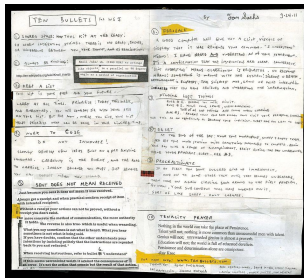


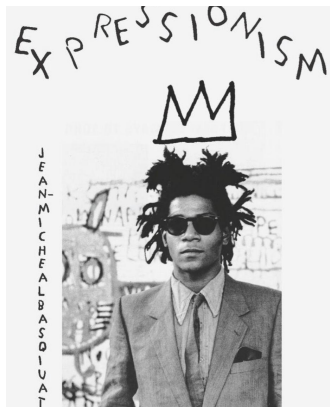
[Jazz/noir contrast & texture - b&w and colour accent]



[Forensic, process-driven documentation and archival - showing the work]



This brand lives in the quiet tension between refined discipline and radical confession. Its visual world is grounded in the weight of the permanent—high-contrast noir photography, heavy film grain, and the tactile honesty of natural fabrics like wool, leather, and wood. It rejects the fleeting sheen of the digital age for an aesthetic that feels forensic, curated, and 'made to last.' The design language adopts the posture of the archivist: clean, serif typography and structured layouts that suggest control, intellect, and the precision of a tailored suit.



[Hand drawn and scribbled out elements contrasted against tailored clothing]



[Candid, fly on the wall photography showing natural, unposed process]

But the structure is a container for the storm. Handwritten scrawls, aggressive corrections, and the raw, lo-fi artifacts of camcorder footage rupture the clean lines, exposing the anxious, beating heart beneath the surface. These elements are the 'hand of the artist'—proof that the work was fought for, not just manufactured. The contrast creates an atmosphere of intimate transcendence—a space that feels both safe and dangerously honest, like a secret whispered in a jazz club.

This deck is provided to give clear art direction on the assets and various elements that are created. The creative should not deviate from these guidelines.

BRAND COLOR PALETTE

05

[PRIMARY POP COLOR]

#FF2400

#050505

#F2F0E9

#2B2B2B

#8B5A2B

#f3c034

#4c858c

This brand rejects the muddy middle ground. Its core palette is built on the principles of **Jazz Noir**: deep, velvety blacks and warm, archival paper tones create a high-contrast stage for the work to live on. This black-and-white foundation speaks to timelessness, documentation, and the sharp lines of a tailored suit.

But the silence is broken by a single, urgent signal: **Correction Red**. This color is not used for decoration; it is used for *emphasis*. It is the color of the red pen crossing out a lie, the circle around the right lyric, and the sudden burst of emotion in a quiet room. It represents the 'Hand of the Artist' interfering with the perfect image. The result is a visual world that feels archival and permanent, yet unmistakably alive.

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ART DIRECTION GUIDE

Miles Davis

Montreux Jazz Festival / 1963



Miles Davis / trumpet
George Coleman / tenor saxophone
Herbie Hancock / piano

Ron Carter / bass
Tony Williams / drums

63

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
1234567890²/₃ = - ; ²/₃ ; ¹/₂ * " / @ £ _ & ' () ¹/₄ + ? : , . %

the quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
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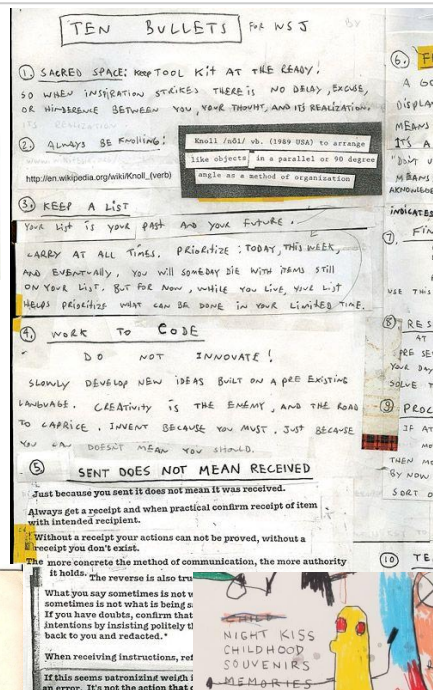
Nr 6 (154) Rok XIV
Czerwiec 1969 Cena 6 zł
W n-rze m.in.:
KRZYSZTOF JAKIM GO ZNALISMY
Bogusław Schiller: Socjologia Jozu
Jerzy Sapiejewski: Jazzmeni 1969
Włodzimierz Kotkowski o jazzie

jazz
RYTM I PIOSENKA

MONTUNO
COUNT ME IN
THE HOME OF JAZZ

NR 3 (163) 6 ZŁ
MARZEC 1970
WARSZAWA ROK XV
MIESIĘCZNIK

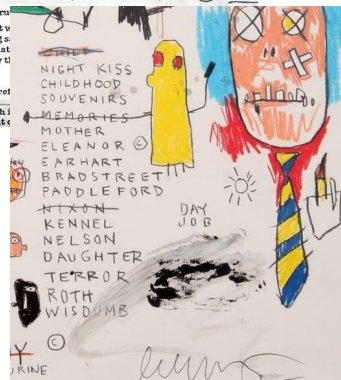
1977



Our typography is not designed to be 'pretty'; it is designed to be 'read.' We reject the trendy, curvy serif fonts of the moment in favor of a stark, utilitarian system that feels like a government document or a vintage jazz record.

THE HIERARCHY

- **The Headline (The Anchor):** Bold, confident, and immovable. It holds the grid together.
- **The Body (The Evidence):** Monospaced (typewriter) fonts that suggest documentation, scripts, and raw data.
- **The Interference (The Hand):** Real handwriting used sparingly to correct, cross out, or emphasize. It breaks the machine's perfection.



ART DIRECTION GUIDE

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