

# *INCOGNITO*

Brand Guidelines

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# BRAND IDENTITY

Incognito UK is a collective that works to promote music and culture through whatever means possible.

Working in radio, events, publishing they are always pushing for new opportunities to give music and art a platform.

From their series of flagship parties with some of the UK's most exciting DJs and performers to our pop-up events that empower young people to play and listen to a culturally diverse range of genres; they are determined to showcase fresh music in a variety of settings, confidently balancing accessibility and artistic integrity.

## Urban

City night life, denoting or relating to dance music of black origin.

## Amateur

To maintain the nostalgic origins of the student run organisation.

## Expressive

Showcasing the diverse culture in terms of music and art.

## Cryptic

Having a meaning that is mysterious or obscure.

## Electronic

In terms of music genre and visual identity.

## Ambiguous

Deeper meanings, making people ask questions, interpret and think about bigger issues.

## Intriguing

Drawing in new followers in an accessible and interesting way.

## Diverse

Everyone with the right mindset is welcome.

# COLOURS

Cyber punk, futuristic, electronic music.

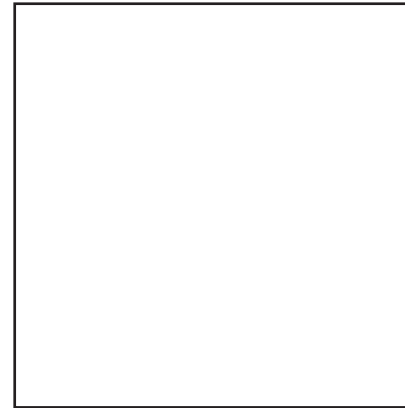
For posters and other print material, any colours can be used sparingly to fir the theme of the event or purpose.

## Main colors

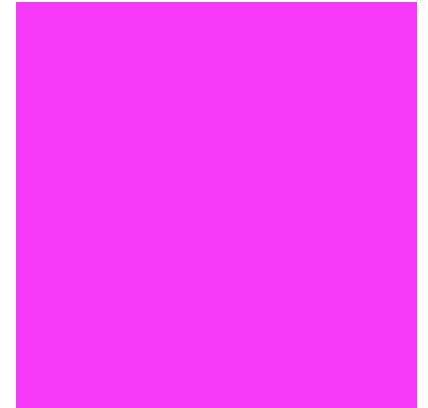
#0000



#FFFF



#F73AFA



# LOGO

The Incognito logo is a powerful and established symbol for the brand identity to stand out from competitors and speak to people who don't already know the brand. Here are some rules of the road when using our logo. Anything else is acceptable in the right circumstances.

For the standard flat vector logo:

- Don't use drop shadows
- Don't add fade gradients
- Don't skew, rotate, or stretch the logo
- Don't change the orientation
- Don't surround the logo with other elements
- Don't overemphasize the logo
- Don't use previous versions of the logo

The Incognito logo must be legible and maintain the integrity of its form but editing in some cases is acceptable.

For the neon website logo we allow colour flexibility but the above rules also still apply.

## STANDARD FLAT VECTOR LOGO

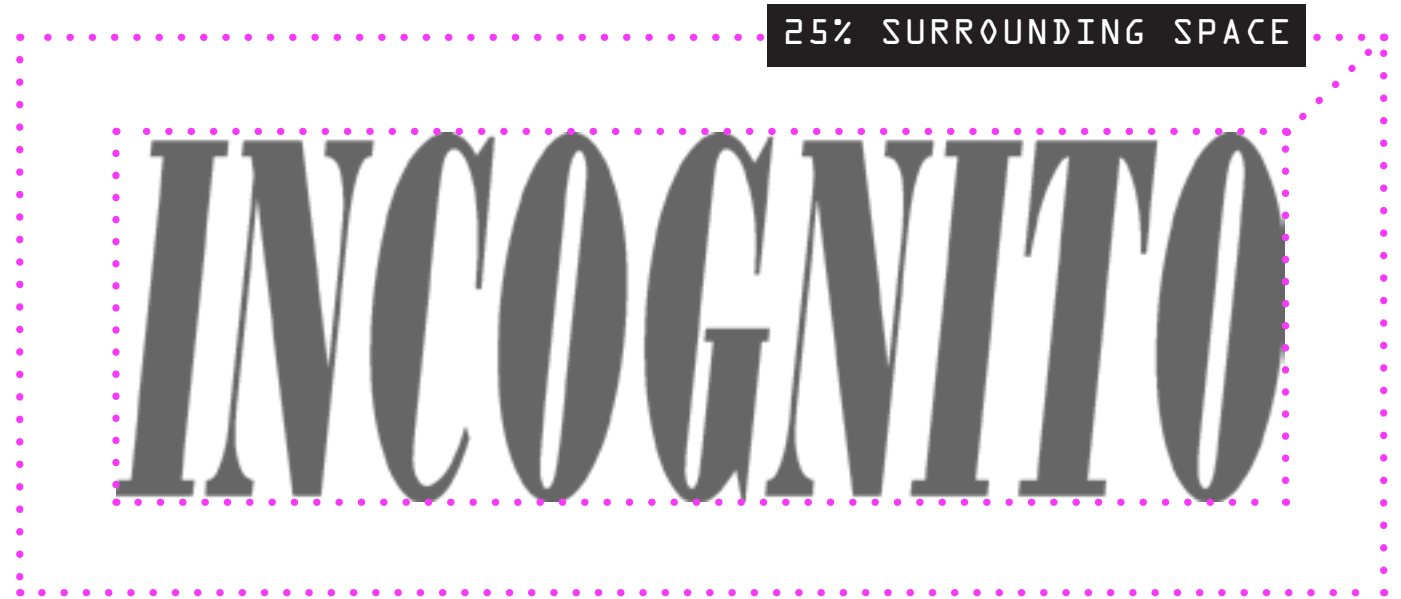
The word "INCOGNITO" is displayed in a large, bold, black, serif font. The letters are thick and have a classic, slightly ornate appearance. The font is centered and occupies most of the width of the page.

## NEON WEBSITE LOGO

The word "INCOGNITO" is displayed in a glowing blue, outlined, serif font. The letters are hollow and have a bright blue glow around them, giving it a neon appearance. The font is centered and occupies most of the width of the page.

# LOGO

When using the logo with other graphic elements, make sure to give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 16 pixels wide but go as large as required.



# ICON

Due to the smaller shape of social media profile pictures on Facebook and Instagram, this 'INC' icon provides an alternative logo option instead of the full Incognito logo. The same rules apply to this as they do for the full size logo. This logo can also be used as an icon for hashtags and lock-ups.

**INC** *IGNITO*

Facebook



@IncognitoRadioUK

Instagram



#IncognitoRadioUK



# FACEBOOK ICON

FACEBOOK ICON





# INSTAGRAM ICON

INSTAGRAM ICON



Instagram



incognitoradiouk ...

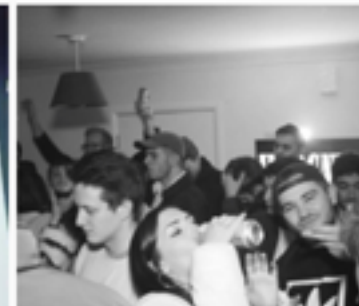
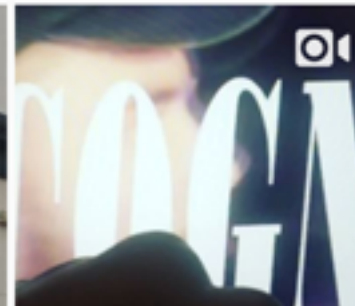
Following

**Incognito Radio UK** Incognito, Reading's very own underground music collective. We host exclusive events around the area! [Info@IncognitoRadio.com](mailto:Info@IncognitoRadio.com)  
[www.Facebook.com/IncognitoRadioUK](http://www.Facebook.com/IncognitoRadioUK)

231  
posts

702  
followers

460  
following



# TYPOGRAPHY

## OCR A STD REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

!<>\_ . ? / : " ' ; | \ [ ] { } @ £ ¤ % ^ & \* ( )

# HIERACHY/COLOUR USAGE

H1 (EVENT TITLES)

H2 (DATES, TIMES ETC)

H3 (DJ NAMES)

Body (EVENT DESCRIPTIONS)

BUTTON 1

BUTTON 2

# ARTIST IMAGE TREATMENT

ORIGINAL IMAGE



GREYSCALE



GRAIN FILTER



For all social media and printed promo images, flexibility with editing is allowed.

# FACEBOOK TEMPLATE

1920PX



1080PX

DATE, TIME AND LOCATION IS NOT NEEDED FOR FACEBOOK AS IT IS DISPLAYED BELOW THE BANNER IN THE EVENT

SEP  
29

Incognito Radio presents: Suburban Paranoia?

Public · Hosted by [Incognito Radio](#) and [O'Flynn](#)

✓ Going ▼

➦ Share ▼

⋮

🕒 Friday, September 29 at 9:30 PM - 2:30 AM

# INSTAGRAM TEMPLATE

1000PX

ALL INFO MUST STAY  
ON THE 1000 X 1000  
DESIGN BOX

SUBURBAN  
EVENT  
TITLE  
PARA-  
NOIA?

DATE, TIME,  
LOCATION

O'Flynn  
Big Miz  
DJS  
*Incognito Radio & Friends:*  
Bon-Bon

AFTER DARK  
29.09.2017  
21:30-2:30

INCOGNITO  
LOGO

1000PX

# POSTER TEMPLATE

297MM

ALL INFO MUST STAY  
ON THE 297 X 420  
DESIGN BOX

SUBURBAN  
EVENT TITLE PARA-  
NOIA?

DJS

O'Flynn  
Big Miz

*Incognito Radio & Friends:*  
Bon-Bon

DATE, TIME,  
LOCATION

AFTER DARK  
29.09.2017  
21:30-2:30

LOGO

INCOGNITO

420MM