

LUXURY STRANGER

BRAND GUIDELINES

A band's brand can comprise of a trade name, symbol, logo, images and strapline or anything that is used to identify and distinguish it from other bands and put across its intention...

A band's brand and identity represents its qualities and attributes. It can be a 'promise of an experience'. It can convey to audiences an assurance of the style / sound of the band. It is important that our audience is easily able to recognise Luxury Stranger – both the name and what we deliver – driving knowledge of our product and reinforcing our reputation.

These guidelines explain how the Luxury Stranger brand is to be used correctly. We would be very grateful if all venues / bookers we work with follow these guidelines. This will help support us to develop our communications at a consistently high-standard and protect our brand, style and reputation.

THE LUXURY STRANGER LOGO

Our logo was refreshed in 2022 – to mark a new chapter in the band's progression and to prepare audiences for upcoming projects and the new album, ***Above And Below***. This bold new logo is a representation of the band's outlook and intention, and reflects the slick professionalism that the band has long been known for.

The band's main logo is set in green (CMYK: 76/0/55/0) and there are two secondary logos which are set as 'blackout' and 'whiteout'. The logo is **not to be recoloured** unless you are supplied with a new logo by a contact from Luxury Stranger.

The logo consists of the words 'LUXURY' and 'STRANGER' stacked vertically in a bold, sans-serif font. The text is a vibrant green color.The logo consists of the words 'LUXURY' and 'STRANGER' stacked vertically in a bold, sans-serif font. The text is black.The logo consists of the words 'LUXURY' and 'STRANGER' stacked vertically in a bold, sans-serif font. The text is white.

Image files for these logos can be found on the Luxury Stranger website – a contact from either Earth-Two Records or Luxury Stranger will have supplied you with a link. If you have any questions, please email info@luxurystranger.net or contact@earth-tworecords.com.

We suggest you use the green logo in first instance – if this doesn't stand out on your artwork's background, use the white or black version. Simon York from the band also works as a graphic designer and can help with any queries.

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CORRECT USE OF THE LUXURY STRANGER LOGO

Please do not stretch the logo when re-sizing. Please make sure the logo's ratio remains the same.

DO (Thank you)



PLEASE DON'T



CLEARANCE AREA

We ask that there is consideration for clearance space between the Luxury Stranger logo and any other logos, imagery or text. This space needs to be at least the width of the 'L' in the Luxury Stranger logo (marked with 'X' on the example opposite).



IMAGES

We ask that consideration be taken if and when any photos of the band are being used. Luxury Stranger has had a changing / rotating line-up throughout its existence, with Simon York being the only mainstay. Up-to-date images of the current line-up can be found on the band's website or supplied by a contact from the band. If you're unsure, please email info@luxurystranger.net or contact@earth-tworecords.com.

We hope these guidelines help you to apply the Luxury Stranger brand, and also help you to produce a great poster / flyer (or whatever else you're producing).

We look forward to working with you – and if you have any questions, please email us or if you know Simon York personally, message him direct and he'll be able to help you out.

Thank you for your help.