

# LUCA MADU

## BRAND GUIDE



# Content

## Brand

Luca Madu  
Themes  
Strategy

## Branding

Logo  
Incorrect use  
Typography  
Colour

## Usage

Images  
Merch  
Business Card

# BRAND

## Luca Madu

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 ideas and passion.

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



# 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

**LUCA MADU**

**LUCA MADU**



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

Open Sans Light 12px

Cesilicas es con huid in villatorei ego int. Sat pro pectum niam hacenam omnonscrid C. Vivas sedo, tertus publicientem nocus omprorunius ius spericu lariteb atusque ilicael legernirtium tertemu scerion onterritus peseni 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 bonus bondios cae rendam non sceribus sulis, egilicavo, confere visunturum, 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, quem inatabe niussulostis ad nonsupio, nultum, P. Uscris rem nonsulego aper adducips, quem de iniam, sus confina, senem virisum incla tam plinte, quo perrips

Ahabisqui commo cae te is, quium ponstra tiactorem tem commorius ia nonsi es locci potilis re non deest? O tatum int. Sa niquo is-sent? Ili in se ius, st furs pulii siliciena vidende inequa venatus eris bonst L. M. Ex seres enihili enihi, C. Rorum la publia tatimmori inatur. lbus rei publiam inum quam perit, quos loctam omaximodi, Catu est firmamaxim intescienius stilica L. Ur, nimaiortus, vitimil conlocu sceris. Graet, Pat consum publis Caticap erfirit verium res, tam achuide rissultili crentiu in stum furo auctortam noti, nenatil iussusc eperrita, cae nonficatum hortem hum

“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 retortilis. Od Catiae hos ca convoltus, quo es! Ehem mus, cultorum hilicer teribus, Catudam P. Es-solum 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.

Primary Colors

Jet Black

Hex: #000000

R 0 C 91  
G 0 Y 79  
B 0 M 62  
K 97

White

Hex: #ffffff

R 255 C 0  
G 255 Y 0  
B 255 M 0  
K 0

Secondary Colors

Black

Hex: #292929

R 41 C 72  
G 41 Y 62  
B 41 M 58  
K 73

Dark Grey

Hex: #454545

R 70 C 64  
G 70 Y 54  
B 70 M 52  
K 52

Space Grey

Hex: #6f6f6f

R 111 C 54  
G 111 Y 43  
B 111 M 43  
K 28

Grey

Hex: #989898

R 152 C 41  
G 152 Y 32  
B 152 M 33  
K 11

Titanium

Hex: #c8c8c8

R 200 C 25  
G 200 Y 18

Broken White

Hex: #e1e1e1

R 225 C 14  
G 225 Y 10





# USAGE

## Examples of products

These pages give you some examples of how the finished products could look like.

# 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.



T-Shirt



Guitar Pick



Keycord



Button



Mixtape

# Business Card

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



Front



Back

**LUCA MADU**

Media products are made by Team Testosteron, a Fontys ICT workgroup