BRAND GUIDE

EINDHOVEN ROCKCITY

INTRODUCTION

Eindhoven Rockcity, emerged from the city's musical sewers. We always rise to the top. Rough and tough. Continuously in motion. Eindhoven is the rock (& roll), metal, punk, hard rock city par excellence! Eindhoven Rockcity consists of a group of volunteer enthusiasts who bring the latest news and report on concerts/festivals and write pieces about everything that is happening in our beautiful Eindhoven Rock metropolis. We do not organize shows or events ourselves.
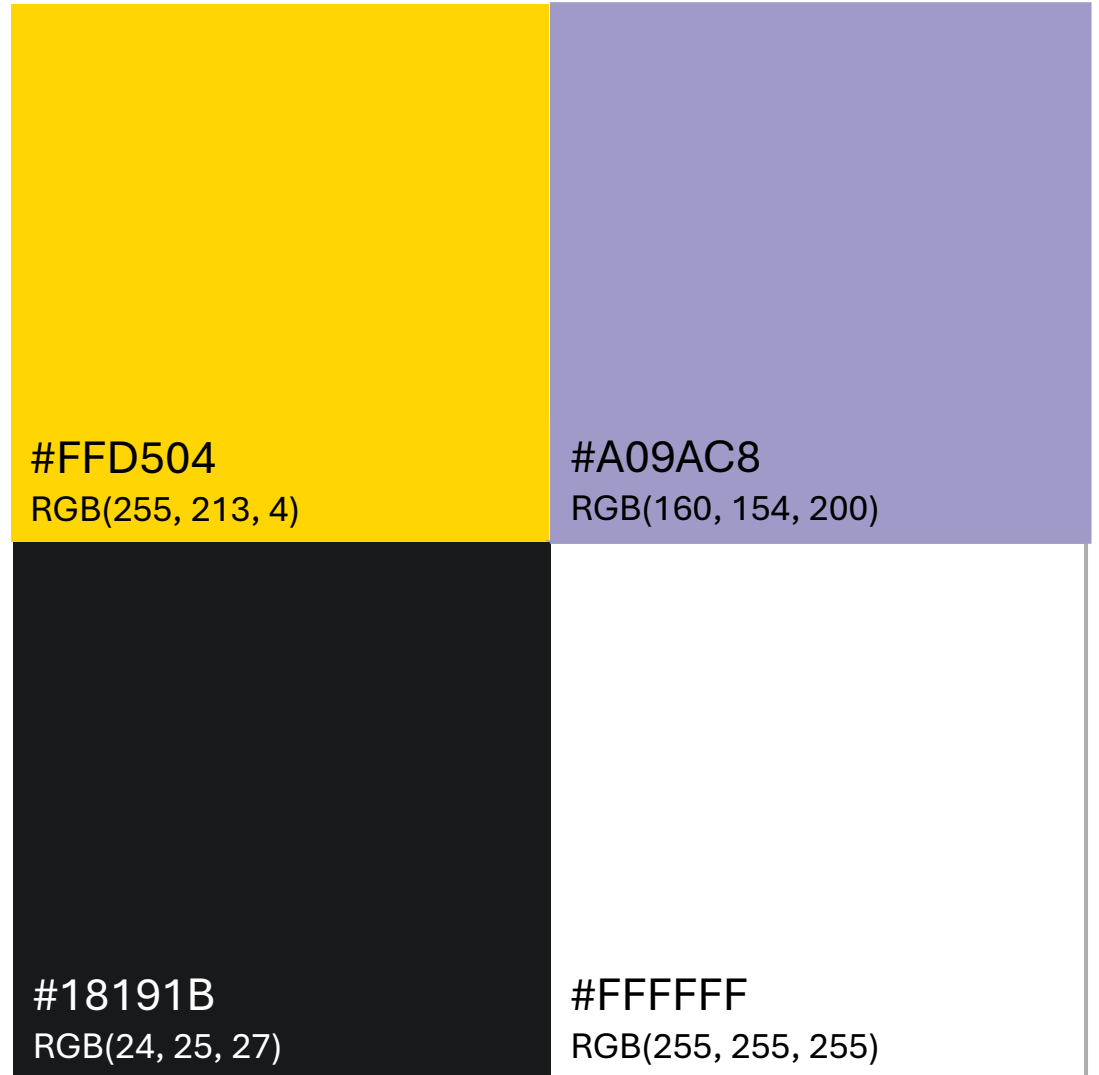
Mission and Vision

Supporting the underground music scene of Eindhoven and making it more inclusive

COLOURS

These are the main colours but different shades of them could be used as well.

PRIMARY COLOURS

#FFD504
RGB(255, 213, 4)

#A09AC8
RGB(160, 154, 200)

#18191B
RGB(24, 25, 27)

#FFFFFF
RGB(255, 255, 255)

TYPOGRAPHY

Font Pairings

Keania One

Keania One should only be used for huge titles and other special texts.

The Keania One font will be used to grab the attention of the users from the website. Think about titles from articles that you want users to click on or other special text elements that need a pop.

JetBrains Mono

JetBrains Mono normal can be used for paragraphs of text.

JetBrains Mono will mainly be used for larger chunks of text, such as the articles themselves. But also for extra information that can be found on the site. JetBrains Mono can also be used for subheadings in the articles by making them more bold and bigger.

Heading 1

Keania One

Hi there I am a super huge title

Use me for special purpose only.

Heading 2

JetBrains Mono extra bold

Hello I am your regular title!

Use me anywhere where you feel an urge to put a title.

Subheading

JetBrains Mono bold

I am a title which is not too small but perfectly sized for page section names
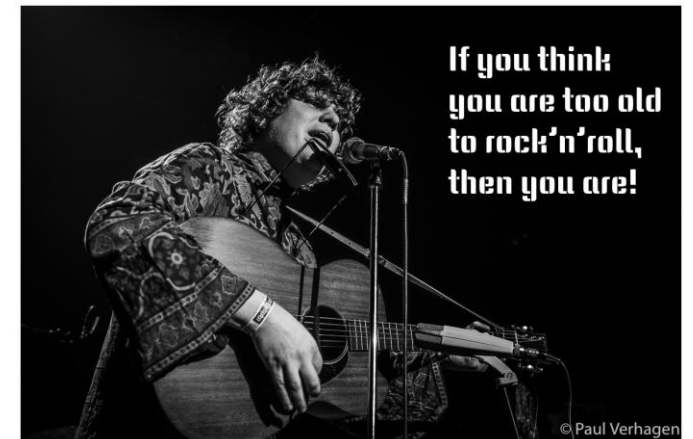
Paragraph

JetBrains Mono normal

Hi I am a paragraph.

Community

THE UNDERGROUND

EINDHOVEN ROCKCITY

MUSIC GENRES SUCH AS METAL,
ROCK & ROLL, HARD ROCK,
PUNK AND STONER ARE NOT
JUST FOR EVERYONE. THESE
AND RELATED CURRENTS, WITH
ALL ITS SUBGENRES, CAN MORE
OR LESS BE
CALLED UNDERGROUND.

If you think
you are too old
to rock'n'roll,
then you are!

© Paul Verhagen

LOGO
&
USAGE

Logo Misuse

It's important that the appearance of the logo remains consistent.

The logo should not be misinterpreted, modified, or added to.

Its orientation, colour, and composition should remain as indicated in this document

— there are no exceptions.

The Eindhoven Rockcity yellow logo is the primary logo colourway, and it should only be used with black and white.

Do not apply a gradient to the icon or wordmark.

Do not change the logo colour or tone outside of the yellow.

Do not change the typeface nor recreate or manipulate the wordmark and the icon.

IMAGERY

Rockcity Eindhoven captures the essence of live music through vibrant concert photography. Our images showcase the energy of the crowds and the raw talent of the bands, with a mix of vivid colours and timeless black & white shots. Each photograph reflects the dynamic atmosphere of the city's thriving music scene, ensuring that every article captures the excitement and passion of the live music experience.

Theo Visser