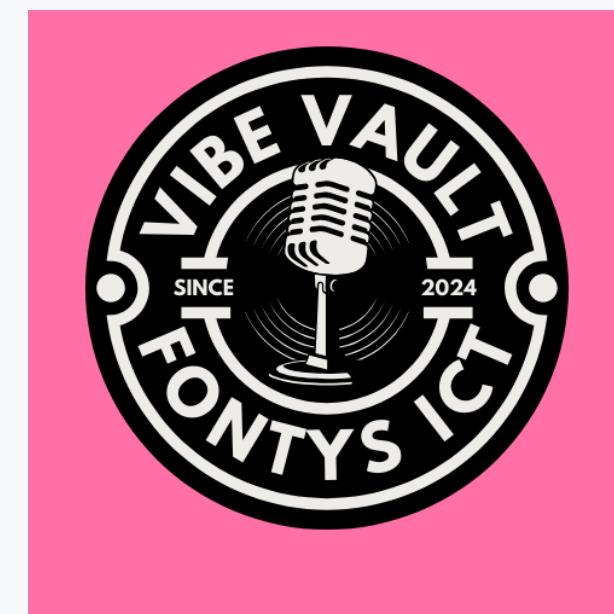


3.

# Tone of voice and visuals

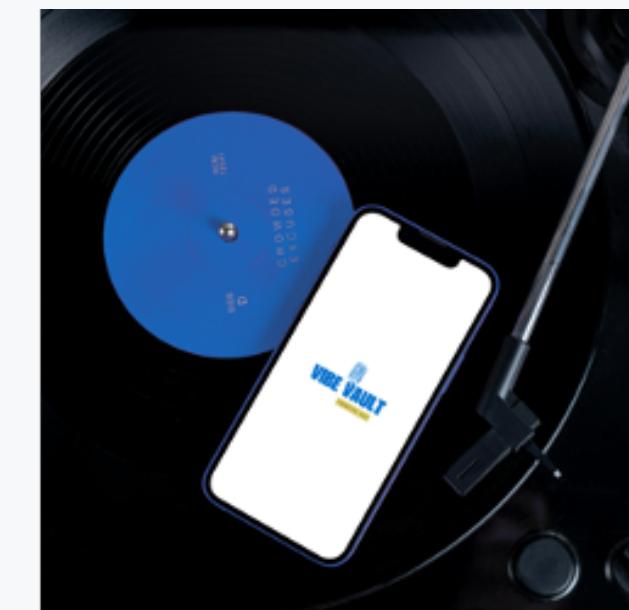
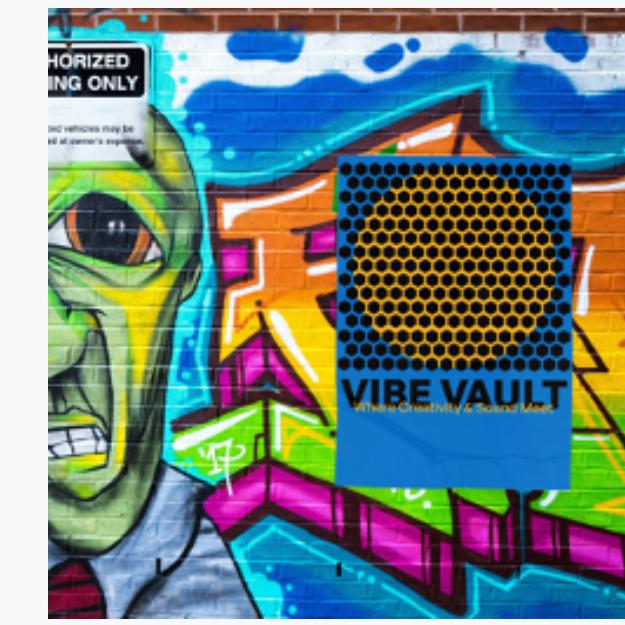
# Friendly & Conversational

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# Warm & Neutral

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04.

# Surveys

# Surveys

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22 responses

**Which type of logo would you like for a sound lab?**

Pictoral  
Mark

Emblem or  
Enclosure

Abstract  
Mark

Blackletter

Slab  
Serif

Serif

Sans  
Serif

Script

**Which name would you like for a sound lab?**

SoundCube

Vibe  
Vault

Wave Records

**What is the feeling you want in a sound lab?**

Futuristic

Minimalistic  
and Modern

Extravagant  
and Colourful

**Which colours do you like the most?**

Blue and  
Yellow

Black and  
Yellow

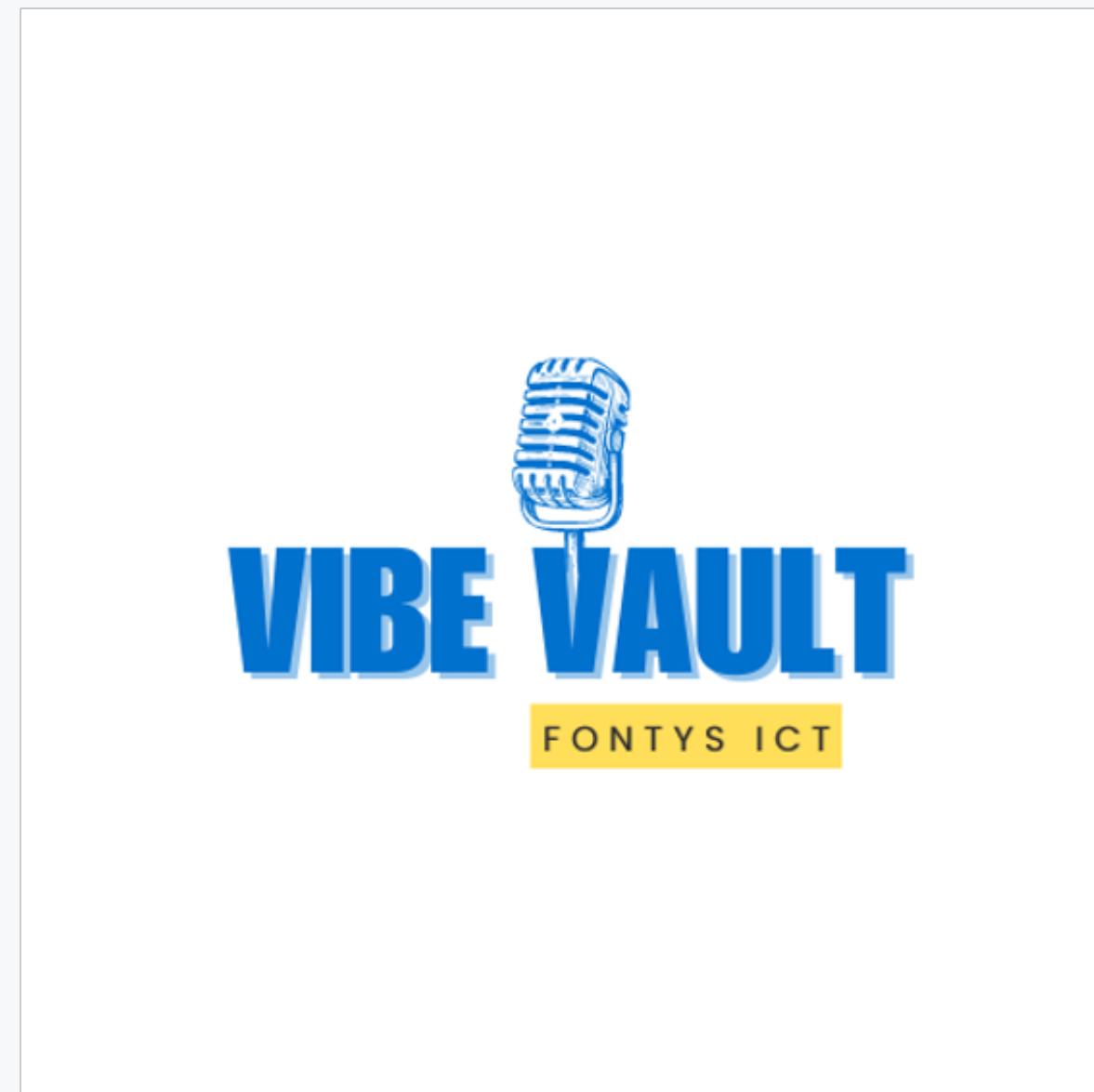
Black  
and  
Yellow

Purple and  
Yellow

# 05. Logo

# The Vibe Vault Logo

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06.

# Typography

Aa  
General Sans

Used for headers

Light  
*Light italic*  
Medium  
*Medium italic*  
**Bold**  
***Bold italic***

Aa  
Nunito Sans

Used for text

Light  
*Light italic*  
Medium  
*Medium italic*  
**Bold**  
*Bold italic*

07 ■

# Brand Colours

# Primary Colours

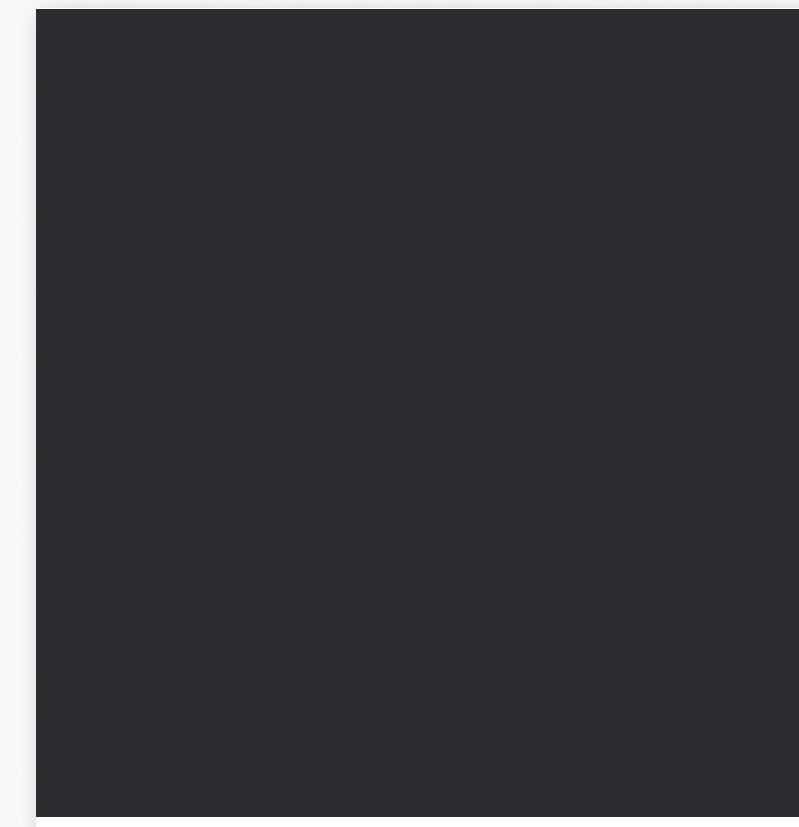
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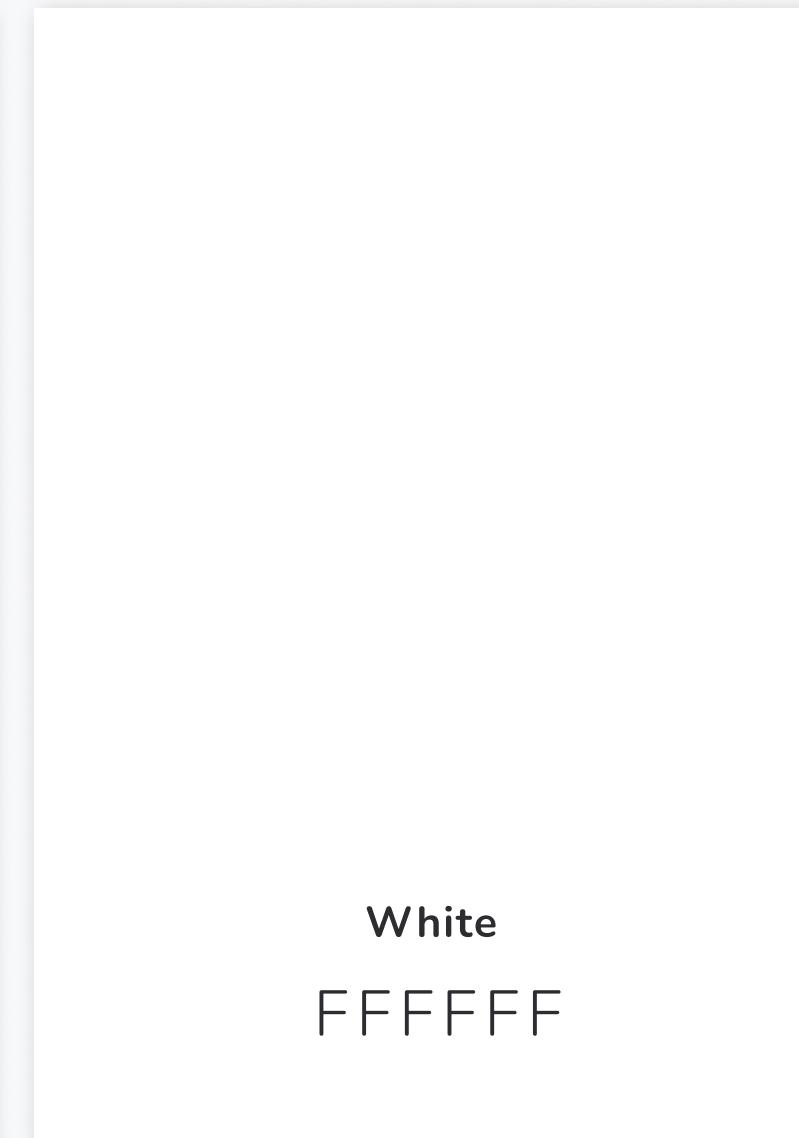
Orange  
FCB519



Dodger Blue  
0171CE



Tricorn Black  
F7E8E6



White  
FFFFFF

08.

# Content Strategy

# Goal

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- Inviting
- Accessible
- Professional Equipment
- Informative



# Target Audience

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- Media Student
- 17-26
- Semester 2-3
- Workshops



# Media Usage

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- Tiktok
- Instagram
- Skits
- Behind the scenes

## Instagram

	2022	2023	Stijging in % en #
Aantal gebruikers	6,6 miljoen	7,8 miljoen	+18% / +1.178.000
Aantal dagelijkse gebruikers	4,0 miljoen	4,7 miljoen	+18% / +725.000

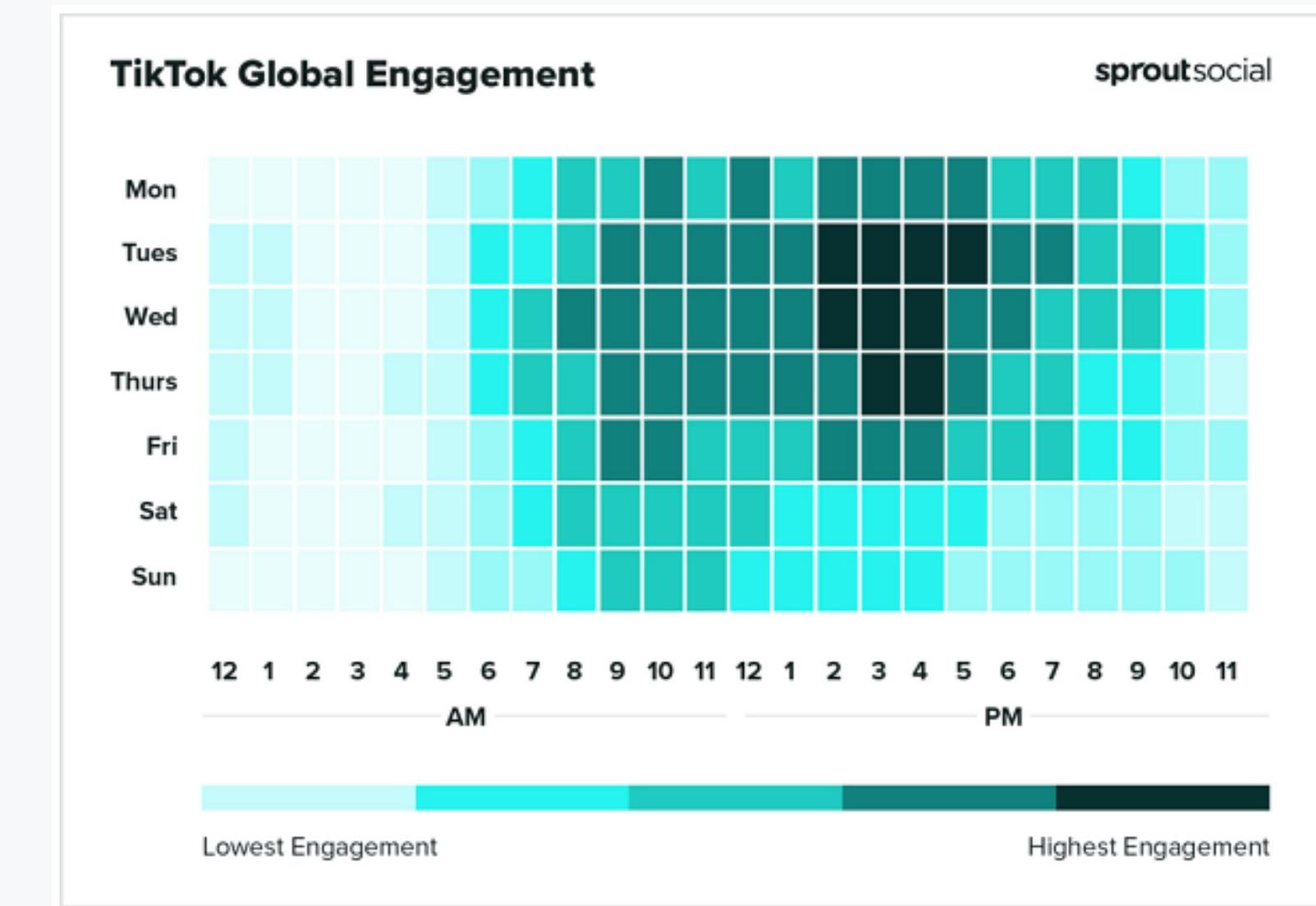
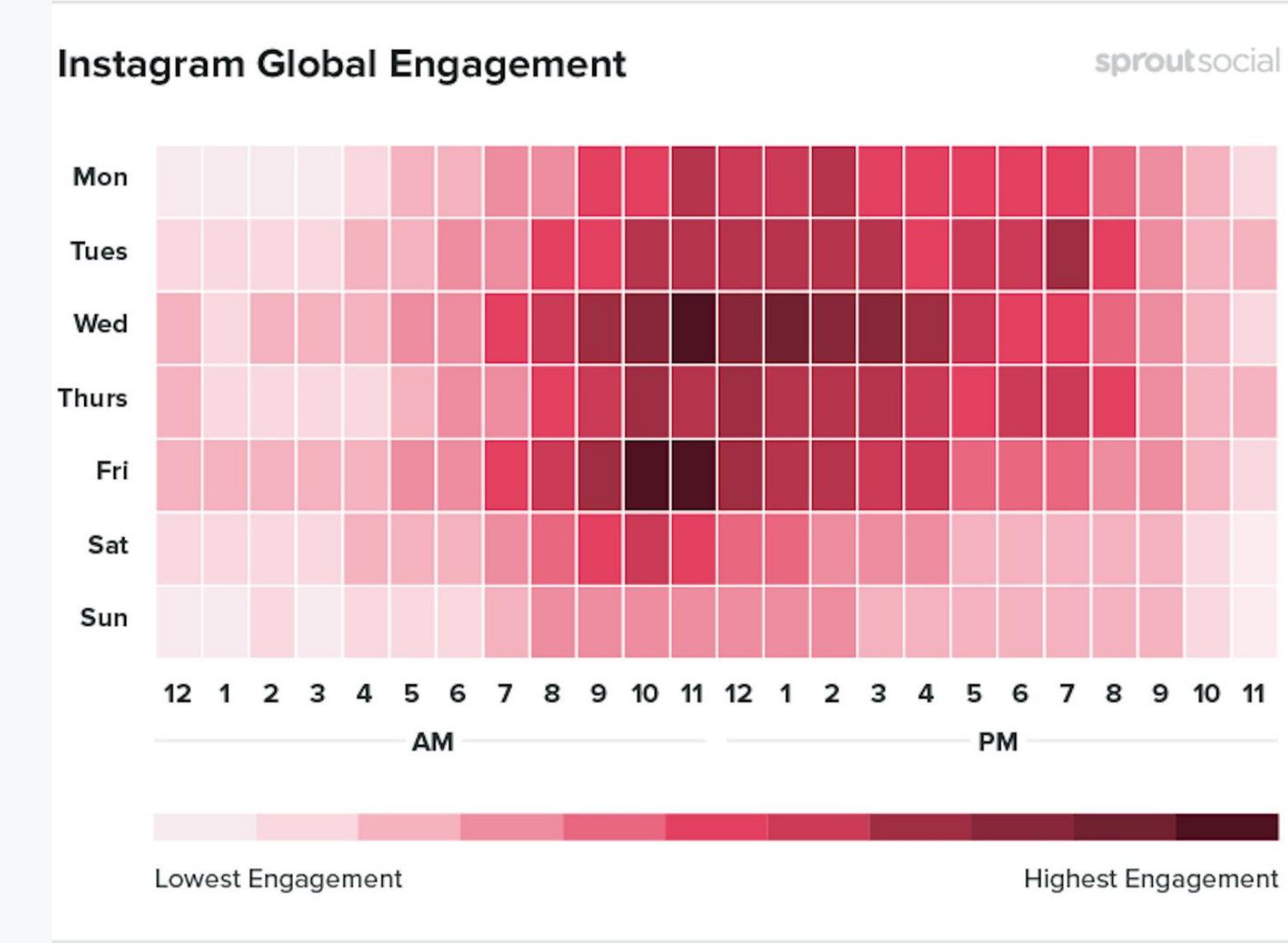
## TikTok

	2022	2023	Stijging in % en #
Aantal gebruikers	3,0 miljoen*	4,0 miljoen*	+34% / + 1.034.000
Aantal dagelijkse gebruikers	1,6 miljoen	2,5 miljoen	+54% / +862.000

# Planning

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- Best time to post
- C.E.T
- Algorithm



# Thank you

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VIBE VAULT

