

# LENNY KRAVITZ

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**WMA** | SOCIAL STYLE GUIDE



# Twofold Style

Design elements of **current *Blue Electric Light* album** (bright, energized, touches of neo-80s shimmer) are married with Kravitz's **career-spanning visual language** that feels both **vintage** and **timeless** through its implementation of decade-defying fashion alongside sauna-hot color treatment and filmic textures.

The result is a united style that extends and enhances his **existing trendsetter reputation** while giving clear definition to the **current era** of his work.

All posts instantly convey a **dual context**. Fans know this is the **same artist** they've come to know and love, and they're also made aware of the **distinct and unique** sensory experience of the new release.

# Color Palette

**Midnight Thunder**

#010A23

**Lightning Blue**

#00AEEF

**Lightning Pink**

#EC0089

High-contrast pairings of blue and pink against dark backgrounds is the primary color combination for content related to *Blue Electric Light* album.

**Butterscotch**

#C4771F

**Walnut**

#5E390F

**Pepper**

#C42C2C

**Lapis**

#0F335E

Rich, warm, saturated, vintage, filmic tones are used as a secondary video-focused color combination for general and evergreen content.

Please note colors may vary slightly depending on the device they are viewed on.

## Fonts

TITLE TEXT

Helvetica Neue Bold, All Caps, -40 Tracking, Manual Kerning

SECONDARY TEXT

Helvetica Neue Light, All Caps, 0 Tracking

Body text

Helvetica Neue Regular, Sentence Case, 0 Tracking *(Used for longer sections of text only)*



# Treatment 1: Lightning Luster



Lightning is never plain white, always blue or pink. Basic outer glow effects are never used alone, always pair them with roughen, displace, and grain effects.

Electrical and spark effects add complexity to simple layouts and minimalist sans-serif text.

Lightning can appear around text or the text itself can be made of rendered electricity.

Motion graphics include lightning flashes in backgrounds and as overlays.

# Treatment 2: Icons On Film



More rock and roll documentary or concert film, less high-glam music video or feature film. Footage is raw, alive, organic, candid.

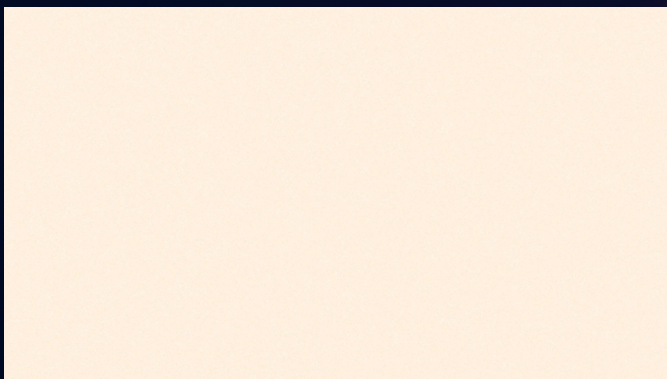
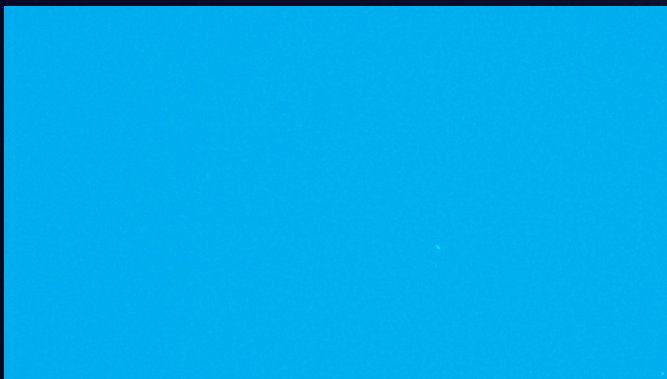
Liberal use of vintage film grains and light leaks. More celluloid and Super 8, less VHS or digital noise.

Light dust and scratches convey timelessness, use in moderation to avoid a full-on “time capsule” feeling.

Photos and videos are pushed slightly past natural white balance towards warm tones.

Skin tones are saturated and healthy. Avoid greens and blues unless obviously cast from a color light source.

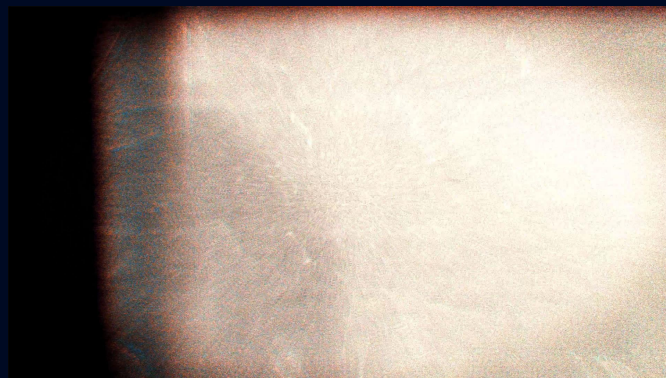
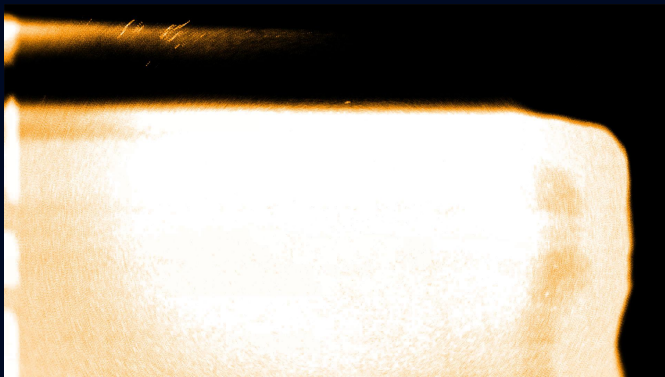
# Texture Set 1: Grains



## Texture Set 2: Dust & Scratches



# Texture Set 3: Film Burns & Light Leaks





# Thank You

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