



THE THR3
PROJ3CT

CI GUIDE





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All Partners must please use the correct spelling and logo as supplied especially when referencing on social media, etc.

Take note of correct **capitalization** and **spelling**. Please force uppercase capitalization even when using hashtags (eg: #THETHR3PROJ3CT) on social media.

In the event that the spelling or logo is altered in any way, including but not limited to capitalization, colour, layout or shape, the project reserves the right to withdraw from any event and will request full recall of any merch or marketing collateral.

Only four variations are permissible in the black or white color codes provided: Primary, Secondary, Wordmark, and Logomark. No other variations or colors are allowed, without exception.



USED IN BLACK
#101010
R17 G17 B17
C73 M67 Y66 K83



USED IN WHITE
#F9F9F9
R 249 G 249 B 249
C2 M1 Y1 K0



How to apply our logo!

Your design should prioritize **negative space**. The term refers to the empty space around our logo.

On the left, we indicate the minimum amount of negative space that must be applied. The appropriate amount of negative space ensures consistency and avoids cluttered and ineffective design.

Any size variations of the logo will be tolerated as long as the text is clear and legible without the need to zoom.

To avoid disappointment, any merch or marketing collateral, digital or printed, representing or containing the brand must be approved by the band before distribution.

When referring to, or mentioning, the band on social media, please tag the official page and use the following tag:
#THETHR3PROJ3CT



We clearly take pride in our **brand**. Let us share a mutual respect by spelling our name correct.

THE THR3 PROJ3CT

*capitalized

IT'S NOT

The three project	three project	3 project
Th3 thr3 proj3ct	thr3 project	the thr3 proj3ct
OR ANY OTHER KAK VARIANT		

DO NOT!

We're fully aware of your exceptional design talents, and we're eager to promote your event or festival artwork on a global scale. However, for us to wholeheartedly support this endeavor, it's essential that the design aligns seamlessly with our Corporate Identity (CI) Guide. We kindly request that you invest careful consideration into the design, avoiding the use of trendy effects and styles commonly found in design software.

Specifically, we urge you not to incorporate gradients into our logo. Instead, please adhere to using either a solid black or white for it. Furthermore, refrain from watermarking our logo, employing bevel and emboss effects, outlining our logo, adding inner shadows or glows, overlays, drop shadows, or outer glows. Please be advised that these elements will not receive approval and will be subject to rejection.

 THE THR3 PROJ3CT STRETCH	 THE THR3 PROJ3CT ADD GRADIENT	 THE THR3 PROJ3CT BEVEL AND EMBOSS	 THE THR3 PROJ3CT RE-COLOUR	 THE THR3 PROJ3CT CHANGE LAYOUT
 THE THR3 PROJ3CT ADD 3D EFFECTS	 THE THR3 PROJ3CT OUTLINE	 THE THR3 PROJ3CT ADD DROP SHADOW	 THE THR3 PROJ3CT ADD GLOW	 THE THR3 PROJ3CT WATERMARK

