

BRAND GUIDELINES

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About ELEDA

ELEDA is a Berlin-based duo that creates music and immersive experiences to inspire, empower, and invigorate their audience.

Lead by soprano and singer-songwriter Glacéia Henderson and film composer Tobias Wagner, ELEDA is a genre-bending artist collective with the highest level of classical training and greatest appreciation for music and art of all eras and media.

Their diverse backgrounds and passion for cutting edge technology set the tone for their work. To tell their stories, ELEDA believes in the power of combining music with film, dance, and interactive media.

- **Values**
- **Purpose**
- **Mission Statement**
- **Tone of Voice**

Values

Our values direct our actions, behaviour and decisions.

This includes all kinds of activities from songwriting, live performance to written and visual content.

INTRODUCTION

COMMUNITY.

AUTHENTICITY.

FORTITUDE.

PROGRESS.

EMPATHY.

Purpose & Mission

Purpose

We envision Eleda to become a movement of our community of fans and fellow artists, whom we have inspired and empowered for the betterment of society, the environment, and the individual. In pursuit of this, Eleda will go beyond music and art to build a hub for inspiration and resources, partnering with the great minds that share our mission.

Mission Statement

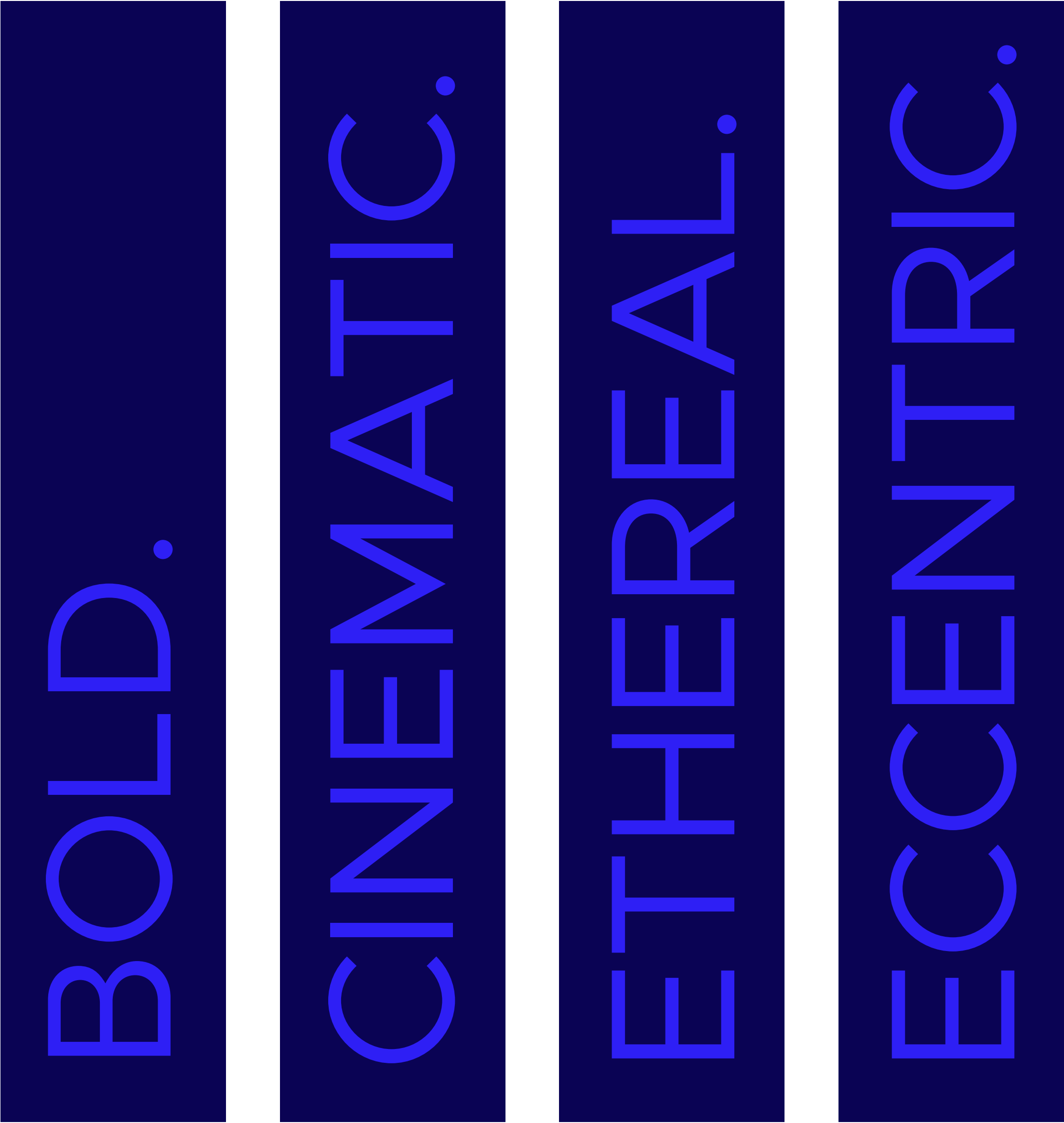
By telling stories with sounds and images, Eleda creates emotional, moving, and immersive experiences across media, art forms, and genres to connect with our audience. Our values of community, love, and respect radiate into our works to resonate within the people of our frequency.

Tone of Voice

ELEDA’s tone of voice contributes to the overall identity, builds the foundation for all our artistic choices and gives the direction for all visual and non-visual elements of our brand.

Furthermore, it is the basis for the corporate design elements defined in this manual.

INTRODUCTION



Brand Logo

ELEDA's logo is a crucial component of the band's brand identity. Therefor it should be used carefully and consistently across media.

ELEDA's logo aims to reflect the band's values and tone of voice as well as their versatile, curious and creative nature.

LOGO

- ▶ **Logo**
- ▶ **Logo Colours**
- ▶ **Logo on Photos**
- ▶ **Anatomy + Clear Space**
- ▶ **Minimum Size**
- ▶ **ELEDA in copy**

Logo

Our logo is designed based on the band values and tone of voice. It brings a clean and experimental typographic approach, pushing the boundaries of contrast between thin and bold lines as well as sharp and round edges.

Based on the band's primary typeface MADE SAONARA, the accending lines, customized letter forms and use of negative space adds an elegant, creative and etherial tone to the wordmark, whiles still being bold, confident and eccentric.

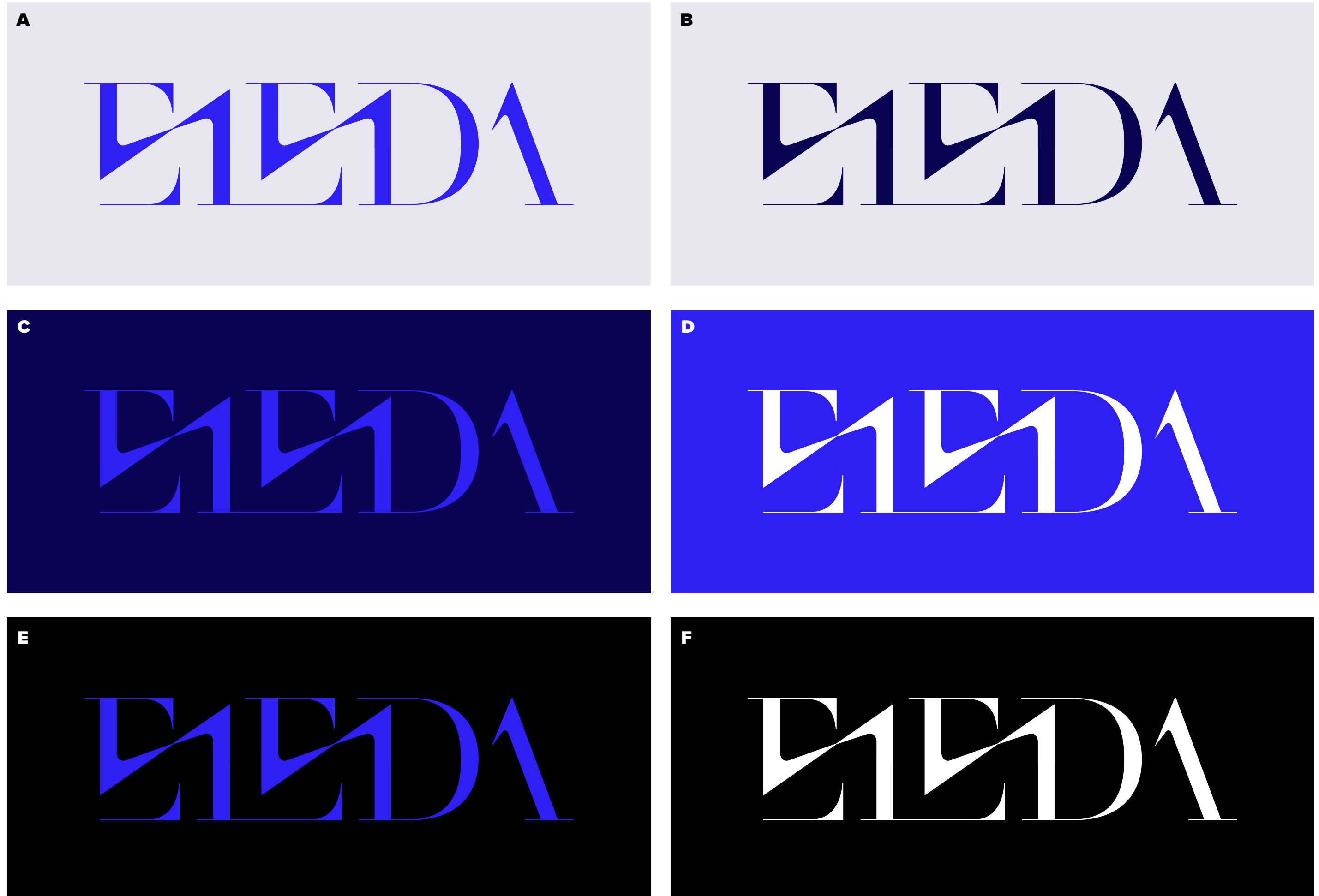


Logo Colours

The logo is preferably displayed in the colour *ELEDA Ocean*, but may also be used in *ELEDA Royal*, black or white.

On light backgrounds, the logo should be displayed in *ELEDA Ocean* (A), *ELEDA Royal* (B) or black. On dark backgrounds, the logo can be displayed in white (D+F) or *ELEDA Ocean*, as long as legibility can be guaranteed (C+E).

Never use the logo in any other colours than the here mentioned.



Logo on Photos

On photographs, you may display the logo in *ELEDA Ocean*, *ELEDA Royal*, black or white, but make sure it is clear and legible.

On black and white photos it's preferable to use the coloured logo (*ELEDA Ocean*).

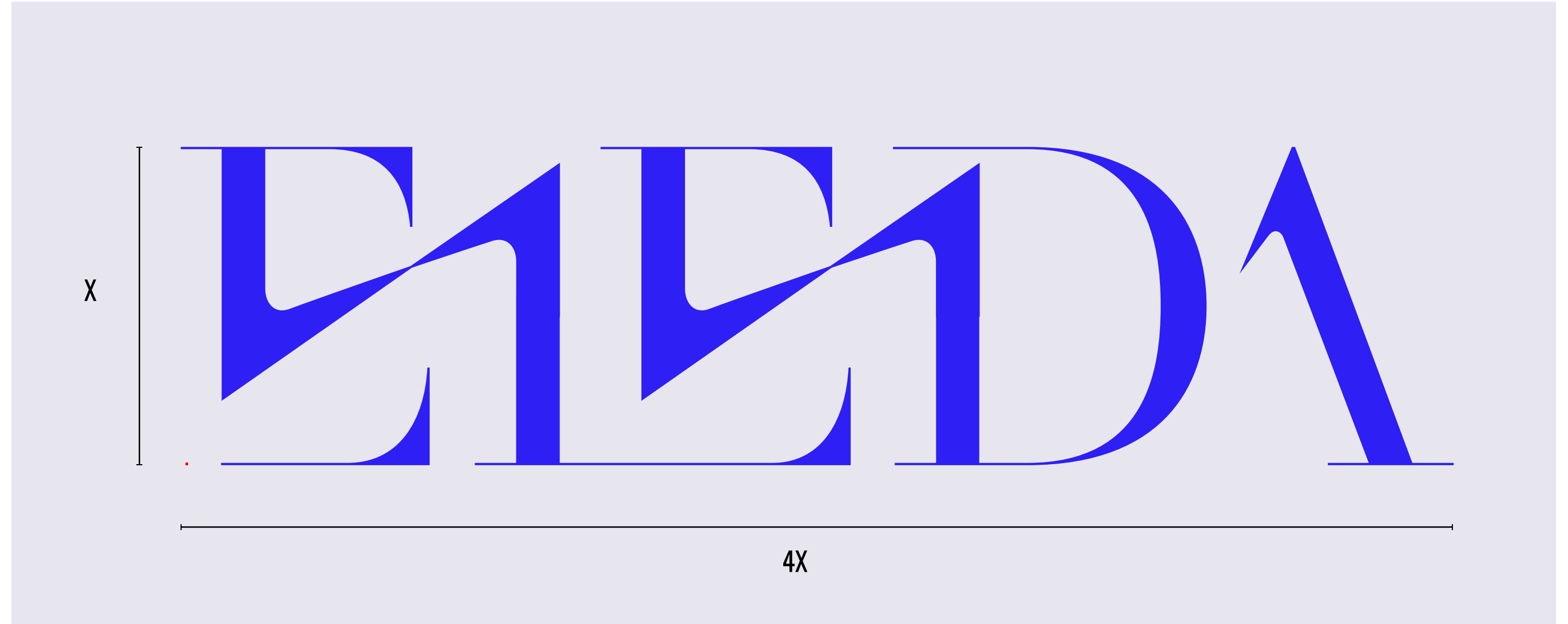
On coloured photographs you can use *ELEDA Ocean* as long as the overall colour palette is harmonic. Otherwise, please use a white or black logo.



Logo Anatomy

The proportions of all logo components have been carefully developed and should never be altered or recreated to ensure brand consistency and recognition across media.

The established proportions must be respected in any use case of the logo.



Clear Space

The area around the logo defined as clear space has to be left free of any other elements such as illustrations, text, borders or other logos.

Respecting the clear space enhances brand recognition, protecting the brand identity, and ensuring the effective communication of the brand message across diverse mediums and contexts.



Minimum Sizes

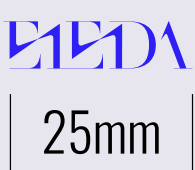
Defining a minimum size ensures the effectiveness, legibility and impact of the logo across media and contexts.

DIGITAL USE

The ELEDA logo should never be displayed with a width smaller than 100px in any digital application.

PRINT USE

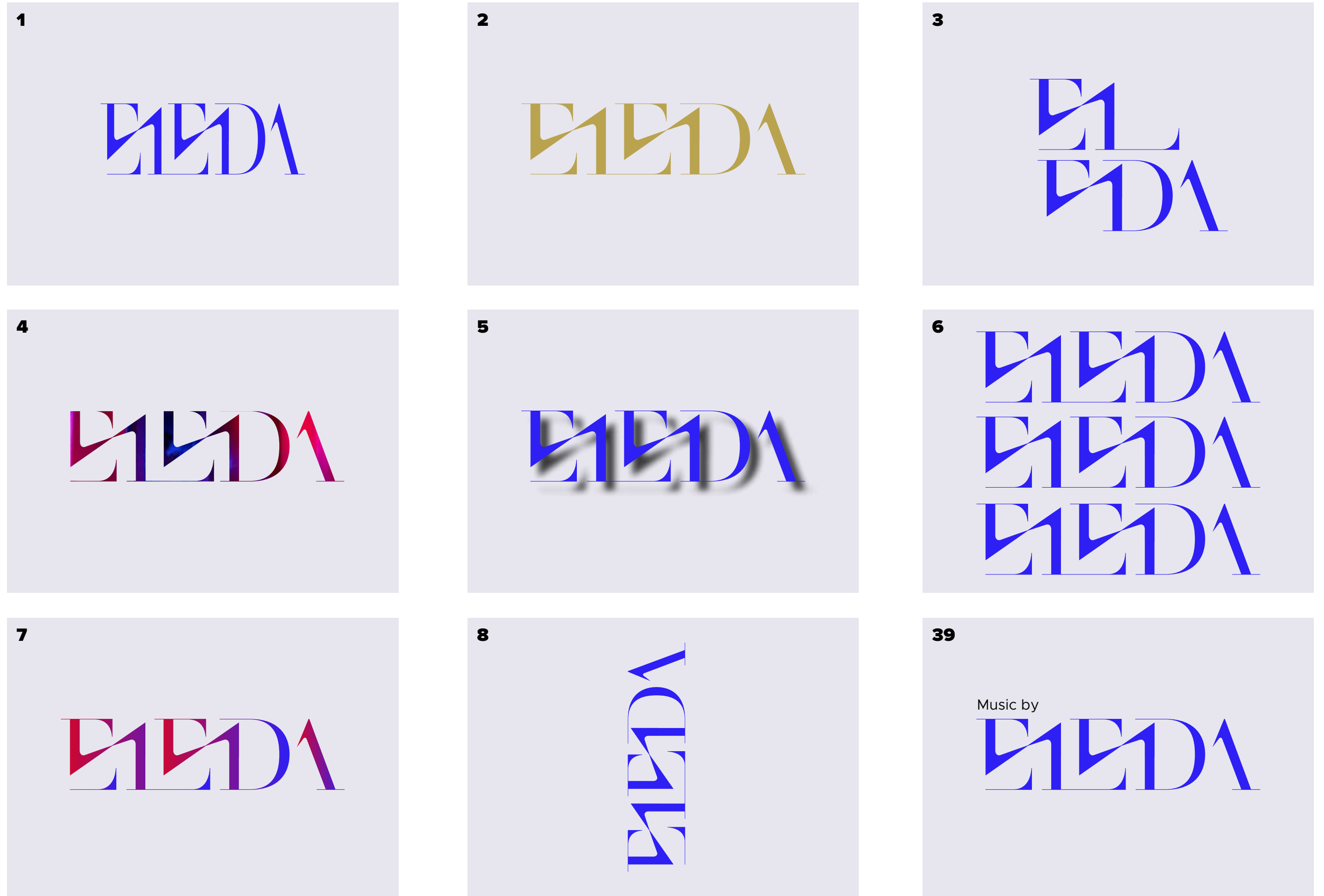
The ELEDA logo should never be displayed with a width smaller than 25mm in any print application.



Incorrect Usage

It is important that the appearance of the logo remains consistent. This page outlines ways to never use the logo:

1. Do not scale the logo disproportionately.
2. Do not set the logo in colors not previously specified.
3. Do not reconstruct the logo.
4. Do not fill the logo with photography.
5. Do not add a drop shadow to the logo.
6. Do not make the wordmark into a pattern.
7. Do not add gradients to the logo.
8. Do not change the logo's orientation or rotation.
9. Do not place any other elements within the logo's clear space.



ELEDA in Copy

When ELEDA is typed out in copy, the band name should be differentiated from the rest of the text by setting it in uppercase.

Olupta vent erum quodis as es ut lab int re nest, omnis et es-
trum voluptume odi simusam quo que secabo. Omnienissite
natem facuscipsam ELEDA et la dolupti apitin con poessit
vellupt atincienis voloreic temposse nonem cus quatus et oc-
cuptibus molendu sciendignisi omnihillupis maximpe ribusam
ipsa dem num alis magnimod quae iliquia simporestis adia
ne qui alitatio imendunt et volores et anditatur audis quo ime
magniasperes sed magni culparias volor sit quia ium quas nim-
pore iciur, sus am erfersp eliquas dollab in nus et modictiasit
res ipsam dis evelluptatis veniscia veni autem rent.
Fugitio. Dandestet quisciation prae pore volecatem fuga. Itat
plit, nossin plabor si corem volorum harum, quatur, odisqui
dolo ELEDA veris et aut volorporro mod miliqui berchite cup-
tass invenistem andeliquam aciandandis nectaqu amendic illo-
rio omnime cum volore, cullige ndelist, exces doluptaquunt as
explabo reptatios dolut quati doluptas solorum ilibus porerup-
tius sum et magnam as earum alitat et hilit et, idus.

Brand Typography

Our chosen typography helps to convey ELEDA's personality, set the tone, and communicate the essence of our music and artistic vision.

The selection of the corporate typographic elements has been aligned with our values and vision, representing a harmonic and complementary element to our logo.

- **Primary Typeface**
- **Secondary Typeface**
- **Type Hierarchy**
- **System Font Replacement**

Primary
Typeface

MADE SAONARA 2 is our primary typeface. Its elegant and timeless character and the contrast between thick and thin strokes builds the bridge between the eccentric/cinematic but yet ethereal and elegant ELEDA style.

MADE SAONARA 2

Used for major headlines. Title case lettering is preferred for corporate communication such as website, newsletters, etc. Upper case letters might be used as a creative element for promo material such as covers, posters, merch, etc.

MADE SAONARA

May be used in special occasions, when legibility of Made Saonara 2 is not ideal.

MADE SAONARA 2

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 (.,:;!;?)[“”^”””””]{---}SYc€PŁB\$%<>#*+-÷=&©®@

Display + H1 Title
Made Saonara 2

► Title case (default)

New Single
Coming Soon!

Display + H1 Title
Made Saonara 2

► Upper Case

NEW SINGLE
COMING SOON!

Alternative
Made Saonara

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXx
YyZz 1234567890 (.,:;!;?)[“”^”””””””]{---}\$Yc€PŁB\$%<>#*+-÷=&©®@

Secondary Typeface

METROPOLIS is a harmonic complementation to MADE SAONARA. It combines modern proportions with a geometric appearance and reflects the ethereal, elegant and sophisticated side of ELEDA.

METROPOLIS SEMIBOLD

Used for headlines H2-H5 and buttons.

METROPOLIS ITALIC

Used for sublines or to highlight words within a text.

METROPOLIS REGULAR

Used for body copy.

METROPOLIS

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 (‘’”) [, ! ; ? . / :] { -- — } \$ ¢ £ ¥ € < > = + - × ÷ ≈ % # @ & *

Headlines H2-H5
Metropolis Semibold

► Title Case

New Single
Coming Soon!

Sublines
Meropolis Medium Italic

► Lower case

Am, core, consent latus alistiustrum in pore debit audae. Nequiat lacipietus magnietur rem cusandaepero to berecati voluptatur?Icium atur

Body Copy
Meropolis Regular

► Lower case

Am, core, consent latus alistiustrum in pore debit audae. Nequiat lacipietus magnietur rem cusandaepero to berecati voluptatur?Icium atur at quistiis as dolendiam laut quatis rent volupta voluptatio maximpore, volore vendesc iissitius ad quiasped qui ad quibus ulpa volorerem aut verum antin rempor sa ariaecus re erOffici remposaperit ad utem sequi cori quasi ad magnam dolor alibusd aestore

Annotation
Meropolis Regular

► Lower case

Read more

Type Hierarchy

When layouting copy, please ensure to use the following examples as guidance, where the *MINOR THIRD* scale has been applied.

BRAND TYPOGRAPHY

Headline: Made Saonara 2

Subline: Metropolis Italic

Body copy: Metropolis Regular

Button: Metropolis Regular

Headline: Metropolis Semibold

Subline: Metropolis Italic

Body copy: Metropolis Regular

Button: Metropolis Regular

Headline

Subline with a maximum of 2 lines. Em eveliqui officiumque volo lande. Is con nonsed es in net fugitior remped quatur?

Harit ut ea vel milluptas porepe sequia deliquam raest parum et, unte ditati reribus eo-sapicit ad mincto cus, qui nulpa conserecto beres res ipsam et provid quo essediam, consed que connimossit, alibers piciam, voluptis ex etur? Et etur? Occupta di volore-ro magnis net eatquodit faceatquia debit volore vendes est, escillenihi mi, volupta quiberro ea corepellatio to optiandae rate nitas et, occus.

Read more

Headline

Subline with a maximum of 2 lines. Em eveliqui officiumque volo lande. Is con nonsed es in net fugitior remped quatur?

Harit ut ea vel milluptas porepe sequia deliquam raest parum et, unte ditati reribus eo-sapicit ad mincto cus, qui nulpa conserecto beres res ipsam et provid quo essediam, consed que connimossit, alibers piciam, voluptis ex etur? Et etur? Occupta di volore-ro magnis net eatquodit faceatquia debit volore vendes est, escillenihi mi, volupta quiberro ea corepellatio to optiandae rate nitas et, occus.

Read more

Brand Colours

Our colors are aligned with the brand vision and play an important role in ELEDA's corporate design.

The ELEDA color palette should be used for any kind of corporate brand asset and communication such as website, stationery, newsletters, etc. to enhance consistency and recognizability across media.

- ▶ **Full colour palette**
- ▶ **Primary Colours**
- ▶ **Secondary Colours**

BRAND COLOURS

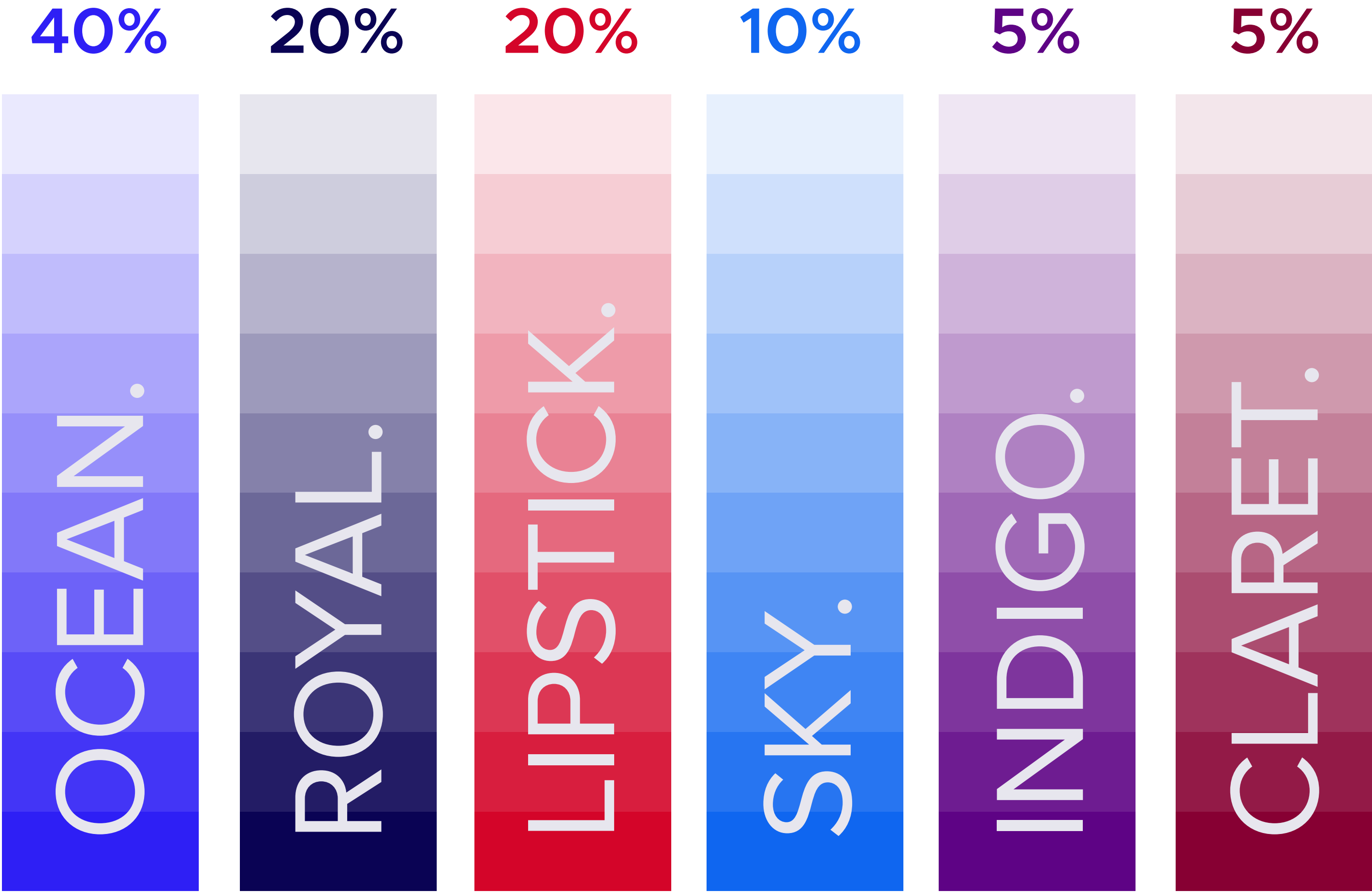
Colour Palette

Our brand colours have been carefully defined based on ELEDA’s values and tone of voice. Additionally to colour psychology, our colour palette was also inspired by cinematogrphahy.



Primary Colours

Secondary Colours






Primary Colours

ELEDA Ocean is the primary brand colour and preferably used for the logo. It has a bright vibrancy on both, screen and print applications. It should be leveraged for both external and internal communications.

ELEDA Royal and *ELEDA Lipstick* are used to complement *ELEDA Ocean* as primary colours for any kind of corporate communication, adding the warm and empathetic tone.

BRAND COLOURS

		
<div>OCEAN HEX: #2E1EF4 CMYK: 91/75/0/0 RGB: 46/30/244 PMS: 2736 C</div>		
		
<div>CANDY HEX: #D40528 CMYK: 9/100/84/2 RGB: 212/5/40 PMS: 199 C</div>	<div>ROYAL HEX: #090354 CMYK: 100/95/36/40 RGB: 9/3/84 PMS: 274 C</div>	

Secondary Colours

The brand colours *ELEDA Sky*, *ELEDA Indigo* and *ELEDA Claret* may be used as accent colours whenever needed.

BRAND COLOURS

SKY
HEX: #0F67F0 CMYK: 84/60/0/0
RGB: 15/103/240 PMS: 285 C

INDIGO
HEX: #5E0284 CMYK: 82/100/8/2
RGB: 94/2/132 PMS: 2597 C

CLARET
HEX: #0F67F0 CMYK: 84/60/0/0
RGB: 15/103/240 PMS: 285 C