



STYLE GUIDE

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## SUMMARY

Create a visual identity for the alias **LEX FX**. Looking to express a look that is akin to a variety of Blues, Funk or Hatch Show print designs, while also playing into a look that inspires New Wave, such as Talking Heads. These rely heavily on the idea of manual printing, they have a hand-made quality that is often lost in digital design identity. But we also don't want this to look dated or like merely a copy of the Hatch Show aesthetic.

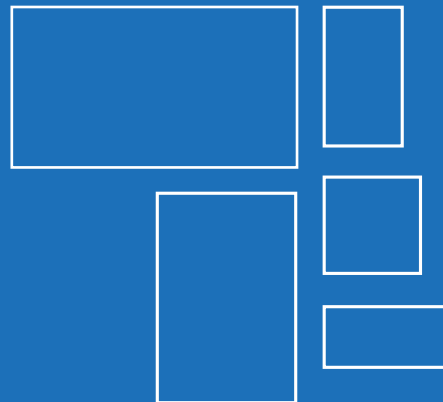
We also want to seamlessly tie in **Soul Kitchen** and **To The Left No Class** in as nights (verticals) affiliated with **LEX FX** both as a DJ and as a host/presenter. While these nights do not adhere to strict genre rules, their looks align with certain affiliations. **Soul Kitchen** plays more with soul and breakbeats, while **To The Left No Class** also pairs with a monthly zine release and plays disco and funk more or less

## PROPOSAL

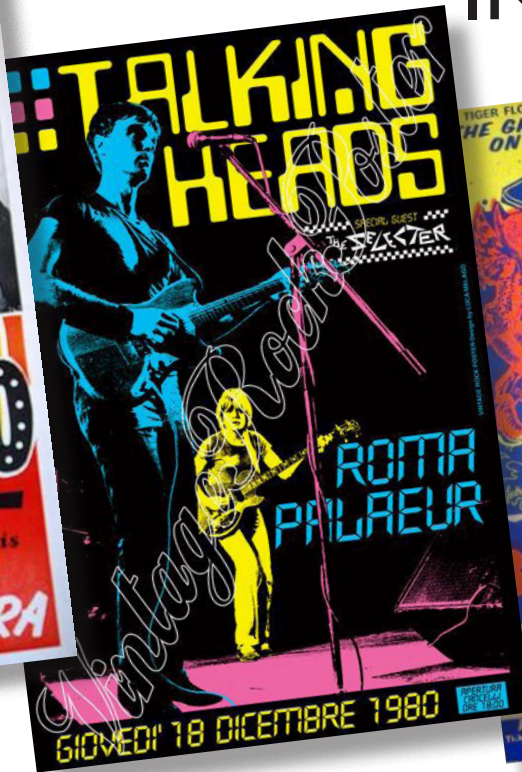
### ITEMS NEEDED

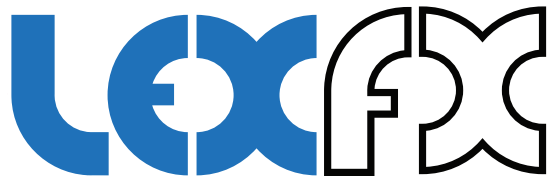
Logos for LEX FX & Soul Kitchen  
Templates for various promotions

- 11x17 Poster size
- FB Banner, IG post & Story template
- Business Cards (Lex FX)



# INSPIRATIONS





# LEX FX LOGO



The logo makes use of circles with heavy strokes to build the letters. Similar shapes can be utilized in designs where LEX FX is the prominent feature. Looking back towards disco album covers for inspiration

# SOUL KITCHEN LOGO

The Soul Kitchen logo plays with acute angles and slants, the same can be seen in it's applied uses. Images are rotated or have slanted angles (often at 7 degrees).

Images for promotions make separate the featured artist from the background through colors (i.e. artist in foreground is SOUL KITCHEN's pink colors, while background is blue with high thresholds. Info text uses Futura STD Bold (dates, important text) and Book (minor information).



# COLOR PALETTES

color	CMYK	RGB	HEX #
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1 95 69 0

235 49 73

eb3149



85 54 0 0

34 13 185

2271b9

color	CMYK	RGB	HEX #
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1 95 69 0

235 49 73

eb3149



85 54 0 0

34 13 185

2271b9



0 79 58 0

249 92 92

f95c5c

96 96 0 0

30 0 174

1e00ae



76 28 0 0

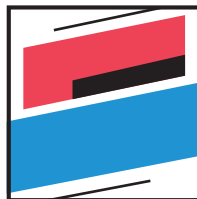
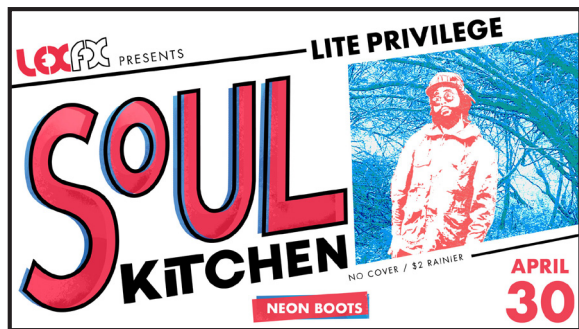
30 149 211

1e95d3

35 0 4 0

151 230 247

97e6f7



# APPLIED USES

## ITEMS NEEDED

1. FB header (1920x1080)
2. Instagram Story (1080x1920)
3. Poster (11x17)
4. Instagram Post (1024x1024)
5. Business card

