



Artist brand book

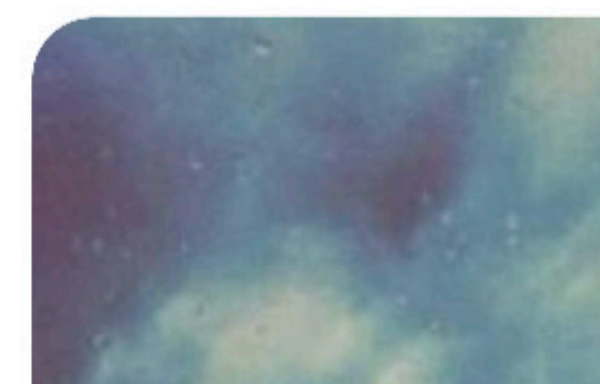
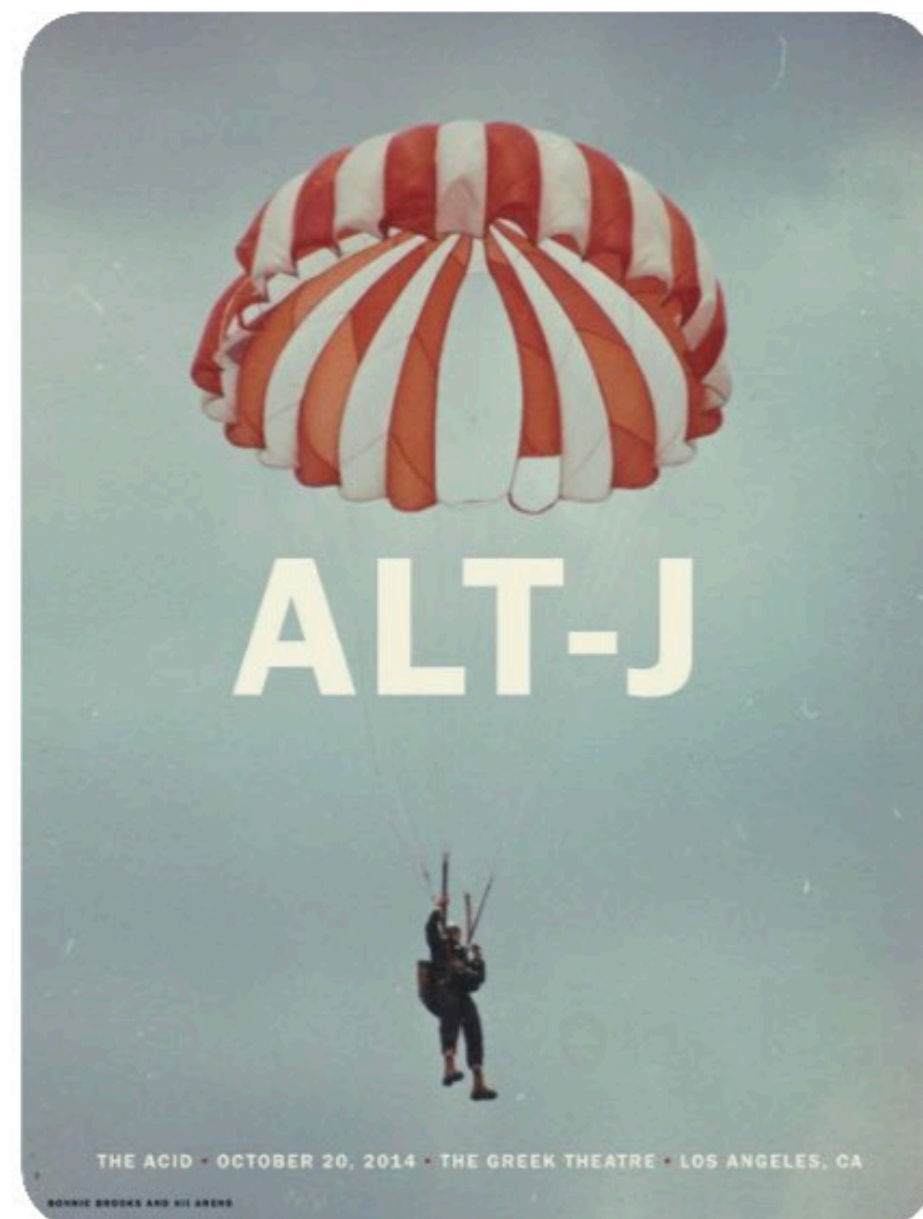
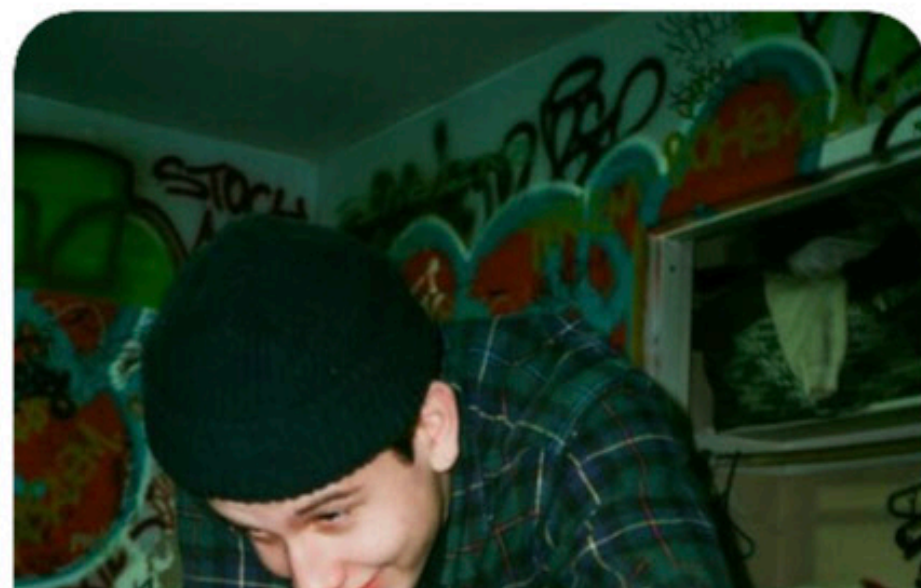
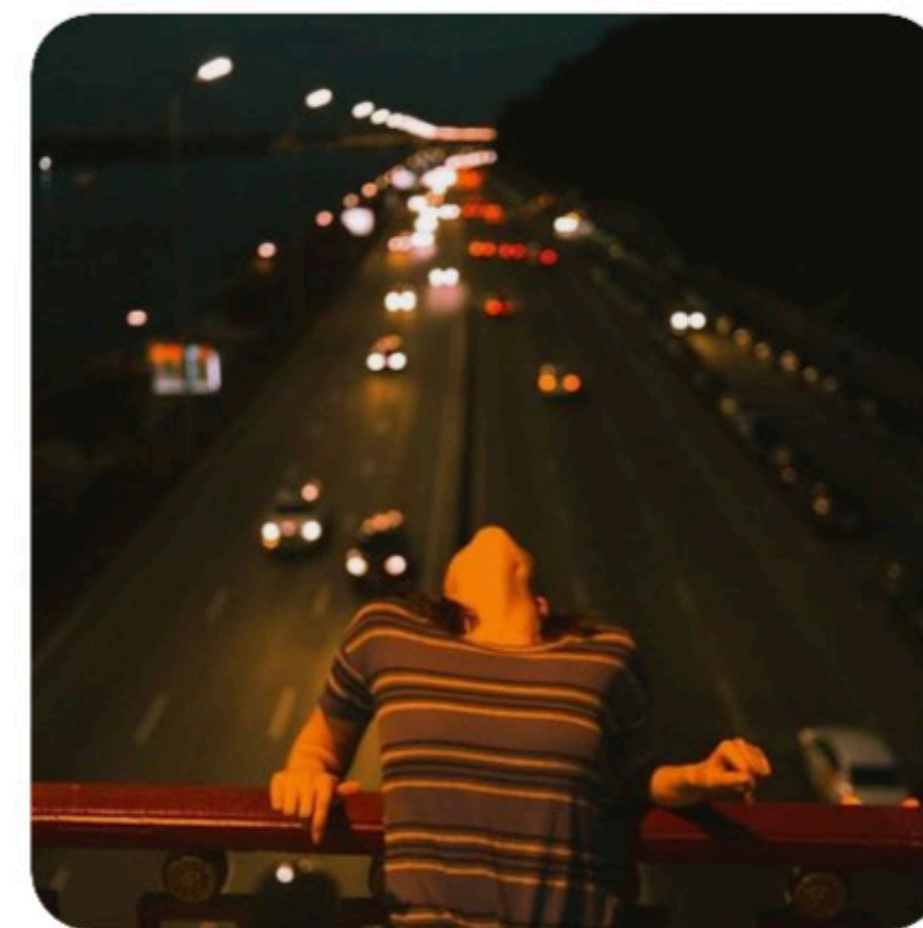
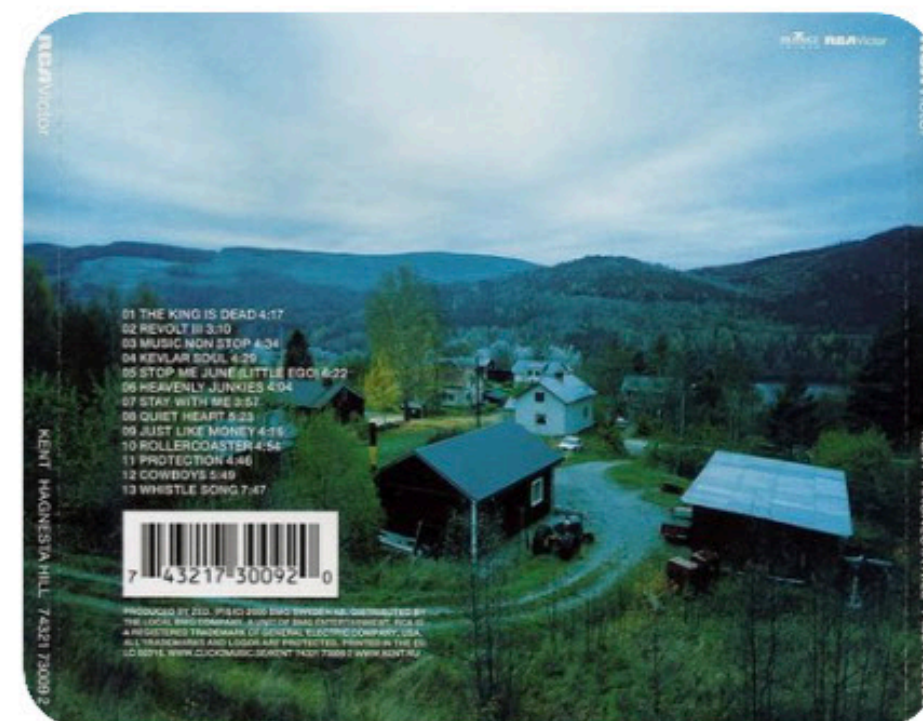
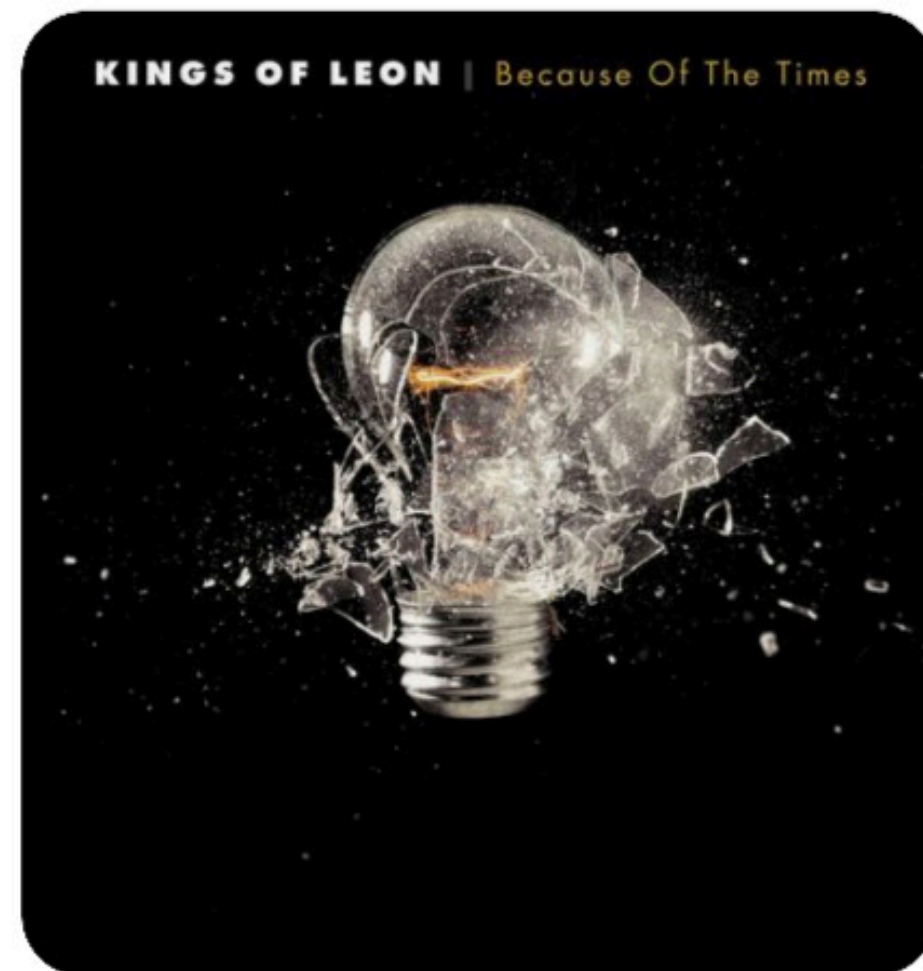
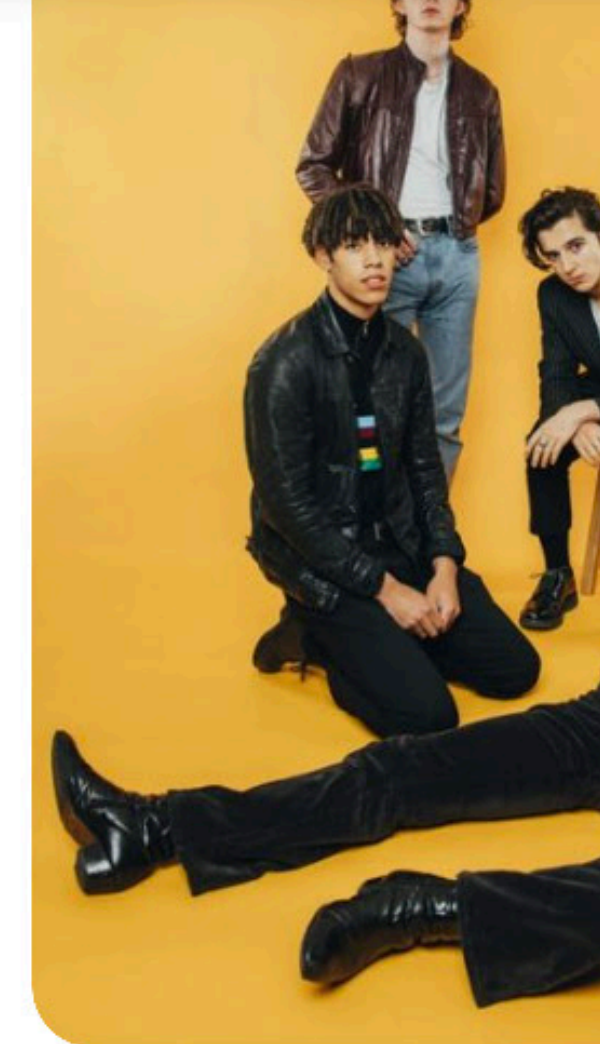
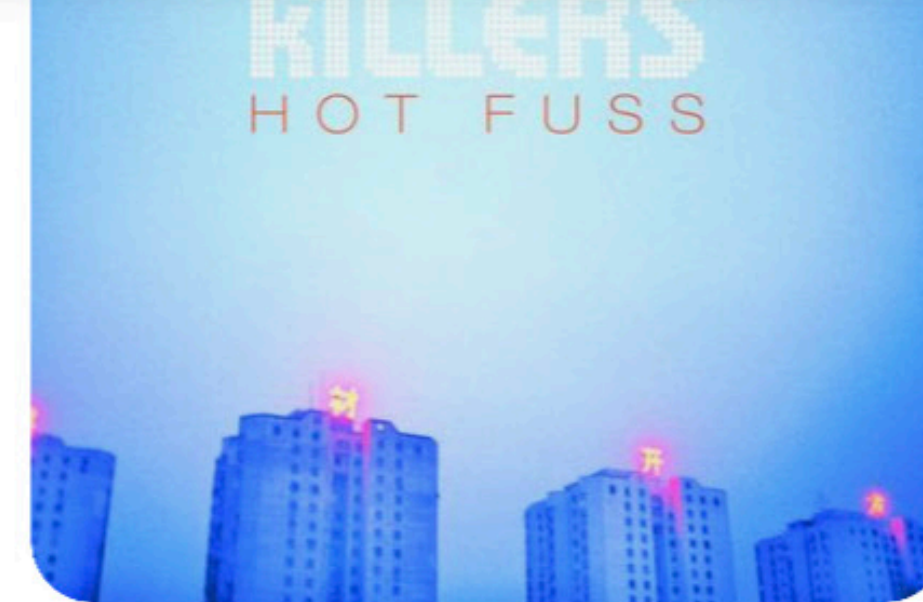
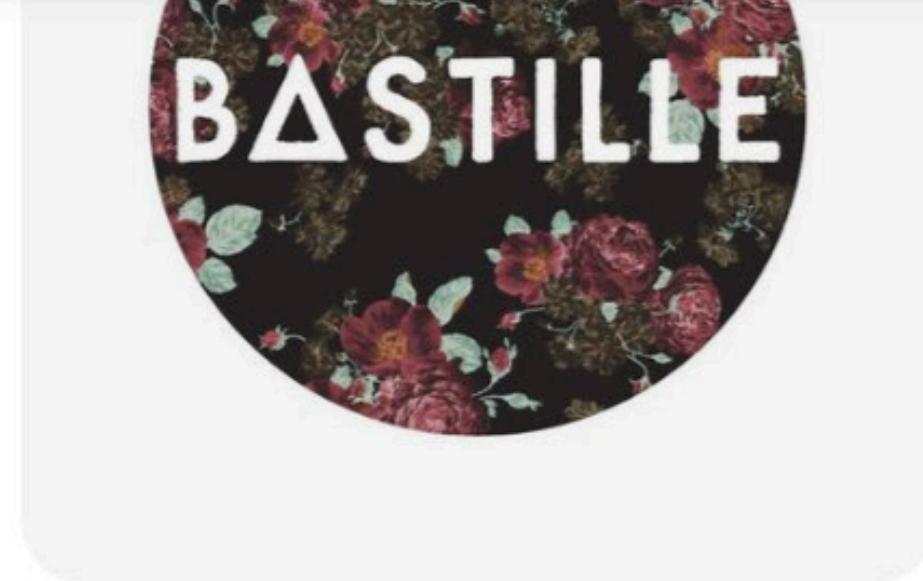
Valvet

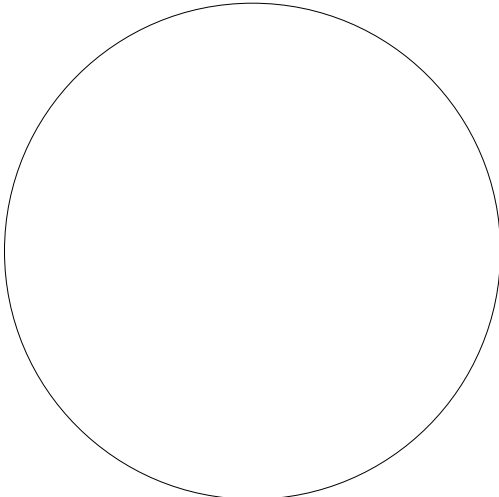
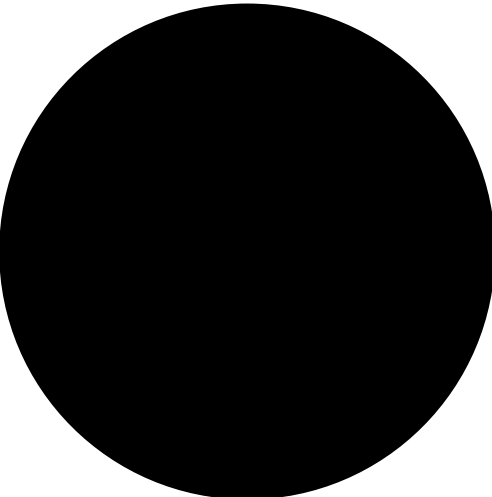
VISUAL BRIEF

Valvet's visual identity brings to life the subtle beauty and emotional resonance of everyday moments. **Their aesthetic feels like the soundtrack to daily life** — a blend of quiet introspection and gentle humor that speaks to the universal human experience. There's **a sense of warmth and relatability** in their world, as though their imagery and music are shaped by the familiar scenes we pass by every day yet often overlook. **It's cinematic without being distant**, capturing moments that invite listeners to pause, reflect, and feel understood. At the heart of Valvet's brand is **a grounded simplicity**. They're four regular guys from a small town, with a genuine ambition that's rooted in sharing their stories and emotions with others. Their visuals and music carry emotional

depth but aren't weighed down by seriousness. There's a lightness in the way they reflect life's complexities — **a balance of earnestness and down-to-earth relatability** that feels inviting and real.

Approachable and authentic, Valvet's aesthetic is for those who find comfort in music that mirrors their own experiences, joys, and struggles. It's the feeling of being seen and understood, like sharing a knowing glance with an old friend. In Valvet's world, **the ordinary becomes meaningful**, and even the smallest moments are filled with quiet significance. Their imagery and sound offer an inviting space, resonating with those who look for depth in simplicity and who find **solace in the shared human journey**.

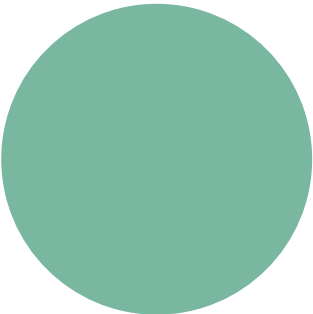




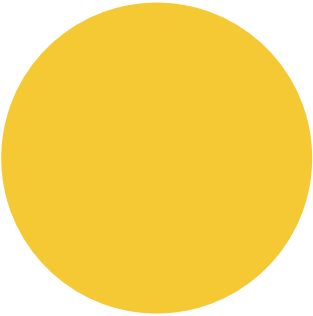
GRAYSCALE

COLOR PALETTE

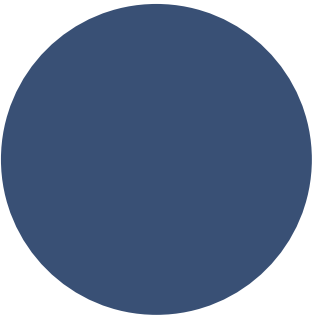
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CMYK (57,10,43,0)



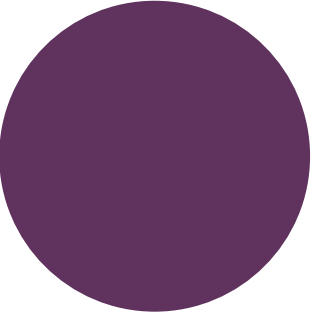
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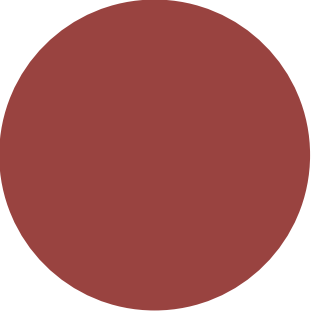
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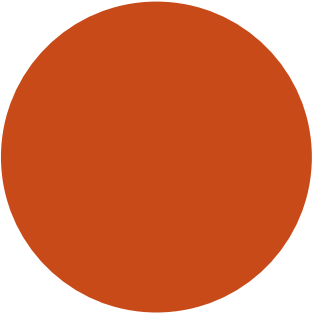
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CMYK (67,86,32,26)




RGB #994340
CMYK (28,78,65,26)



RGB #C94A19
CMYK (15,80,99,5)





VNLVET

LOGOTYPE AND PRIMARY TYPEFACE

A man is seen from the chest up, sitting in the driver's seat of a car. He is looking out the window with a serious expression. The car's interior is visible, including the dashboard and steering wheel. The background outside the car shows a field of tall grass and a sunset sky with warm orange and yellow light. The text "Shadows of the mess you made" is overlaid in white, bold, sans-serif font across the center of the image.

Shadows of the **mess** you made

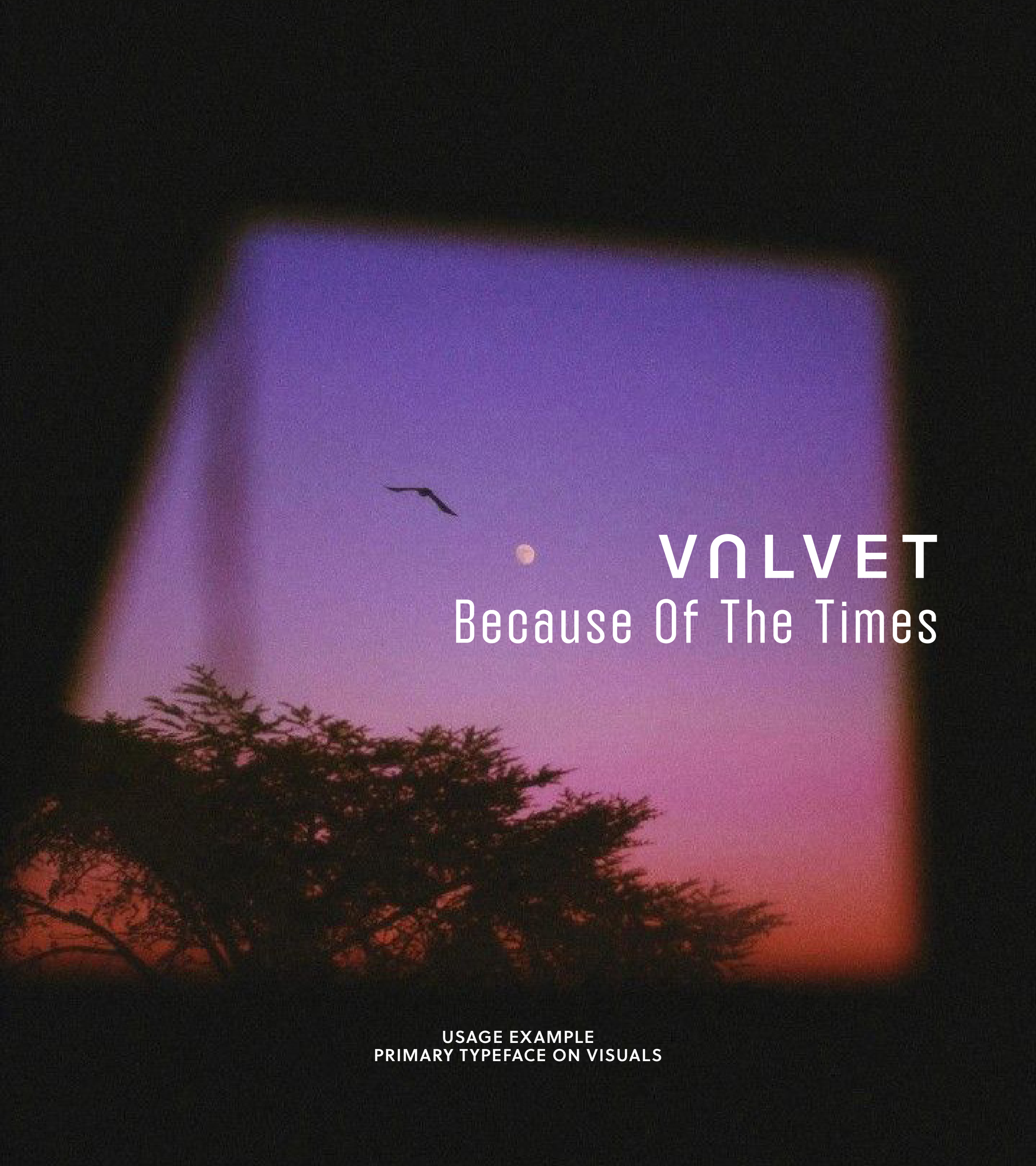
PRIMARY TYPEFACE

O U T N O W

VNLVET

HOT FUSS

USAGE EXAMPLE
PRIMARY TYPEFACE ON VISUALS



VOLVET
Because Of The Times

USAGE EXAMPLE
PRIMARY TYPEFACE ON VISUALS

