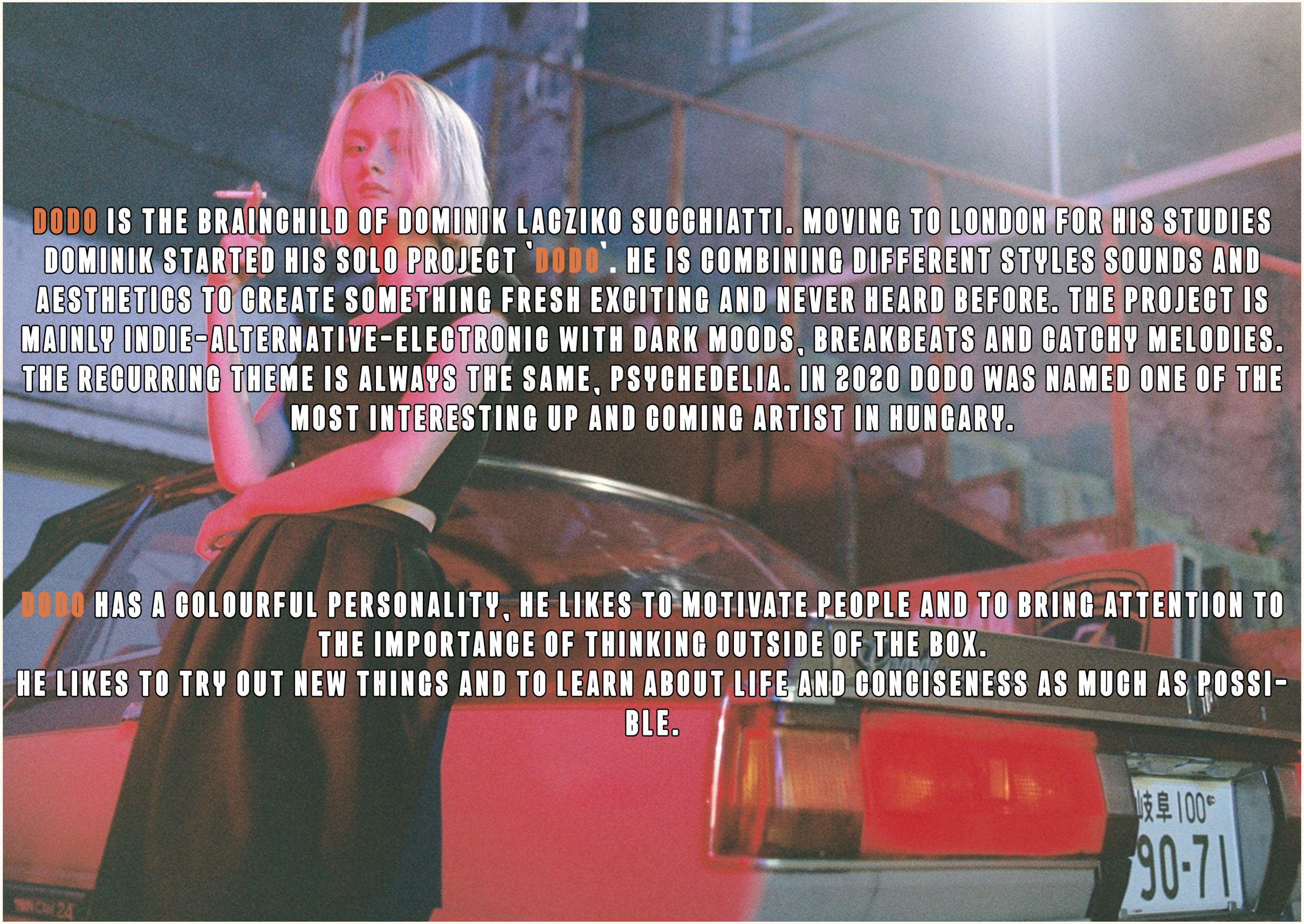
BRAND BOOK



DODO IS THE BRAINCHILD OF DOMINIK LACZIKO SUCCHIATTI. 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.

MOTEL

SCENE DESCRIPTION

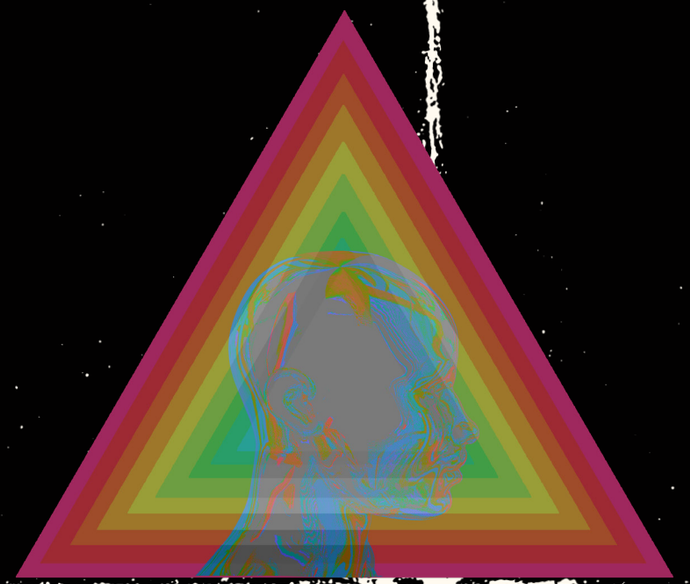
'THE INDIE ELECTRONIC GENRE REFERS TO ROCK-ROOTED ARTISTS WHO FOLLOWED EARLY ELECTRONIC COMPOSERS SYNTH POP, AND DANCE MUSIC BY USING SYNTHESIZERS, SAMPLERS, DRUM MACHINES, AND COMPUTER PROGRAMS. DURING THE EARLY 2000S, THE NUMBER OF INDIE ELECTRONIC ARTISTS GREW EXPONENTIALLY, AS HOME RECORDING AND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

AIR

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	
HEX	0D3A5F
RGB	13, 58, 95
HSB	207, 86, 37
CMYK	86, 38, 0, 62

Color 2	
HEX	0881A3
RGB	8, 129, 163
HSB	193, 95, 64
CMYK	95, 20, 0, 36

Color 3	
HEX	9D2933
RGB	157, 41, 51
HSB	355, 74, 62
CMYK	0, 73, 67, 38

Color 4	
HEX	DC143C
RGB	220, 20, 60
HSB	348, 91, 86
CMYK	0, 90, 72, 13

Color 5	
HEX	DB7843
RGB	219, 120, 67
HSB	21, 69, 86
CMYK	0, 45, 69, 14

Color 6	
HEX	1B1E23
RGB	27, 30, 35
HSB	218, 23, 14
CMYK	22, 14, 0, 86

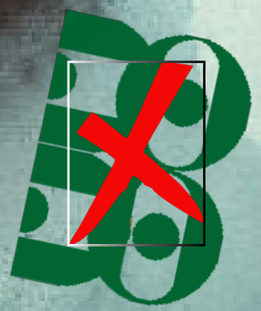
THESE 6 COLORS REPRESENT THE BASE OF THE BRANDING. THEY WERE CHOOSEN CAREFULLY TO RECREATE THE VIBE OF NEO-TOKYO WHICH IS A HUGE INSPIRATION FOR DODOS AESTHETIC AND VISUAL STYLE. THE COLORS ARE MEANT TO TRANSLATE CREATIVITY, EXCITEMENT AND FUTURISM.

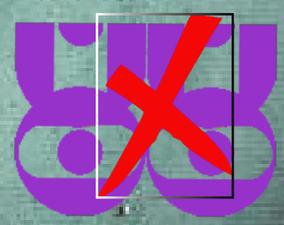
LOGO

FORMATTING RULES

DO

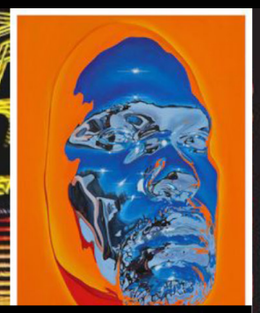
DON`T

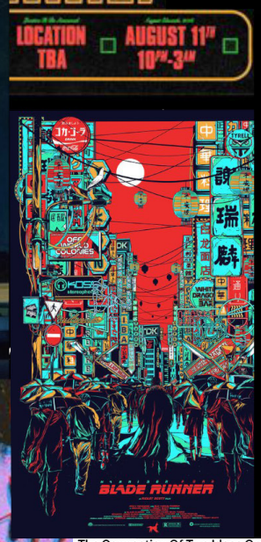


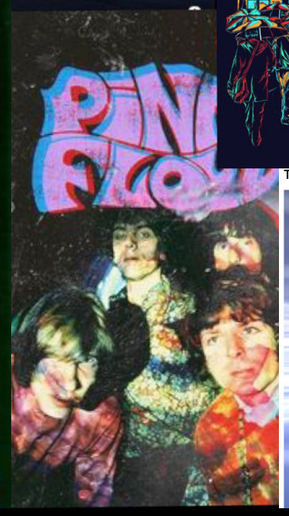


THE LOGOS SHOULD BE USED IN ONLY 2 COLORS: BLACK AND ORANGE. DON'T USE THEM IN ANY OTHER COLOR. DON'T FORMAT IT OR ROTATE IT!

MOODBOARD

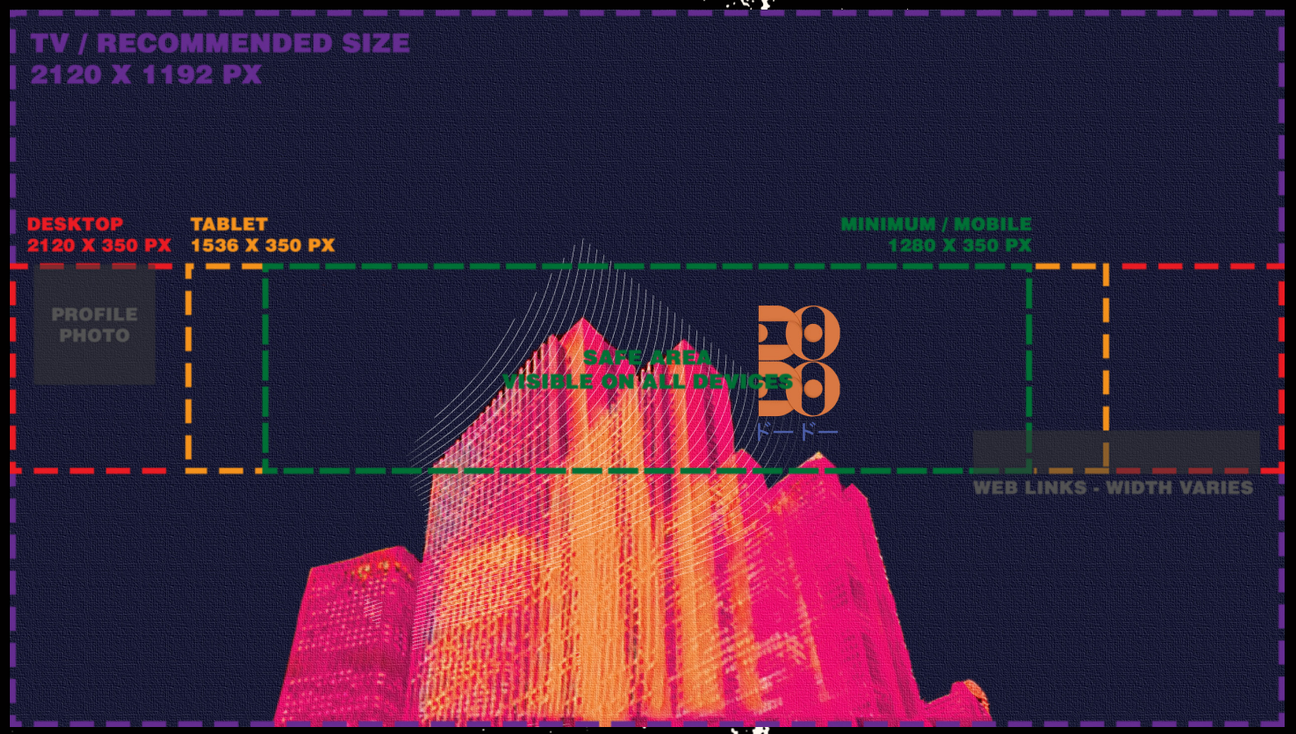


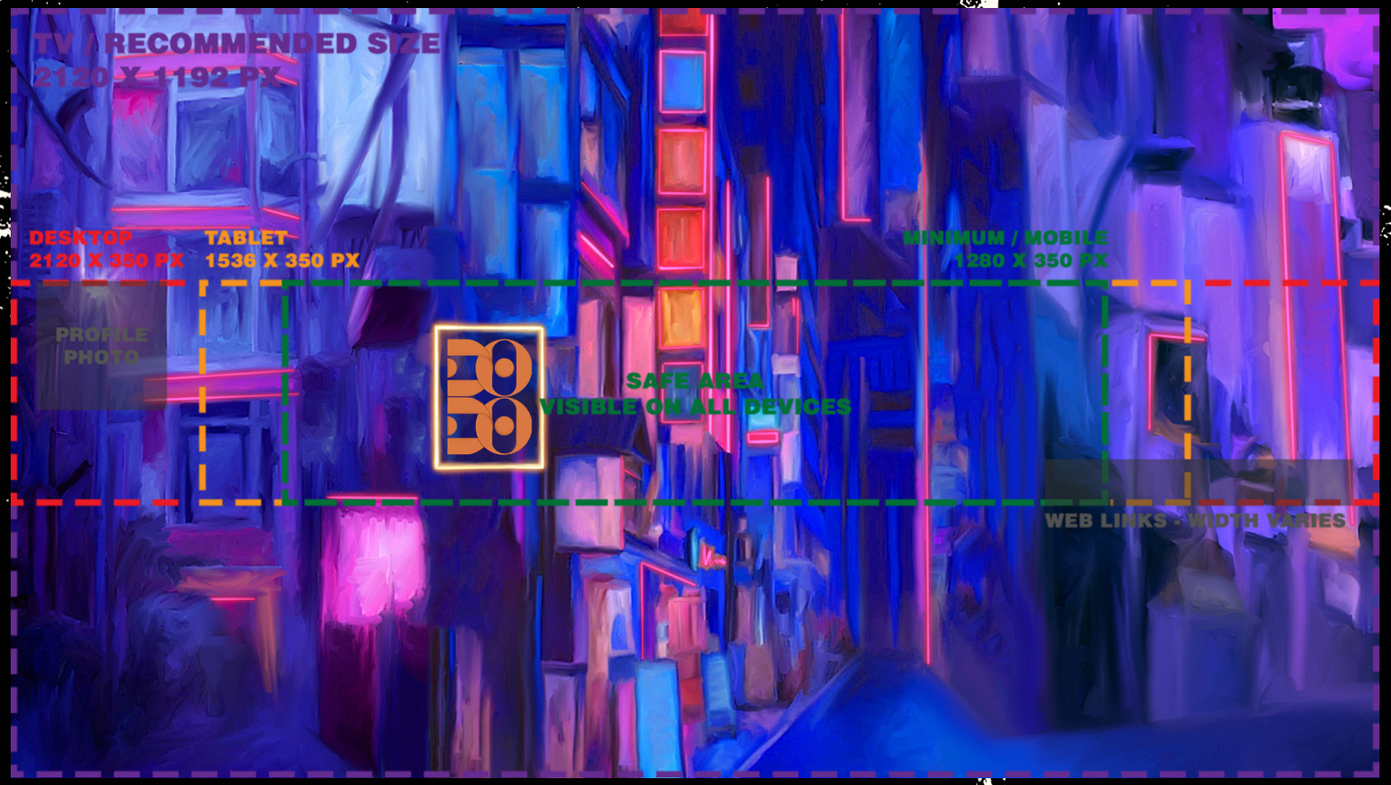




The Connection Of Two Ideas Or Concepts

SOCIALMEDIA BANNERS

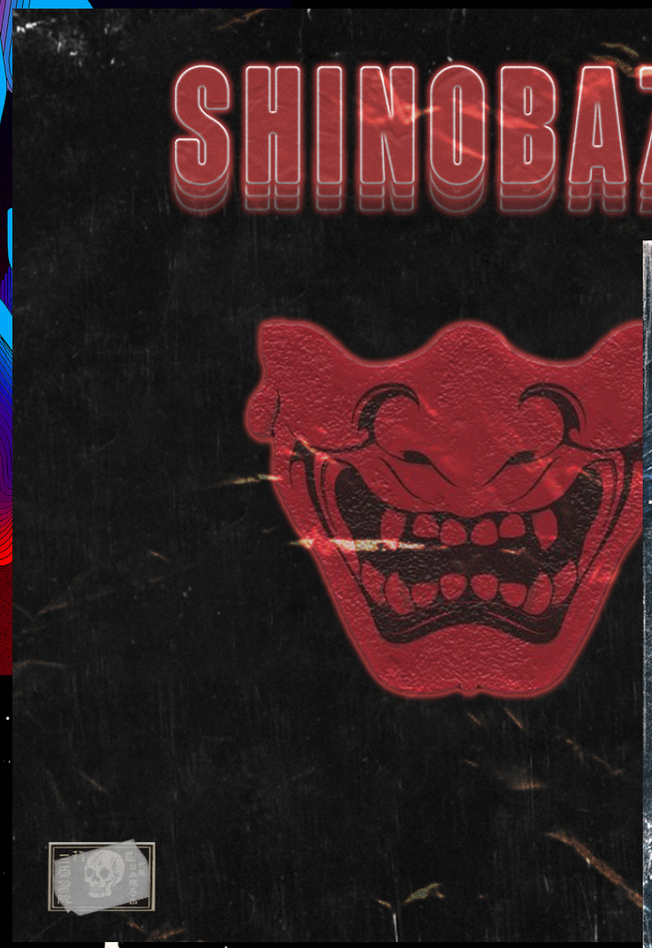




PHOTOS FOR PRESS

COVERS

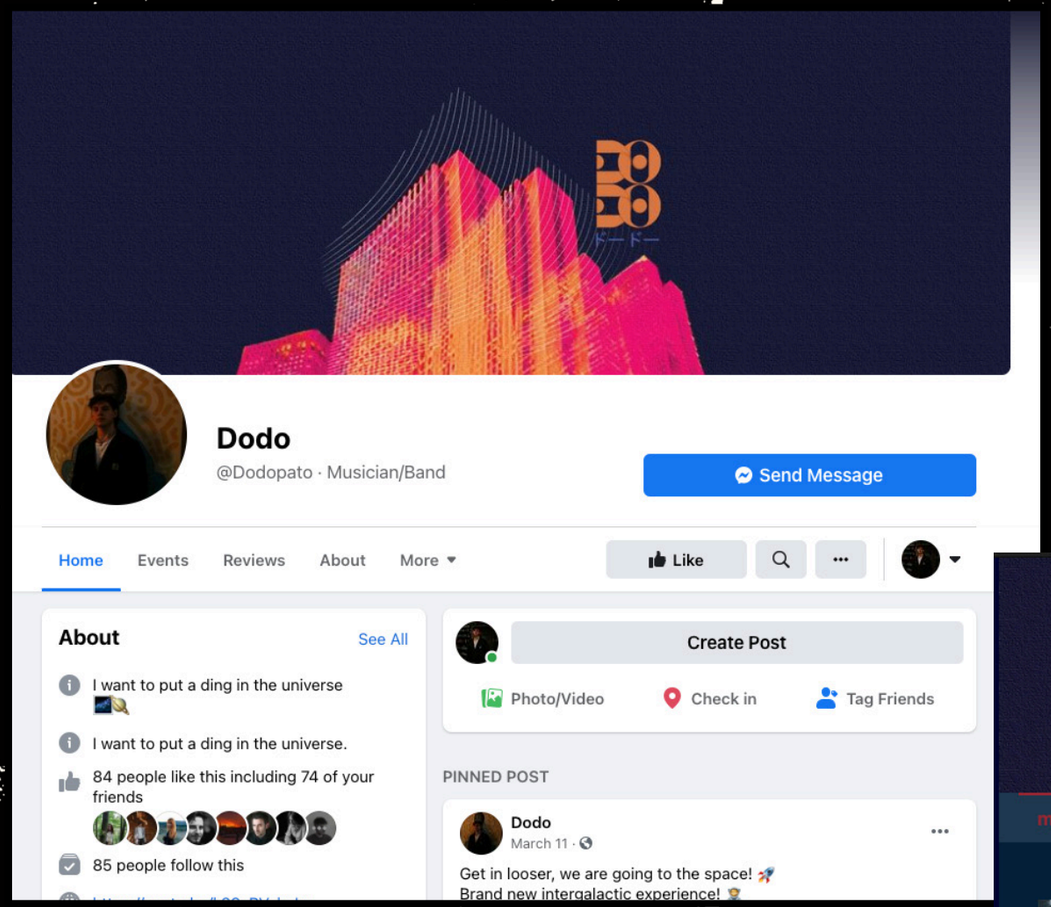
'RUN'



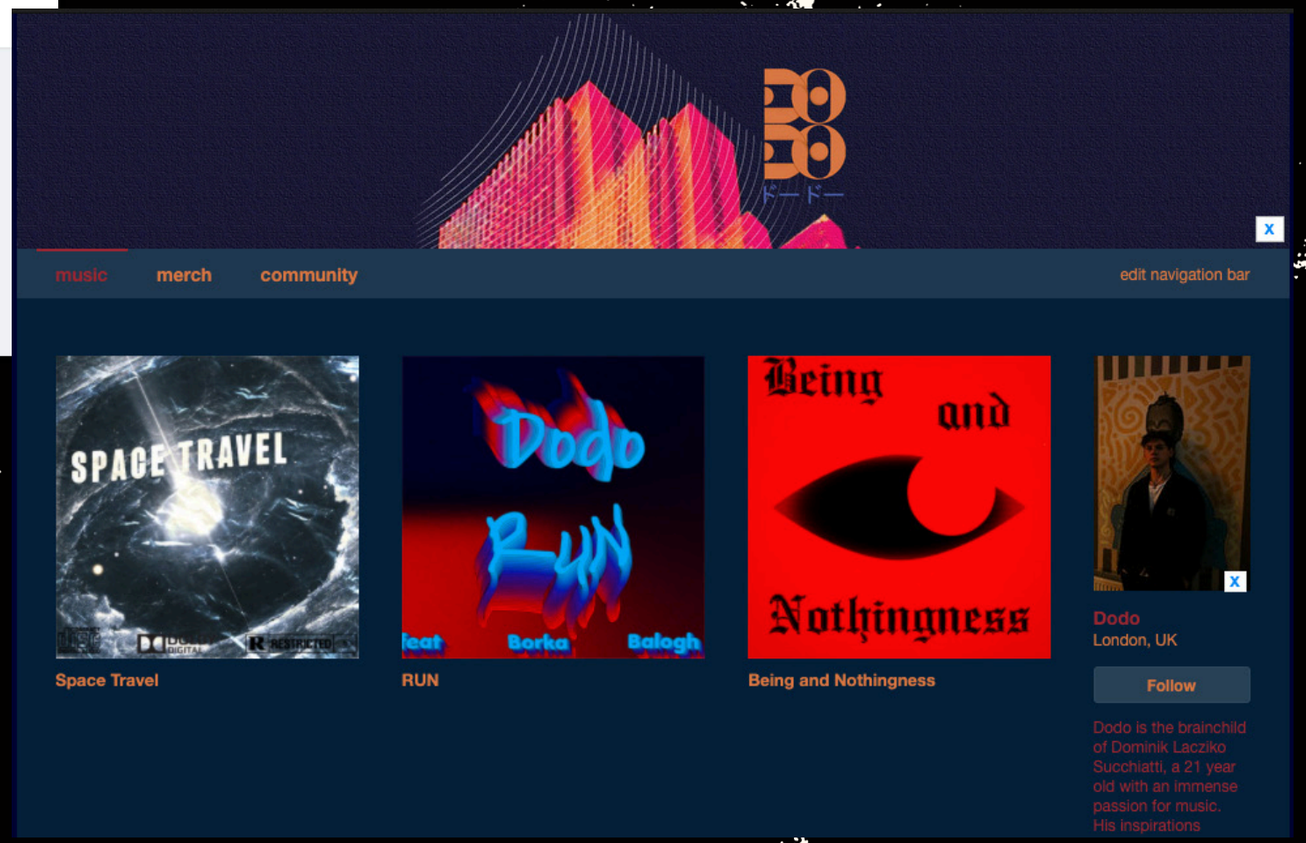
'SHINOBAZU'

'SPACE TRAVEL'

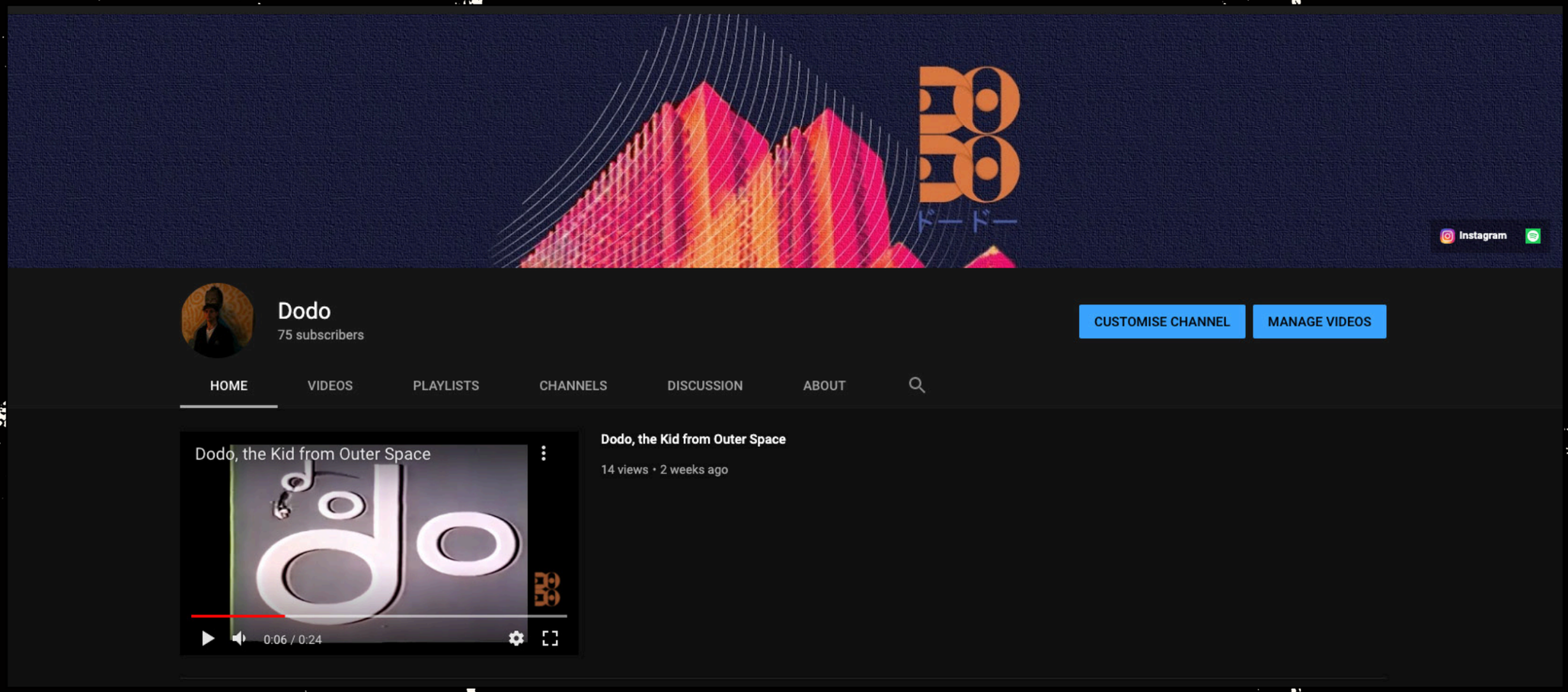
FACEBOOK



BANDCAMP



YOUTUBE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