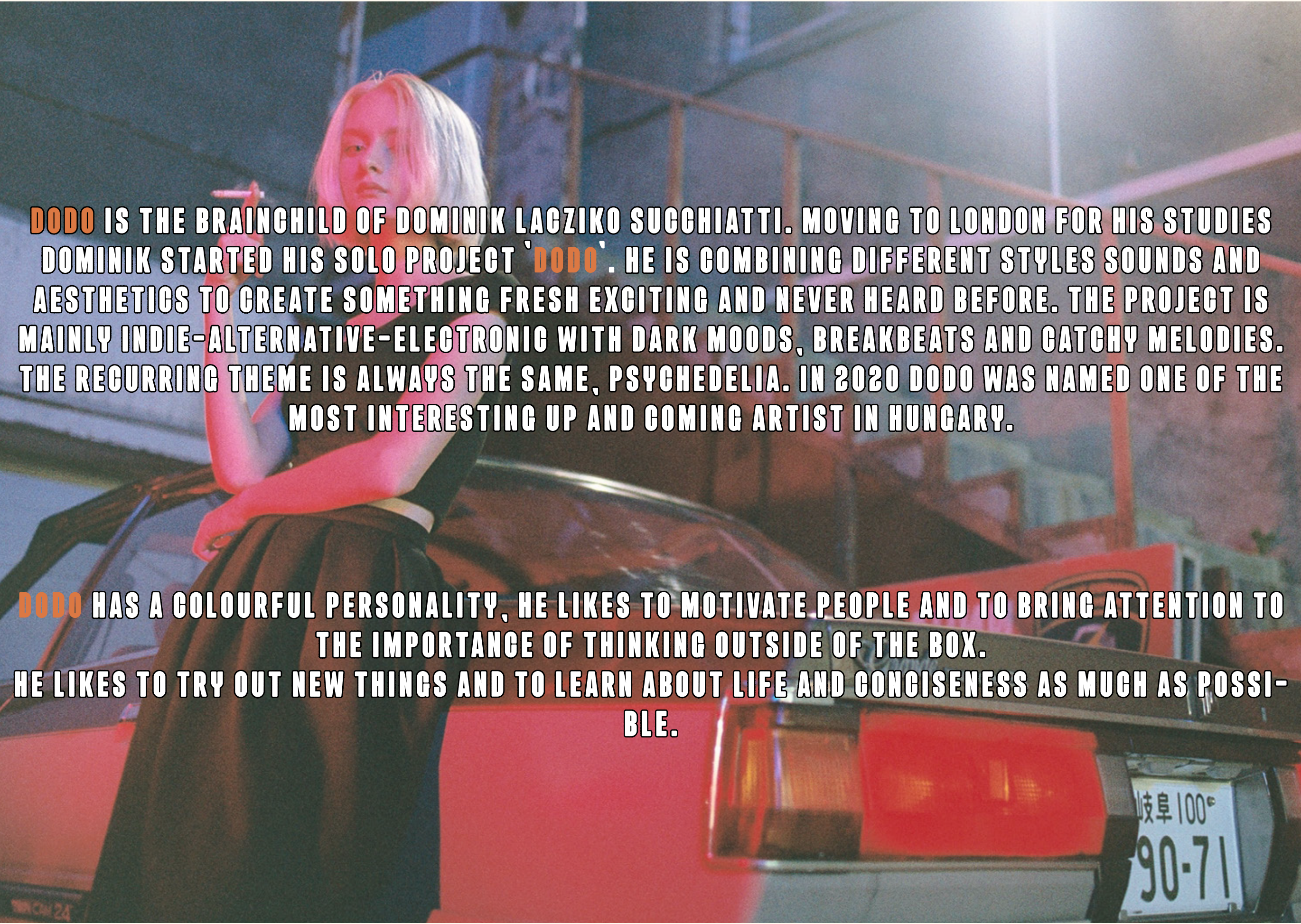




BRAND BOOK



DODO IS THE BRAINCHILD OF DOMINIK LACZIKO SUGCHIATTI. MOVING TO LONDON FOR HIS STUDIES DOMINIK STARTED HIS SOLO PROJECT '**DODO**'. HE IS COMBINING DIFFERENT STYLES SOUNDS AND AESTHETICS TO CREATE SOMETHING FRESH EXCITING AND NEVER HEARD BEFORE. THE PROJECT IS MAINLY INDIE-ALTERNATIVE-ELECTRONIC WITH DARK MOODS, BREAKBEATS AND CATCHY MELODIES. THE RECURRING THEME IS ALWAYS THE SAME, PSYCHEDELIA. IN 2020 DODO WAS NAMED ONE OF THE MOST INTERESTING UP AND COMING ARTIST IN HUNGARY.

DODO HAS A COLOURFUL PERSONALITY, HE LIKES TO MOTIVATE PEOPLE AND TO BRING ATTENTION TO THE IMPORTANCE OF THINKING OUTSIDE OF THE BOX. HE LIKES TO TRY OUT NEW THINGS AND TO LEARN ABOUT LIFE AND CONCISENESS AS MUCH AS POSSIBLE.



SCENE DESCRIPTION

*'THE **INDIE ELECTRONIC** GENRE REFERS TO ROCK-ROOT-ED ARTISTS WHO FOLLOWED EARLY ELECTRONIC COMPOSERS SYNTH POP, AND DANCE MUSIC BY USING SYNTHESIZERS, SAMPLERS, DRUM MACHINES, AND COMPUTER PROGRAMS. DURING THE EARLY 2000S, THE NUMBER OF INDIE ELECTRONIC ARTISTS GREW EXPONENTIALLY, AS HOME RECORDING AND SOFTWARE SYNTHESIZERS BECAME COMMON.'* -
ALLMUSIC

NOWADAYS THE GENRE IS VARIED AS PRODUCERS STARTED TO MIX OTHER GENRES AS WELL WITH ELECTRONICS. THE MOST POPULAR BANDS AND ARTIST IN THE GENRE ARE: TAME IMPALA, MGMT, GORILLAZ, OR EVEN TYLER, THE CREATOR AND FRANK OCEAN.

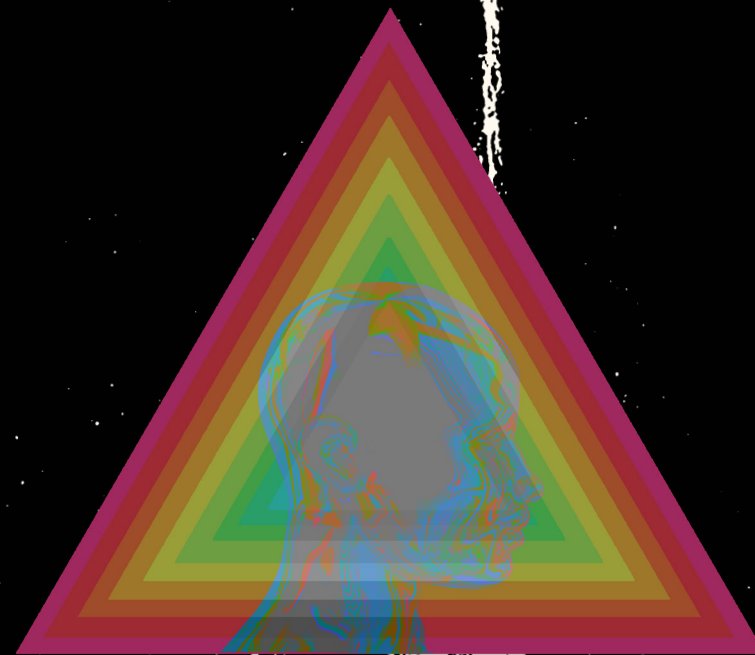


75% CREATOR



25% EXPLORER





*THE THREE MAIN VISUAL OUTLOOKS WE ARE AIMING FOR
ARE: **FUTURISTIC, DARK AND INTELLECTUAL.***

TYPOGRAPHY








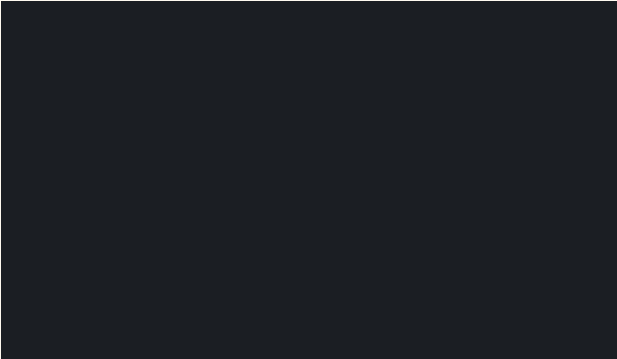
BOLDEN DISLPAY



GIDEON!

*ALL TYPOGRAPHY SHOULD BE IN 'BOLDEN DISPLAY', TO CREATE AN URBAN FEEL FOR THE BRAND.
ONLY THE NAME 'DODO' CAN BE WRITTEN USING THE 'GIDEON' FONT.*

COLORS

					
Color 1		Color 2		Color 3	
HEX	0D3A5F	HEX	0881A3	HEX	9D2933
RGB	13, 58, 95	RGB	8, 129, 163	RGB	157, 41, 51
HSB	207, 86, 37	HSB	193, 95, 64	HSB	355, 74, 62
CMYK	86, 38, 0, 62	CMYK	95, 20, 0, 36	CMYK	0, 73, 67, 38
					
Color 4		Color 5		Color 6	
HEX	DC143C	HEX	DB7843	HEX	1B1E23
RGB	220, 20, 60	RGB	219, 120, 67	RGB	27, 30, 35
HSB	348, 91, 86	HSB	21, 69, 86	HSB	218, 23, 14
CMYK	0, 90, 72, 13	CMYK	0, 45, 69, 14	CMYK	22, 14, 0, 86

THESE 6 COLORS REPRESENT THE BASE OF THE BRANDING. THEY WERE CHOOSSEN CAREFULLY TO RECREATE THE VIBE OF NEO-TOKYO WHICH IS A HUGE INSPIRATION FOR DODOS AESTHETIC AND VISUAL STYLE. THE COLORS ARE MEANT TO TRANSLATE *CREATIVITY, EXCITEMENT AND FUTURISM.*

LOGO



FORMATTING RULES

DO

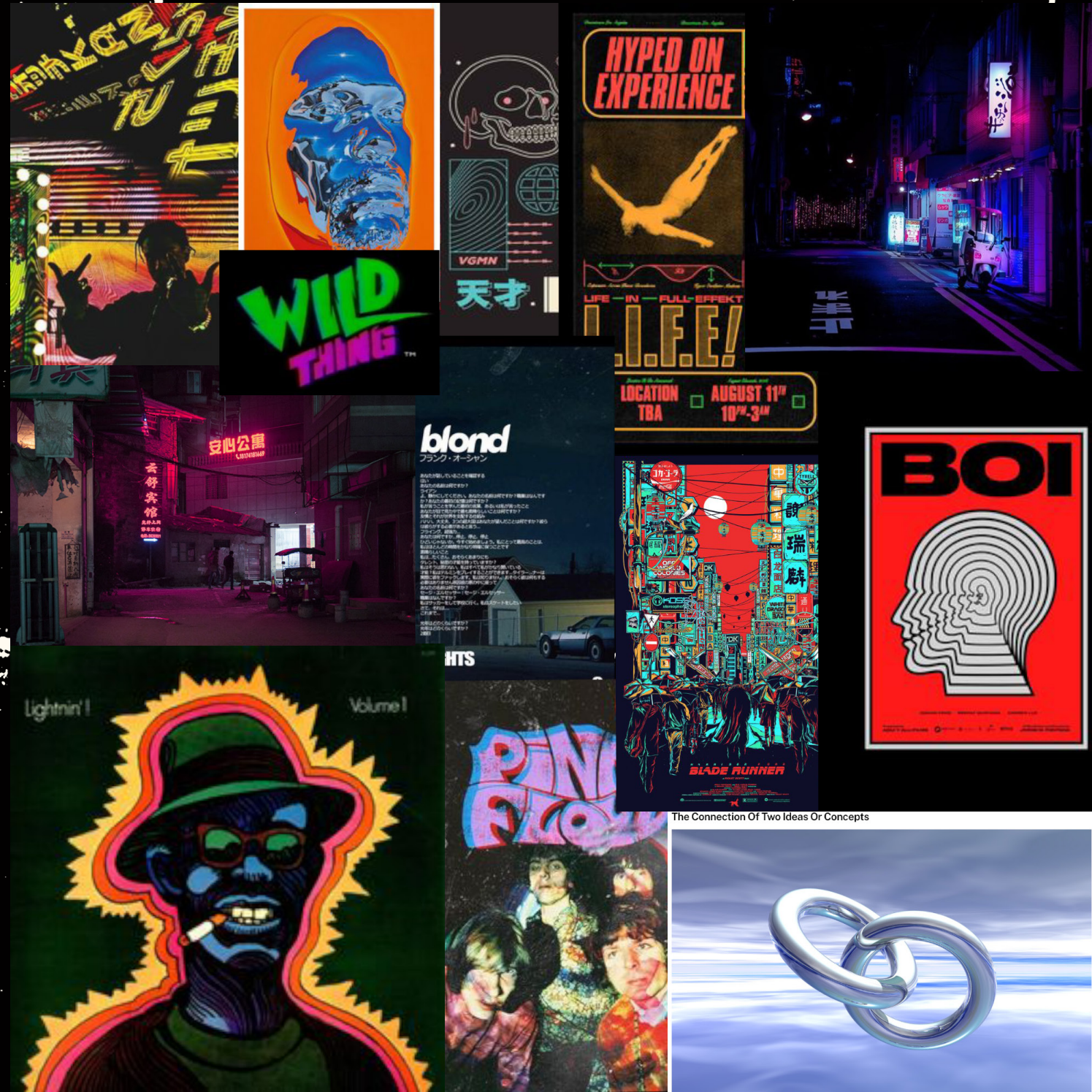


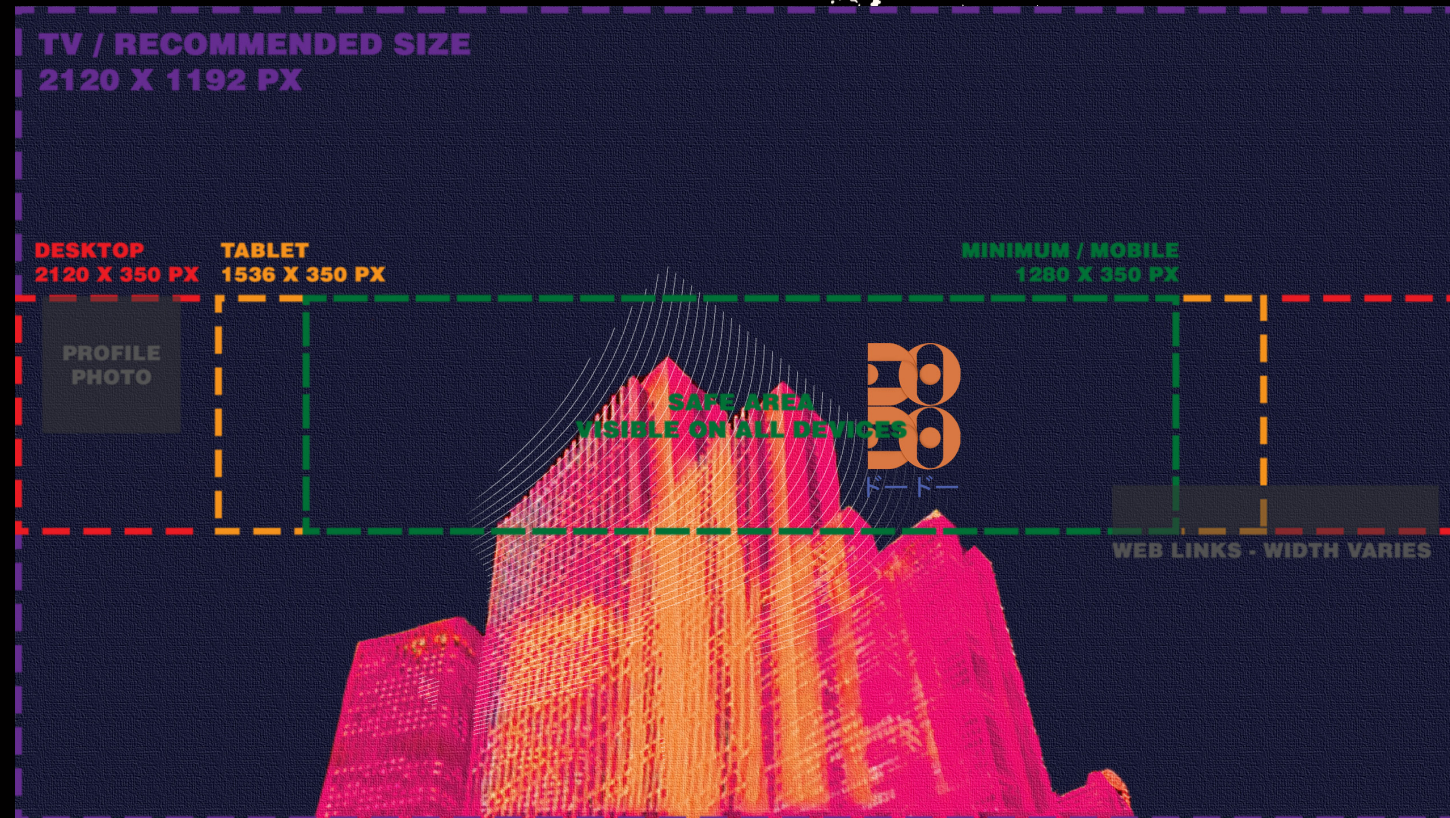
DON'T



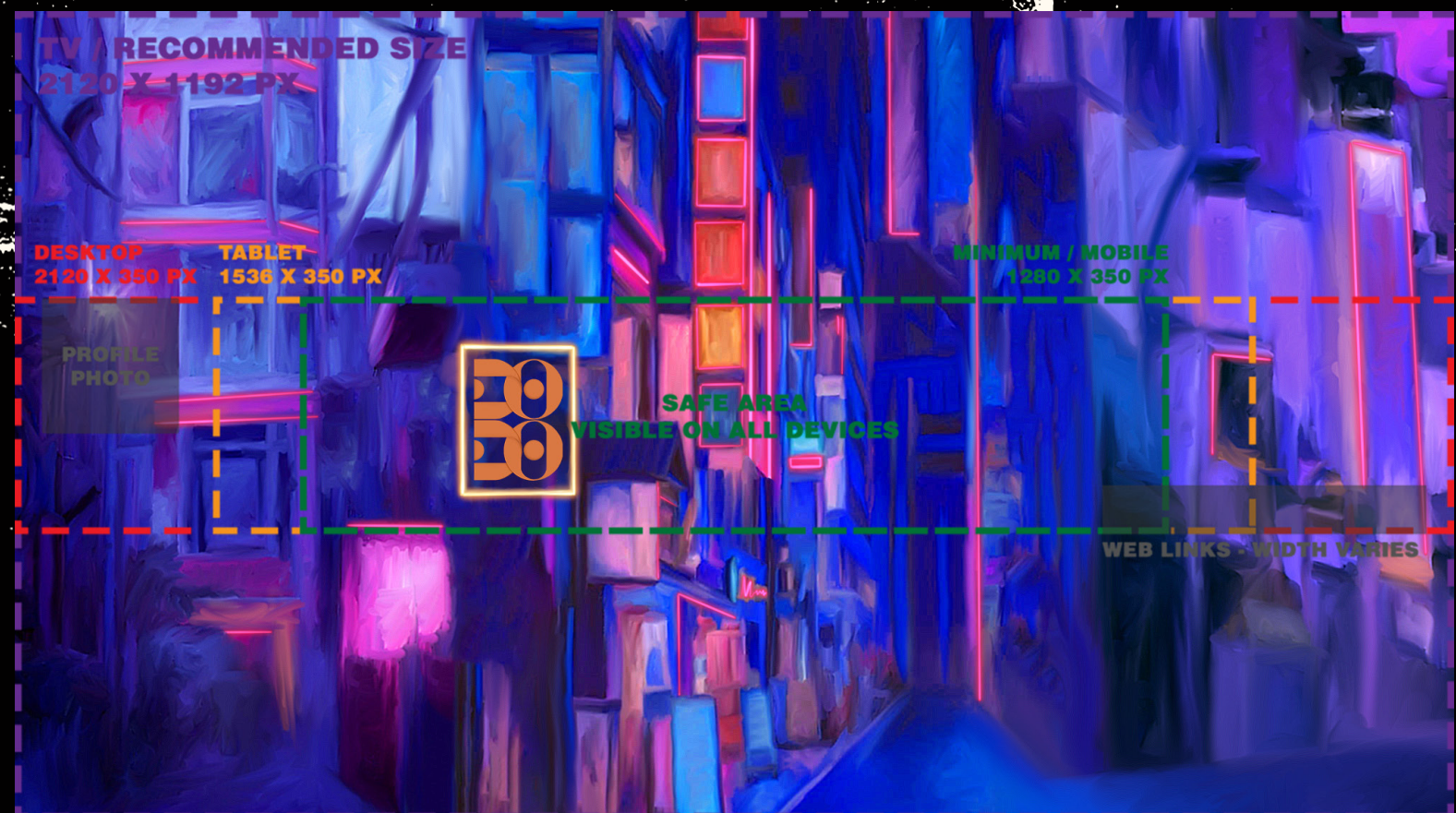
THE LOGOS SHOULD BE USED IN ONLY 2 COLORS: BLACK AND ORANGE. DON'T USE THEM IN ANY OTHER COLOR. DON'T FORMAT IT OR ROTATE IT!

MOODBOARD





SOCIALMEDIA BANNERS



PHOTOS FOR PRESS



COVERS



'RUN'



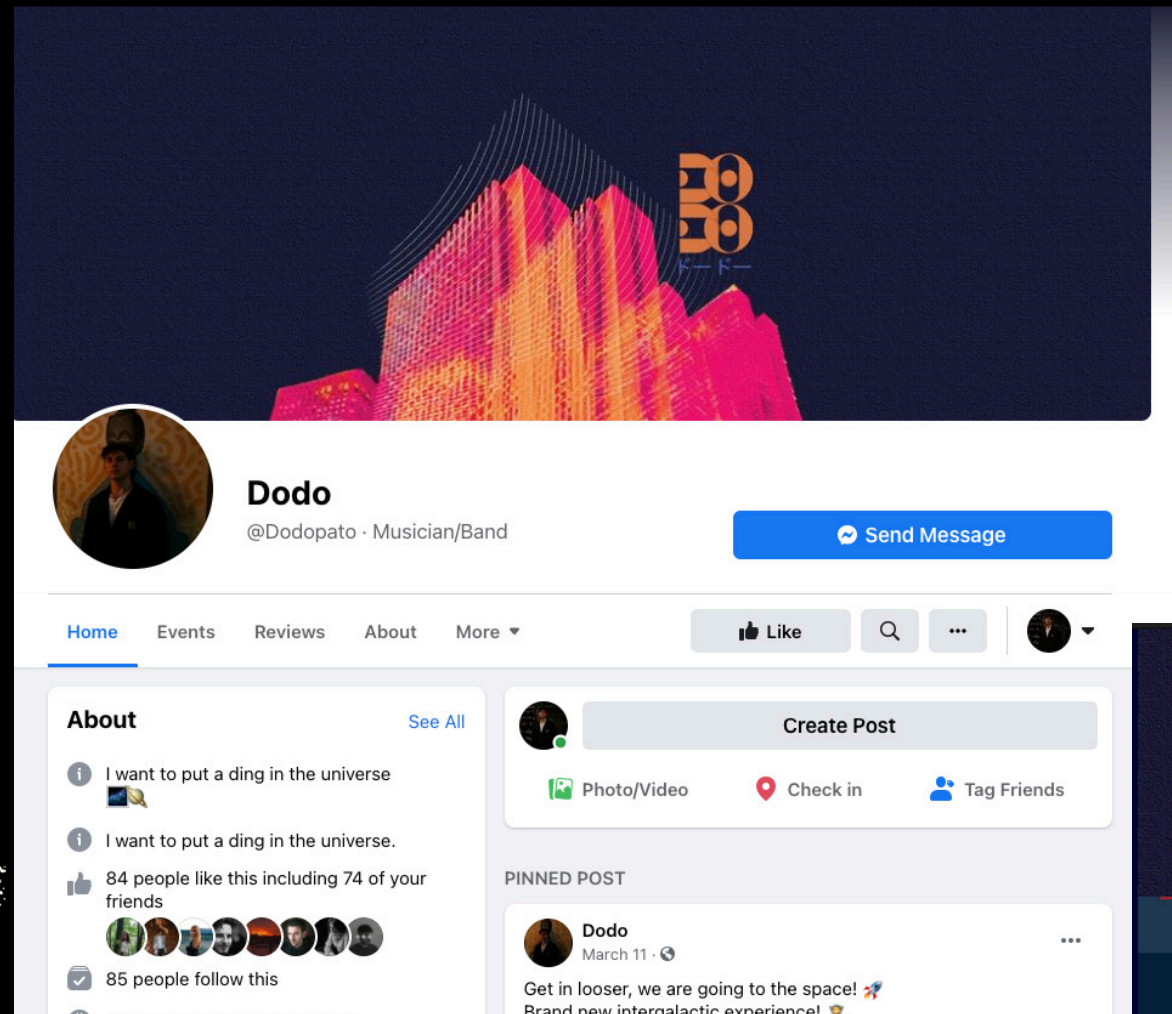
'SHINOBAZU'



'SPACE TRAVEL'

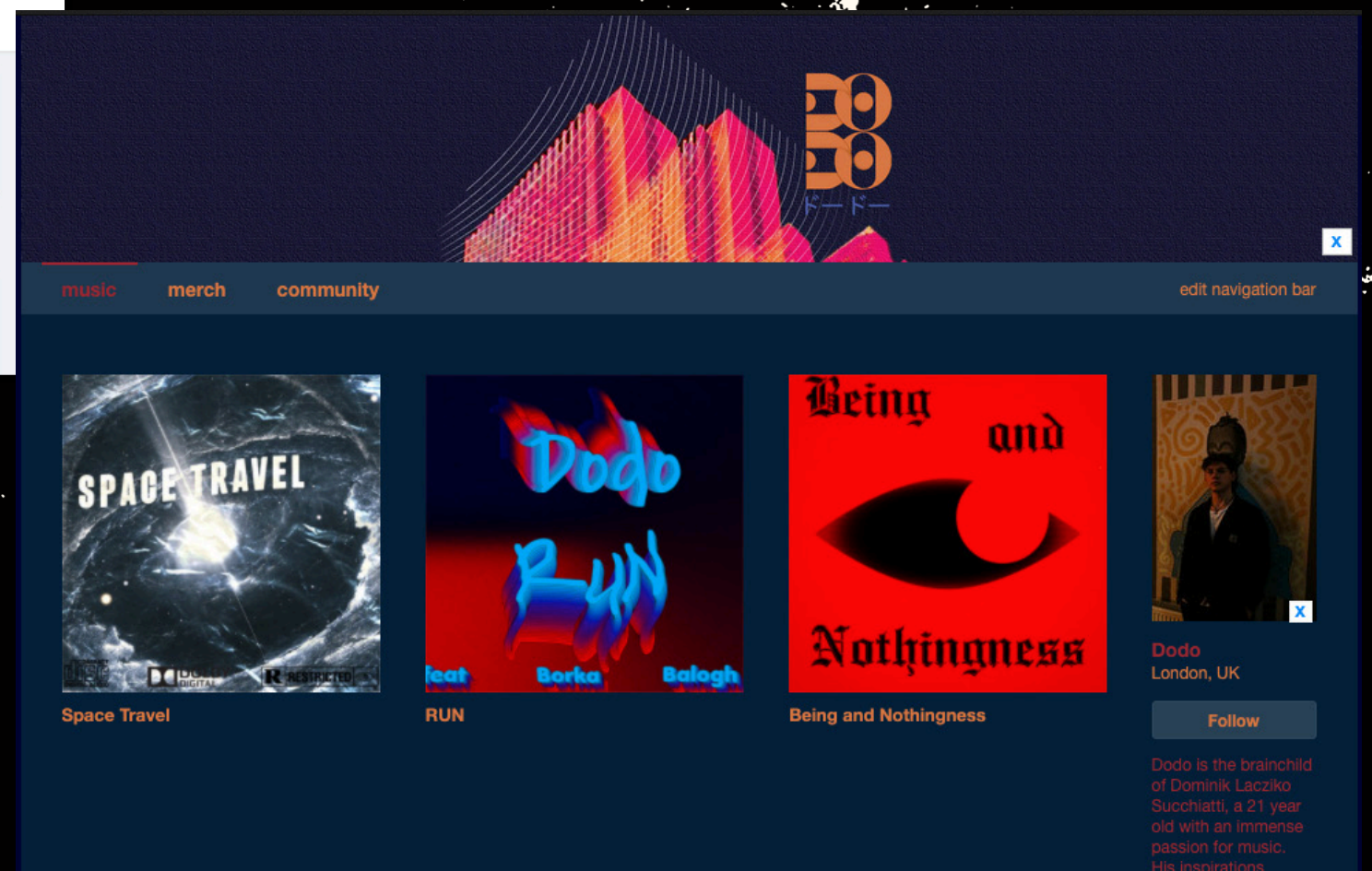


FACEBOOK




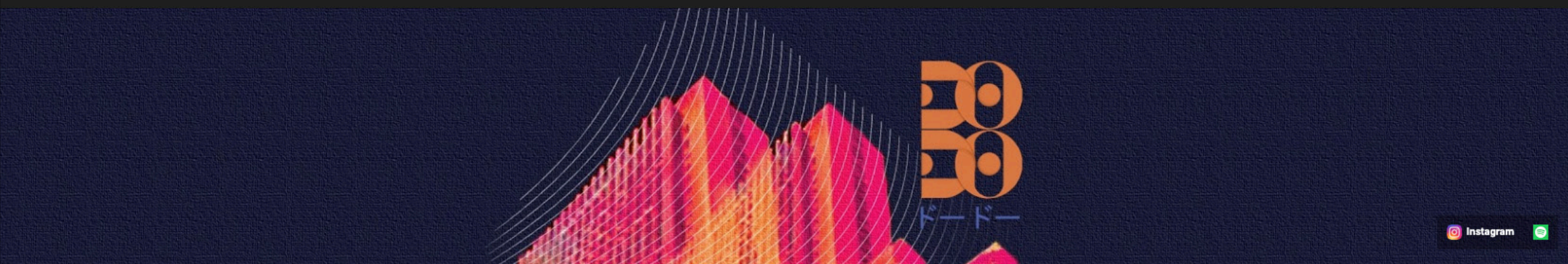

Facebook profile page for Dodo (@Dodopato). The profile picture shows a man in a hat. The cover photo features a stylized, colorful, pixelated mountain range. The bio reads: "Dodo @Dodopato · Musician/Band". A blue "Send Message" button is visible. The navigation bar includes "Home", "Events", "Reviews", "About", and "More". The "About" section shows a pinned post with the text: "I want to put a ding in the universe." and "84 people like this including 74 of your friends". Below this, it says "85 people follow this". The "Create Post" section includes options for "Photo/Video", "Check in", and "Tag Friends". A pinned post from Dodo dated March 11 says: "Get in looser, we are going to the space! Brand new intergalactic experience!"

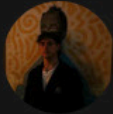
BANDCAMP



Bandcamp page for Dodo. The header features a stylized, colorful, pixelated mountain range. The navigation bar includes "music", "merch", and "community". A blue "edit navigation bar" button is visible. The main content area displays three album covers: "Space Travel" (featuring a space scene), "Dodo RUN" (featuring the text "Dodo RUN" in a stylized font), and "Being and Nothingness" (featuring a large eye graphic). Below each cover is the album title. To the right, there is a bio section for Dodo, London, UK, with a "Follow" button. The bio text reads: "Dodo is the brainchild of Dominik Lacziko Succhiatti, a 21 year old with an immense passion for music. His inspirations".


YOUTUBE

 Instagram

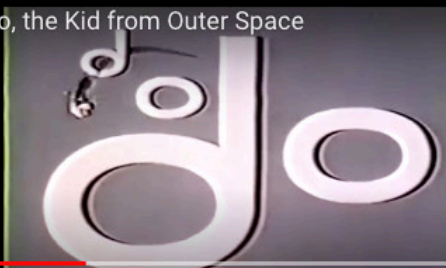


Dodo
75 subscribers

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[HOME](#)[VIDEOS](#)[PLAYLISTS](#)[CHANNELS](#)[DISCUSSION](#)[ABOUT](#)

Dodo, the Kid from Outer Space



0:06 / 0:24

Dodo, the Kid from Outer Space
14 views • 2 weeks ago

