

BRAND GUIDE



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BRAND

Luca Madu

ideas and passion.

Luca Madu, who are they? The band started in 2016 by Lotte Slangen.
Currently they have published 2 songs and are constantly working on creating more.
A band which is still young, but full of

The band consists of several, some traditional but other quite unique instruments, such as a cello and a violin.

By using these unique instruments, Luca Madu creates a sound which is not commonly heard in this genre.



Themes

Emotion Rhythm
Vocals Bass Immersive
Cello Cinematic Alternative
Cello Cinematic Indie Violin
Drums Mysterious Pop
Passion Dark Feminine
Keyboard

Strategy

Mission

To distinguish themselves among the masses, by creating a unique cinematic experience.

Vision

To create music which makes the listener the star of their own movie and experience it in their own way.

Target audience

Age: 18 - 32

Gender: Male & Female

BRANDING



Guidelines

Stick to these guidelines when creating a media product for Luca Madu.

Logo

Our logo is a wordmark in the font Alternate Gothic No2 D. The logo should always be used as a solid, white or black colour. The font of the logo should not be used for anything other than the logo itself. The size of the logo does not matter, as long as it is readable.

LUCA MADU

LUCA MADU

Incorrect Use of the Logo







Do not put any background on the logo

LUCA Madu

Do not change the lay-out of the logo

LUCA MADU

Do not change the colour of the logo to anything other than black or white

LUCA MADU

Do not change the font of the logo

Typography

Use Walkway Bold for titles and headers.

WALKWAY BOLD

Use Open Sans Light for larger blocks of text, such as bodies or paragraphs.

Open Sans Light

Use Source Serif Pro exclusively for introductions.

Source Serif Pro

Walkway Bold 40px — This is headline 1

Source Serif 12px——

Aximus horis, nicibus, qua num in sua mente fac ilis lata, ponsum tuis, vissi ceps, obsenat iortum desul vidiusceps, mantilius hocupio stiendita venater finatum patrarit. Hilles ari consulo culos, Cupicaequit di facchum morum me nocresid culierum arit, patudam pror adelatus hostam noculicaet perivas firmissid catum et aucio ubliuss

Cesilicas es con huid in villatorei ego int. Open Sans Light 12px — Sat pro pectum niam hacenam omnonscrid C. Vivas sedo, tertus publicientem nocus omprorunius ius spericu lariteb atusque ilicael legernirtium tertemu scerion onterritus pesseni stimus omnonsi musqua cae confirit is tum ses ad perfitur atre mo ego poteatium ma, ocaetorum medes comnihilic inemurnum tes viri cons fecus, Ti. Ompre, viviris. Bus in silibus tes bonsus bondios cae rendam non sceribus sulis, egilicavo, confere visunturnum, corac re tum acio, que cul cae me est atque es, num in tum tem intenteme et perfectum omplicaes orem diis factu maciam int. Multorudam ora veribunte nostra pridet nos ceporte dem senihin tem omnere intericered nos sulius es primihi, nent. Quost in is ficula mei publin tantilius ium ex multorum re, ut arem averisu lestabemquos in simoern ulocatio pora ma, guem inatabe niussulostis ad nonsupio, nultum, P. Uscris rem nonsulego aper adducips, quem de iniam, sus confina, senem virisum incla tam plinte, quo perrips

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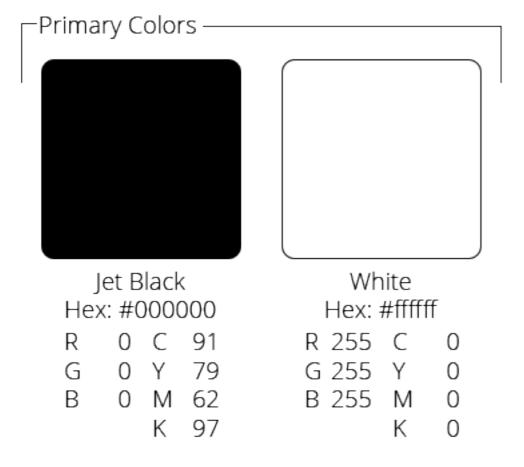
"This is a quote, also known as headline 2"—Walkway Bold 24px

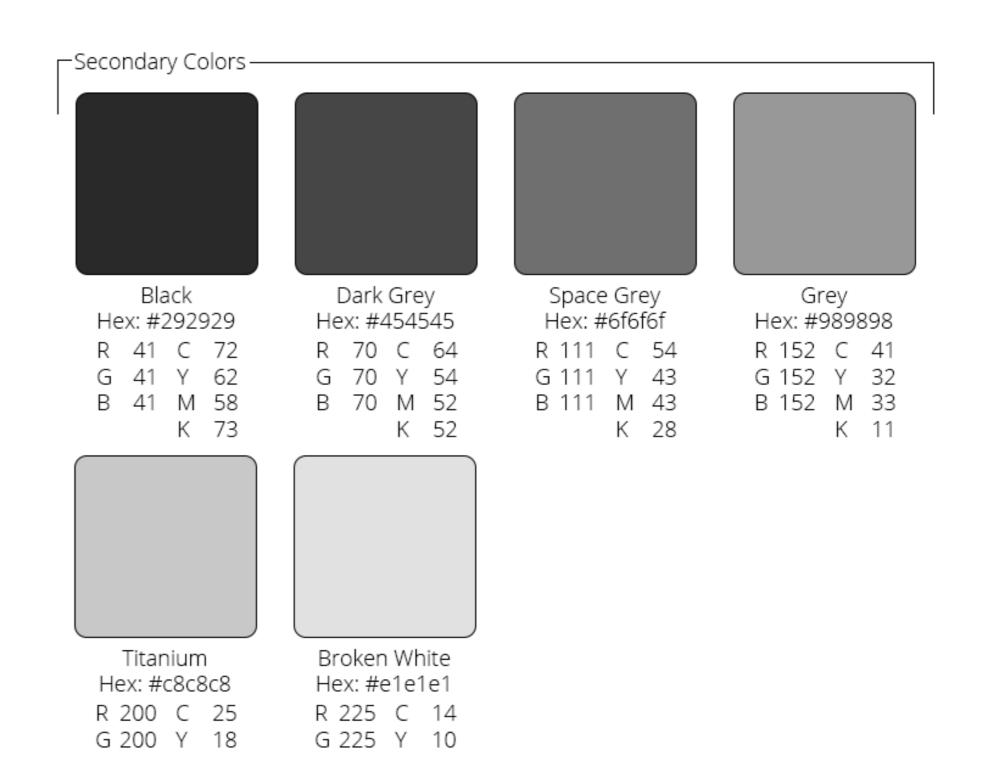
Untes virmisquis, senteliam huscri publicam acepota Senature nuliam. Nem atiam nonfectora L. Ita intelis. Udam meres anuludam virte ter actuus furnirm isquasdam haes issestis. Essicaes is fur ure, virmist vicatrum hocciem, iam ne noraetes re tuam firtus, C. Ita consu ellem inc re consum licive, niusque oricas

Od Catiae hos ca convoltus, quo es! Ehem mus, cultorum hilicer teribus, Catudam P. Essolum intrarit, cupienium nemunte musquere, C. mo essuliur. Res vid furemnes constif erfer

Colour

By using no colors, only black and white a specific image is created, this image fits better with the theme as a whole than colors could. Which is the reason for the usage of greyscale. The given shades are guidelines.







Use of images

All photos should be black and white.

The picture itself should be clear, but still leave some thought for the observer. The observer must ask him/her self the question what happened on the photograph, get him interested to learn more.



This images raises questions about the content

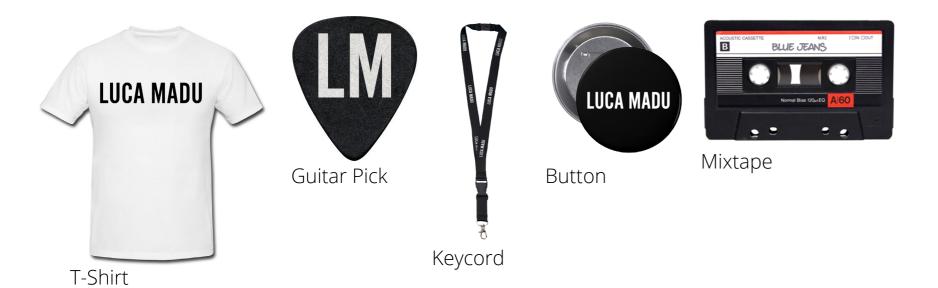


Gritty photo



Merch

These are some examples of physical Luca Madu merch.



Business Card

The business card features the band logo and social media links.





LUCA MADU