RUCKUS

NIGHT

INDEX.

0.0 - Intro

0.1 - Cover
0.2 - Index
0.3 - Visual

1.0 - Brand Introduction

1.1 - Brand Introduction
1.2 - Brand Values

2.0 - Brand Logo

2.1 - Main Logo
2.2 - Brand Colors
2.3 - Brand Typography
2.4 - Visual
2.5 - Main color variations
2.6 - Other colors variations
2.7 - Visual

3.0 - Brand Mascotte

3.1 - Mascotte
3.2 - Creative Process
3.3 - Final Design
3.4 - Mascotte usage examples
3.5 - Visual
3.6 - Visual
3.7 - Visual

4.0 - Brand Imaginary and Usage

4.1 - Guidelines
4.2 - Visual
4.3 - Brand visual moodboard
4.4 - Alternative examples
4.5 - Posters mockups
4.6 - Tickets mockups
4.7 - Etickets mockups
4.8 - Gadgets mockups
4.9 - Tshirt mockups

5.0 - Socials

5.1 - Photo examples
5.2 - Photo examples
5.3 - Feed examples

BATOSABATOSABATOSAB

BRAND INTRODUCTION.

Ruckus is a small local community that organize original parties, such as Board Game Night or Specific themes parties

It aims to be a reference for local people that are looking to have a special party, different from the usual ones as an alternative to disco or pubs nights

Ruckus means “a noisy situation or argument”
it clearly indicate that this isn’t a chill night, it’s a lively and animated night

BRAND VALUES.

Community, People

Fun, Amusement

Unique, Original

BRAND LOGO.

RUCKUS
NIGHT

RUCKUS
NIGHT

BRAND COLORS.

ENERGIC ORANGE

#FF7B00
RGB: (255, 123, 0)
HSL: (29, 100, 50)

VICTORY PURPLE

#33186C
RGB: (51, 24, 108)
HSL: (259, 64, 28)

BRAND TYPOGRAPHY.

Main font

Helvetica

abcdefghijklmnopqrstuvxwyz
ABCDEFGHIJKLMNOPQRSTUVXWYZ
0123456789
!@#€/%&()?

Aa Light

Aa Regular

Aa Bold

Logo font

Gaoesk One

abcdefghijklmnopqrstuvxwyz
ABCDEFGHIJKLMNOPQRS
TUVXWYZ
0123456789
!@#€/%&()?

Aa

Regular

RUCKUS!
RUCKUS!
RUCKUS!
RUCKUS!
RUCKUS!
RUCKUS!

LOGO MAIN COLOR VARIATIONS.

The logo can change depending on the context in which it is used as long as it respects the visibility conditions.

OTHER VARIATIONS.

Other variations with different colors are accepted as we are going to see later on applications

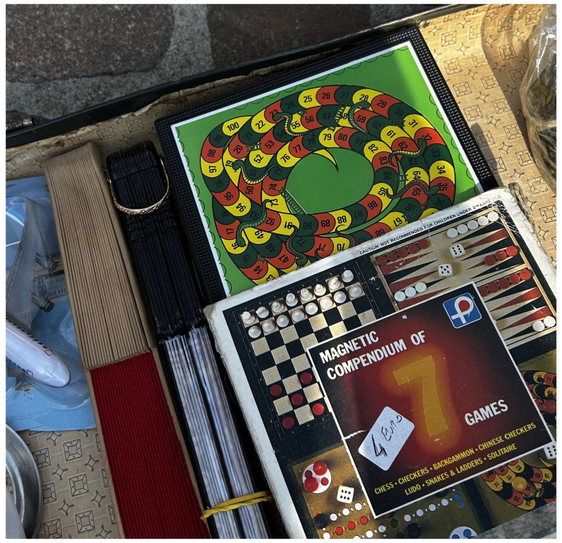
GIOCHIAMO?

RUCKUS
NIGHT

RUCKY

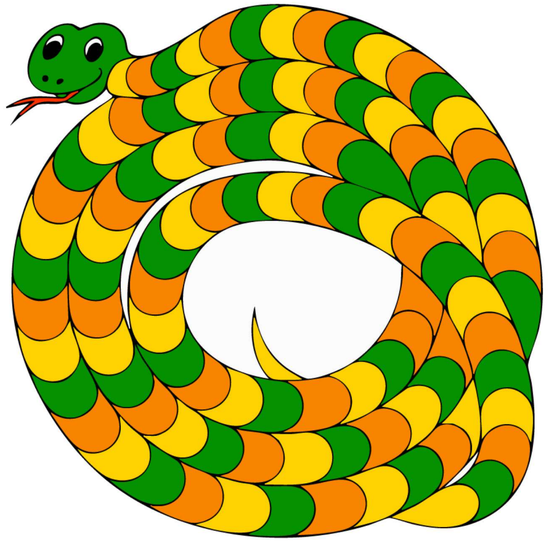
BRAND MASCOTTE

MASCOTTE CREATIVE PROCESS.



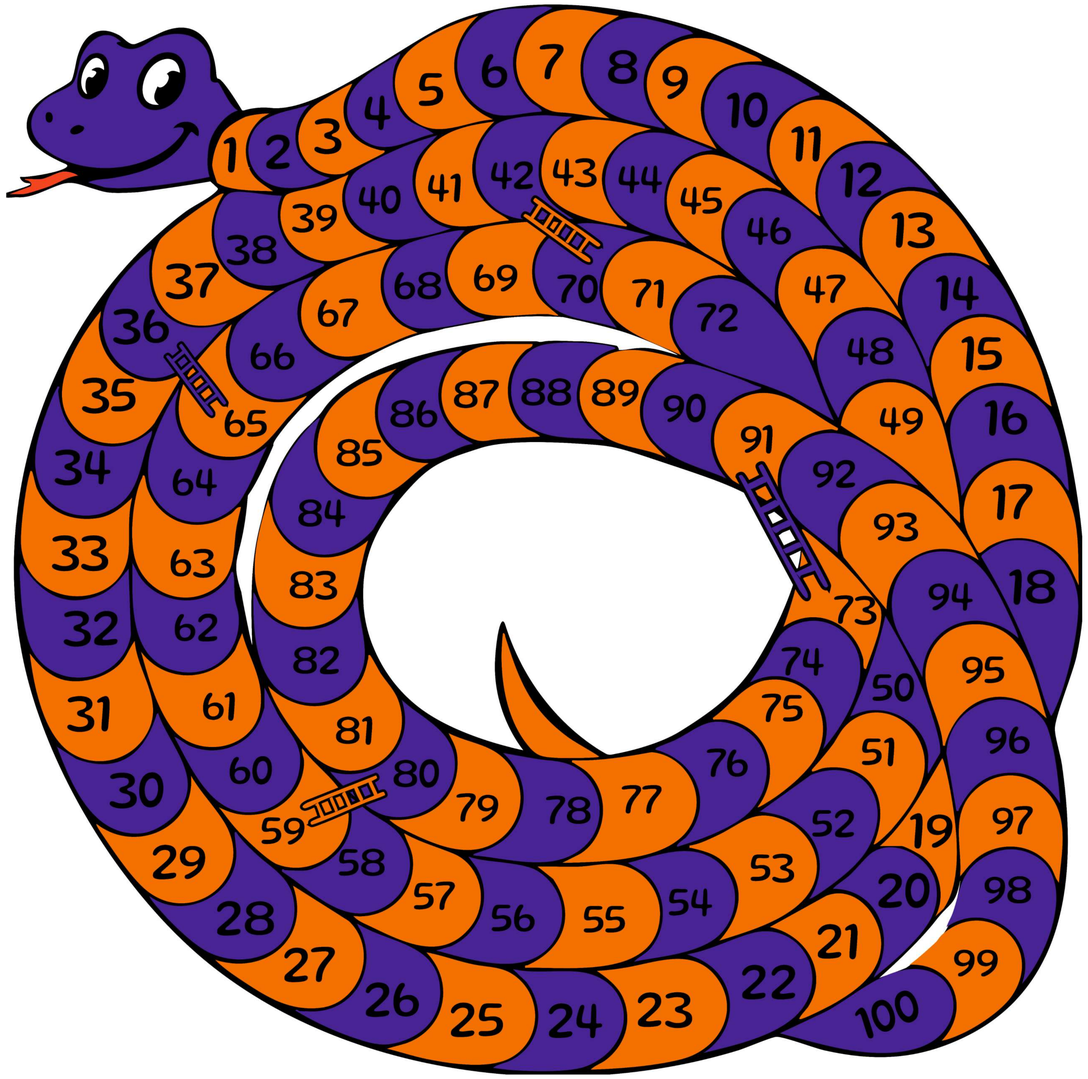
A vintage portable board game found in a flea market

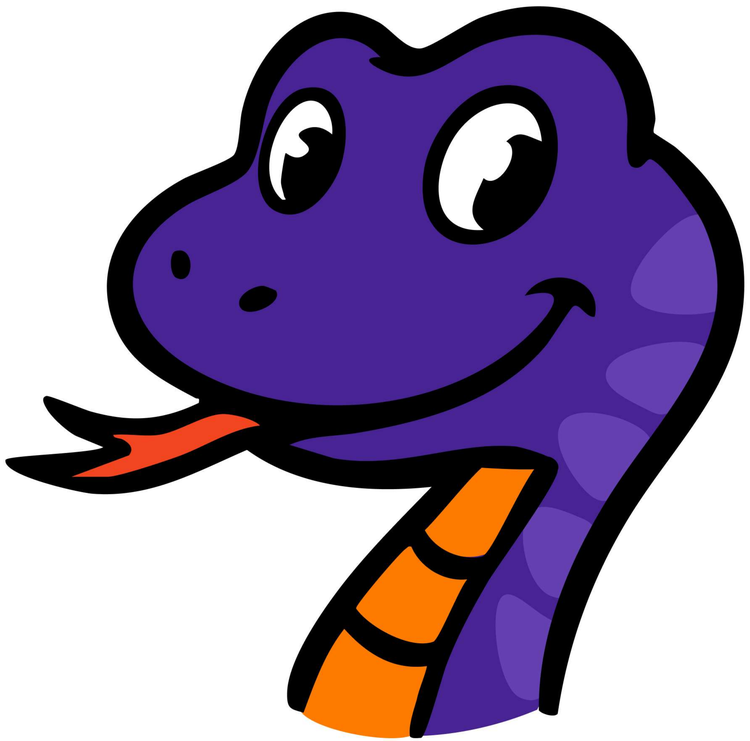
Complete game board



First digital sketch

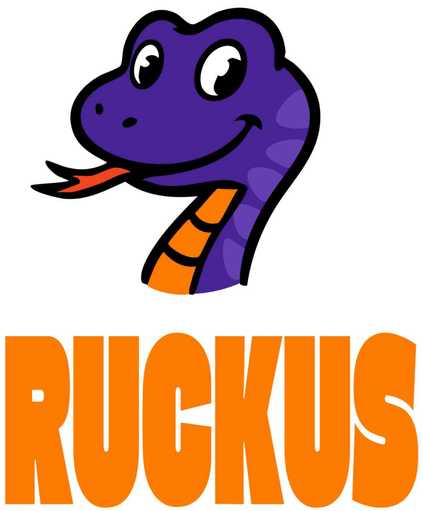
Other inspo: NFL teams logo

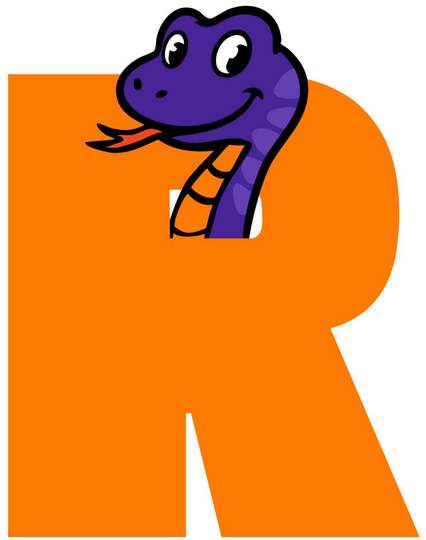


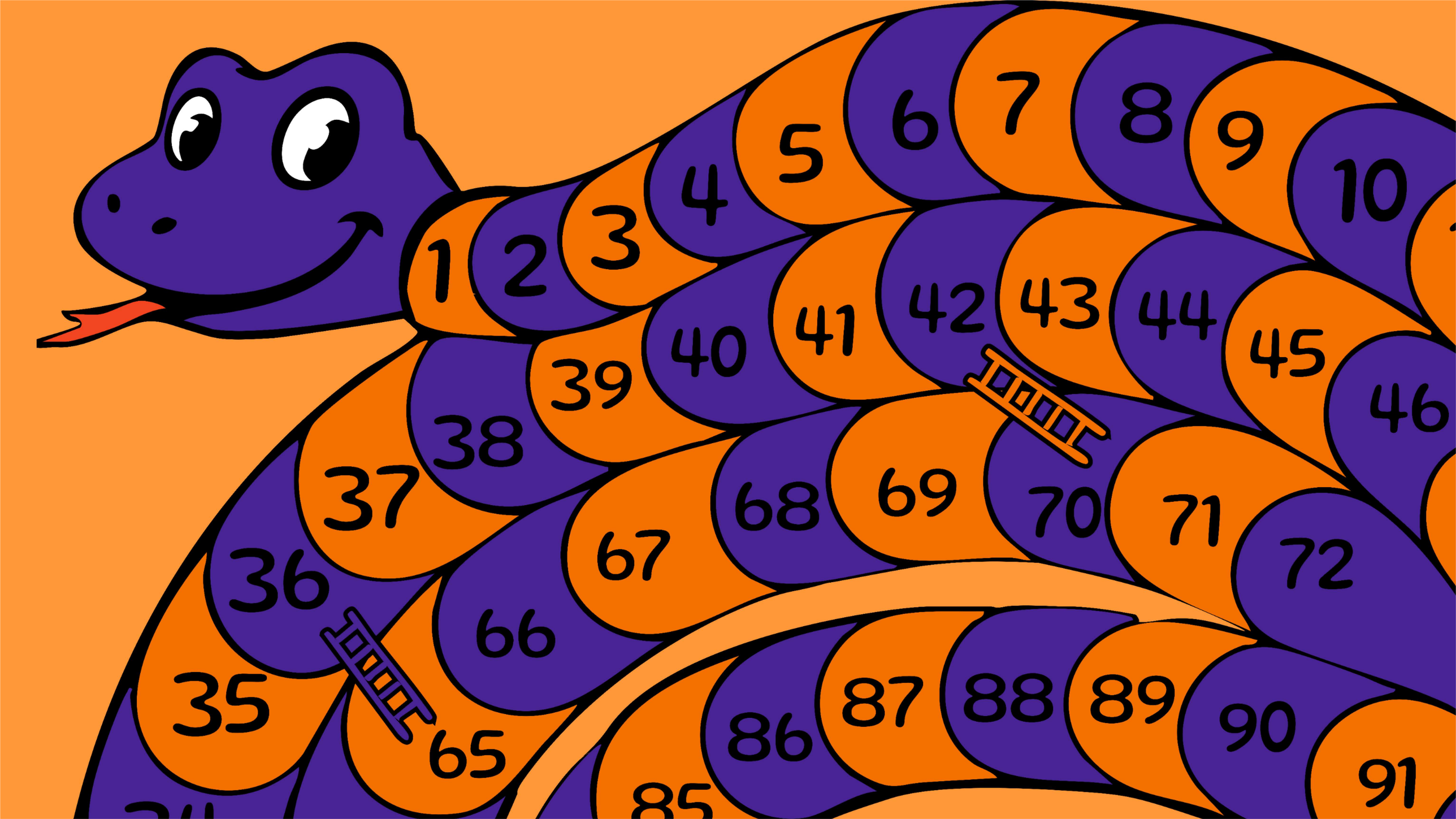


Complete design with brand colours

MASCOTTE USAGE EXAMPLES



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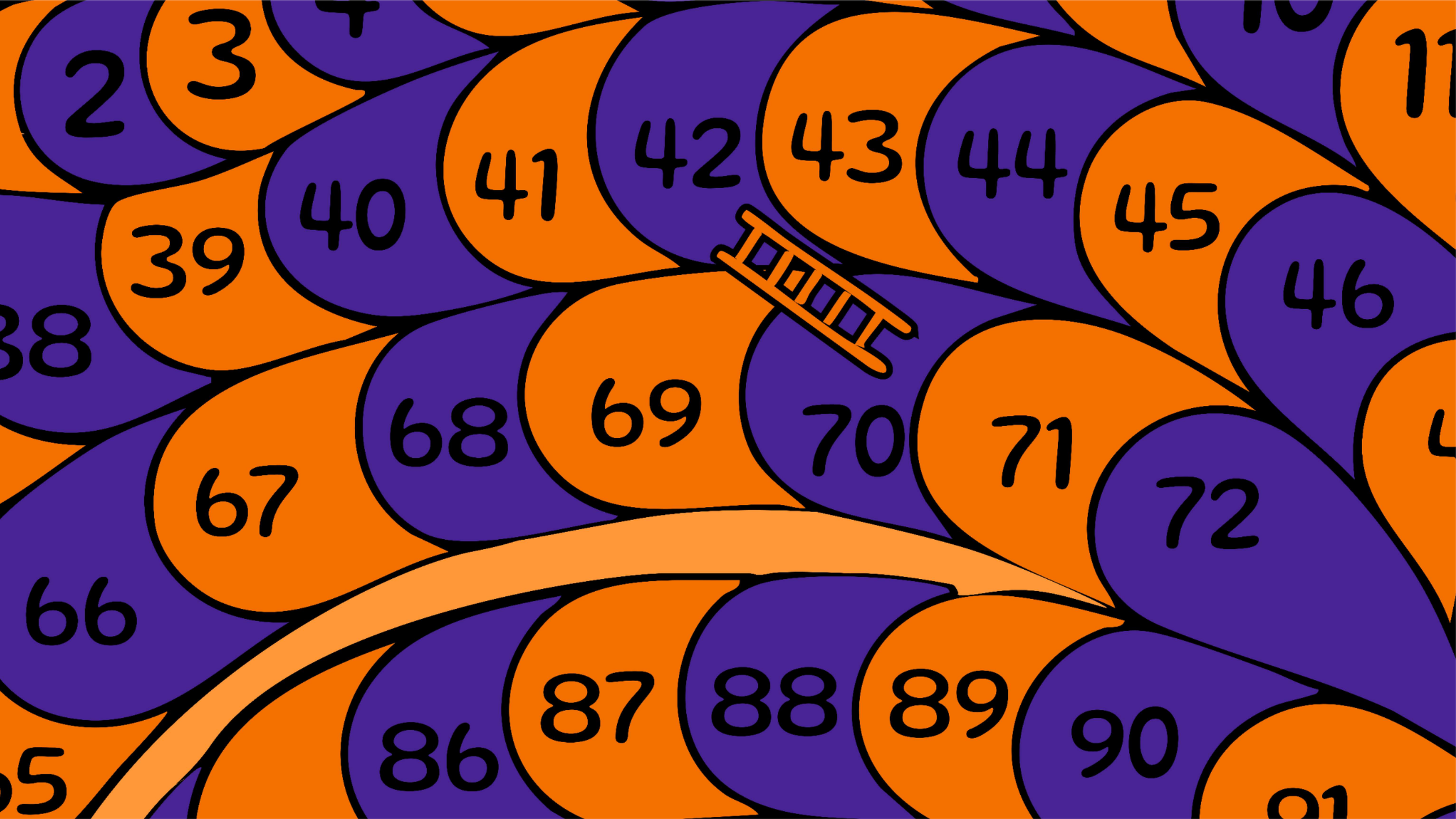
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BRAND IMAGINARY AD USAGE.

-Posters design can be different from each other and use any color as long as they are eyecatching

-Less long text is more

-Text has to be BIG and LOUD

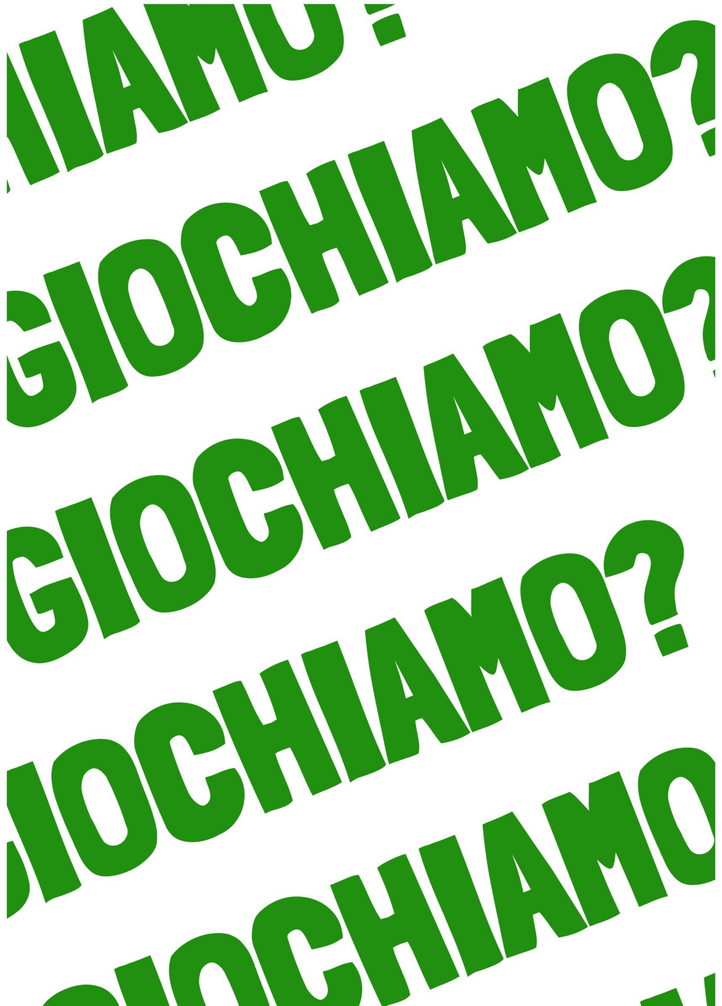
COSA FACCIAMO

SABATO

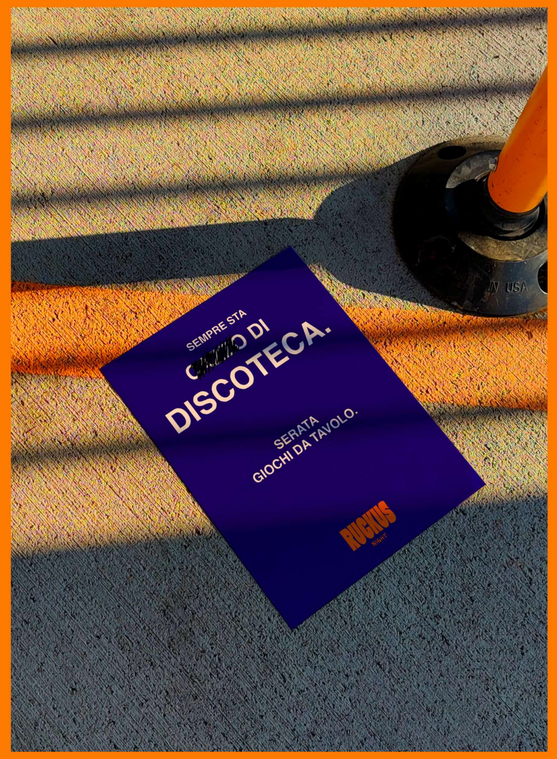
BRAND VISUAL MOODBOARD.

Eye catching and loud visual, this helps to be viewed through flyers and posters in the street

ALTERNATIVE EXAMPLES



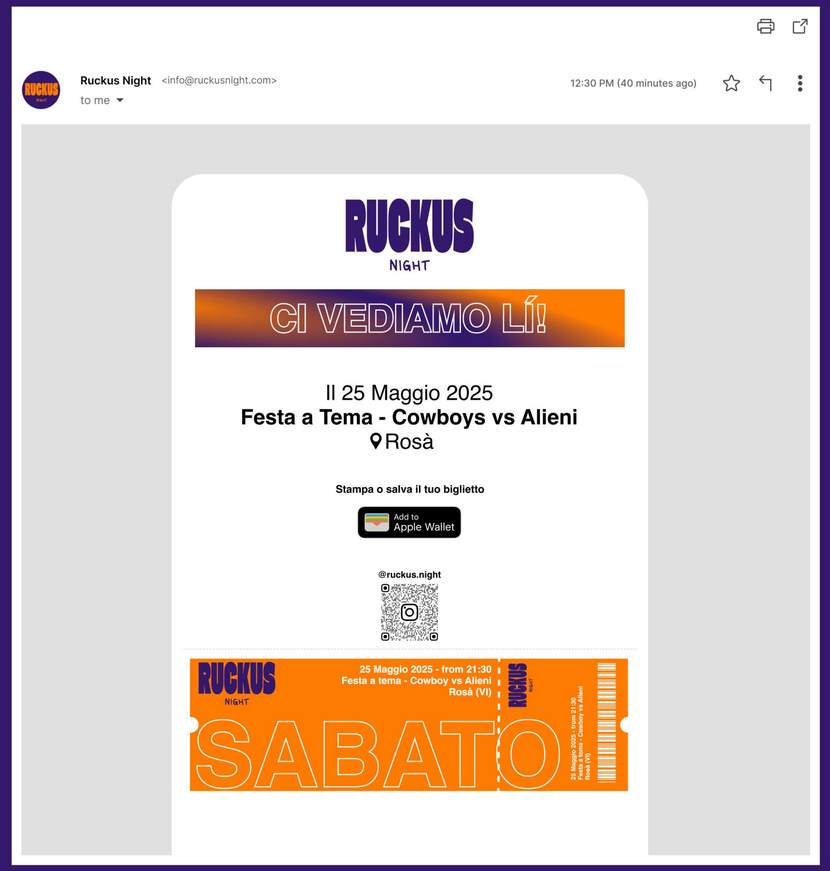
BRAND MOCKUPS.



Posters.

Flyers.

Tickets, used as flyers to promote parties.



Booking confirmations email.

E-ticket design.

Working on Apple Wallet.

GADGETS

Tote bags.

Silicone bracelets.

Lanyard.

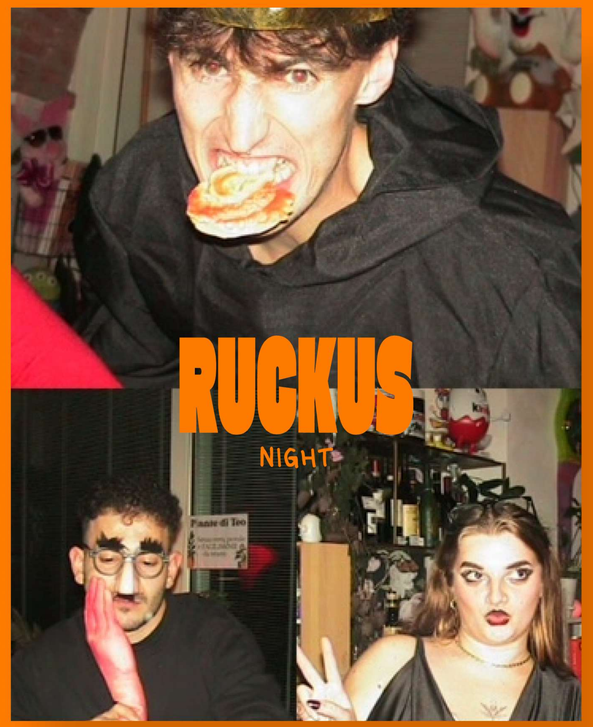
TSHIRTS

SOCIALS GUIDELINES.

Visual on social still need to be the main way to talk

But here the focus has to be on **people**

People make the party, people make the experience, people calls people, so: photos talks.


RUCKUS
NIGHT

RUCKUS
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RUCKUS
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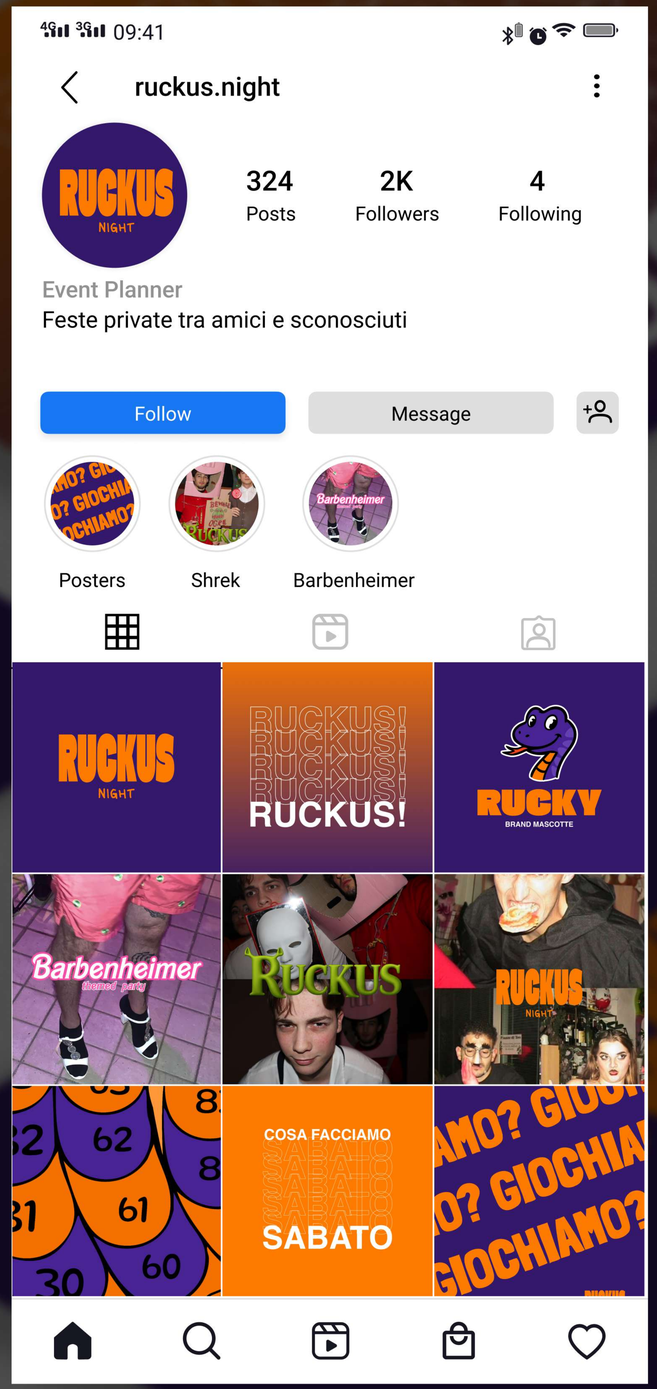
RUCKUS
NIGHT

Barbenheimer
themed party

Barbenheimer
IMAX
FILM CAMERAS

Barbenheimer
themed party

Feed example



Thank you for viewing

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