

# **KOLLEKTIV TURMSTRASSE**

## **VISUAL IDENTITY 2022**

### **INTRODUCTION**

Kollektiv Turmstrasse has been active as an electronic music act for nearly 20 years. For most of that time KTS has existed as a duo, comprising Nico Plagemann and Christian Hilscher, but since 2021 Nico continues the project as a solo act. During the late 00s and 10s they became one of the key figures in the rise of electronic music throughout Germany and Europe. Their 2010 album 'Rebellion Der Traümer' was a seminal record of this period and earned them widespread critical acclaim. Following this, regular releases on Solomun's Diynamic label and performances for the label's events helped cement them as one of the key figures in the rise of the Diynamic group of artists, alongside the likes of Stimming, Adriatique, HOSH and Solomun himself. Other labels they have released on include Cocoon, Get Physical, Musik Gewinnt Freunde and Connaisseur as well as Warner Music.

Despite having no significant releases in the last few years, KTS' music is still extremely popular online: 2016's track 'Sorry I'm Late' has amassed over 20 million Spotify streams to date, and the profile has a regular monthly listener figure of 500,000. Their music has also been remixed by dozens of other respected artists, including Roman Flügel, The Blaze, TSHA, Pig&Dan and many more.

KTS has been a prolific performer over the years, performing at virtually every major club and electronic music festival around the world. Whereas previously performing both as a live act and as a DJ act, KTS now performs solely as a live act. The music is a blend of house, techno and electro but with it's own distinctive sound. It has a cinematic quality, often featuring vocals or other musical and melodic elements such as string sections, warm and layered synths and epic sounding drums or percussion, combined with breakbeat or hip-hop style beats and rhythms. The music has an epic and sometimes euphoric and feel-good quality; this is music to go out and party to with your friends or enjoy at a sunny openair festival, but equally the upcoming album will be listening material that you could hear on the radio or listen at home on Spotify.

### **OBJECTIVE**

2022 is a milestone year for Kollektiv Turmstrasse. Firstly, the project now presents Nico as a solo artist, no longer with his long-standing musical partner. Secondly, KTS will release the first album since 2010's debut, Rebellion Der Träumer. Both these factors will represent a huge step in the KTS journey - there will be a clear development in the sound and style of the music, with much of the new material having a far more commercial appeal and moving away from the more dancefloor focussed, 'minimal' and 'deep' sound of previous releases. The album will also feature some exciting vocal collaborations from more mainstream artists that will help appeal to a wider audience.

Having a clear and defined visual identity is hugely important for KTS in 2022 and beyond. This imagery and design will accompany all elements of the artist's online and offline presence. It will lay the foundation for the aesthetic for the 2022 album campaign, but should continue to be used in the subsequent years, serving to invigorate and revitalise the artists' profile as a fresh, relevant and credible act.

The new visual identity should be iconic, stylish and modern, but not overly 'on trend' i.e. away from a 'cutting edge' techno aesthetic, for example. Nico is someone that enjoys technology: during the pandemic he developed his own Virtual Reality platform, from which he live streamed performances to

his fans. He also enjoys gaming, music technology and exploring concepts at the cross-section of science and sound/music. The design should lean more in the direction of a futuristic style rather than retro or classic, but it can also be playful or experimental to reflect Nico's character and the style of music.

Nico enjoys finding creative and unexpected ways of expressing his music, for example an upcoming video concept will feature a K-Pop-style dance group performing choreographed moves to one of the tracks. But he personally does not like to be at the forefront of visuals, photography or promotion.

KTS has achieved a huge amount as an electronic artist, becoming an integral part of the rise of club music in Germany, Europe and further afield. With the 2022 album campaign the aim is to establish KTS as a more widely recognised artist also outside of the underground electronic music scene, whilst always remaining a credible and respected producer and live artist.

**LINKS:**

[RESIDENT ADVISOR](#)

[SPOTIFY](#)

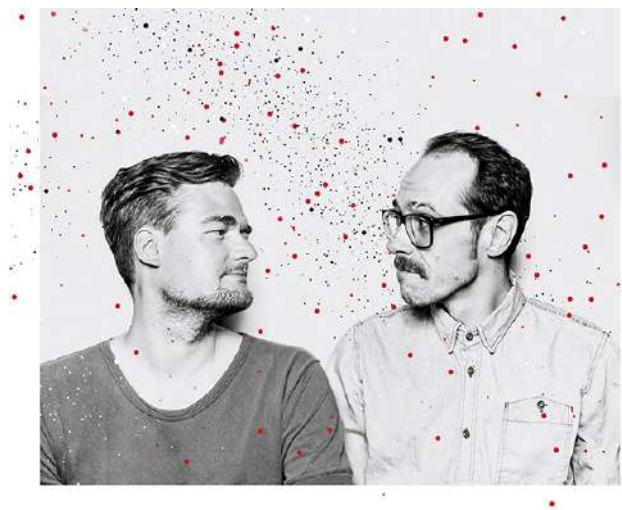
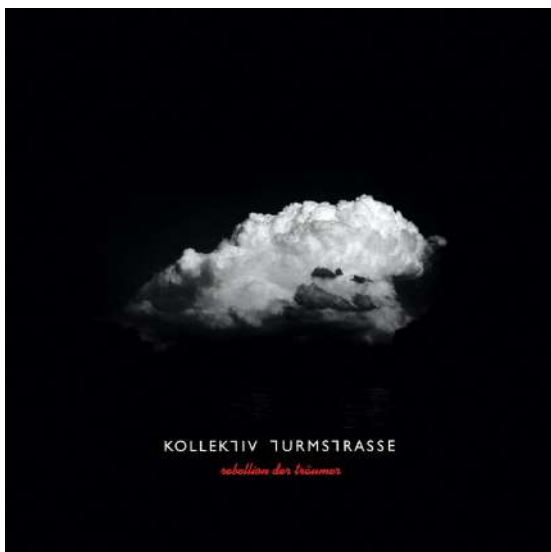
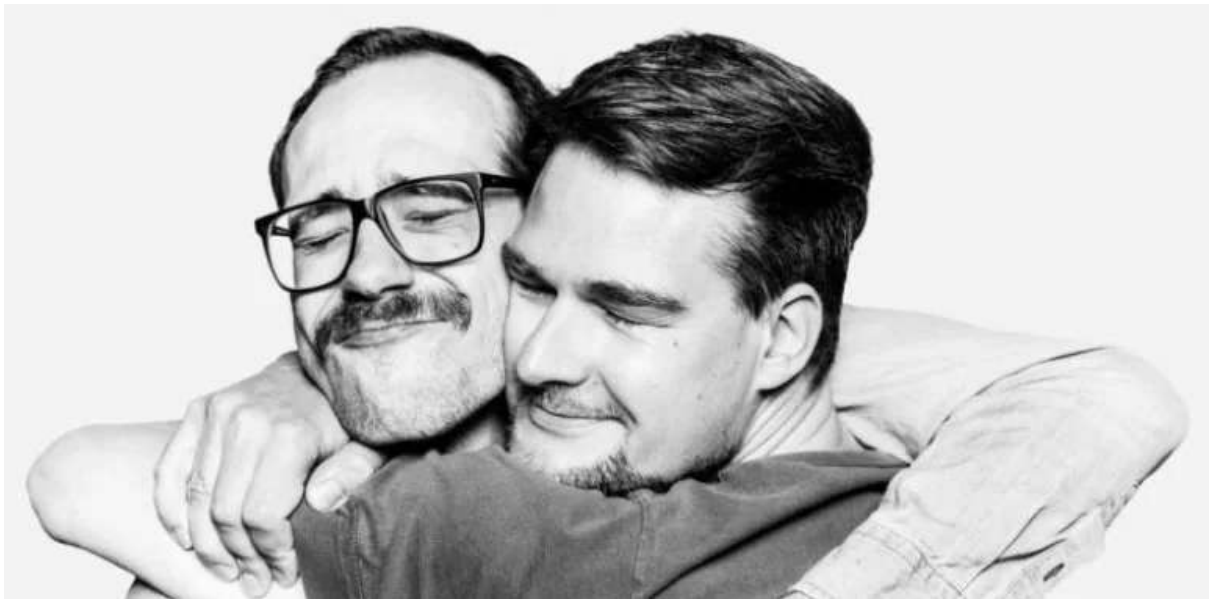
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EXISTING IMAGERY:



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## ARTIST INSPIRATION...

This is a guide for 'artist environment' when it comes to both musical profile as well as aesthetic that accompanies them. They represent quality and sophisticated music and visual identities, with elements of cutting edge or modern design, conceptual art and design or high end fashion, for example.



MODESELEKTOR



BONOBO



DIXON



BICEP



ÂME



DISCLOSURE

## **CONTENT & DELIVERABLES**

### **1. BRAND BOOK / STYLE GUIDE**

This document should serve as a technical manual for the application of all elements of Kollektiv Turmstrasse's visual identity. It should outline the key features of the finished design elements, and demonstrate how the full identity will look 'in real life'.

#### **Deadline: 31st May 2022**

**Logo** - update of existing logo with variations and possible change of media style i.e. 3D, rendered, illustration

- incl. sizing, positioning, isolation areas
- Logo variations
- Brand signet that can be used as a stand alone

#### **Colour Schemes**

- incl. primary colours, if applicable: secondary colors, gradients, alternatives
- Define: RGB / CMYK / Pantone / RAL / Web Hexa

**Typeface** - must be easy legible, should work on social media

- incl. alternatives for Web/Google, Insta Stories
- Define size, line height, spacing before and after
- Headline font
- Body font
- Secondary font
- Spacing guidelines

#### **Key Visual(s)**

- Elements
- Placement / variations

#### **Do's & Don'ts / Guidelines**

- Usage rules, typeface system, colour palette, layout guidelines, positioning, logo usage
- Show examples of what to do and what not (logo usage, layout etc.)

#### **Applications / Mock-Ups**

- Facebook Header
- Social Media Posts (in 1:1, Portrait, 9:16 incl. use in pictures)
- Posters
- Merch (T-Shirt)
- Newsletter Template
- Album cover