

A photograph of two men in a warm, indoor setting. The man on the left is sitting and playing an acoustic guitar, smiling broadly. He is wearing a grey long-sleeved shirt and blue jeans. The man on the right is sitting on the floor, looking up at the first man with a smile. He has a beard and is wearing a dark jacket over a white shirt. The background is a plain, light-colored wall. The overall mood is joyful and relaxed.

The Choristers

Styleguide

The Choristers

Styleguide

Farben: Primär

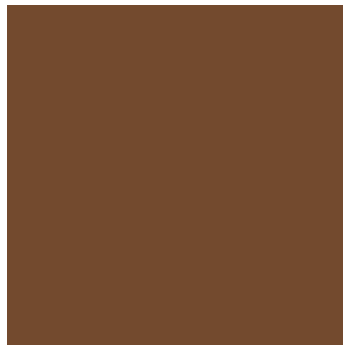


hellbraun

Hex: #a2754e

RGB: 162 117 78

CMYK: 30 57 72 10



dunkelbraun

Hex: #694b33

RGB: 105 75 51

CMYK: 43 65 81 40



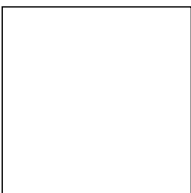
dunkelgrau

Hex: #565656

RGB: 86 86 86

CMYK: 0 0 0 85

Farben: Sekundär



weiß

Hex: #ffffff

RGB: 255 255 255

CMYK: 0 0 0 0



schwarz

Hex: #000000

RGB: 0 0 0 0

CMYK: 30 57 72 10

The Choristers

Styleguide

Schrift

Pacifico: Regular

The Choristers

Roboto Condensed:
Light (300)

Just acoustic music?

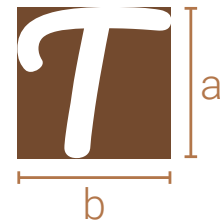
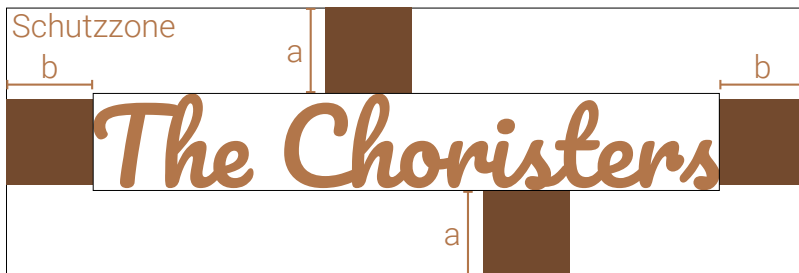
Just acoustic music? On net venimi, tecea voluptas eum que nia nus, sum aspicias arum dis experov iducipis sed experes sunt volorum non rerio. Aboreperia nosam nesequat.

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The Choristers

Styleguide

Wortmarke: Varianten



Original

weiße Schrift
hellbrauner Hintergrund



Invertiert

hellbraune Schrift
weißer Hintergrund



Schwarz

schwarze Schrift
weißer Hintergrund

The Choristers

Styleguide

Wortmarke: Platzierung/Modifikation



Weiß

weiße Schrift
Bild-Hintergrund (dunkel)



Schwarz

schwarze Schrift
Bild-Hintergrund (hell)



Weiß

weiße Schrift
einfarbiger Hintergrund

hoher Kontrast!



Schwarz

schwarze Schrift
einfarbiger Hintergrund

hoher Kontrast!

The Choristers

Styleguide

Wortmarke: Verbote



The Choristers

Verzerren



The Choristers

Drehen