



BRAND BOOK

RED & BLUES

By the weeknd

DESIGNED FOR IFP SEASON 13





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THE LOGO

Why R&B?

Selecting R&B, an encompassing genre cherished by "The Weeknd", harmonizes with the artist's overall aesthetics, clothing style and the desired brand ambiance.

By echoing the acronym "Rhythm and Blues", I aimed to tether it to "The Weeknd" while reshaping its interpretation. The primary objective was to uphold the essence of the term, ensuring that even with a modified name, it remains interwoven with the artist's essence and endeavours.

Why Red & Blues?

The name "R&B" was chosen to encompass the emotional spectrum found in "The Weeknd's" music.

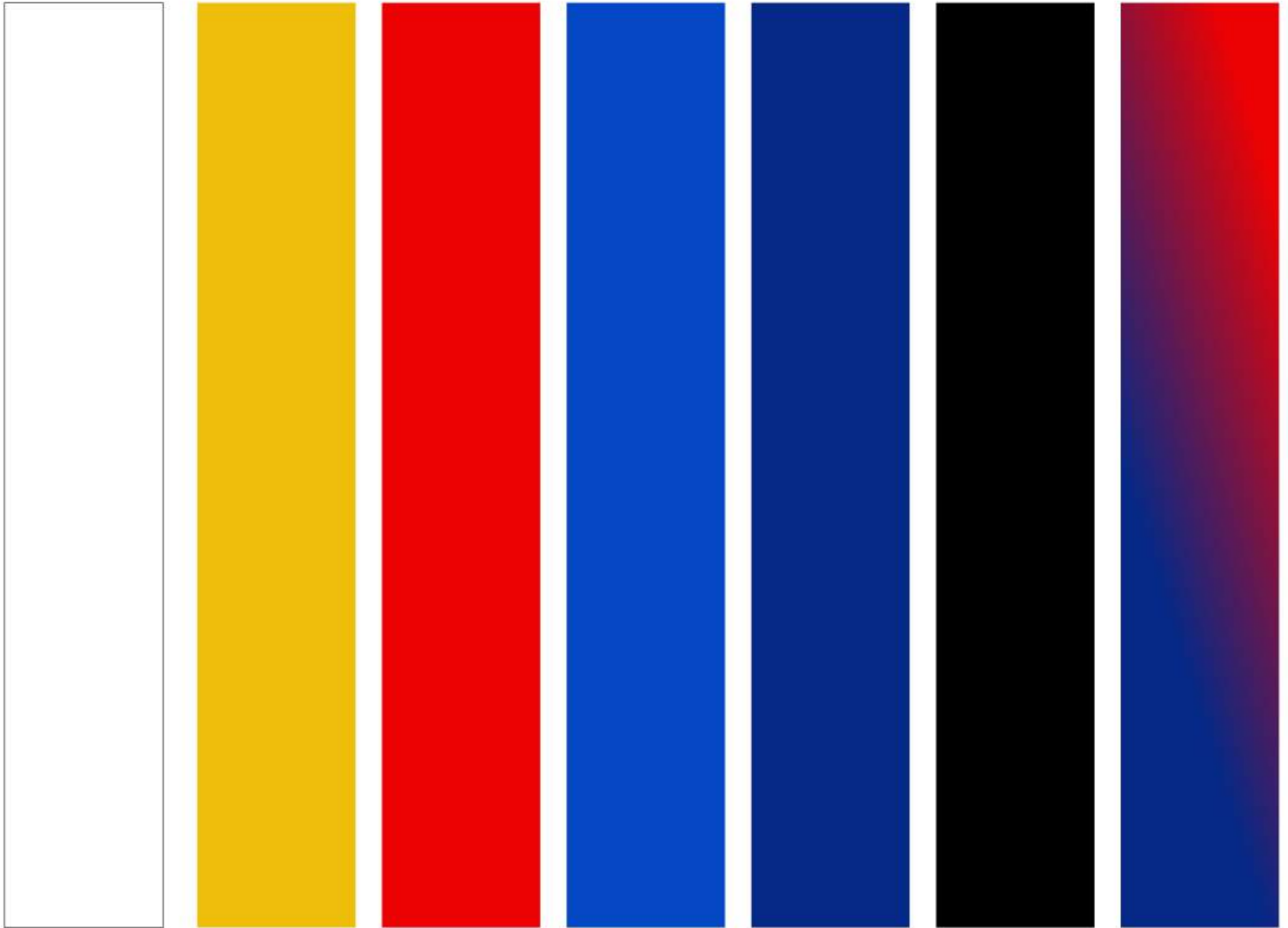
Red embodies activity, passion, love, and joy, mirroring the feelings his songs evoke.

Blue, representing freedom, trust, intuition, and inspiration, aligns with the mood of his music.

By replacing "Rhythm" with red, it seamlessly melds with "Blues" as a color. This mirrors the way his songs intertwine these emotions. Even his preferred color palette, visible in album art, clothing, and color grading, predominantly features red and blue. In this way, "R&B" not only captures his aesthetic but also resonates with the vivid emotions he expresses through his artistry.

COLOR PALETTE

#Ec0203



#FFFFFF

#EFBE0A

#Ec0203

#0548C6

#062987

#000000

#062987



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TYPEFACE

Headline

CastleTUlt

Super bold fonts and similar to the one used for “Starboy” theme, giving a good recall value. Looks great when used for headlines of billboards and posters.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#\$%^*(){}[]<>?/

Headline 2

PARKSON

Condensed but super clean fonts, gives the sharp and futuristic feel to the creatives. Looks even better when used as monospaced fonts.

PARKSON BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#\$%^*(){}[]<>?/

PARKSON EXTRABOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
~!@#\$%^*(){}[]<>?/

Body

Spline Sans

Super futuristic and apt for stylish as well as R&B based street wear theme. It's clean cuts and curves gives neat look to the creatives.

Spline Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$%^*(){}[]<>?/

Spline Sans SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
~!@#\$%^*(){}[]<>?/

LOGO VARIATIONS

Primary colour variations & logo arrangements



Secondary colour variations



Background colour variations



THE AFTERHOUR CLOTHING



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Dress the Night - A Destination for Nocturnal Style

From dusk till dawn, R&B keeps the party alive. Tailored for the night owls, their fashion collection ensures you're always dressed for the occasion and ready to hit the town. For who thrives in the bewitching hours between dusk and dawn, then R&B is your ultimate go-to fashion destination. The exclusive collection is meticulously curated for night owls like you, ensuring that you're not just dressed for the occasion but prepared to paint the town red & blue in unparalleled style.



REBEL
REBEL

THE
REFINED
REBELLION

THE COLLECTION SPEAKS TO THOSE WHO APPRECIATE THE
JUXTAPOSITION OF REBELLION AND REFINEMENT. IT
EFFORTLESSLY COMBINES DISTRESSED DENIM AND LEATHER
WITH TAILORED PIECES, OFFERING A RANGE OF ATTIRE THAT CAN
SEAMLESSLY TRANSITION FROM A CONCERT STAGE TO A HIGH-
END COCKTAIL PARTY.

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THE AFTERHOUR CLOTHING.

REBEL
REBEL



**SLEEK, EDGY,
AND
EFFORTLESSLY
COOL.**

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// // // // //



THE AFTERHOUR CLOTHING.



STORE FACADE





CLOTHING TAGS



SLEEK, EDGY,
AND
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THE AFTERHOUR CLOTHING.



OUTDOOR ADS





THE AFTERHOUR CLOTHING.

THE BRAND'S DIVERSE RANGE OF CLOTHING OFFERS SOMETHING FOR EVERYONE. FROM COZY LOUNGEWEAR THAT MAKES MOVIE NIGHTS AT HOME AN ELEVATED EXPERIENCE TO STYLISH, VERSATILE OUTFITS FOR A NIGHT OUT ON THE TOWN, THEIR COLLECTIONS CATER TO VARIOUS TASTES AND PREFERENCES. WHETHER YOU'RE A FAN OF CLASSIC, TIMELESS DESIGNS OR ENJOY EXPERIMENTING WITH BOLD, TRENDY PATTERNS, THERE'S A PIECE WAITING FOR YOU.

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DIGITAL ADS



CREATOR
HIRAK PANDYA

CREATOR ID
PD3581

