

# MARKANT

## Corporate Design Manual

**WER IST ER?**

## KULTUR

Wie beschreibt ihn seine Community?

- **Abwechslungsreich**
- **liebepoll**
- **Dynamisch**
- **hip**
- **lebendig**
- **ehrlieh**
- **authentisch**
- **locker**
- Multidisziplinär
- Kontrast
- Facettenreich
- Lustig
- Kreativ
- Jeggndlich
- Innovativ
- Frech
- energisch
- Geborgenheit
- kritisch
- selbstbewusst
- weich

## CO-CREATOR

Wie sind seine Partner?

- **Bauchgeföhl**
- **Intuitiv**
- **Keinen Stock im Arsch**
- Spontan
- Querdenker
- Kreativ
- Offen
- Bunter Haufen
- Nicht genormt
- Ambitioniert
- Verplant
- Ähnlich wie der Künstler
- Up to Date
- Trend Verständnis
- Sinn für Popkultur

## GEFÜHL

Welche Emotionen hat man beim hören seiner Musik?

Wenn man Teil der Zielgruppe (junge Erwachsene zw 16 & 25) ist, **fühlt man sich verstanden**, da MARKANT versucht Probleme dieses Lebensabschnittes in seiner Musik zu verarbeiten.

### - **Good Vibes**

## WIRKUNG

Wie wirkt er auf andere?

- **Mischung aus locker und nachdenklich**
- Positiv
- Verträumt
- Sympathisch
- Lässig

## USP

3/94

Wie unterscheidet er sich von ähnlichen Künstlern?

- **Vielseitig (bedient multiple Genres)**
- **erzeugt eine sehr authentische Stimmung**
- **selfmade**
- Selfmade: Kümmert sich um alle Schritte der Musik Produktion
- Rap & Gesang
- Englisch & Deutsch
- Leidenschaft für das was er macht



**Markus** ist ein 20 jähriger Musiker aus der Steiermark. Seit ungefähr 3 Jahren produziert er seine eigene Musik. In seinen Songs verarbeitet er hauptsächlich Themen, welche Menschen beim Erwachsen werden beschäftigen. Mit seiner lockeren und offenen Art hat er einen authentischen und modernen Pop Stil gefunden, welcher gezeichnet von Hip Hop & R'n'B Einflüssen ist.



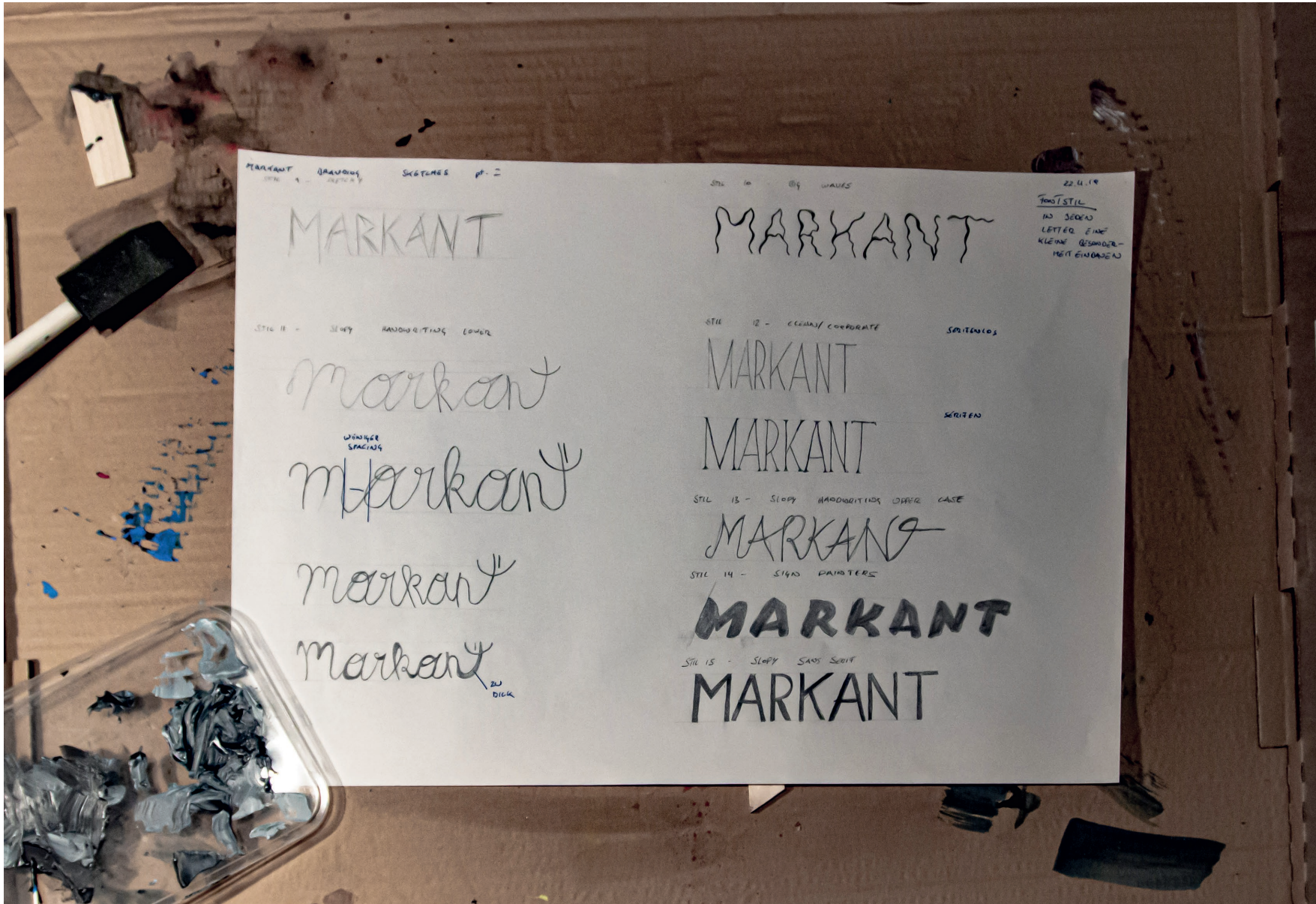
**MARKANT** produziert poppige MUSIK mit HIP HOP Einflüssen für moderne junge Erwachsene, die sich gerne auf ihr Bauchgefühl verlassen, in einer ehrlichen und entspannten Atmosphäre mit einem „Feel Good“ Vibe. Die Musik wirkt auf den Zuhörer entspannend, kann aber auch zum Nachdenken anregen.

5/94

# SKETCHES

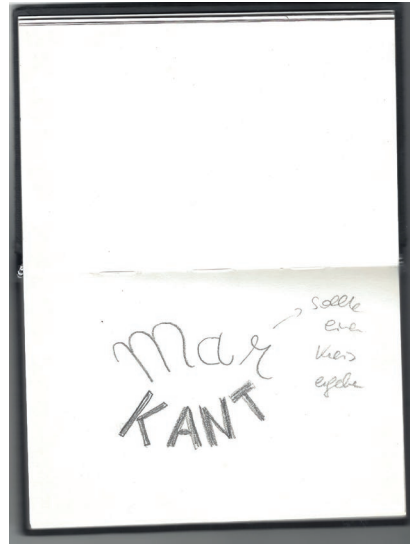
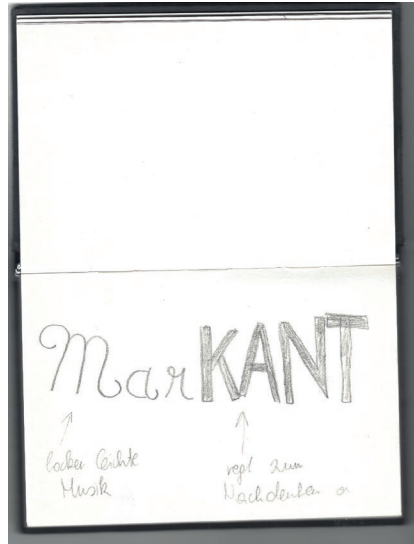


Sketch

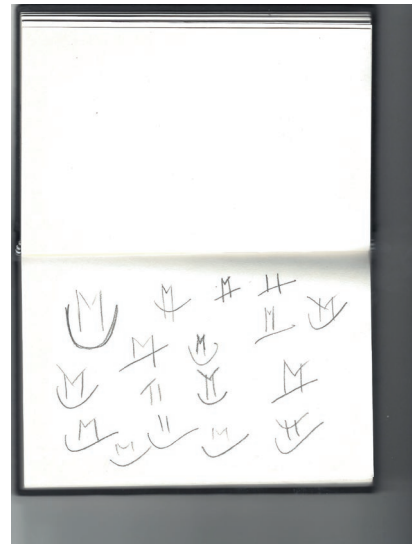
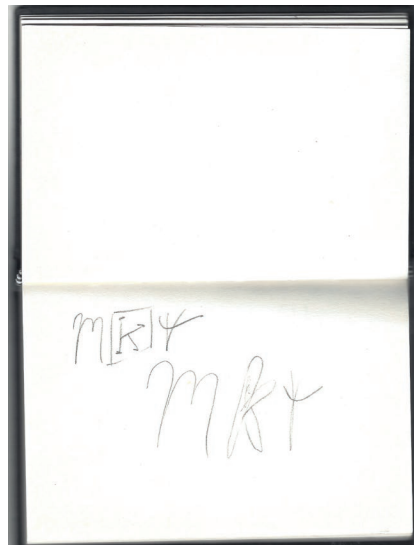
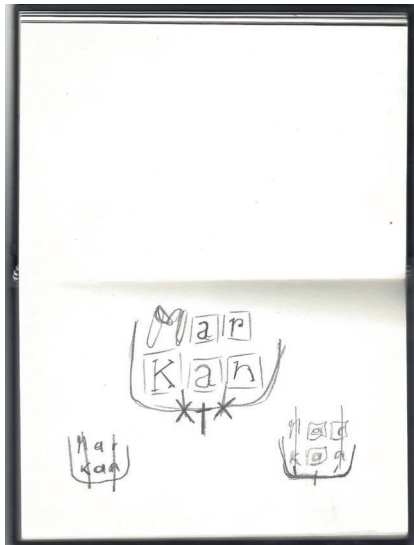
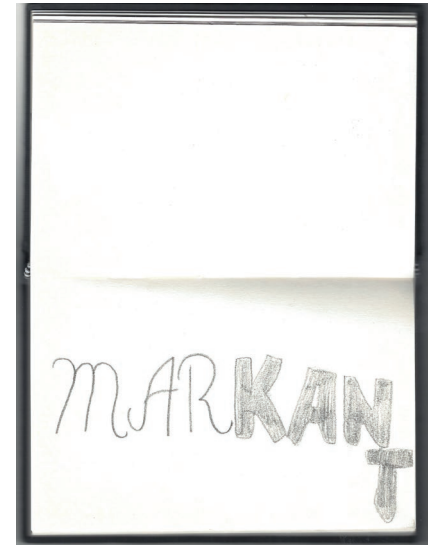
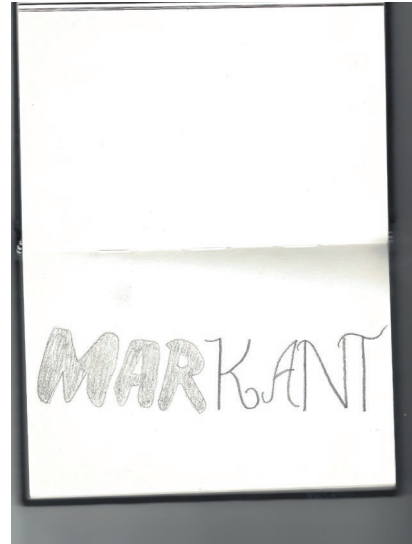
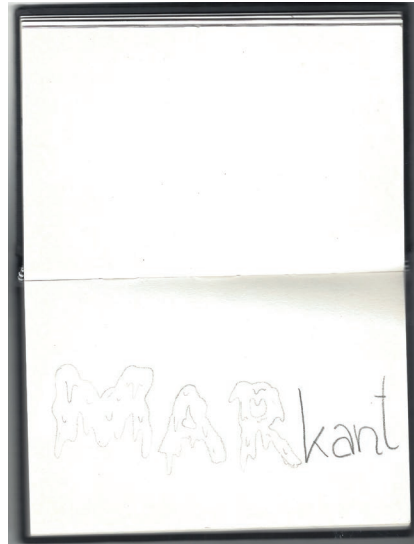


Sketch 2





Sketch 3



Sketch 4



Sketch 5



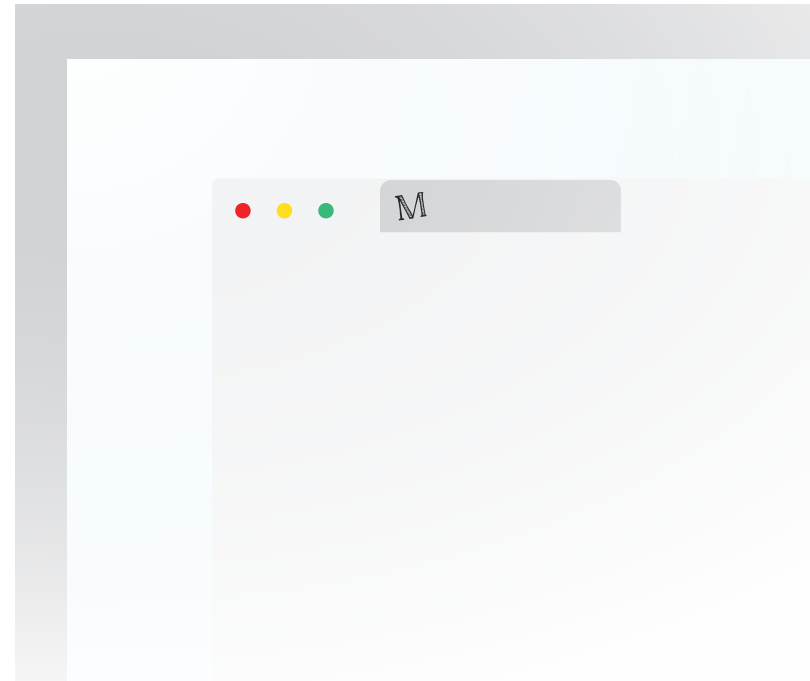
Sketch 6



Sketch 7

**LOGO**

MARKANT



Responsive Logo





# FARBEN & PATTERN



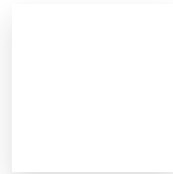
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C 0 M 0 Y 80 K 0  
#FFFF56



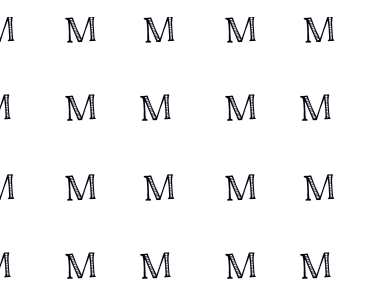
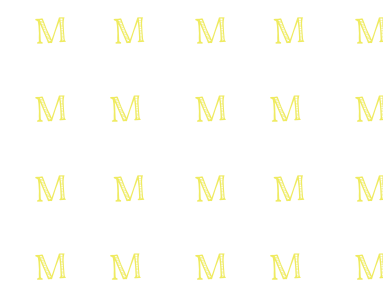
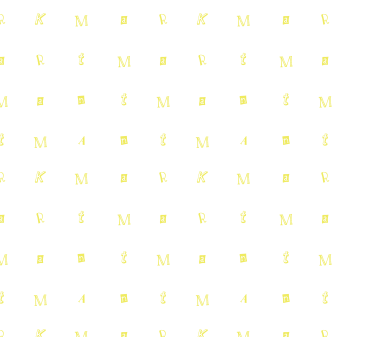
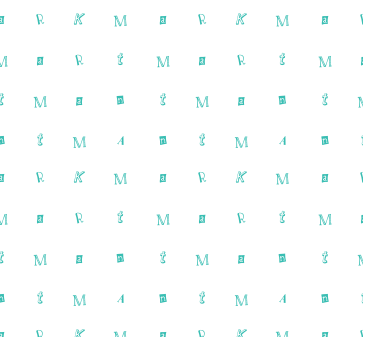
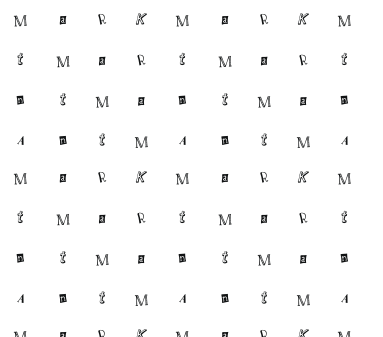
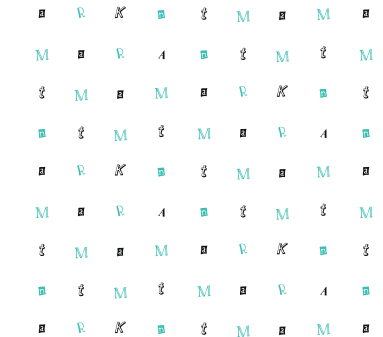
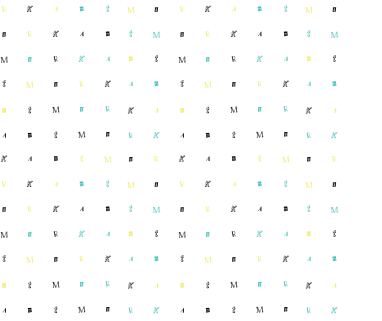
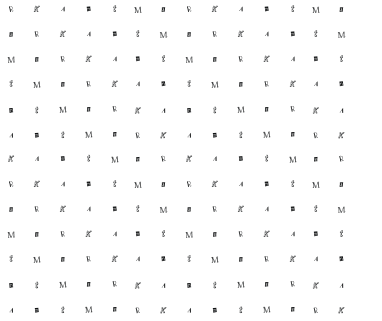
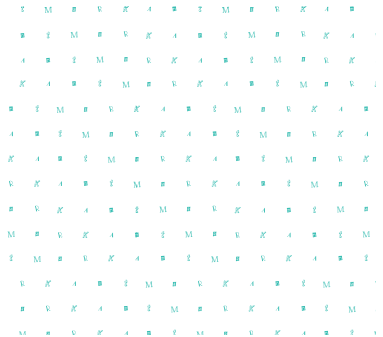
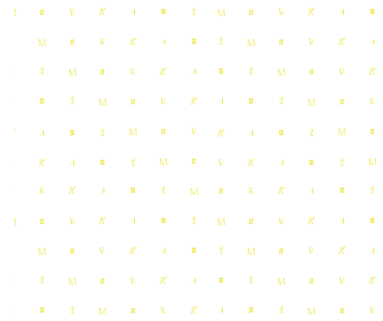
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C 85 M 76 Y 58 K 85  
#131318



R 62 G 185 B 192  
C 68 M 1 Y 28 K 0  
#01D4C1



R 255 G 255 B 255  
C 0 M 0 Y 0 K 0  
#000000



# SCHRIFTEN

# Freight Display

## Pro Book

Vestibulum blandit viverra convallis. Pellentesque ligula urna, fermentum ut semper in, tincidunt nec du. Morbi mauris lacus, consequat eget justo in, semper gravida enim. Donec ultrices varius ligula. Ut non pretium augue. Etiam non rutrum metus. In varius sit amet lorem tempus sagittis. Cras sed maximus enim, vel ultricies tortor. Pellentesque consectetur tellus ornare felis porta dapibus. Etiam eget viverra ipsum, ac posuere massa. Nam vitae tempor metus. Donec rhoncus, metus ac convallis ultricies, turpis augue vestibulum elit, ut pharetra orci urna quis lectus. Praesent in libero non enim tincidunt imperdiet nec vitae urna. Morbi elementum non enim eget aliquet. Vivamus fermentum quam magna,

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n  
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

? ! & @ / ( ) [ ] { } . , ® ©

# Freight Display Pro Bold

Vestibulum blandit viverra convallis. Pellentesque ligula urna, fermentum ut semper in, tincidunt nec du. Morbi mauris lacus, consequat eget justo in, semper gravida enim. Donec ultrices varius ligula. Ut non pretium augue. Etiam non rutrum metus. In varius sit amet lorem tempus sagittis. Cras sed maximus enim, vel ultricies tortor. Pellentesque consectetur tellus ornare felis porta dapibus. Etiam eget viverra ipsum, ac posuere massa. Nam vitae tempor metus. Donec rhoncus, metus ac convallis ultricies, turpis augue vestibulum elit, ut pharetra orci urna quis lectus. Praesent in libero non enim tincidunt imperdiet nec vitae urna. Morbi elementum non enim eget

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n  
o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

? ! & @ / ( ) [ ] { } . , ® ©

**GRUND  
FORMEN  
AUF WEISS**







Mr Kant

The logo features the text 'Mr Kant' in a stylized, hand-drawn font. The letters are black with white outlines and are arranged in two rows: 'Mr' on top and 'Kant' below. The background is a solid light grey square.



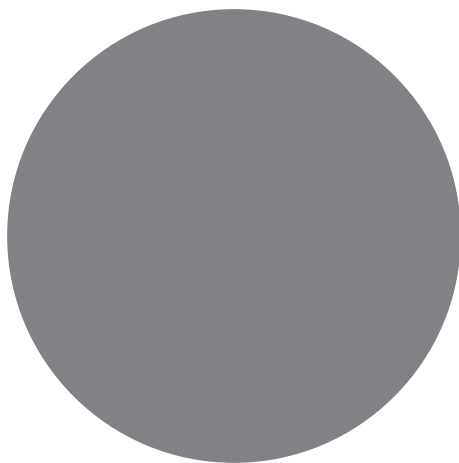
Mr Kant

The logo features the text 'Mr Kant' in a stylized, hand-drawn font. The letters are black with white outlines and are arranged in two rows: 'Mr' on top and 'Kant' below. The background is a solid yellow square.

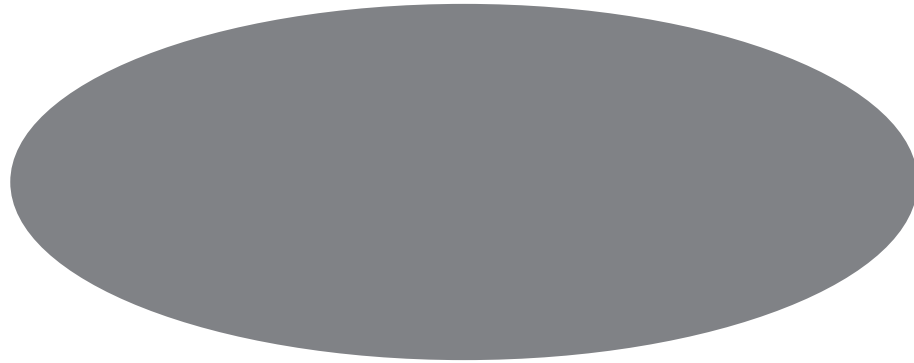


Mr Kant

The logo features the text 'Mr Kant' in a stylized, hand-drawn font. The letters are black with white outlines and are arranged in two rows: 'Mr' on top and 'Kant' below. The background is a solid teal square.









MARKAt

A stylized, hand-drawn font for the word 'MARKAt'. The letters are thick and blocky, with a white fill and a black outline. The 'a' is lowercase and positioned between the 'M' and 'R'. The 't' is lowercase and positioned at the end of the word. The word is set against a light grey, horizontally-oriented oval background.



MARKAt

A stylized, hand-drawn font for the word 'MARKAt', identical to the first version. The word is set against a bright yellow, horizontally-oriented oval background.



MARKAt

A stylized, hand-drawn font for the word 'MARKAt', identical to the first two versions. The word is set against a teal, horizontally-oriented oval background.



MaKaH  
MaKaH

MaKaH  
MaKaH

MaKaH  
MaKaH







M Ark Art

The logo consists of the letters 'M', 'Ark', and 'Art' in a stylized, hand-drawn font. The 'M' is large and features a filmstrip-like texture. 'Ark' and 'Art' are smaller and positioned below 'M'. The entire logo is set against a light grey rectangular background.



M Ark Art

The logo is identical to the first one, but the background is a solid yellow color.



M Ark Art

The logo is identical to the first one, but the background is a solid teal color.





MARK  
Ant

The logo features the word "MARK" in a bold, black, sans-serif font with a white outline, and "Ant" in a smaller, black, serif font with a white outline. The letters are set against a light grey rectangular background.



MARK  
Ant

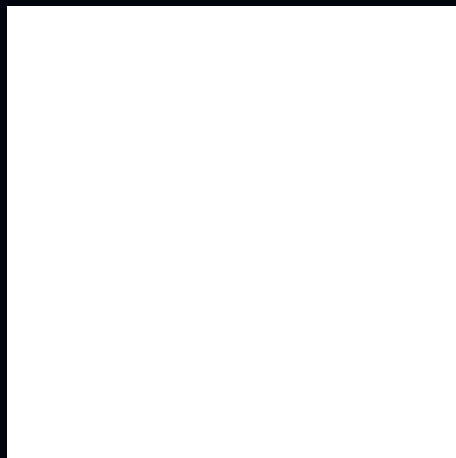
The logo features the word "MARK" in a bold, black, sans-serif font with a white outline, and "Ant" in a smaller, black, serif font with a white outline. The letters are set against a bright yellow rectangular background.

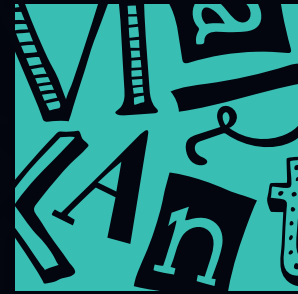
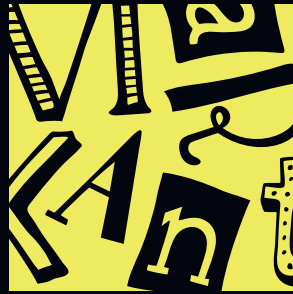


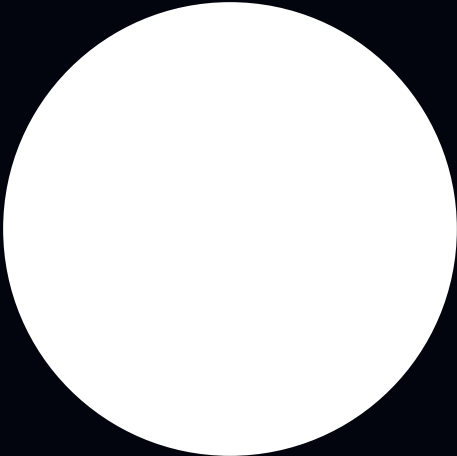
MARK  
Ant

The logo features the word "MARK" in a bold, black, sans-serif font with a white outline, and "Ant" in a smaller, black, serif font with a white outline. The letters are set against a teal rectangular background.

**GRUND  
FORMEN  
AUF  
SCHWARZ**

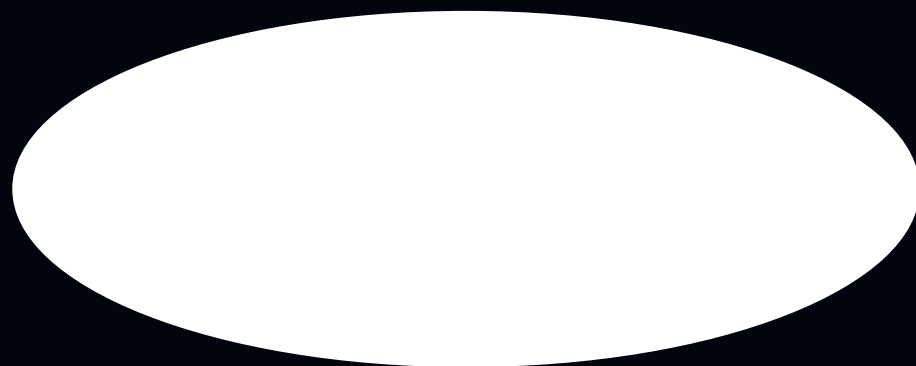


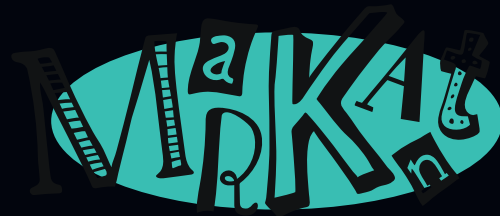
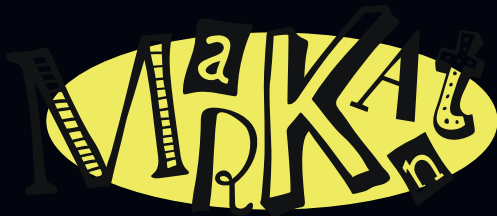














MARKET

MARKET

MARKET











# DOS & DON'TS



Buchstaben über den Rand setzen

Dos

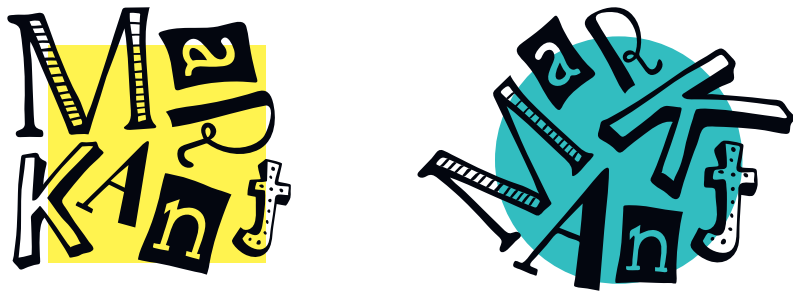


Buchstaben mit der Grundform als Untersützung zeigen

MaRKAnt

MaRKAnt

MaRKAnt



Verschiedene CD Farben integrieren



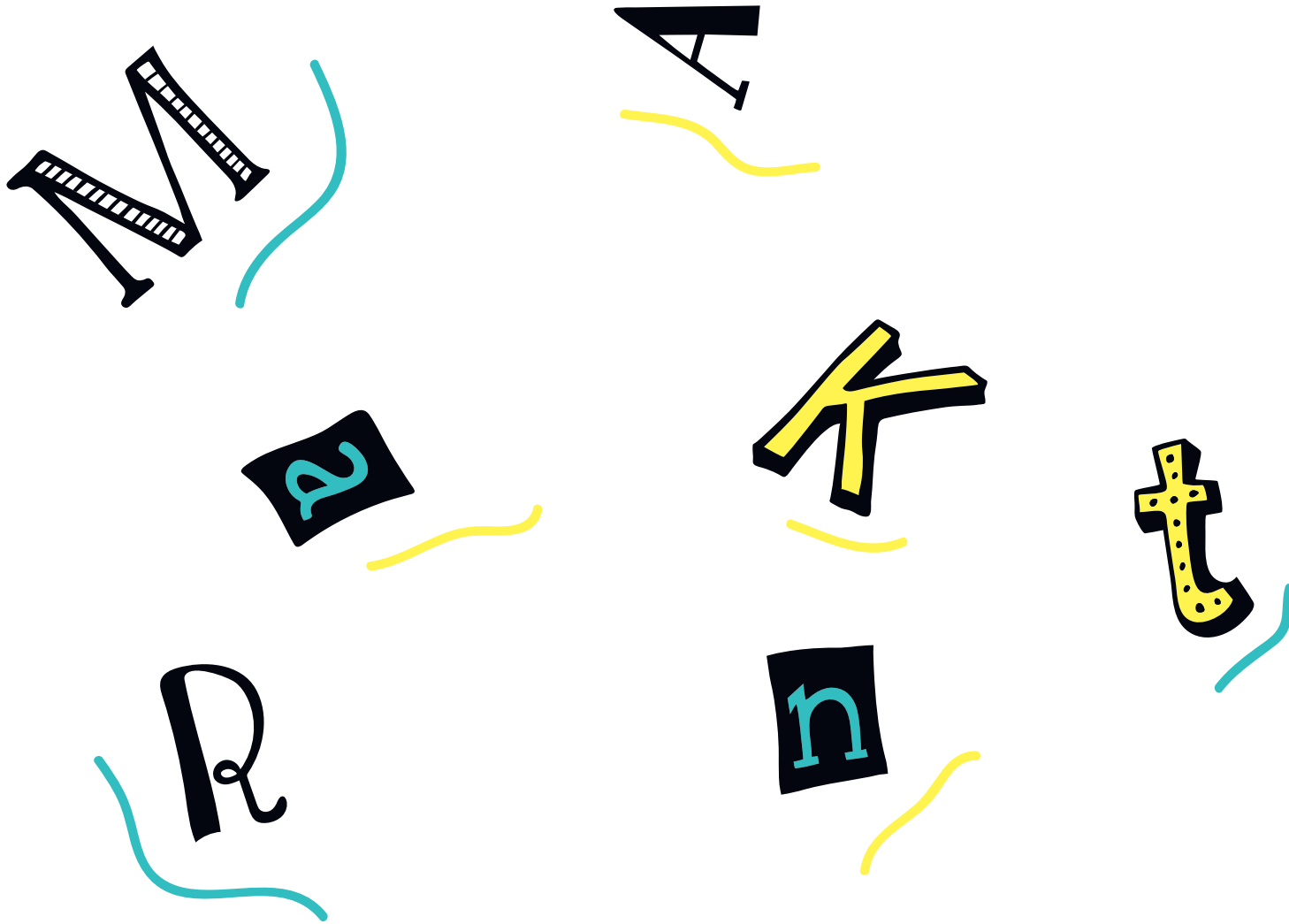
Buchstaben bis 90° rotieren

Dos



Den einzelnen Buchstaben Platz lassen

Dos



## Einfache Deko Elemente einbauen

Dos



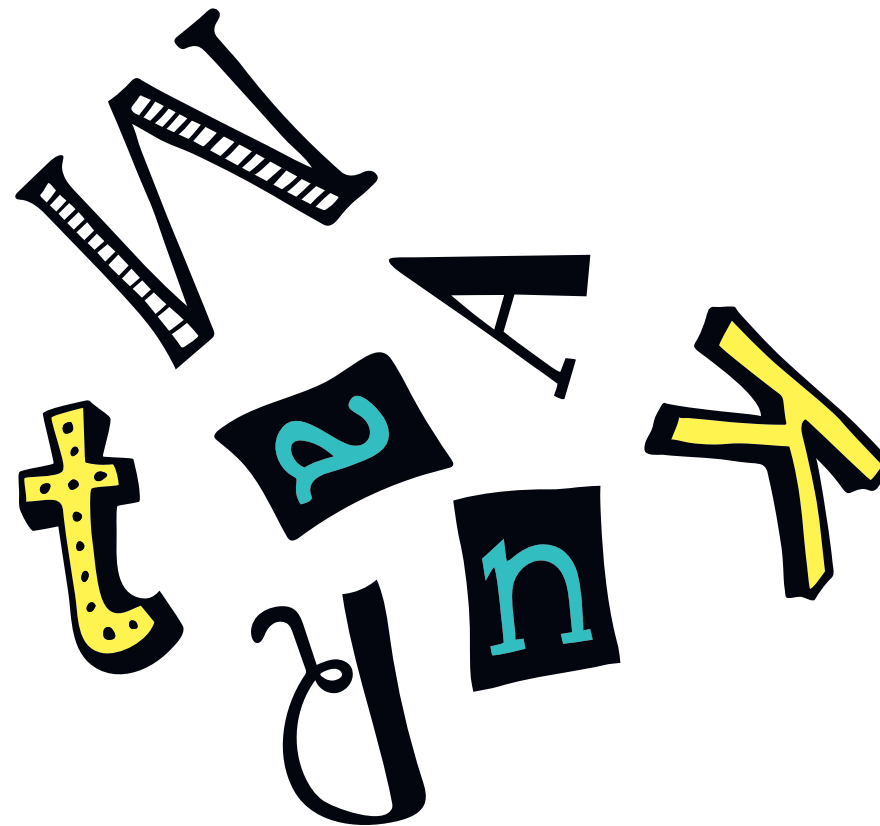


Buchstaben beschneiden auf weißem Hintergrund

Dos

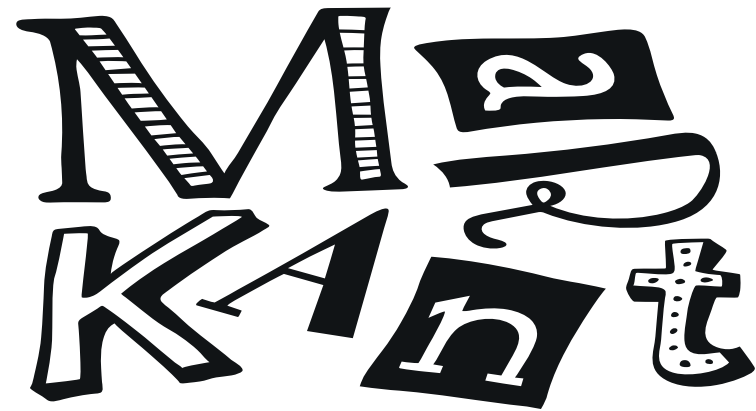


Buchstaben beschneiden auf schwarzem Hintergrund



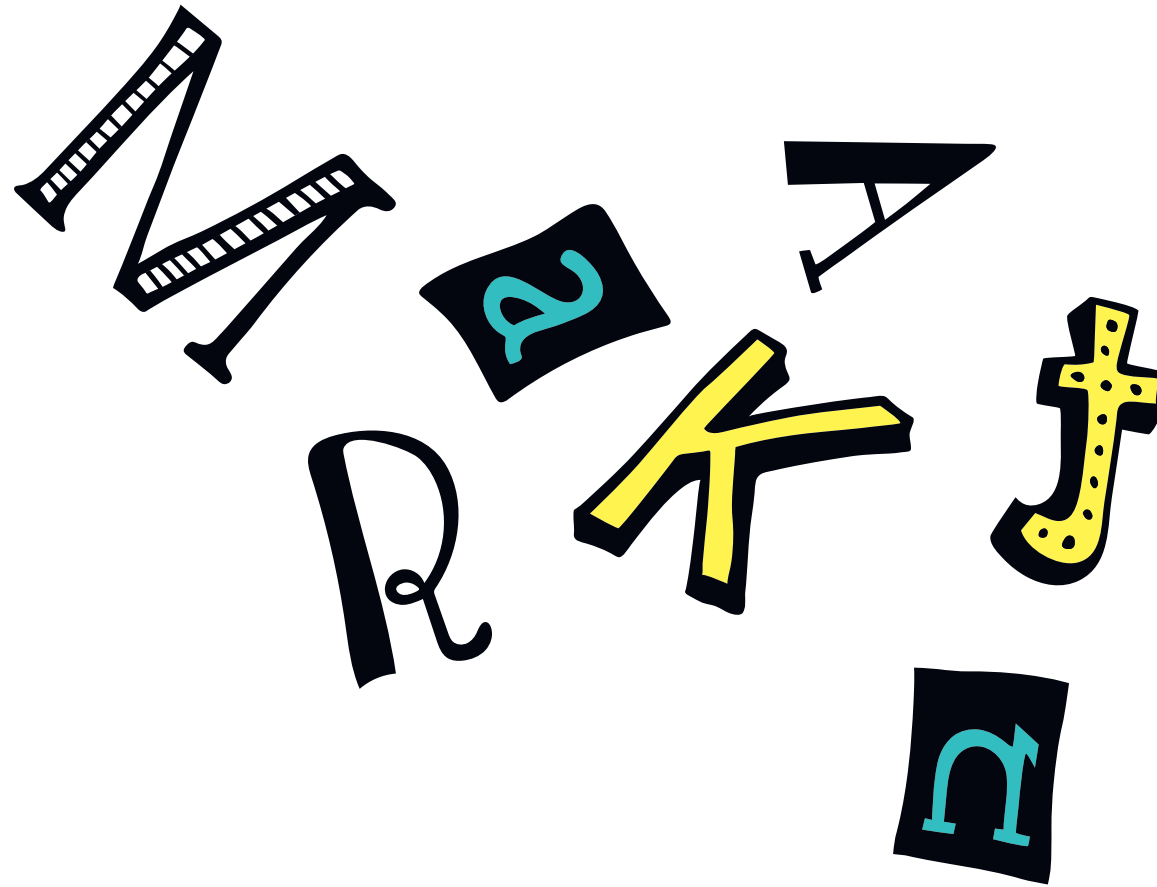
## Buchstaben auf den Kopf stellen

Don'ts



## Proportionen missachten

Don'ts



# Buchstaben spiegeln

Don'ts



MARKANT

The image shows the word 'MARKANT' in a highly stylized, graphic font. The letters are black with white outlines and are set directly against each other without any spacing. The 'M' and 'A' are connected, as are the 'K' and 'A', and the 'N' and 'T'. The letters have a 3D, blocky appearance with some internal white details, such as the 'a' having a white outline and the 'n' having a white outline. The overall effect is a dense, overlapping arrangement of characters.

Buchstaben direkt aneinander setzen

Don'ts



## Buchstaben überlappen

Don'ts

**BILDWELT**





Bildwelt - Moodboard



Bildwelt Cover Shooting

**LOGO**

**ANIMATION**



Motion Graphics GIF



<https://youtu.be/owB78sJzim8>

Motion Graphics Video

# ALBUM COVER



Album - Front 1



Album - Front 2





Album - Front 3



# Songliste

- Was geht ab?
- Love is a game
- Einsam
- Mein Atem
- 13ter Tag

M A R K M A R K M A R K M A R K M A R K M A R K  
M A R K M A R K M A R K M A R K M A R K M A R K  
M A R K M A R K M A R K M A R K M A R K M A R K  
M A R K M A R K M A R K M A R K M A R K M A R K



**MERCH**



Merchandise - Front



Merchandise - Back



Merchandise - Layout 2



Merchandise - Layout 3



Merchandise - Layout 4





Merchandise - Fotoshooting



Merchandise - Fotoshooting

**POSTER**



Poster Design 1 & 2



Poster Design 3 & 4

# ALTERNATIV- ENTWÜRFE

MARKANT

MARKANT

MARKANT

MARKANT



MaRKAnt

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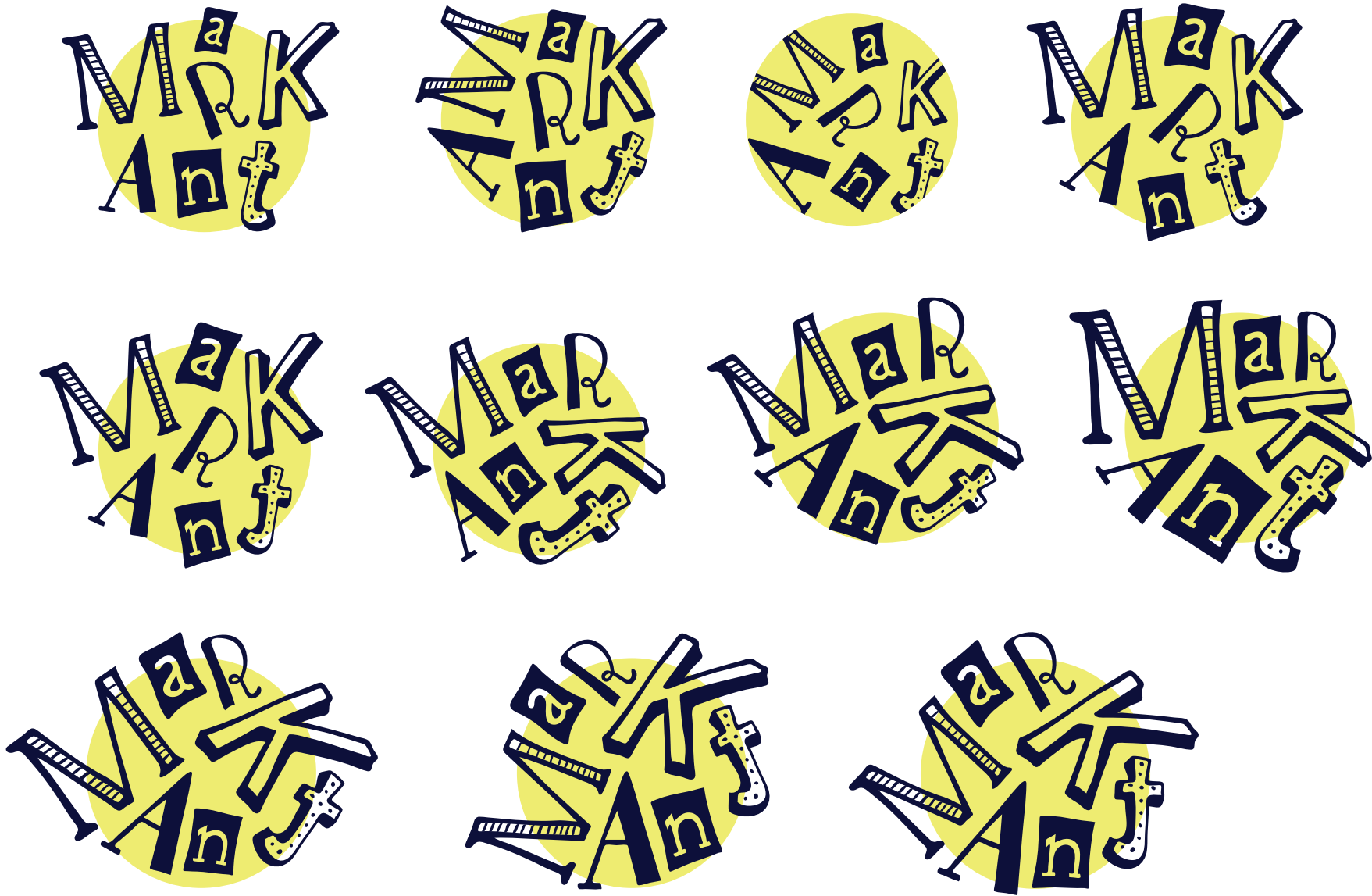
MaRKAnt

MaRKAnt

MaRKAnt

MaRKAnt

MaRKAnt



Grundformvariation 1

MaR  
KaRt

MaR  
KaRt

MaR  
KaRt

MaR  
KaRt

MaR  
KaRt

MaR  
KaRt

MaR  
KaRt

MaRk  
KaRt

MaR  
KaRt

MaR  
KaRt

MaR  
KaRt

MaR  
KaRt

MaR  
KaRt

MaR  
KaRt

MaRKAnt

MaRKAnt

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MaRKAnt

MaRKAnt

MaRKAnt

MaRKAnt

MaRKAnt

MaRKAnt

MaRKAnt

MaRKAnt

MaRaT  
aK n

MaRKAnj

MaKAnj

MaKAnj

MaKaT

MaRKnT

MaKAnt

MaRKAt

MaKAnj

MaKAt

MaKAn

MRa  
aKnt

MRa  
zKnt

MRa  
Knt

MA  
aRKnt

MA  
aRKnt

M  
aRKnt

Ma  
ARKnt

Ma  
ARKnt