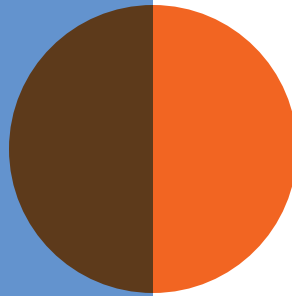


# arts&letters



BRAND IDENTITY

2023

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# the band

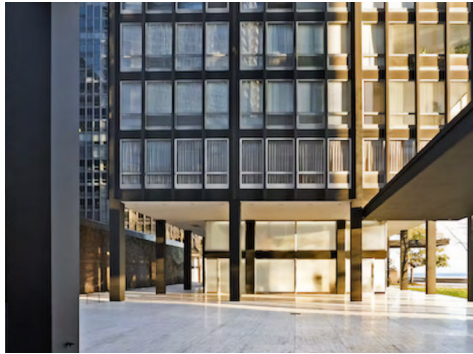


**arts&letters** are an indie pop band from Chicago with a distinct retro sound that blends the eclectic cool of the British Invasion, the scrappy energy of early rock 'n' roll, and the timeless style of standards from the Great American Songbook. Their musical mission is to revive and reimagine the songwriting traditions and recording aesthetics of the past to create distinct sonic experiences with heart, humor, hooks, and soul.



# moodboard

CHICAGO  
BRITISH  
ENERGY  
HUMOR  
ALIVE  
FAMILIAR  
NEW  
COLOR  
ENERGY  
TASTEFUL  
SIMPLE  
PLAYFUL  
VINTAGE



TWEED  
COLLEGIATE  
CLASSIC  
TIMELESS  
1960S  
RETRO  
UNASSUMING  
ELEGANT  
WIT  
CURIOUS  
SEARCHING  
ARTIST  
COLLECTIVE



# personas



- Name: Elena
- Age: 40
- Married
- No kids
- Location: Ann Arbor, MI
- Occupation: Creative Director at a small marketing agency working with non-profits, educational institutions, and local progressive causes.
- English and political science dual degree. Likes the Realism/Naturalism authors of the late 19th and early 20th century.
- Weekend architecture/history tour guide with Preservation Detroit
- Halfway through the Masters of Science in Historic Preservation program at Eastern Michigan University.
- Dresses mostly in black for casual or dress, with just a bit of color. 90% of the time seen wearing her favorite vintage jeans jacket and black Adidas Sambas.
- Part of a “mystery/thriller/crim series only” book club. Tackling Phillip Kerr’s Bernie Gunther novels at the moment. Her favorite selection so far has been The Glasgow Trilogy crime novels by Malcolm Mackay.
- Lets the Spotify algorithm turn her on to music based on her likes. Got rid of, loaned out, or lost most of her physical media over the years. Enjoys a de-cluttered life.



- Name: Scott
- Age: 31
- Single
- No kids
- Location: Boston, MA
- Occupation: Industrial/product designer by day. Printmaker by night.
- Looking to move work focus towards more sustainable design.
- Casual record collector. Enjoys finding UK Northern Soul rarities, 1950s piano jazz classics, and late 70s early and 80s power pop hidden gems.
- Prefers Tidal streaming for the “artists are paid more” business model, cleaner interface, and better sound quality.
- Neat, preppy dress at the office. Jeans, t-shirt, Chuck Taylors all other times.
- Bikes everywhere to get around. All year, good weather or bad. Long-distance rides with overnights in historic towns in New England or the Northwest are the vacation go-to. Planning an epic ride around France.
- Working on establishing a printmaking collective space for artists and anyone interested in learning the craft.
- Hates beer snob culture. Prefers cheap local beer and hitting up favorite food trucks for long weekday lunches.



# logo design

The logo is inspired Chicago's connection to the original Bauhaus movement, specifically the work of painter and photographer László Moholy-Nagy and the architect Ludwig Mies van der Rohe. Its structure lies within the geometry of the Helvetica Bold typeface.

The band's name is the wordmark base of the design. The guides that build the logo's square symbol and map the spacing between the graphic elements are the width of the letter 'l'. The tilt of the lines in the upper left circle match the angle of the left side slope of a Helvetica Bold uppercase 'A'.

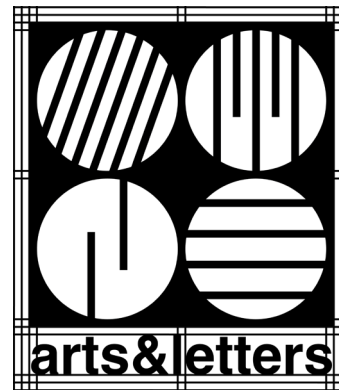
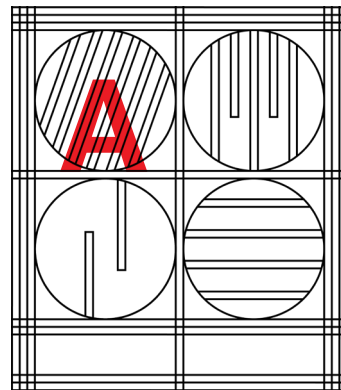
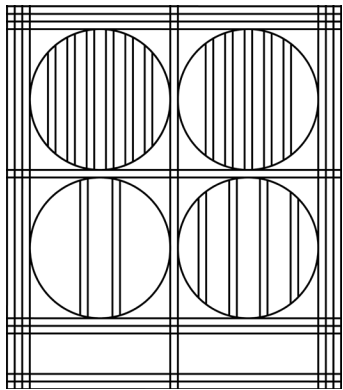


László Moholy-Nagy  
*A 19, 1927*

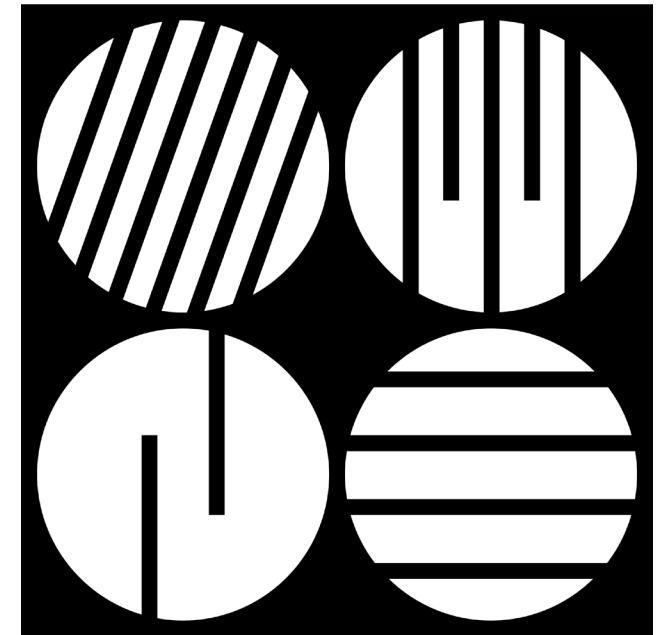


Ludwig Mies van der Rohe  
*860-880 Lake Shore Drive, 1951*

# arts&letters



arts&letters



arts&letters



# color palette

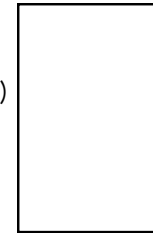
## PRIMARY COLORS



**BLUE**  
CYMK Breakdown  
C(62), M(34), Y(0), K(0)  
Screen Breakdown  
R(82), G(152), B(242)  
HTML Breakdown  
#6393CD



**BLACK**  
CYMK Breakdown  
C(60), M(50), Y(50), K(100)  
Screen Breakdown  
R(0), G(0), B(0)  
HTML Breakdown  
#000000



**WHITE**  
CYMK Breakdown  
C(0), M(0), Y(0), K(0)  
Screen Breakdown  
R(255), G(255), B(255)  
HTML Breakdown  
#FFFFFF

## ACCENT AND SECONDARY COLORS



**RED**  
CYMK Breakdown  
C(0), M(100), Y(100), K(1)  
Screen Breakdown  
R(234), G(28), B(36)  
HTML Breakdown  
#EA1C24



**ORANGE**  
CYMK Breakdown  
C(1), M(74), Y(100), K(1)  
Screen Breakdown  
R(235), G(102), B(34)  
HTML Breakdown  
#EB6622



**YELLOW**  
CYMK Breakdown  
C(5), M(28), Y(100), K(0)  
Screen Breakdown  
R(241), G(184), B(27)  
HTML Breakdown  
#F1BB1B

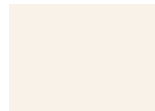


**GREEN**  
CYMK Breakdown  
C(60), M(17), Y(74), K(1)  
Screen Breakdown  
R(114), G(166), B(106)  
HTML Breakdown  
#72A66A



**PINK**  
CYMK Breakdown  
C(2), M(50), Y(0), K(0)  
Screen Breakdown  
R(238), G(152), B(193)  
HTML Breakdown  
#EE98C1

## BACKGROUND COLOR



**PARCHMENT**  
CYMK Breakdown  
C(2), M(3), Y(7), K(0)  
Screen Breakdown  
R(249), G(242), B(232)  
HTML Breakdown  
#F8F2E9



# typography

helvetica bold lower case  
abcdefghijklmnopqrstuvwxyz

123456789

and

AVENIR MEDIUM ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

AND

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

And

The main typeface for the band is from the logo's wordmark - **Helvetica Bold Lower Case**. This is used for all header information and is specifically reserved for **arts&letters** and other performers on a bill. The typeface size of each performer/band should be equal.

The ampersand is solely for the band and should be avoided in surrounding text. The complete word "and" with standard word/letter spacing should be used unless the other parties in the messaging have an ampersand or no-space spelling in their style guides.

The secondary typeface is within the **Avenir** family - **Avenir Medium All Caps** for subhead information within layout hierarchy and **Avenir Book** with standard formatting for body copy and fine print.





# design guidelines

## WORDMARK

- The wordmark should always be in **Helvetica Bold Lower Case**.
- No spaces between the letters or the ampersand. This is also true when the name of the band is used in paragraph body copy.
- Bold is preferred in body copy. If Helvetica (bold or regular) is not an aesthetic option for an editorial layout, the matching typeface of the surrounding text is acceptable.

YES .....→ **arts&letters**

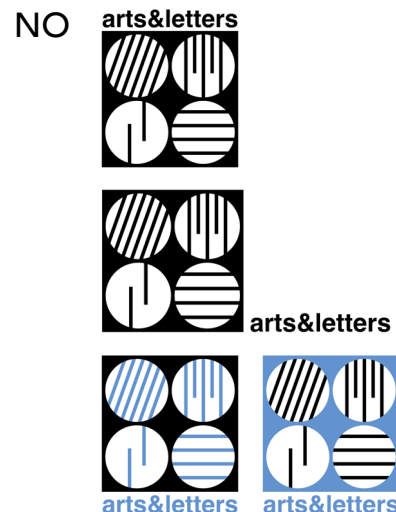
NO .....→ **arts & letters**

NO .....→ **arts&letters**

NO .....→ **arts and letters**

## LOGO

- The logo should be predominantly seen in black and white, or black, white, and blue.
- Non-black color alternatives are to be used on the square only. The wordmark and the lines within the circle should always be black and the background circles white.



## MARGINS

- The complete logo, square symbol on its own, or wordmark must have a space of 1/16 of the asset's width surrounding it.
- If the symbol + wordmark version is on a solid color besides white, an added 1/16 white margin is preferred with an added 1/16 buffer zone where no text or graphic elements should overlap.



# imagery

The band's imagery is clean, to-the-point, and purposefully simple. Black (in almost all cases) for typeface color. Minimalist geometric shapes and the primary colors from color palette in all design. All photography or complex graphic images should be in high contrast black and white or black and white with a color overlay.

Photo example - The "breaking the style guide rules" variation of the logo seen below or the poster on the right of the page.



arts&letters



arts&letters



# tone and grammar

The messaging of **arts&letters** should match the musical mantra that drives their three-minutes-or-less pop songs: be catchy, be clear, be concise, and if you can, be memorable. The tone is light, witty, and conversational. Yes, use proper grammar and sentence structure when writing up contracts, creating invoices, or communicating with a business, but in all other cases, be casual, be friendly, throw in a witty phrase if you can, and bend the rules if it makes sense. Just like this page layout has bent the unwritten photos-within-the-page-margin rule of this style guide with an edge bleed graphic of Pulp frontman and British icon Jarvis Cocker\*.



## THE BASICS

- Get to the point in business matters. Don't overexplain or ramble.
- Use humor when appropriate. Playful and dry to be precise.
- Refer to the typography guidelines to organize printed language and highlight important points.
- The band is from Chicago, so be proudly and genuinely Midwestern polite.

\*The photo is outside the 0.5" margin.

But it is following the graphic imagery guidelines.



# letterhead and cards

arts&letters  
1821 W Hubbard St.  
Suite 1455  
Chicago, IL 60622

Julia Cooper  
Events Director  
MCA Chicago  
220 E Chicago Ave.  
Chicago, IL 60611

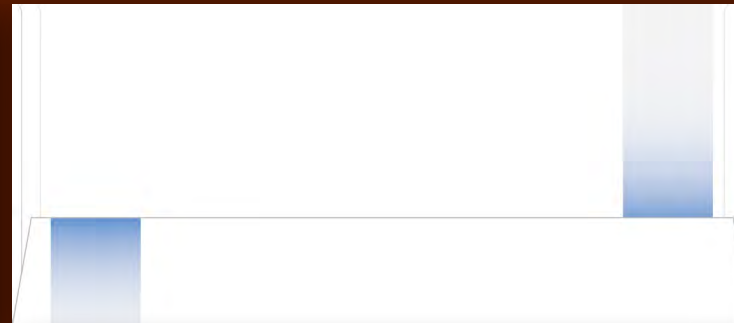
Julia,

After all the back and forth on the phone, I'm looking forward to finally meeting you and your team in-person at the upcoming event! The packages with this letter have the signed screenprint posters for the upcoming Tuesdays on the Terrace event.

If you guys need anything else ironed out, let us know.

Sincerely,  
  
Brian Oldham  
Band Manager

**arts&letters**



arts&letters  
1821 W Hubbard St.  
Suite 1455  
Chicago, IL 60622

Julia Cooper  
Events Director  
MCA Chicago  
220 E Chicago Ave.  
Chicago, IL 60611



BRIAN OLDHAM  
BAND MANAGER  
312.342.2278  
b.oldham@aalthetheband.com

arts&letters

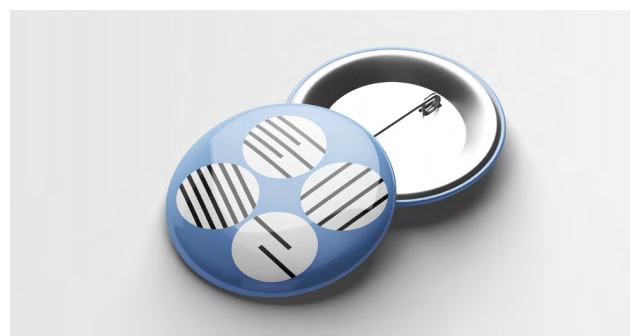
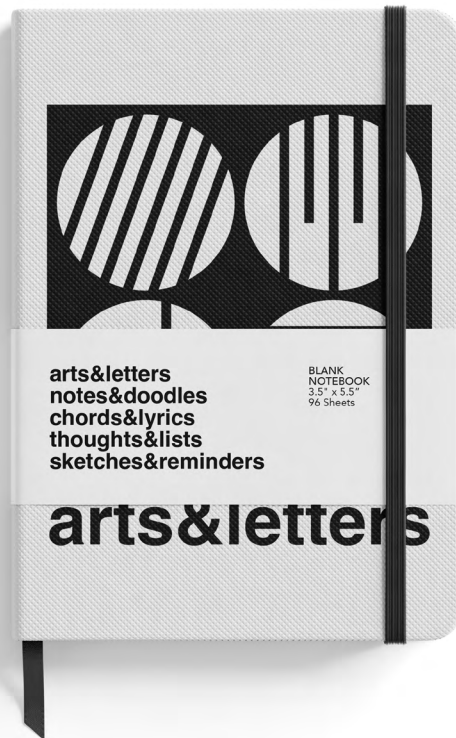


arts&letters



# merch

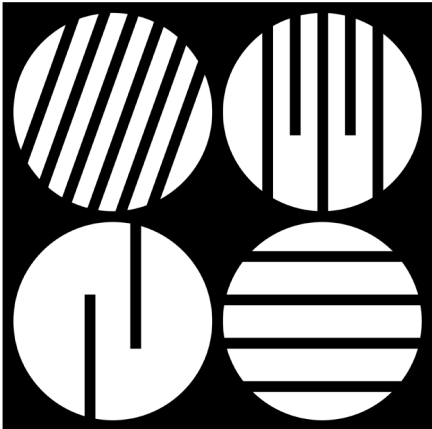
The band's merch will be limited to bespoke, sustainable, reusable items one can listen to, read, write on, put on wall, carry things in, drink things from, or wear.



# before and after



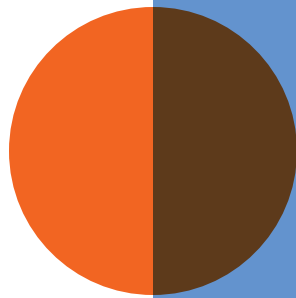
ORIGINAL LOGO



**arts&letters**

LOGO REDESIGN





THE END

