CHRYSIFLOGA

BRAND GUIDELINES

BRAND GUIDELINES
Index

Index	2
The Vibe 1/2	3
The Vibe 2/2	4
Detailed Logo Showcase	6
Detailed Logo Layout	7
Master Logo Showcase	8
Master Logo Layout	9
Banner Logo Showcase	10
Banner Logo Layout	11
Color Palette 1/2	13
Color Palette 2/2	14
Typography 1/2	15
Typography 2/2	16
Best Practices	17
Treatment Notes	18
End	19

BRAND GUIDELINES
The Vibe 1/2

A Melodic Tale of Darkness and Grace

Chrysifloga emerges at the crossroads of polarity, transcending the borders of light and darkness to embody the fierce liberation of emotions. It's a dance where beauty entwines with shadows, resonating with the fiery heart of emotional emancipation. This convergence isn't just perfection; it's a symphony of imperfections, a testament to the allure of the occult.

"The road to freedom lies not through mysteries or occult performances, but through the intelligent use of natural forces and laws."

- Ernest Holmes

Weaving Identity into Imagery

Step into Chrysifloga's embrace, into a realm where darkness and beauty converge seamlessly. Here, music ceases to be mere sound; it becomes the catalyst for metamorphosis.

It's not merely a brand; it's an invitation to plumb the depths within you, to heed the call of the unknown. A journey of self-discovery intertwines with the mesmerizing melodies of the arcane, igniting a transformation that resonates far beyond the realm of music alone.

The logo is the result of meticulous craftsmanship, with countless hand-drawn brush strokes used until we found the perfect iteration. A fusion of Asian influences, including Japanese sumi-e and South Korean principles, blends seamlessly with a bold infusion of ancient Greek occult symbolism.

Intelligently incorporating Greek characters into the design enriches its depth and resonance, elevating the brand's media and overall aesthetics.

BRAND GUIDELINES
Detailed Logo Showcase

CHRYSIFLOGA

CHRYSIFLOGA

WHITE MASTER LOGO

Its preferred to only use this logo in situations that require more context of the brand, otherwise use master logo. Never edit the Chrysifloga text or add additional text aside from surrounding Greek characters.

It is extremely important to use a black background whenever possible, otherwise use the dark version if you are forced to use a white background.

DARK MASTER LOGO

Be extremely mindful when using this version, aside from legal print, use this version sparingly.

It can be used in performances, situations where a dark version may be needed, see mockups in the vibe section for examples.

BRAND GUIDELINES
Detailed Logo Layout

CHRYSIFLOGA

MINIMUM WIDTH

The minimum logo width is 500px or 4cm.
Never go smaller then these sizes.

Utilize the master logo to achieve a smaller size with fewer tradeoffs.

Keep readabilty or use the master logo.

MAXIMUM WIDTH

The detailed logo maximum width is roughly 1000px or 25cm.

However, I recommend using the master version, if you would like to go even larger.

Always keep "Chrysifloga" legible.

ALWAYS USE 1/3 CLEAR SPACE

The logo must have a minimum amount of clear space on all sides, free of interference from other elements.

In order for the logo to be as visible and effective as possible. It is recommended that the detailed logo is placed in a clear space that is at 1/3 of the logo's height squared around its radius.

If your running low on space at the minimum size please use the master version of the logo instead.

BRAND GUIDELINES
Master Logo Showcase

WHITE MASTER LOGO

In the majority of situations, this option should be used.

Again, it is extremely important to use a black background whenever possible, otherwise use the dark version if you are forced to use a white background.

DARK MASTER LOGO

Again, be extremely mindful when using this version, aside from legal print, use this version sparingly.

It can be used in performances, situations where a dark version may be needed, see mockups in the vibe section for examples.

BRAND GUIDELINES
Master Logo Layout

MINIMUM WIDTH

The minimum logo width is
250px or 2cm.

Never go smaller then these sizes.

However; this version has the most
fexiblity and works best in daring
abstract designs.

MAXIMUM WIDTH

The master logo maximum width is
roughly 1000px or 25cm.

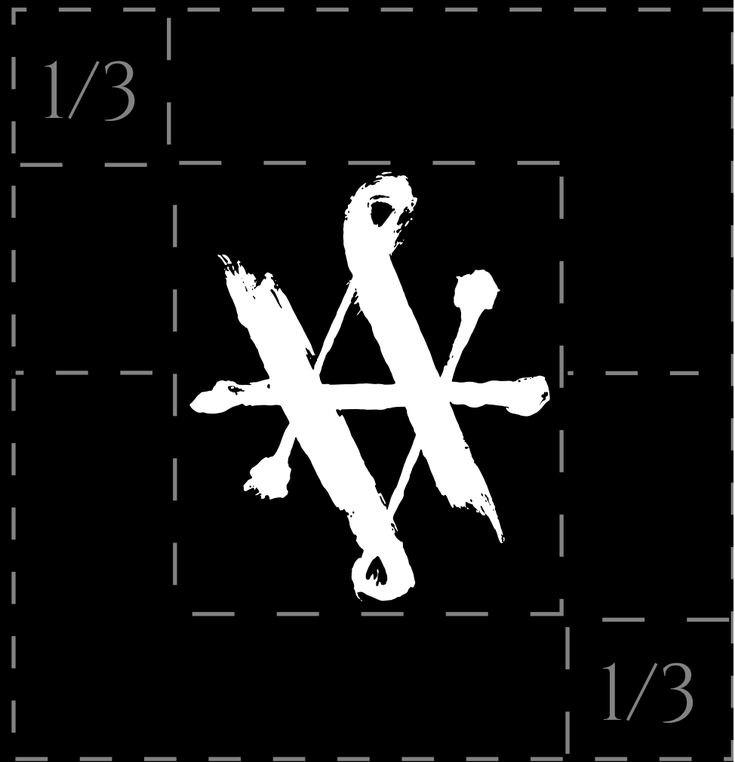
However, this version of the logo has
the potential for use in much larger contexts
without affecting readability.

Use this version if you have a very
large or small media usecase.

ALWAYS USE 1/3 CLEAR SPACE

The logo must have a minimum amount of clear space on all sides,
free of interference from other elements.

In order for the logo to be as visible and effective as possible.
It is recommended that the master logo is placed in a clear space that
is at 1/3 of the logo's height squared around its radius.



BRAND GUIDELINES
Banner Logo Showcase

CHRYSIFLOGA

CHRYSIFLOGA

White Banner Logo

While not designed to replace the primary logo,
the banner version serves as a specialized tool,
to fit in situations where the other versions cannot.
Always use on a black background.

Use it very sparingly and with purpose.

Dark Master Logo

Use this option only when absolutely necessary.

IE: When printing legal documents.

BRAND GUIDELINES
Banner Logo Layout

CHRYSIFLOGA

MINIMUM WIDTH

The minimum logo width is 500px or 4cm.

Never go smaller then these sizes.

Utilize the master logo to achieve a smaller size with fewer tradeoffs.

Always asure clear readability.

MAXIMUM WIDTH

The banner logo maximum width is roughly 1000px or 25cm.

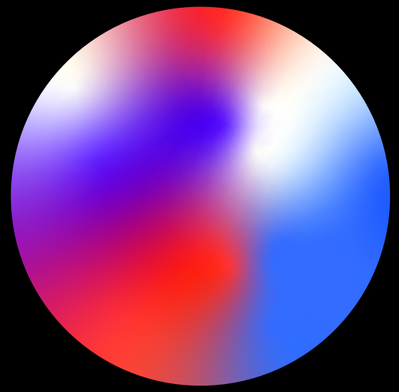
I recommend using the master variant if you would like to go even larger since it has no true maximum size or readability limitations.

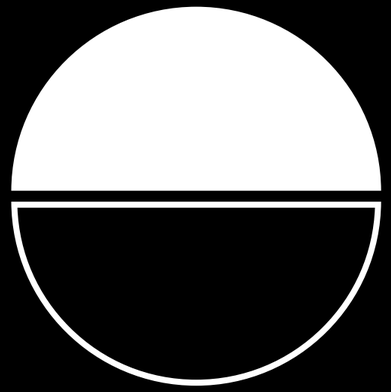
ALWAYS USE 1/2 CLEAR SPACE

The logo must have a minimum amount of clear space on all sides, free of interference from other elements.

In order for the logo to be as visible and effective as possible. It is recommended that the banner logo is placed in a clear space that is at 1/2 of the logo's height squared around its radius.

BRAND GUIDELINES
Color Palette 1/2





Black and White Is The Focus

The main color pallet should always be a high contrast pure black and white with the occasional splash of Fire Red and Water Blue gradients.

Do not overwhelm the brand with too much color, remember the primary colors are black and white.

It is important to always ensure that the background
is as black as possible, regardless of the medium used.

BRAND GUIDELINES
Color Palette 2/2

Fire Red

HEX	#E90006
RGB	233, 0, 6
CMYK	0, 100, 97, 9

Water Blue

HEX	#0047FF
RGB	0, 71, 255
CMYK	100, 72, 0, 0

Tastefl Use of Color And Gradients

Use these strong elemental colors expertly in situations in which attention needs to be drawn.

The careful use of Fire Red and Water Blue should be combined with the monochromatic black and white style of the brand. Black and white are the primary colors in the composition. Intermediate purples from mixing of gradients can be used.

The elemental colors serve as accents, not as the main focus in it of itself.

BRAND GUIDELINES
Typography 1/2

Cinzel

Title font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789!@#$%^&*()_+=":?><

Light

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh

Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh

Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh

This is the primary font and should be used everywhere, always in white, or black if needed

BRAND GUIDELINES
Typography 2/2

Cera Pro

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()_+=":?><

Light

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod

Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod

Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod

This is The Secondary Font, Only Use This Font For Paragraphs and Legal.

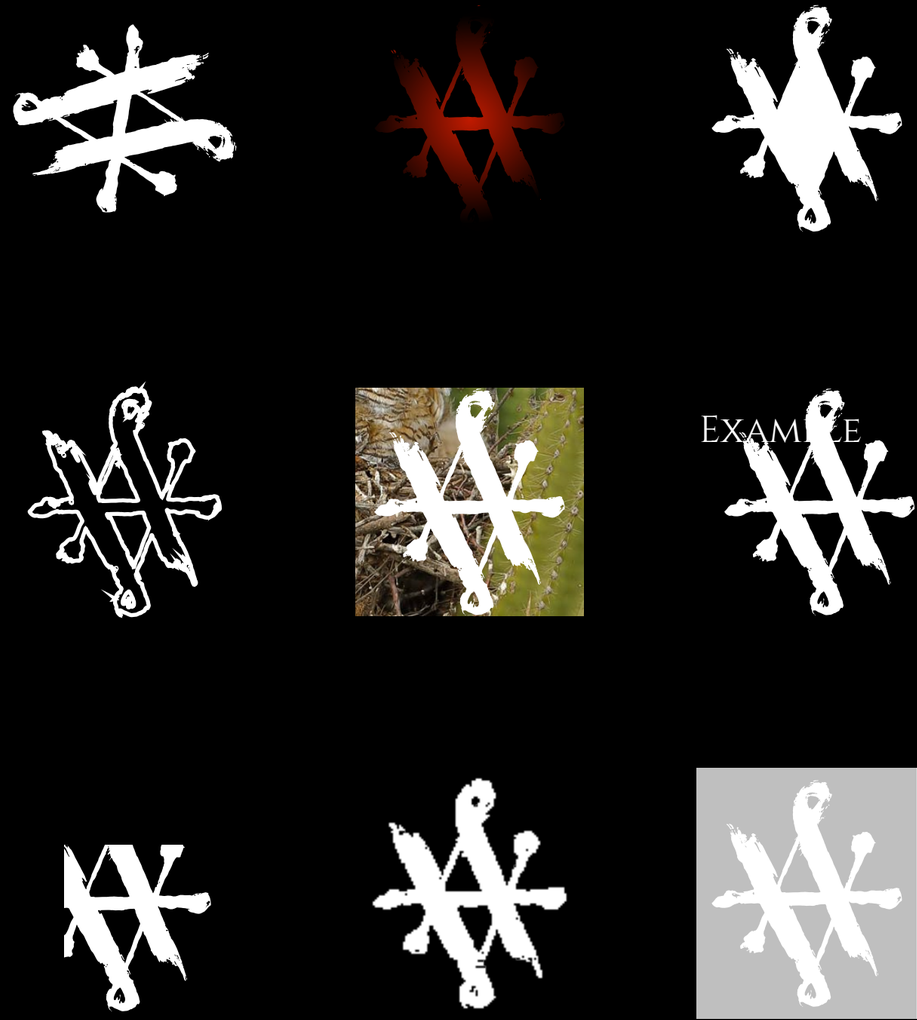
BRAND GUIDELINES

Best Practices

The logo must be used as is and not be altered in any way. This means that you must not:

- Rotate or alter the orientation of the logo.
- Disproportionately scale or resize the logo.
- Use a grey or lower opacity version of the logo.
- Display the logo in color combinations not previously specified.
- Display the logo in a manner inconsistent with brand guidelines.
- Attempt to recreate the logo.
- Modify the text of the logo.
- Incorporate special effects into the logo's text.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.
- Using a low-resolution, highly compressed image format.
- Display the logo on a white background

(unless no other option, use dark version).



BRAND GUIDELINES
Treatment Notes

• Use the logo with consistent spelling, Chrysifloga. Unless you are able to use Cinzel font, Use a capital C and lowercase hrysifloga in most usecases where the brand name is used.

• When using the logo on a colored background or image, make sure it has sufficient contrast to maintain readability. In some cases, consider blurring the background or adding a darker container around the logo to ensure maximum legibility.

• If the logo is being used in a design that includes text, make sure the text is legible and not interfering with the logo or its clear space. The logo should still be the main focal point of the design.

• Do not use the logo in a way that suggests endorsement or partnership with another brand, product, or service without prior approval from the brand owner.

• Keep in mind the concept of simplicity and elegance when designing with the logo. Avoid adding unnecessary elements or effects that may detract from the logo's overall design and impact.

• To maintain consistency in the brand, avoid incorporating competing colors into any brand media. Respect the elemental color scheme, as it is an essential element of the brand identity. Remember, high contrast monochromatic is the focus.

• It is crucial to provide sufficient clear space for the logos to ensure they are easily recognizable and readable. When designing brand materials, keep the logo simple and uncluttered. The design works best when it is given the space it needs to make an impact.

• To maintain consistency in typography, use Cinzel font for eye-catching titles and headings. Remember to use the secondary font Cera Pro for wordy paragraphs.

• It is essential to keep in mind the cultural inspirations behind the logo and keep a respectful attitude towards them. Don't forget the usecase of Occult Greek symbolism and Japanese sumi-e. Do research when using these cultures and not jump into conclusions. This helps avoid cultural appropriations and misinformation.

• Avoid altering the logo proportions or ratios in any way, as this may affect its visual impact and legibility. Always use the approved logo files provided in the brand guidelines.

• The logos may be animated however it is recommended to go through 002 Studio to keep brand aesthetic and consistency.

• If you are unsure about how to use the logo in a certain situation, or if you need a different version of the logo for a specific purpose, contact 002 for guidance and assistance.

If you have any questions or need further guidance on the usage of the brand identity, please contact us at devon@002.studio. We are always happy to assist you in maintaining the integrity of the brand.

BRAND GUIDELINES
End

THANK YOU AND ROCK ON

χ ρ υ σ η φ λ ο γ α