SEE THIS THROUGH

LOGO GUIDELINES

OVERVIEW

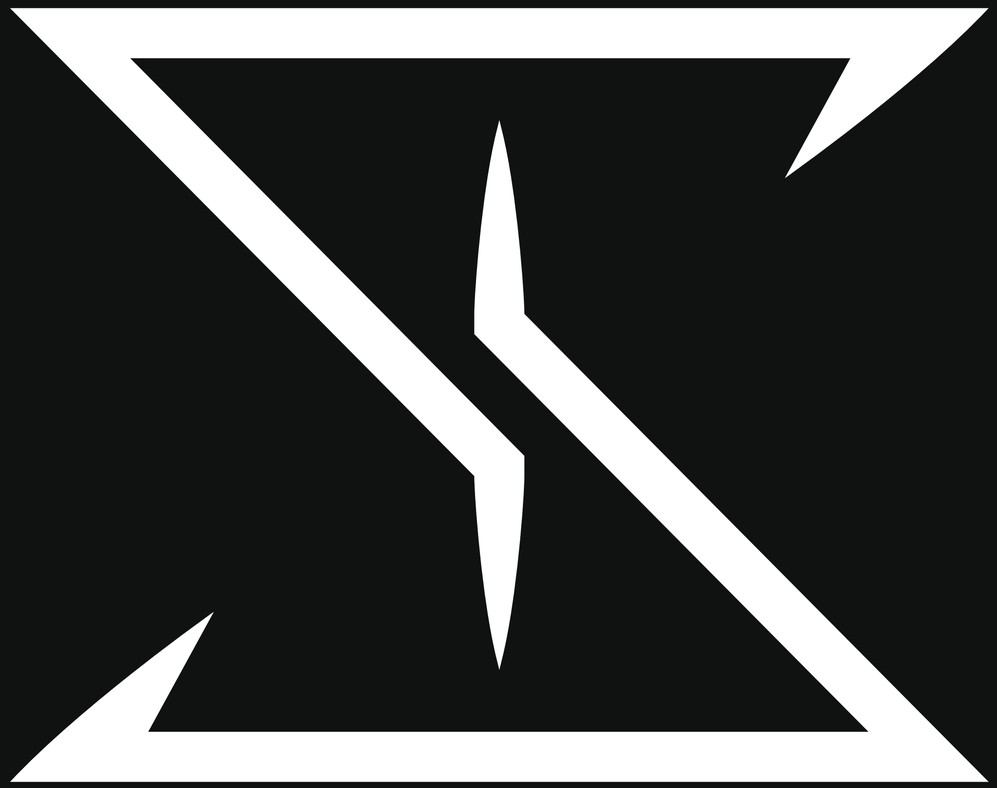
The logo is the face of a band’s identity. As such, it’s important that it is consistent and puts the best possible foot forward. Included in this guide is information, rules, and best practices for the presentation and use of See This Through’s visual Identity.

THE LOGO

Modern. Powerful. Stable. The logo is comprised of 2 main components: the logomark, and the logotype. When stacked or combined, we have our varying lockups, which each serve a purpose.

THE MARK

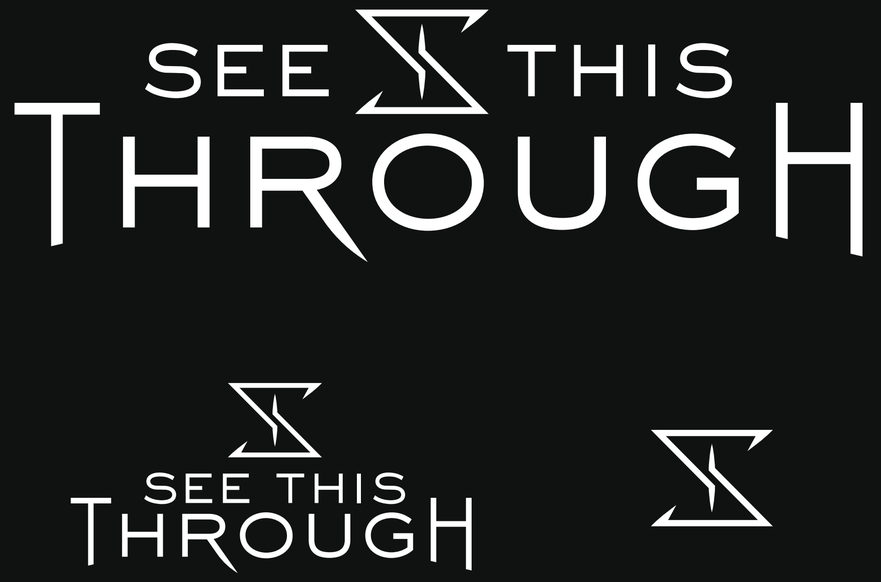
The mark is the simplest and most iconic part of the logo. It looks great with the logotype, but can hold its own without it. Use the mark as a symbol. It works well for profile pictures, badges, stickers, and stenciled on a drum head. The mark also works great on mobile devices and in places that the logo needs to be small and conserve space.



SEE THIS
THROUGH

THE TYPE

The logotype is imposing, but not overwhelming. Dangerous, yet somehow approachable. Use the logotype when you want to put your name out there but don't have room for the full lockup. Perfect for medium sized screens and applications, like tablets and flyers.

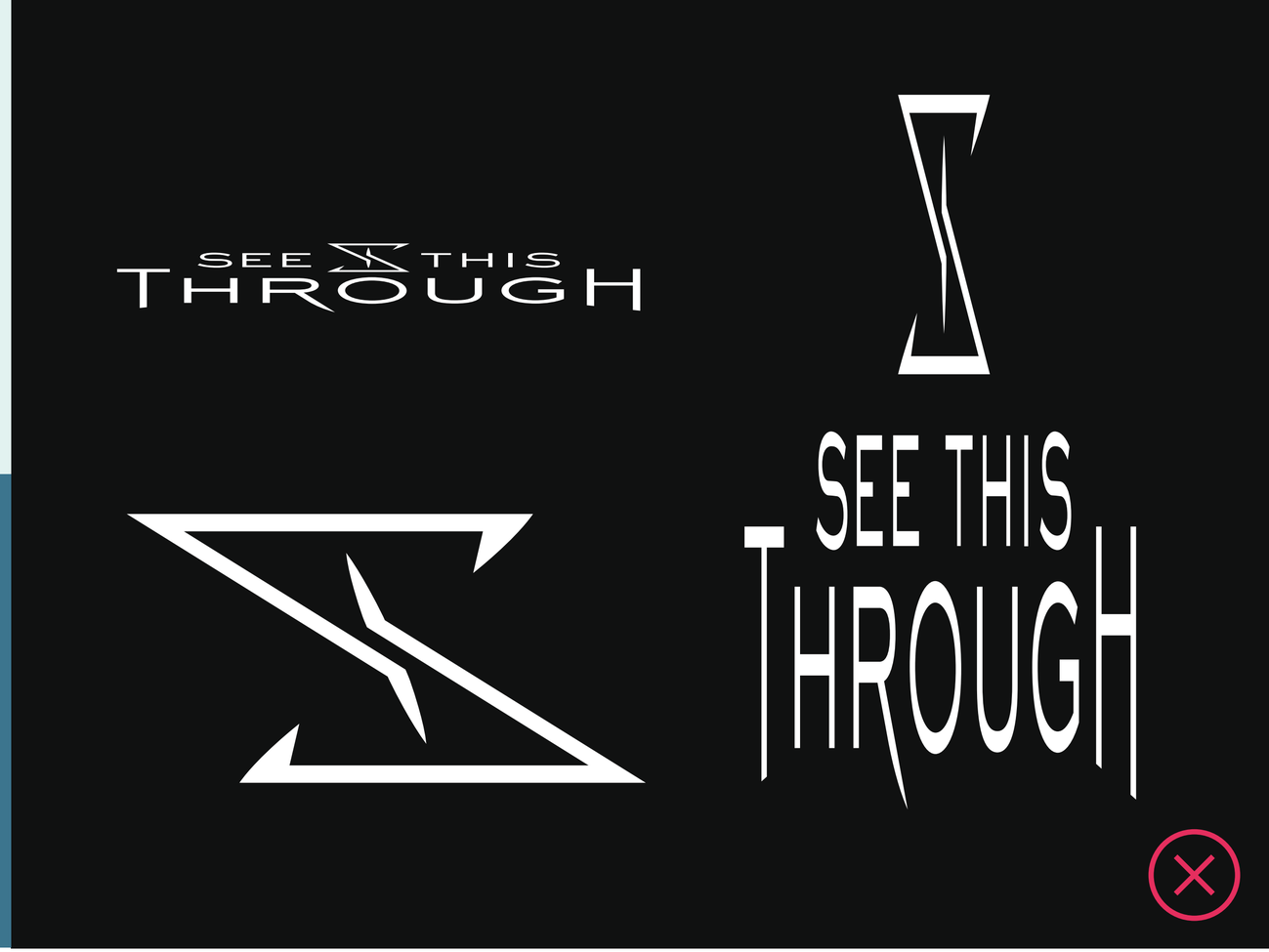


SPACING

Let the logo breathe. Putting text, images, or other logos too close crowds out the logo and gets claustrophobic. Give a margin of at least 1/4 of the height of the logo all around.

SIZING

Be sure the logo is readable at whatever size it is displayed. Different lockups are better for different applications. The horizontal lockup works best at larger sizes, whereas the mark alone works best in small screens and applications.

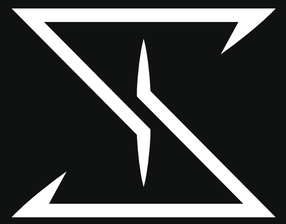


CONTRAST

Make sure the logo has enough contrast from the background. If it can't be read, the logo is not doing its job. The one exception to this is when the mark is used atmospherically and not as a primary identifier.

PROPORTION

Don't stretch or distort the logo. Each element is balanced and is intended to be displayed how it is provided. If you wouldn't do it to a picture of your face, don't do it to the logo.



LOCKUPS

Use only preapproved lockups when displaying the logo. Don't restack or rearrange assets. They're designed for balance and proportion and are fine just how they are.

COLOR

The new logo is intended to evolve and adapt as the music does. As such, having set brand colors doesn't make a lot of sense. However, when using color, be sure to ensure that contrast is present.

Black doesn't exist. In nature, everything we can perceive is a deep, dark grey. only the empty vacuum of space is truly black. as such, a 95% grey should be substituted for black when possible. It's a subtle difference, but one which goes a long way. White works fine, but adding a touch of grey or blue or beige really gives a subtle touch of elegance. Included here are some of the colors used in this guide which can be a jumping off point for merch, albums, etc.

COAL

HEX #101111 **RGB** R:16 G:17 B:17

CMYK
C:74 M:67 Y:66 K:83

ICE

HEX #E2F2F0 **RGB** R:226 G:242 B:240

CMYK
C:10 M:0 Y:5 K:0

RUST

HEX #D8372B **RGB** R:216 G:55 B:43

CMYK
C:9 M:93 Y:97 K:1

SEE THIS
THROUGH

SEE THIS
THROUGH