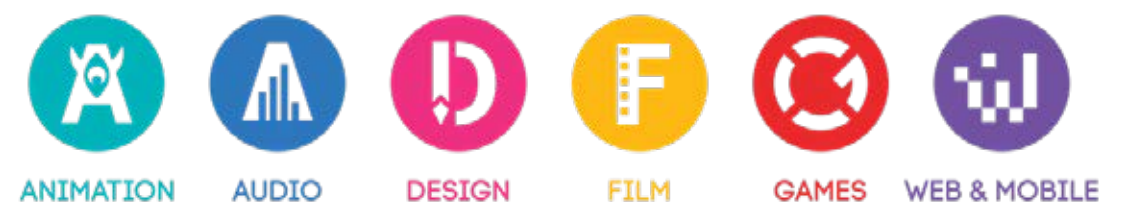


The GLYCEREENS

WEBSITE STYLE GUIDE
2019



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ANIMATION AUDIO DESIGN FILM GAMES WEB & MOBILE

THE GLYCEREENS STYLE GUIDE

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THE GLYCEREENS blend their dirty bumblegum aesthetics with garage punk rock tones to create a fuzzed-out sound that is both energetic and super loud. Rising from the ashes of noisy garage heaven in Brisbane, Queensland, Australia, The Glycerreens continue to spread their fuzzy love throughout the cosmos.





ABOUT CLIENT

The Glycereens are: Heli (vox & guitar), Sol (backing vox & lead guitar), Chrissy (backing voxs & drums), Nathan (backing vox & bass).

Review by Josh Prosser, Music Beyond Headlines.

Brisbane's intergalactic punk fuzzsters The Glycereens have been spreading their wings around the local Brisbane music scene since 2018. Although they are a reasonably new band on the scene, they feature past members from some pretty killer bands. Bands such as: Happy Times, Mad Macka, Boondall Boys, Warped, BMX Ray, Gravelrash, Fuzzbabes, Helical Sun, Campus Tramps and Mecha Mecha. The Glycereens have recently released their debut 10 track album Hangin' On! It's an alternative punk drenched fuzzfest.

Client Contact: Heli Puhakka

www.facebook.com/theglycereens

www.theglycereens.bandcamp.com

hmpuhakka@hotmail.com



MASTER LOGO



LOGO VARIATIONS



Straight Logo



Yellow Pink Sticker

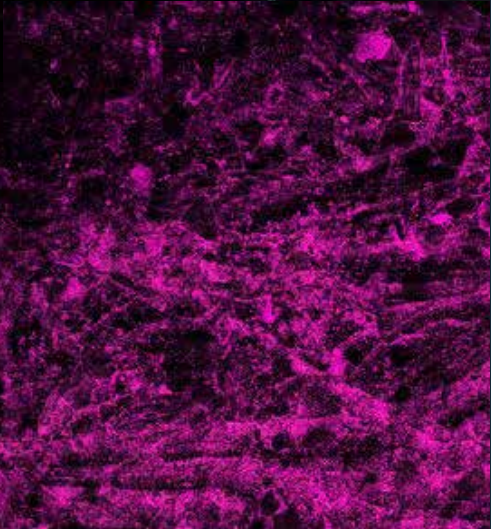
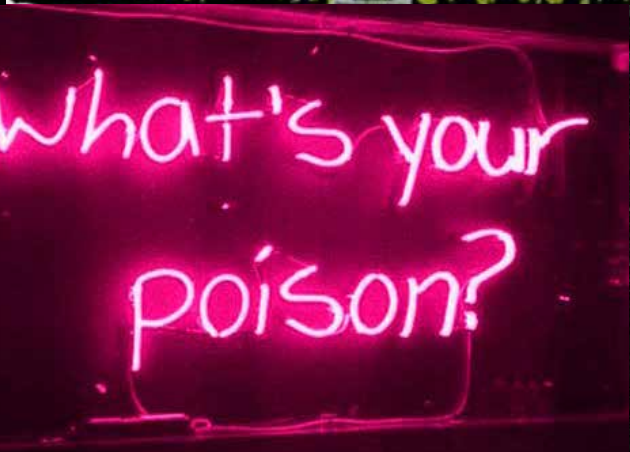
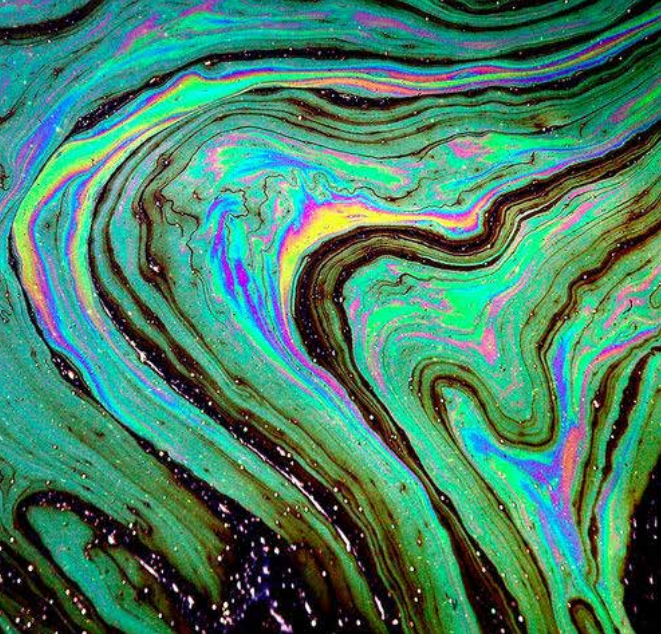
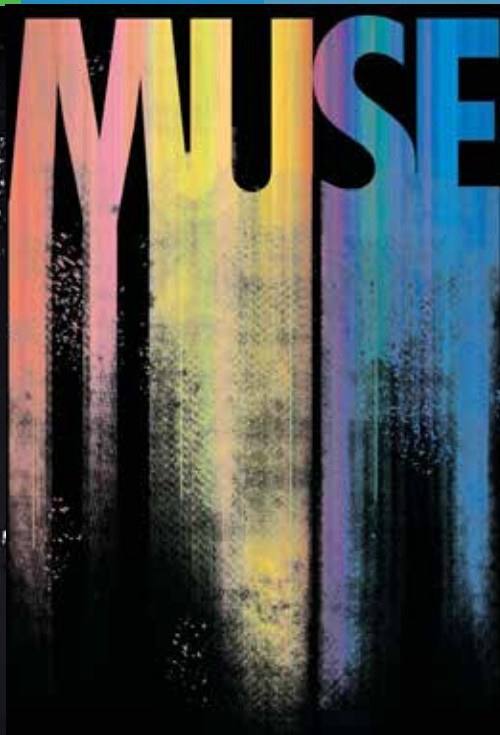
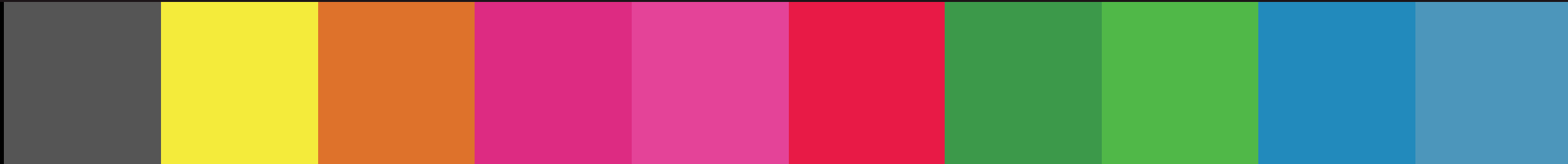


Leopard Print Pink



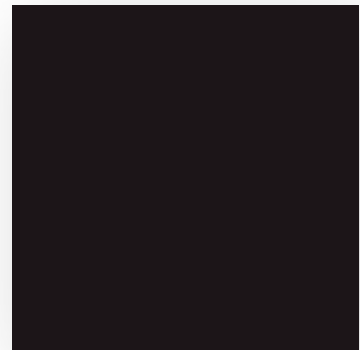
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MOODBOARD



COLOR PALETTE

Greyscale



HEX #1c1518
RGB 28 21 24



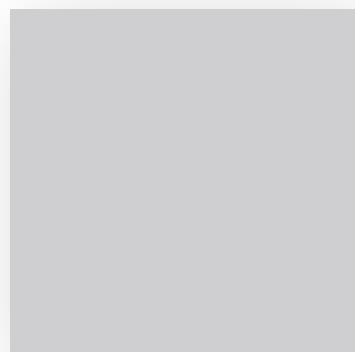
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RGB 48 48 49



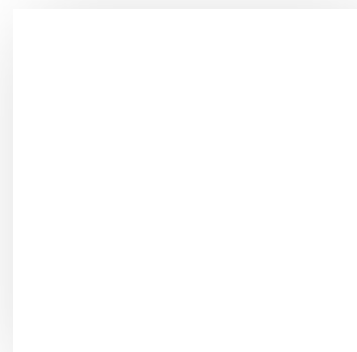
HEX #525355
RGB 82 83 85



HEX #909294
RGB 144 146 148



HEX #cfcfd1
RGB 207 207 209



HEX #ffffff
RGB 255 255 255

Accent Colours



HEX #ed208a
RGB 237 32 138



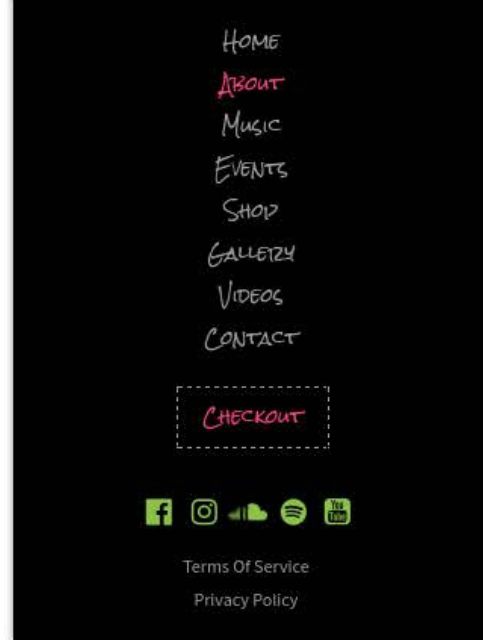
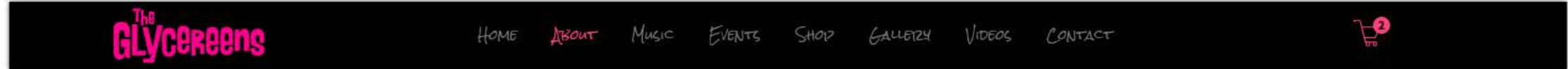
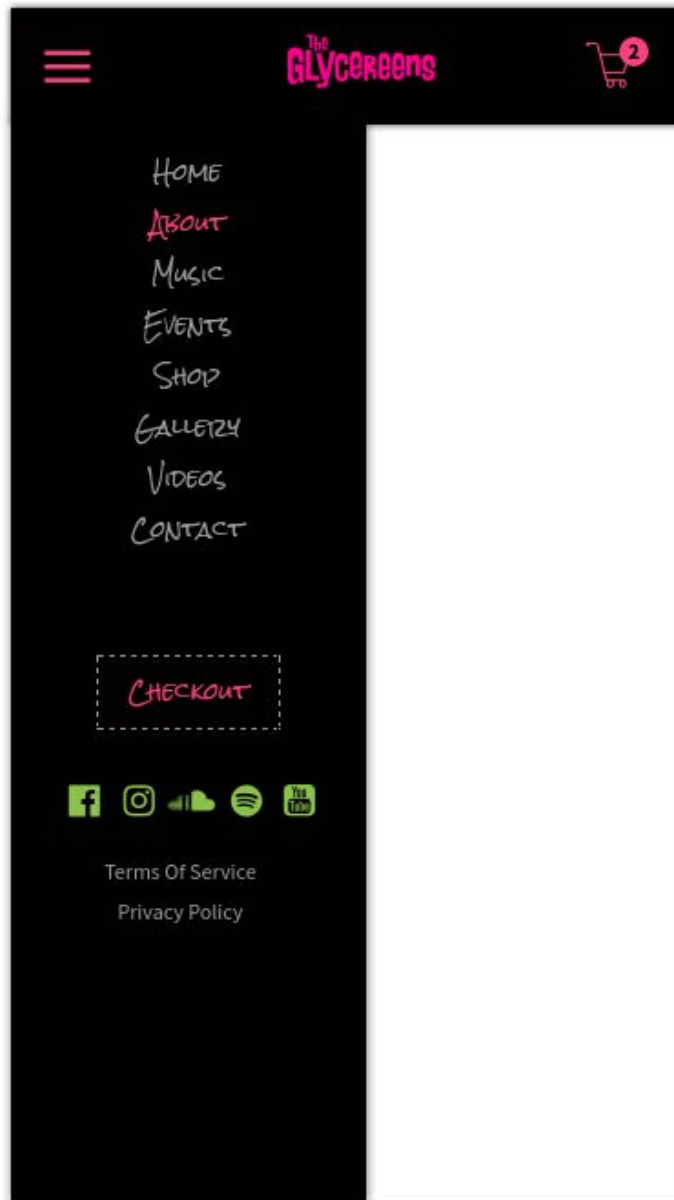
HEX #7aab41
RGB 122 171 65



HEX #ffd000
RGB 255 221 0

ELEMENTS

Mobile



Desktop

- Colours using black/dark grey or a texture for background with pink and green to highlight.
- Desktop version has full menu at full screen mode complete with band title on the left and shopping cart button on the right.
- Social media buttons will be underneath on the home page and on the footer for the site.
- Dropping down to tablet mode will move the band name to the center and menu dropdown to the left.
- Dropdown button gives the menu options as well as a checkout button and social media buttons.
- Mobile version similar to tablet dropdown, with drop down covering half the screen.
- Footer with simple buttons.



Footer



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PHOTOGRAPHY



More photography needs to be done for the client; these are some of the existing assets available.

Studio shoot would be ideal to give website a professional feel.



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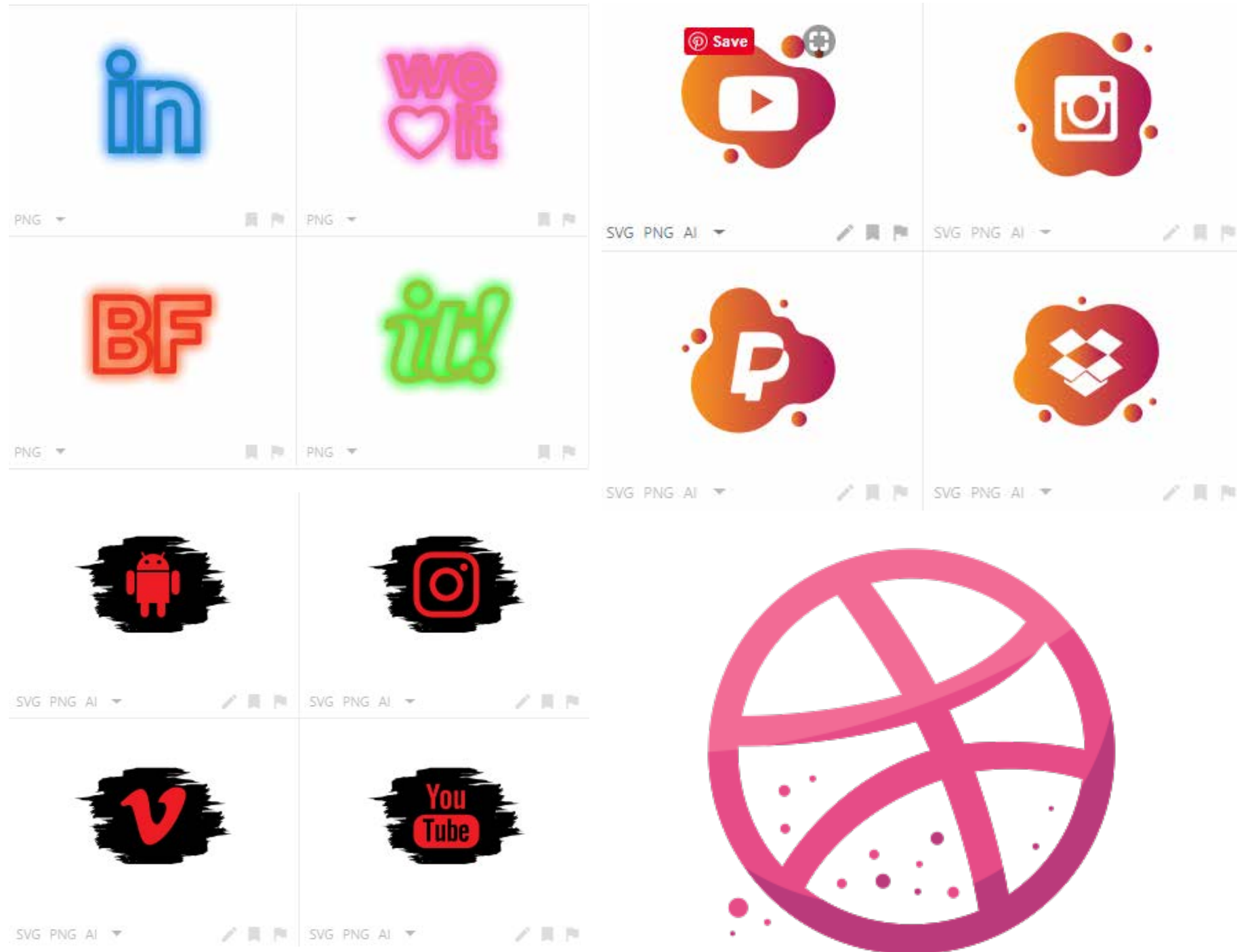
BACKGROUND TEXTURES

The desirable background will be a grunge texture.

During the design phase there will be experimentation with paint splatters to create a custom look.



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ICONS



Looking to combine these three styles into one icon.

The themes are neon glow, a grunge background and paint splatters.

This will be further developed in the design stage.

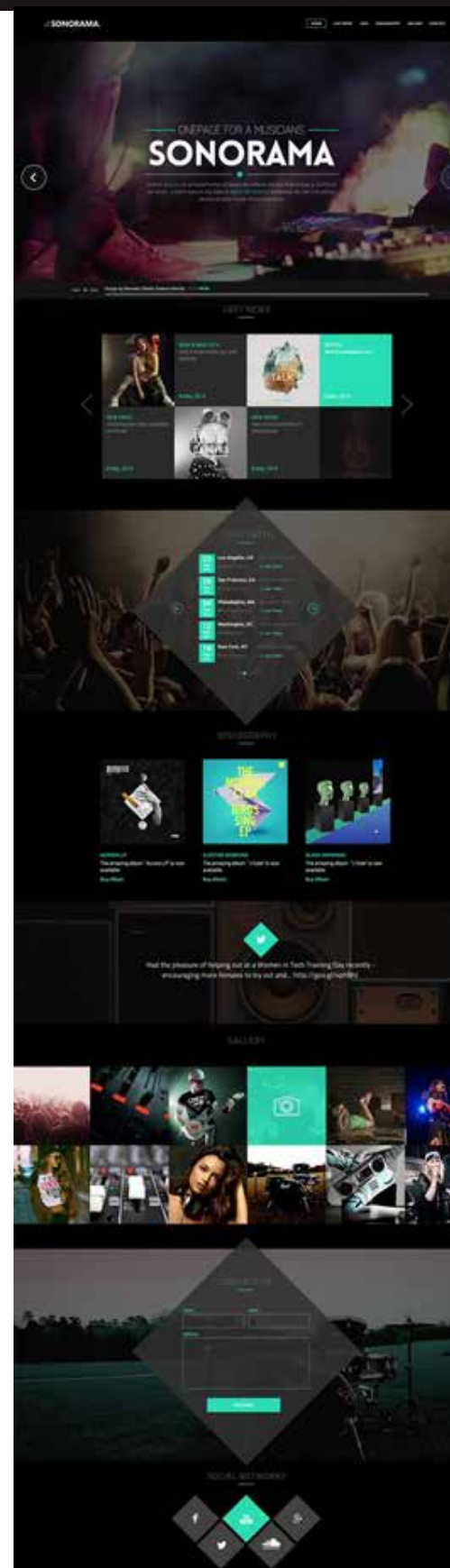
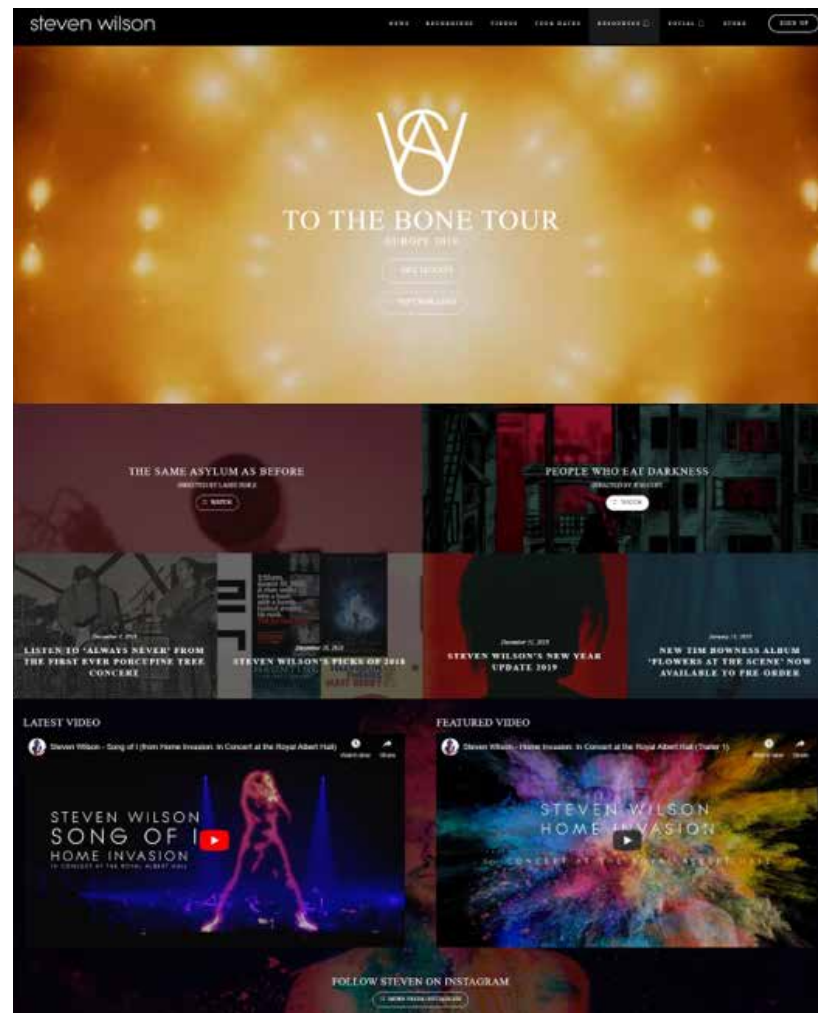


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LAYOUT INSPIRATION

This section identifies some desirable layouts; primarily using grids and sectioned one-page-site design. The use of carousels is high and many interactive features for the user.

Further examples are to be presented to client in person to display interactivity.



Poiret One

Body 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut viverra, nibh vitae pharetra tristique, purus tellus pretium tortor, ut rutrum ipsum ipsum eget purus. Nullam posuere nibh arcu, eget eleifend enim ultrices eu. Fusce iaculis lectus quis pretium scelerisque. Nunc congue ipsum in cursus vehicula. Proin magna ligula, commodo quis magna ut, pretium mattis justo. Nam in leo malesuada, auctor justo ut, tempus elit. Aliquam condimentum tempor ipsum, non dapibus nibh convallis eget. Pellentesque at lacinia arcu, quis egestas nulla.

Bold

N/A



Raleway

Body 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut viverra, nibh vitae pharetra tristique, purus tellus pretium tortor, ut rutrum ipsum ipsum eget purus. Nullam posuere nibh arcu, eget eleifend enim ultrices eu. Fusce iaculis lectus quis pretium scelerisque. Nunc congue ipsum in cursus vehicula. Proin magna ligula, commodo quis magna ut, pretium mattis justo. Nam in leo malesuada, auctor justo ut, tempus elit. Aliquam condimentum tempor ipsum, non dapibus nibh convallis eget. Pellentesque at lacinia arcu, quis egestas

Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut viverra, nibh vitae pharetra tristique, purus tellus pretium tortor, ut rutrum ipsum ipsum eget purus. Nullam posuere nibh arcu, eget eleifend enim ultrices eu. Fusce iaculis lectus quis pretium scelerisque. Nunc congue ipsum in cursus vehicula. Proin magna ligula, commodo quis magna ut, pretium mattis justo. Nam in leo malesuada, auctor justo ut, tempus elit. Aliquam condimentum tempor ipsum, non dapibus nibh convallis eget. Pellentesque at lacinia arcu, quis egestas nulla.



ROCK SALT

Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&*()_+=",><



Regular

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. UT VIVERRA, NIBH VITAE PHARETRA TRISTIQUE, PUTRUS TELLUS PRETIUM TORTOR, UT ZUTRUM IPSUM IPSUM EGRET PUTRUS. NULLAM POSUETRE NIBH ARCU, EGRET ELEIFEND ENIM ULTRICES EU. FUSCE IACULIS LECTUS QUIS PRETIUM SCLETISQUE. NUNC CONGUE IPSUM IN CURSUS VEHICULA. PROIN MAGNA LIGULA, COMMODO QUIS MAGNA UT, PRETIUM MATTIS JUSTO. NAM IN LEO MALESUADA,

Bold

N/A



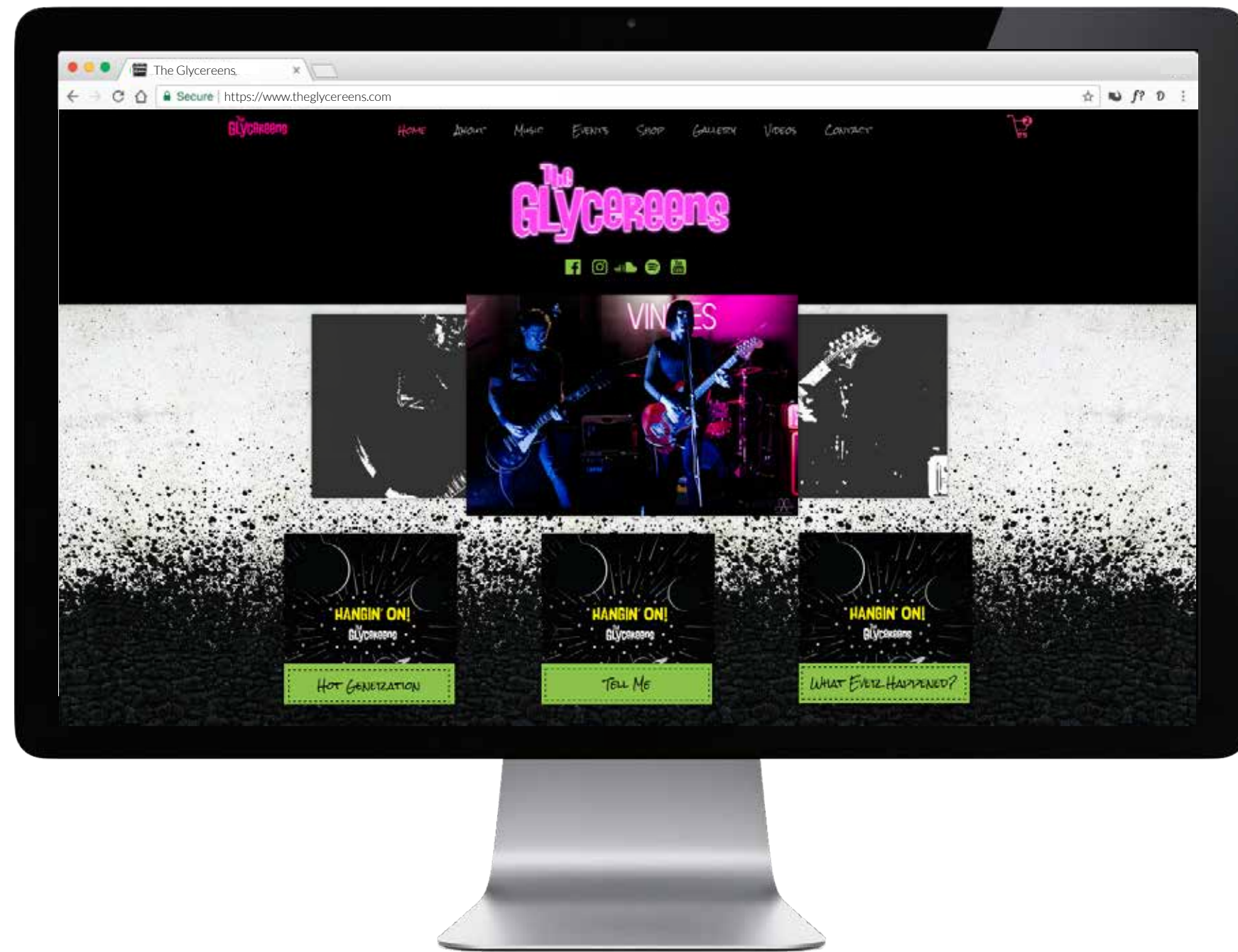
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STORE

General tone for store design.

Store display will be further explored during the design phase.





Website Feel



Sticker Collateral





Design by Nina Tanneberger



Nina Tanneberger

Contact me

nina.tanneberger@gmail.com

0431 574 142

Contact me

Web Design, Photography, Graphic Design

Portfolio

www.ninatanneberger.wordpress.com

www.behance.net/ninatanneberger



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SOURCE LINKS

MOODBOARD:

<http://www.textures4photoshop.com/tex/grunge-and-rust/grunge-paint-splatter-texture-overlay-for-photoshop.aspx>
<https://deliasphotos.com/white-brick-wall/>
<https://www.flickr.com/photos/photoalternative/2668208457/>
<https://www194.lunapic.com/editor/?action=undo&backupid=12>
https://www.amazon.com/gp/product/1594743266/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=1594743266&linkCode=as2&tag=gigposters-20&linkId=e64e960403731ba3c5db61e25af3ed1a
<https://weheartit.com/entry/36151678>
<https://www.pinterest.com.au/pin/629941066607662122/>
<http://imperfexioning.tumblr.com/post/96692375053>
<https://www.facebook.com/RichBoyCriesForMommaBook?ref=hl>
<https://lushmakeupideas.info/category/pink-lips/>
<https://i.pinimg.com/564x/c2/ff/17/c2ff174570e0d5c3342434c5c7586407.jpg>
<https://www.instagram.com/radicivolo/>
<https://www.pinterest.com.au/pin/388154061609238504/>

TEXTURES:

<https://jooinn.com/grunge-background-texture.html>
https://www.123rf.com/photo_38791281_old-wall-texture-grunge-background-black-and-white-background.html
http://www.tokkoro.com/picsup/2813688-alex-cherry-artwork-paint-splatter-grunge-abstract___abstract-wallpapers.jpg
https://pngtree.com/freepng/cement-wall-texture_2901194.html
<https://www.joomshaper.com/WDF-331750.html>
<https://www.colourbox.com/vector/colorful-acrylic-paint-splatter-shiny-blob-on-black-background-vector-25214567>

LAYOUT EXAMPLES:

<https://onepagelove.com/sonoramav>
<http://stevenwilsonhq.com/sw/>
<https://i.pinimg.com/originals/3b/a5/69/3ba569c820977c8ea42763aad81e7b7d.jpg>
https://themeforest.net/item/beat-onepage-html5-music-band-template/5825021?ref=WiselyThemes&clickthrough_id=1401404813&redirect_back=true

STYLE GUIDE TEMPLATES:

https://stock.adobe.com/au/search/templates?filters%5Bcontent_type%3Aphoto%5D=0&filters%5Bcontent_type%3Aillustration%5D=0&filters%5Bcontent_type%3Azip_vector%5D=0&filters%5Bcontent_type%3Avideo%5D=0&filters%5Bcontent_type%3Atemplate%5D=1&filters%5Bcontent_type%3A3d%5D=0&filters%5Binclude_stock_enterprise%5D=0&filters%5Bis_editorial%5D=0&filters%5Bcontent_type%3Aimage%5D=0&k=style+guide+indesign&order=relevance&safe_search=1&search_page=1&acp=&aco=-style+guide+indesign&get_facets=0&asset_id=236500577

ICON LINKS:

<https://www.iconfinder.com/iconsets/social-network-logo-collection-2>
<https://www.iconfinder.com/iconsets/social-media-grunge-1>
<https://www.iconfinder.com/iconsets/neon-social-icons-set>
<https://www.iconfinder.com/iconsets/social-media-2068>
<https://www.vecteezy.com/vector-art/268304-valentine-neon-sign-vector>

OTHER IMAGES:

https://images-na.ssl-images-amazon.com/images/I/81IIWHAmQ5L._SL1008_.jpg
<http://unlockcampus.org/code/tutoring/rvarts-api-version>
<https://sae.edu.au/>
<https://geekylifestyle.com/firefox-quantum-vs-safari-vs-opera-vs-google-chrome>

PHOTOGRAPHY:

<https://www.facebook.com/theglycereens/>
<https://www.instagram.com/glycereens/>

FONTS:

Arial: Adobe Creative Cloud

Poiret One: Google Fonts
<https://fonts.google.com/specimen/Poiret+One>

Raleway: Google Fonts
<https://fonts.google.com/specimen/Raleway>

Rock Salt: Google Fonts
<https://fonts.google.com/specimen/Rock+Salt>

CLIENT COLLATERAL ASSETS:

Heli Puhakka
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APPLICATIONS USED:

Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Google Chrome, Microsoft Word

WEBSITES USED:

Google Drive, Pinterest, MockFlow, Google Fonts, Adobe Stock

