



Night Time Drive

BRAND GUIDELINES

PREPARED BY LOISSE LEDRES

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Night Time Drive

plays when the sun sets

creates the mood when it's time to cruise

owes its sound to the songs in low-riders

reps Chicano pride and resilience

creates a moment of coming together

and makes everybody a little happy



IS VIBEY

IS JOYFUL

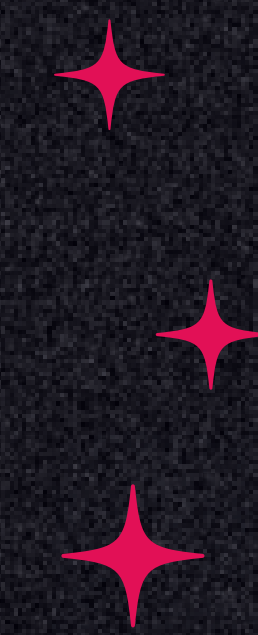
IS COMMUNAL

Night Time Drive

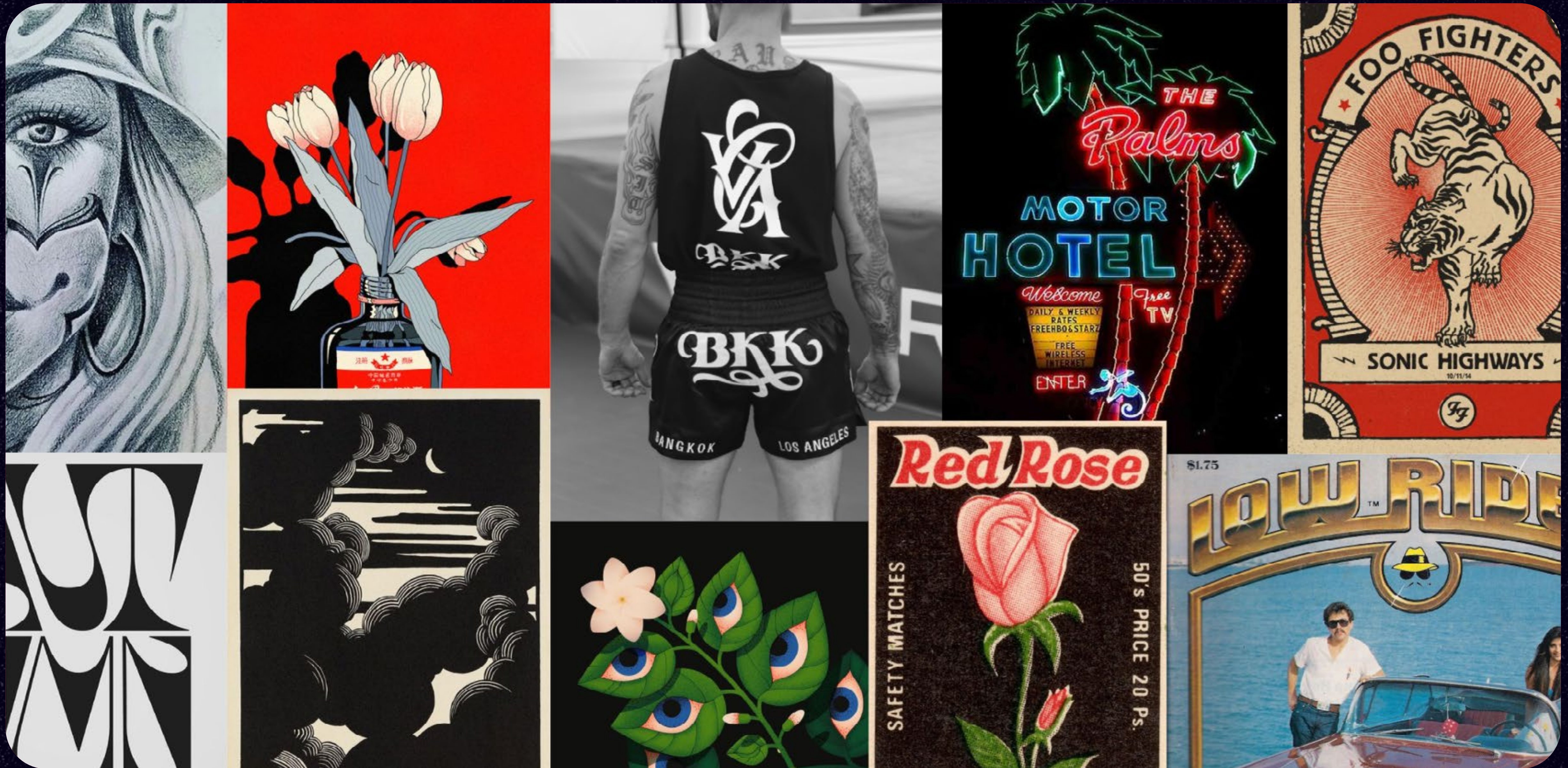
IS NOTEWORTHY

IS SOULFUL

IS INTRICATE



Brand Assets



BOLD DECORATION

The Bold Decoration mood board is the overarching visual story that represents what the brand stands for, is inspired by, and aspires to be. It takes distinct elements from the Chicano aesthetic, like decorative type, high contrast shadows, and illustrative details. It also references the signs of the 60s and the Southwest, where the type is dynamic and dimensional. It also takes influence from Japanese matchbox designs with their flat illustrations and ornamental framing. Overall, a touch of elegance and grit adds a little visual interest. All these core elements should be taken into consideration when designing using the brand system.

OUR PRIMARY LOGO

Logo files are also available in Black and Chrome

The logo is presented in a vertical lockup, with the words "Night", "Time", and "Drive" stacked one above the other. Each word is written in a white, elegant script font and features a small four-pointed star above the letter 'i'. The words are connected by thin horizontal lines, and the entire logo is set against a dark blue background.

VERTICAL LOCKUP

Use this version as priority as it takes the most space and visual impact.

The logo is presented in a horizontal lockup, with the words "Night Time Drive" written in a single line. The text is in a white, elegant script font, with a small four-pointed star above the letter 'i' in each word. The words are connected by thin horizontal lines, and the entire logo is set against a dark blue background.

HORIZONTAL LOCKUP

If needed, use this version for vertically narrow spaces like website banners.

OUR SECONDARY ASSETS



CHROME LOGO

This logo can be used instead of the flat color versions, but make sure the Chrome logo is against a dark enough background to be clearly legible. Also make sure the Chrome logo is not sized up too much and does not become blurry.



SPARKLE GRAPHIC

These sparkles are taken from the primary logo and can be used as decorative details

OUR LOGO RULES



DON'T STRETCH



DON'T RESTRUCTURE



**DON'T RECOLOR OUTSIDE OF
PROVIDED BRAND COLORS**

(Unless part of a unique artistic
treatment for merch/a campaign)



**DON'T ALTER SIZE
RELATIONSHIPS**



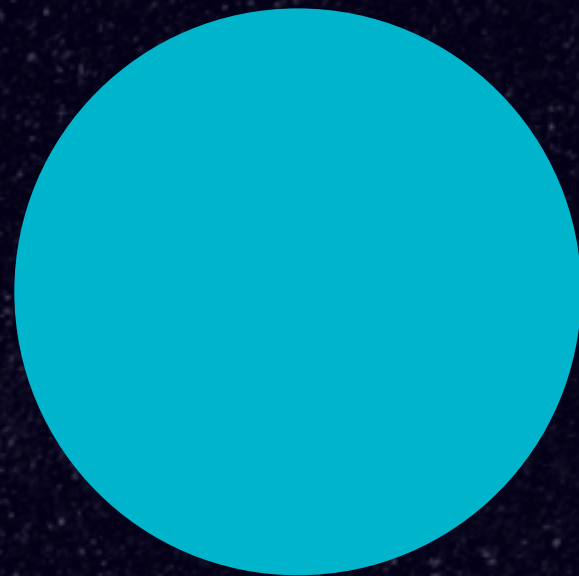
DON'T USE NON-BRAND FONTS



**DON'T PUT LOGOS ON
NON-LEGIBLE BACKGROUNDS**

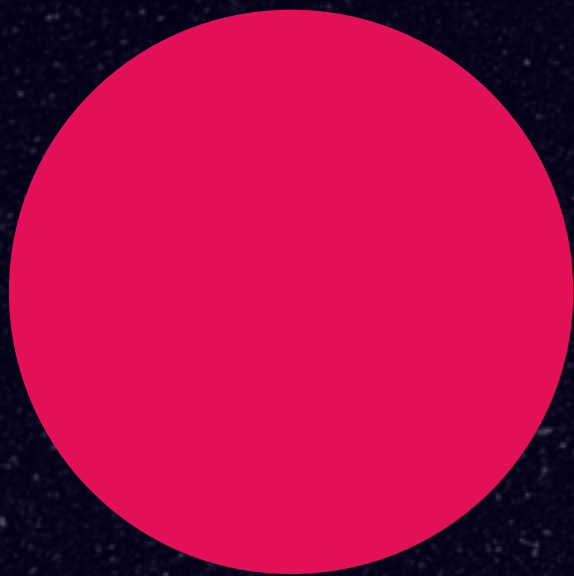
Our Colors

OUR BRAND COLORS



BLUE COAT

HEX #00B4CC
CMYK (73, 5, 18, 0)
RGB (0, 180, 204)
PMS 3125C



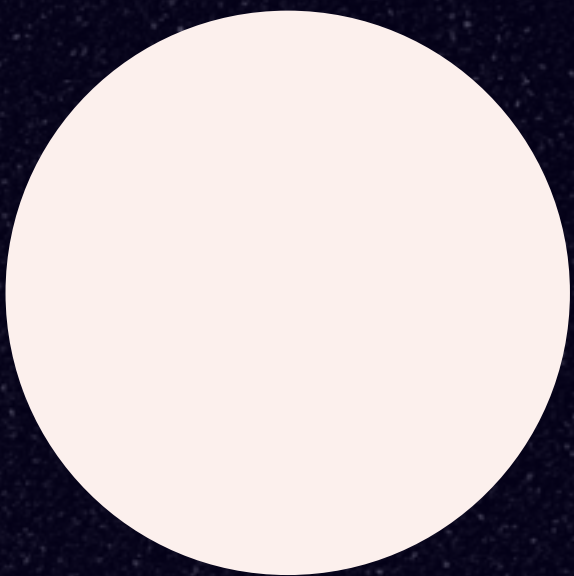
NEON SIGN PINK

HEX #E21056
CMYK (5, 100, 54, 0)
RGB (226, 16, 86)
PMS 1925C



MIDNIGHT NAVY

HEX #050121
CMYK (85, 81, 56, 75)
RGB (5, 1, 33)
PMS 5255C



SOFT PINK

HEX #FCFOED
CMYK (0, 5, 4, 0)
RGB (252, 240, 237)
PMS 705C, 60% TINT



BLACK

HEX #000000
CMYK (60, 40, 40, 100)
RGB (0, 0, 0)



WHITE

HEX #FFFFFF
CMYK (0, 0, 0, 0)
RGB (255, 255, 255)

Application



OUR SOCIAL MEDIA TEMPLATES



To place images and content onto these blank templates, I recommend using Canva, where you can apply text and imagery onto the slide itself.

OUR FONTS



Storefront Pro
(FROM ADOBE FONTS, ONLY AVAILABLE FOR USE WITH AN ADOBE ACCOUNT)

Aetrina
(FROM TYPETEMP)
USE FOR SPECIAL HEADLINES, BEST FOR MERCH/ONE-OFF FLYERS
MAKE SURE TO NOT OVERUSE AS IT MAY CLASH WITH THE LOGO

HAMMERSMITH ONE
(FROM GOOGLE FONTS)
USE HAMMERSMITH ONE REGULAR, ALL CAPS FOR HEADLINES
USE HAMMERSMITH ONE REGULAR IN SMALLER SIZE, ALL CAPS FOR SUBTITLES

SPARTAN
(FROM GOOGLE FONTS)
USE SPARTAN REGULAR OR HEAVIER, FOR ALL BODY COPY

MERCH DESIGN GUIDE

When designing merch, make sure to incorporate into the design:



BOLD, DYNAMIC TYPE & PLACEMENT

Experiment with fonts that pair well with the logo and brand fonts: add texture/dimension, place them in unique orientations, warp them...have fun and convey the emotion of the music with text



HIGH CONTRAST, TEXTURAL ILLUSTRATIONS

Create illustrations that have bold contrasts between light and dark, using lines to create interesting texture and dimensions. As a general rule, the illustration should be distinct enough even when printed with one color.



CHROME, NEON EFFECTS

NightTimeDrive is inspired by Chicano low-rider culture and neon sign imagery found on many interstate roads. Lean into this imagery to add visual interest.

For more specific references, pull imagery and stylistic choices from

- 60s-70s neon road signs
- Chicano culture
- Japanese matchbox designs
- lowrider cars and cultural imagery
- Mister Cartoon/calligraphic tattoos
- 60s barber salons



SAMPLE MERCH

Thank You ✨ ✨ ✨

FOR QUESTIONS, CONTACT LOISSE AT LOISSELEDRES@GMAIL.COM, GEEZLOISSE.COM