

RYAN GREY

Brand & Content Launch

Social Media Handles: @alldayRyanGrey
Hashtags: #alldayRyanGrey, #TheGreyArea
Fanclub/Community name: The Grey Zone (TBC)

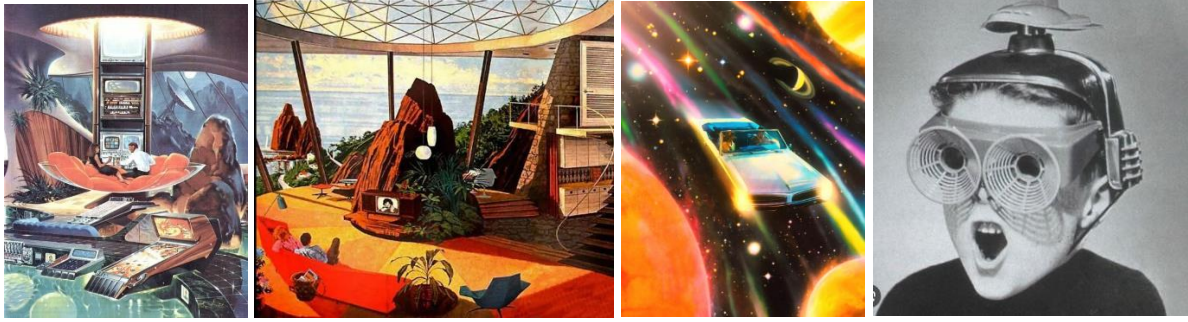
ARTWORK & LOGO

Identity: Retro Ravism. 90s era Rave flyers, artwork, and imagery is the backbone of Ryan Grey graphics. Heavy emphasis on geometric shapes, lines (of varying thickness and shapes), and vibrant colors. Elements from the Retro Futurism aesthetic can also be incorporated as a point of differentiation for our art. Other additional concepts can be further integrated with the right treatment.

References:
90s Era ([link](#))



Retro Futurism



Additional Concepts



Logo: In keeping with the 90s rave era, the logo should be based on a sans serif font. To add differentiation, we like the idea of integrating a geometric element or character to complement the logo. Perhaps even using this one. This lends itself well to a myriad of applications, especially tour visuals.

