

# LEX BAUMAN X WMM

*Social Style Guide - 2025*



# Concept

Design makes subtle nods to rock icons and editorial designs from the late 70s and early 80s while resisting cheap tropes and clichés.

Content leans into the more timeless elements of these styles, creating modern compositions with a retro spirit.

## Do

- Timeless
- Rock icons
- Subtle grain
- Sophistipop
- Period-accurate type
- Bold, harmonious colors
- Polished
- Editorial



## Don't

- Cheesy
- Cover bands
- VHS effects
- Grungy
- Psychedelia
- Clashing
- Sci-fi
- Disco



# Moodboard



# Color Palette



Pairs of analogous colors used frequently. Triadic color combinations used sparingly for contrast and to emphasize text hierarchy.



Black and white used frequently on photos and videos.

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

## Fonts

**HEADER**

Senilità, All Caps, 0 Tracking, Manual Kerning

*Secondary*

Last Dance Regular, Title Case, 0 Tracking, Manual Kerning

**Body copy**

RL Aqva, Sentence Case, 0 Tracking *(Used for longer sections of text only)*

# Logos



Lex  
Bauman



Lex Bauman

[Logo PNGs available here.](#)

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

**Thank You**

LONDON BERLIN SINGAPORE NEW YORK LA NASHVILLE CHICAGO

