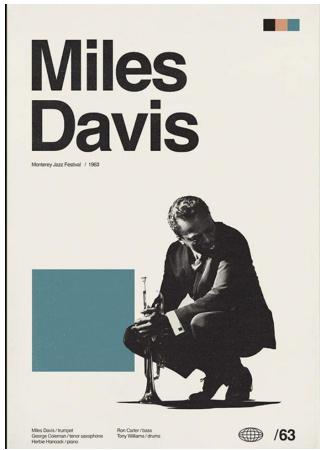
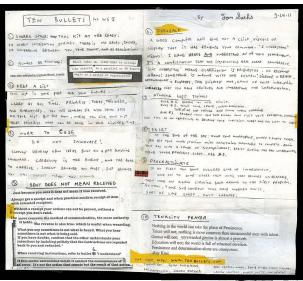


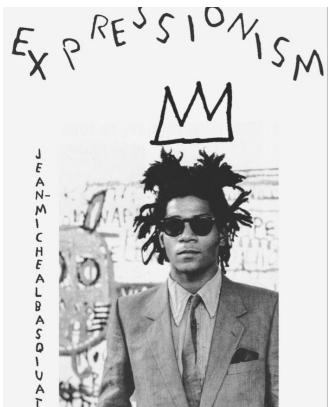
# OVERALL BRAND MOODBOARD



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



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



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



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

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.

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.

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.

# BRAND COLOR PALETTE

## [ PRIMARY POP COLOR ]

#FF2400

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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#050505

#F2F0E9

#2B2B2B

#8B5A2B

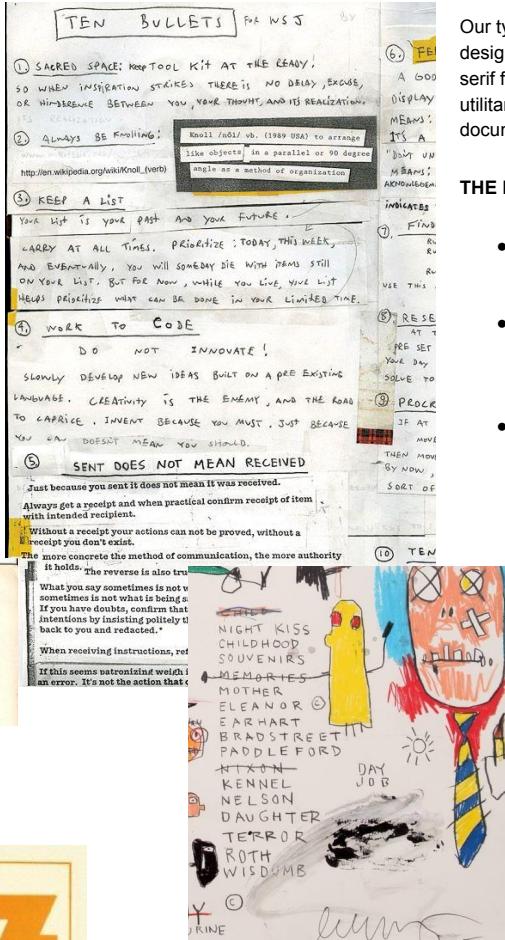
#f3c034

#4c858c

# FONT STYLES INSPIRATION



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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.