



# STYLE GUIDE

Designed and written by Zoe Diakogiannis for DUB303

DESIGNED AND WRITTEN BY ZOE DIAKOIANNIS FOR DVB303 EXPERIMENTAL VISUAL COMMUNICATION.

## STYLE GUIDE

*Detailing the visual styles of the underground music scene.*



# TABLE OF CONTENTS

06

PURPOSE

10

GRUNGE STYLE GUIDE

08

THE UNDERGROUND STYLE



# PURPOSE

THE PURPOSE OF THIS STYLE GUIDE IS TO CAPTURE THE UNIQUE STYLES OF THE UNDERGROUND MUSIC SCENE TO SUPPORT THE DESIGN DECISIONS OF THE DELIVERABLES PRESENTED ALONG WITH IT.

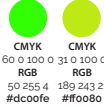
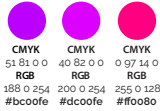
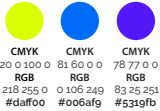


THE UNDERGROUND

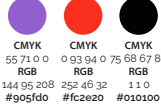
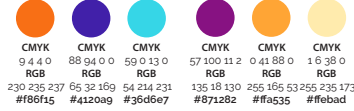
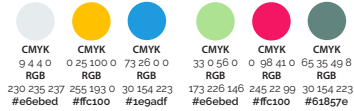


## COLOURS

### NEON



### CONTRASTING



## TYPOGRAPHY

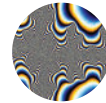
WRIGGLE

BAUNK

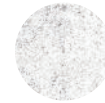
old english five

LAD!

## PATTERNS AND TEXTURES



PSYCHEDELIC



GRAIN



TRIPPY

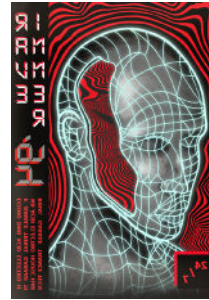
## STYLES



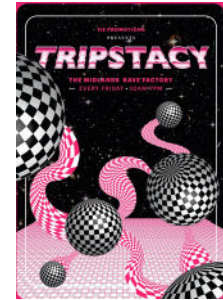
ACID/PSYCHEDELIC



NEON



FUTURISTIC















SPACE








**GRUNGE**

## COLOURS

### MUTED

					
<b>CMYK</b> 67 65 55 43	<b>CMYK</b> 15 91 49 1	<b>CMYK</b> 7 55 69 0	<b>CMYK</b> 75 68 67 90	<b>CMYK</b> 27 100 100 32	<b>CMYK</b> 72 100 0 0
<b>RGB</b> 69 64 70 #454046	<b>RGB</b> 207 61 97 #c13d61	<b>RGB</b> 229 137 92 #e6995c	<b>RGB</b> 0 0 0 #000000	<b>RGB</b> 138 24 26 #8a181a	<b>RGB</b> 108 44 144 #6c2c90
					
<b>CMYK</b> 23 16 45 0	<b>CMYK</b> 69 25 38 1	<b>CMYK</b> 21 36 33 0	<b>CMYK</b> 100 98 26 48	<b>CMYK</b> 64 60 83 72	<b>CMYK</b> 83 55 62 47
<b>RGB</b> 200 197 153 #c8c599	<b>RGB</b> 86 153 156 #55999c	<b>RGB</b> 203 164 157 #c8ba9d	<b>RGB</b> 22 29 74 #16134a	<b>RGB</b> 42 39 19 #2a2713	<b>RGB</b> 34 66 65 #224241

### BRIGHT FEATURES

		
<b>CMYK</b> 53 0 40 0	<b>CMYK</b> 46 66 77 49	<b>CMYK</b> 15 34 0
<b>RGB</b> 117 200 174 #72c8ae	<b>RGB</b> 90 51 44 #5a3d2c	<b>RGB</b> 255 239 180 #ffecb4
		
<b>CMYK</b> 7 64 100 0	<b>CMYK</b> 2 48 96 0	
<b>RGB</b> 228 119 37 #e47725	<b>RGB</b> 244 161 38 #fa1126	

## TYPOGRAPHY

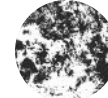
DOTLED  
PUNKBOY

RUBBER STAMP  
PUNK KID

## PATTERNS AND TEXTURES



STAINED



DISTRESSED

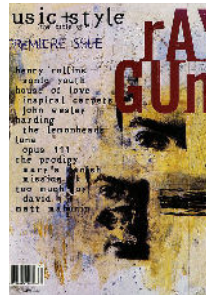


CREASED PAPER

## STYLES



COLLAGE/PUNK



DIRTY



HANDWRITTEN/DRAWN



CHAOTIC

