CONTENTS

- MISSION / VALUES

- LOGO & MARKS

- COLOR PALETTE

- PATTERN

- FONTS TO USE

- IMAGERY

$OLD $EPARATELY MISSION

Sold Separately is a music promotion brand dedicated to celebrating individuality and fostering an inclusive, welcoming community. Our mission is to connect artists and listeners through great music and vibrant experiences that resonate with everyone.

CORE VALUES

-Inclusivity

-Individuality

-Authenticity

-Community

-Creativity

-Passion for music

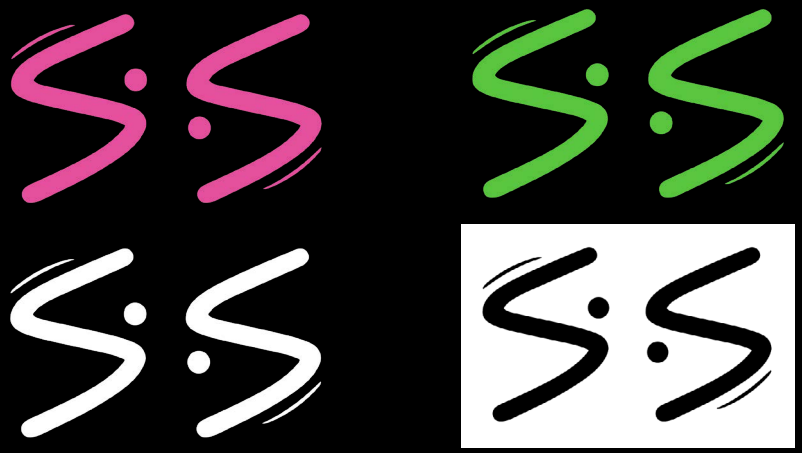
TONE & VOICE

The brands language should feel approachable and supportive, encouraging artists and listeners to express themselves freely within the community.

-Voice: Friendly & encouraging of individualism.

-Tone: Casual yet vibrant, focusing on fostering a community around music.

LOGO MARK



Sold Separately's identity will be represented by the "SS" symbol, in order to further drive this association with the name Sold Separately- being set in a handwritten, casual typeface that complements the playful tone of the logo mark. This font was chosen to align with the inclusive and approachable atmosphere the brand aims to create. Can be used wherever you see fit or where you think it will be beneficial to identify what "SS" stands for.

When using any logo, ensure there is enough contrast on whichever background, for print use or web usage.

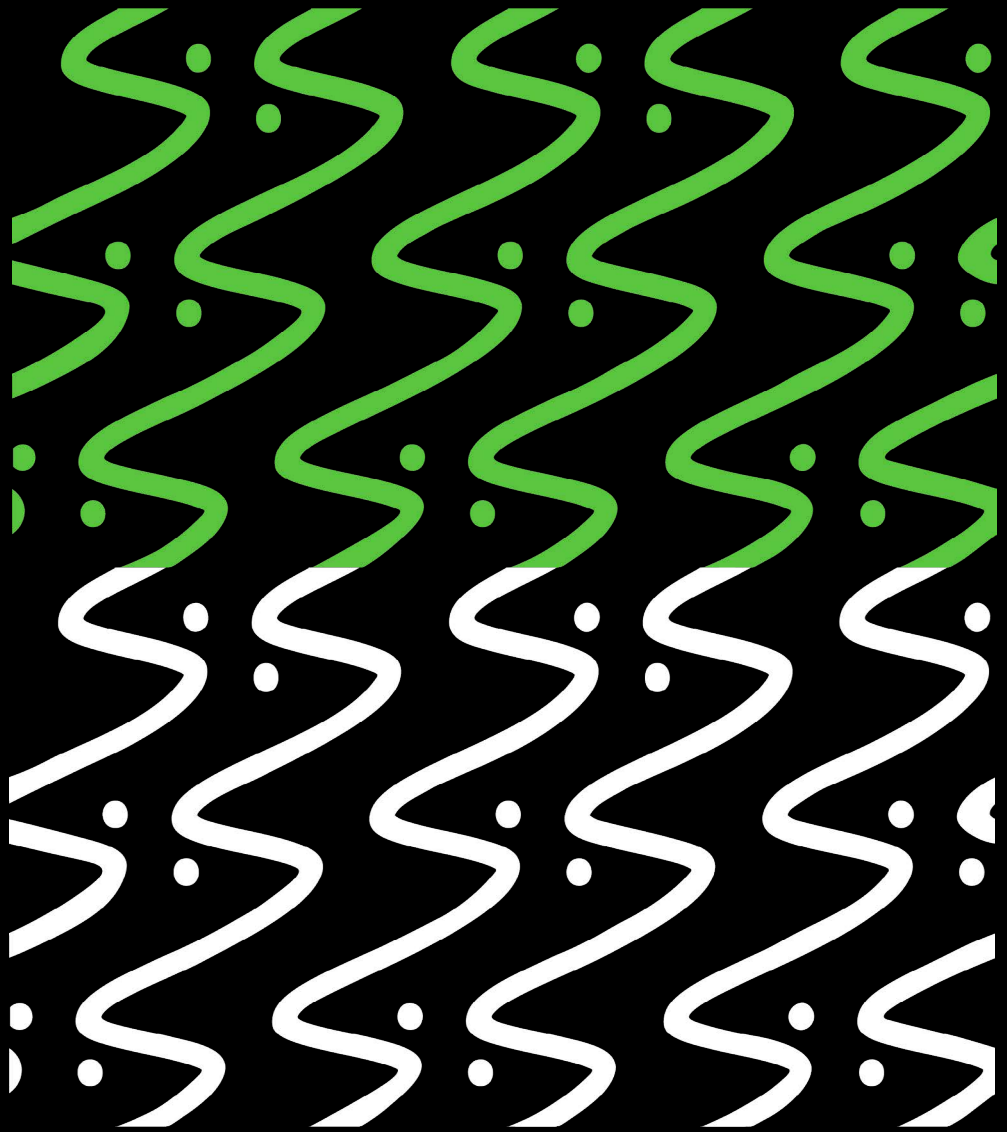
LOGO MARK + TYPE

COLOR PALETTE

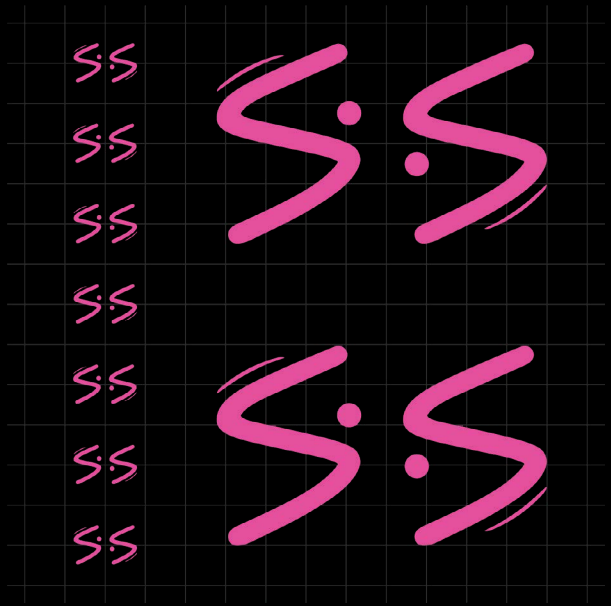
#E5509D	#5AC640	#000000	#ffffff
Primary	Secondary	Base	Neutral

PATTERNS

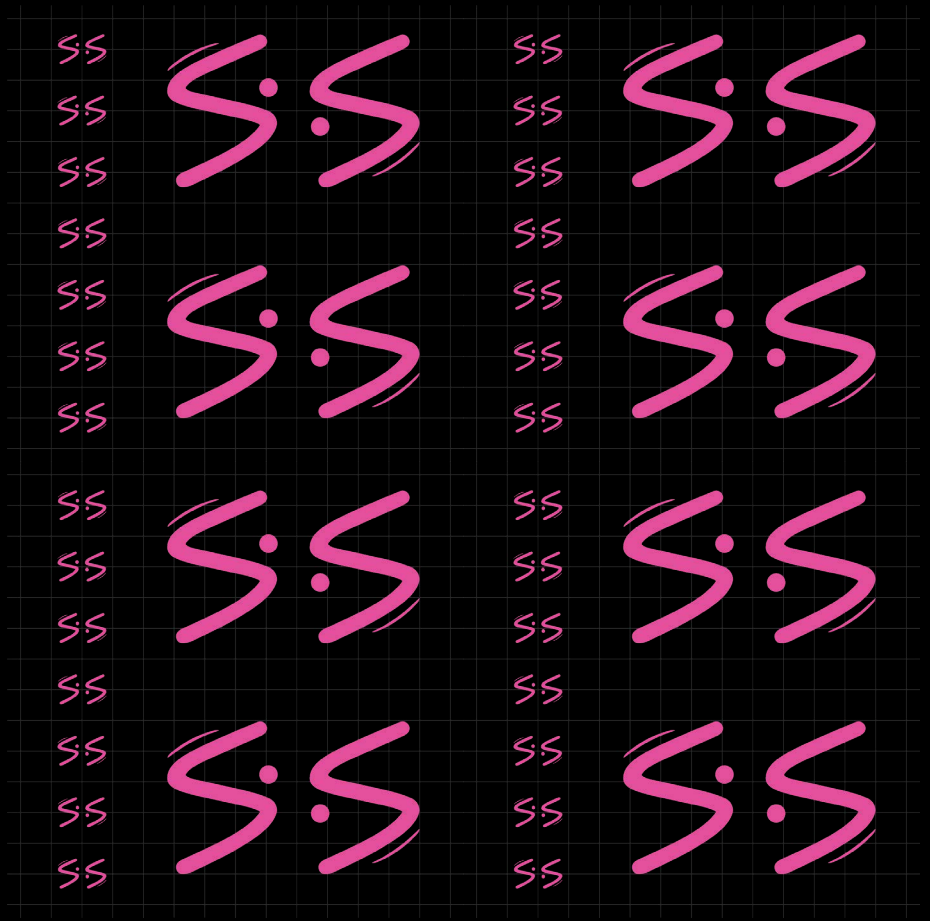
When placed together, a seamless pattern will have been made as long as the aspect ratio stays the same. Recommended to use in backgrounds or when a lot of dead space is present in a design.



PATTERNS



When placed together, a seamless pattern will have been made as long as the aspect ratio stays the same. Recommended to use in backgrounds or when a lot of dead space is present in a design.



FONTS TO USE

RUBIK BLACK - HEADINGS

Rubik Regular - Body text

Lorem Ipsum is just placeholder text ariorrumquiat etur? Andis qui amus si abore et ped mincide lacea et ab in et aut eum nimus quodi utatur acepero esti nonsequi unt, sit repudae quo officiam ne si dit rem. Ovid ut debit ea dolorem incilicae exernatemped quis qui dem id unt rempore, sumque verestibus aliti a nis explaccatur si doluptatiis necae cuscil ipsum auda cone cum vo

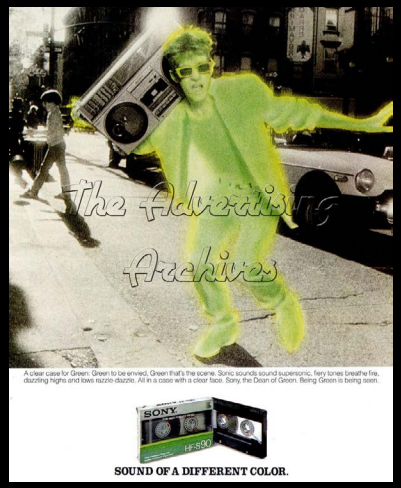
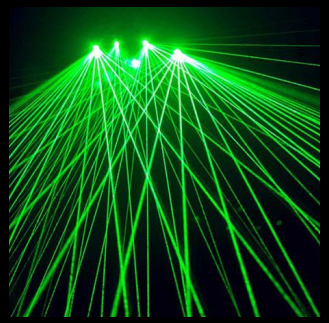
LACQUER - DECORATIVE FONT FOR ADDED PERSONALITY

CONCEPTS

Concept Tee

Lanyard Concept

Tote Concept

Flagpost Concept

VISION BOARD