



Brand Guide

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The Recursive Records Story

Origins in long-time friend Rico and Daniel who had an early passion for Grime and UK Rap. From burning cd's in their bedrooms to opening a shop in Hackney with the vision of supporting the underground music scene.

Logo & Usage



To be used as the main logo image across the website

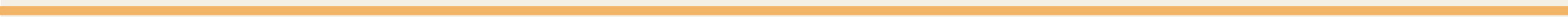
Logo



Favicon

Recursive Records

Type Logo



Usage

- Good amount of white space around the logo
 - Not to be used with any shadows / gradients or effects
 - Do not stretch, distort or rotate
 - Use preferred main logo where possible
-

Typography

Caprasimo Regular

Used for main headings and titles & key brand elements

STAATLICHES

Used for subtitles and sub-section headings where main is not suitable

Forum

Used for body of text, CTA buttons/elements and labels

Colour

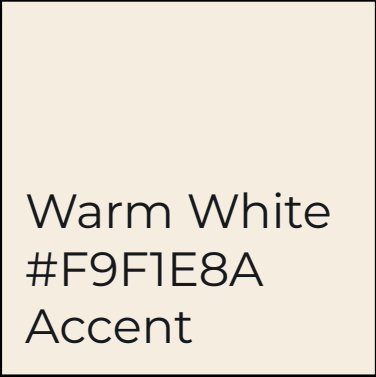


Deep Teal
#0D5470
Primary



Mustard
#F3B962
Secondary

Core brand colours to
be used for navigation menu,
CTA buttons, accents and key
branding elements.



Warm White
#F9F1E8A
Accent



Burnt Coal
#252525
Accent

Accent colours to be used
across the site, mainly for text
or where brand colours are not
appropriate.

Imagery & Styling



Retro theme and vintage
imagery with the use of aged
looking photos

Tone of Voice

The tone of voice across the website will be casual to connect with its users and reflect Rico's and Dan's personalities. Content is written in a personable and relateable tone for their audience whilst maintaining a professional front for the business.

