

JOEY COSTELLO *BRAND GUIDELINES*

JOEY COSTELLO

PHILOSOPHY

A BRAND REFRESH & CLEAR CONCEPT

>> *The visual campaign for this project was born from two key motifs; 'frames' and 'a storm in the mind'. This brought about concepts which see elements of the natural world play a key role.*

Joey spoke about how he saw the world in 'frames' and so we began to look at seeing them as borders or boundaries - perhaps more metaphorically than physically. We started to question how you might see the world should you take said frames away, and how we could begin to visualise this conversation.

>> With new music comes an updated image. This fresh branding takes a classic sans-serif font (Helvetica) for headlines and details and couples it with logo type which is more stylish and indicative of Joey's musical stylings. It is more of a statement type and works nicely with this project in both upper and lower cases.

LOGOTYPE

TWO CASES

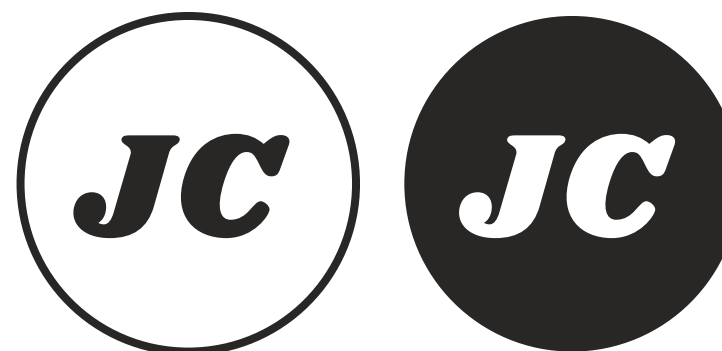
JOEY COSTELLO

JOEY COSTELLO

Joey Costello

.....

BRAND MARKS



SECONDARY TYPE

FONT
HELVETICA NEUE
BOLD

A B

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ £ \$ % ^ & * ()

FONT
HELVETICA NEUE
ITALIC

A B

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ £ \$ % ^ & * ()

COLOR PALETTE

COLOURS INTERCHANGEABLE
[SUBJECT TO CHANGE OVER TIME]



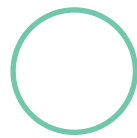
Color Codes
CMYK : C0% M0% Y0% K100%
Pantone : 297C
HKS : 15K
RGB : R000 G000 B000
Web : #000000



Color Codes
CMYK : C0% M0% Y0% K100%
Pantone : 297C
HKS : 15K
RGB : R000 G000 B000
Web : #000000



Color Codes
CMYK : C0% M0% Y0% K100%
Pantone : 297C
HKS : 15K
RGB : R000 G000 B000
Web : #000000



- CHOSEN ROUTES

JOEY COSTELLO

THE MAN IN THE PICTURE FRAME

.....

[WORKING TITLE]



>> CONCEPT ONE

JOEY COSTELLO



THE MAN IN THE PICTURE FRAME



JOEY COSTELLO
THE MAN IN THE PICTURE FRAME



JOEY COSTELLO

THE MAN IN THE PICTURE FRAME



OUT NOW ON ALL MAJOR STREAMING PLATFORMS



Spotify





>> *THINGS TO DO*

1. *PHOTOGRAPHY - CHOOSE.*
2. *COLOUR PALETTE FOR TEXT / BACK OF PHYSICAL RELEASE SHOULD THERE BE ONE*
3. *CONCEPT TWO (ONCE I HAVE A PHOTO TO WORK WITH)*
4. *SOCIAL MEDIA MOCKUPS (PRE RELEASE, POST RELEASE ETC..)*
5. *TOUR COLLATERAL - MERCH, POSTERS etc..*