



# BRAND STYLE GUIDE

# THE ODYSSEY

Create short-form audiovisual experiences combining songs into boundary-pushing mashups with animated concert-like visuals.

Don't take requests; Create loyal fans of your work instead of chasing fads.



LET THE COMBINATION  
OF ART AND MUSIC BE  
YOUR VOICE.



# PRIMARY

Unmarried Pop and Electronic concert lovers who miss festivals and nightlife. 16-35. Energy drink enthusiasts.

# SECONDARY

TikTok dance learning, "Missing Out" fearing, constant feed checking, Teens and Young Adults looking to be entertained.



X/1.414

X

X/1.414

.5X

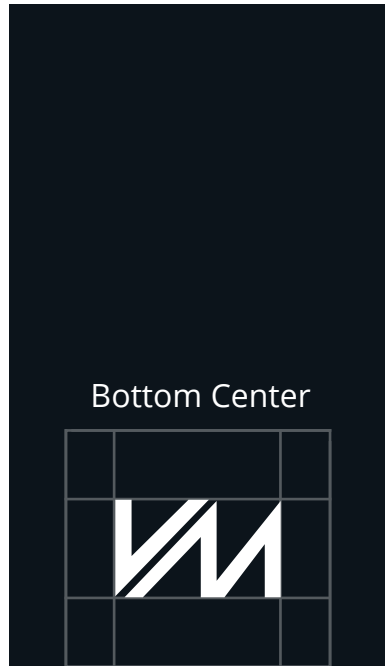
.5X

# ONLY ACCEPTABLE LOGO PLACEMENTS



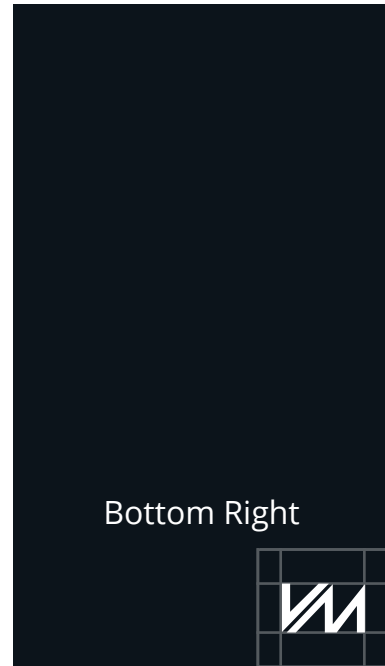
Middle Center

Sizing = Short Dimension / 1.414



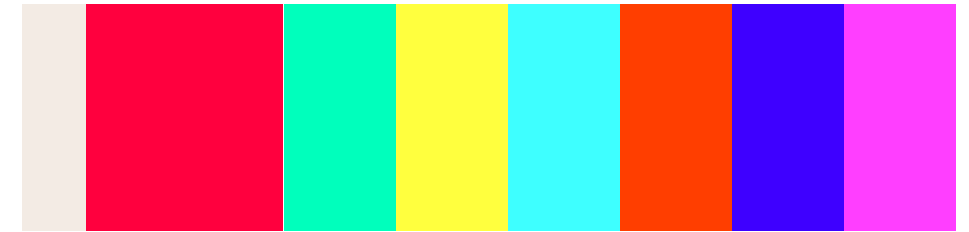
Bottom Center

Sizing = Short Dimension / 1.414



Bottom Right

Watermark Sizing = Short Dimension / 2.828



A bold & hyper-colorful swatch. Choose a neutral background and add up to 3 colors. Contrast is king.

## Neutral Dark

RGB: 12, 20, 27  
CMYK: 81%, 70%, 61%, 78%  
HEX: #0c141b

## Neutral White

RGB: 255, 255, 255  
CMYK: 0%, 0%, 0%, 0%  
HEX: #ffffff

## Neutral Tan

RGB: 243, 235, 228  
CMYK: 4%, 6%, 8%, 0%  
HEX: #f3ebe4

## Loud Red

RGB: 255, 0, 62  
CMYK: 0%, 99%, 73%, 0%  
HEX: #ff003e

## Loud Mint

RGB: 0, 255, 188  
CMYK: 56%, 0%, 45%, 0%  
HEX: #00ffbc

## Neon Yellow

RGB: 255, 255, 62  
CMYK: 5%, 0%, 85%, 0%  
HEX: #ffff3e

## Neon Cyan

RGB: 62, 255, 255  
CMYK: 49%, 0%, 12%, 0%  
HEX: #3effff

## Neon Orange

RGB: 255, 62, 0  
CMYK: 0%, 89%, 100%, 0%  
HEX: #ff3e00

## Neon Blue

RGB: 62, 0, 255  
CMYK: 83%, 78%, 0%, 0%  
HEX: #3e00ff

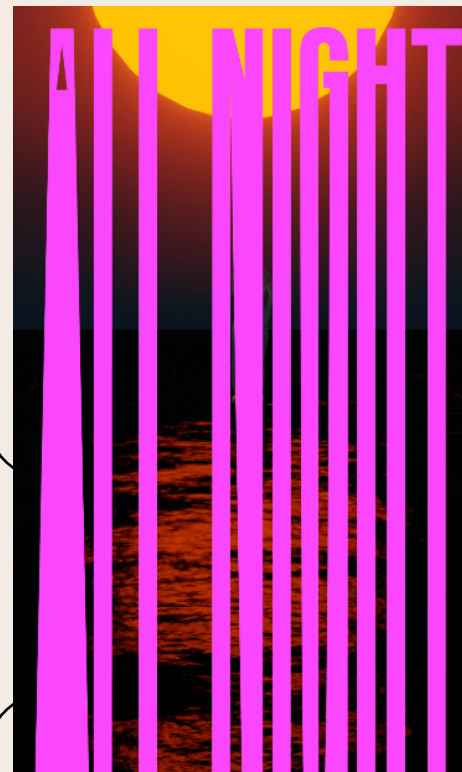
## Neon Purple

RGB: 255, 62, 255  
CMYK: 24%, 75%, 0%, 0%  
HEX: #ff3eff

**NIMBUS SANS CONDENSED BLACK.  
-10 KERNING, 90% HORIZONTAL SCALE,  
AND ALWAYS UPPERCASE. DISTORT**

Open Sans Regular for the rare times you need to type a long message.

**Black Han Sans for 한글**

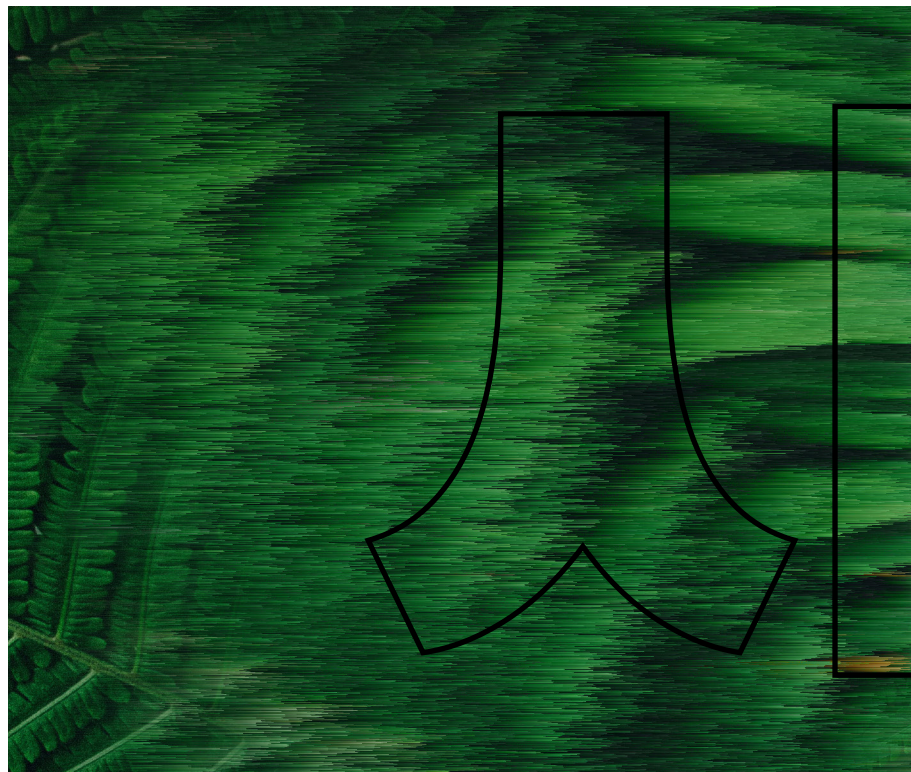


Distorted Nimbus Sans

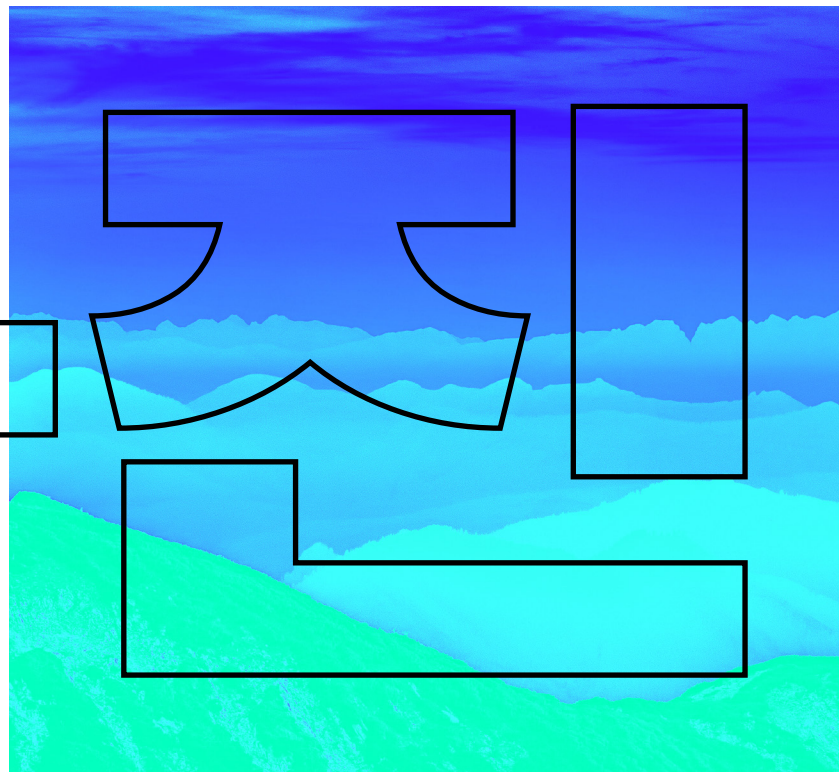


Repeated Kinetic Nimbus Sans

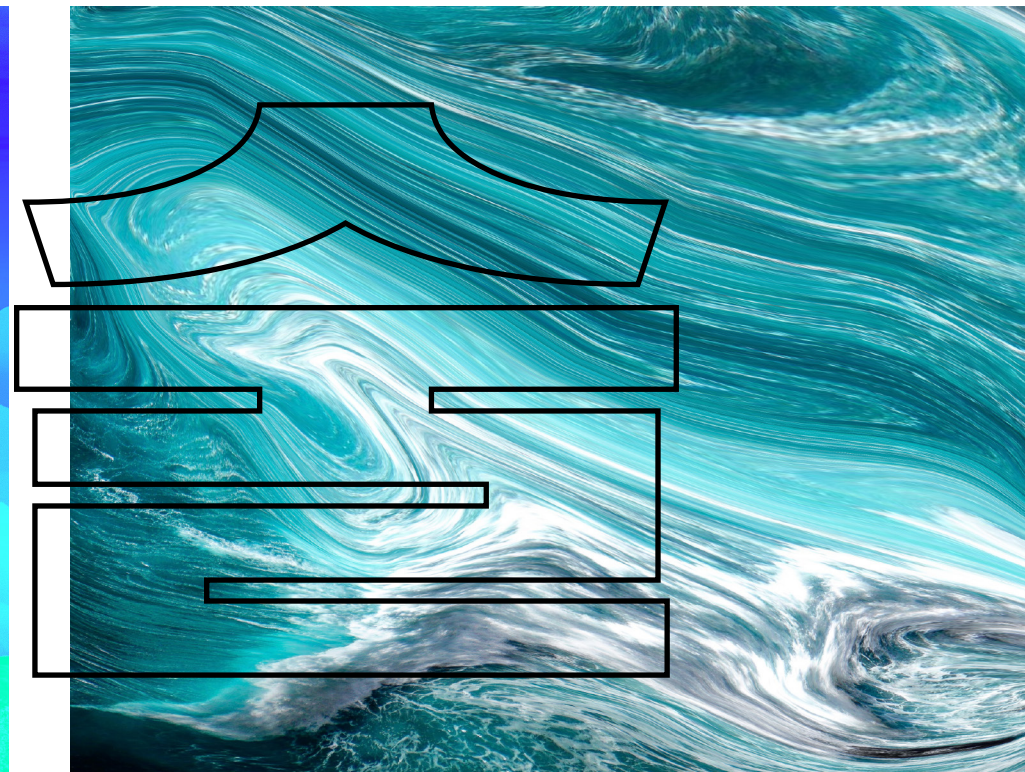




Pixel Sorting



Gradient Mapping/Colorama



Liquify





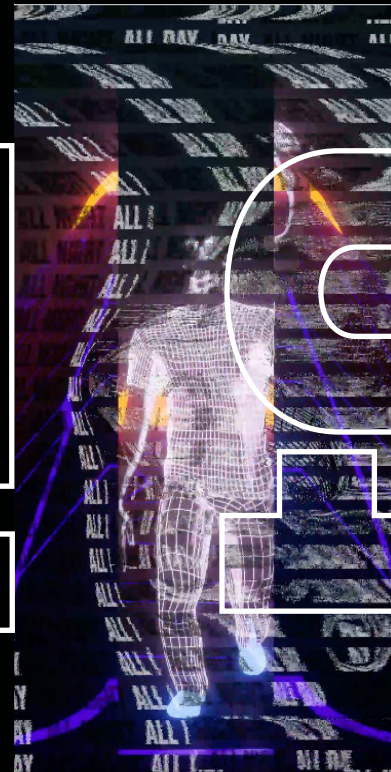
Low Polygon 3D



Kaleidoscope Filters



Glow



Text Overlays



Liquid/Wave Distortion



Kinetic Text



