Interactive media design:
Brand guide

Why?

To make sure the brand-identity of LOOP is consistent I created a brand guide. A brand guide ensures that everyone in the group has a guide to follow and uses the same style and tone of voice for all media outings.

How?

I based the brand guide on the final stylescape, using the core values as a lead direction: bold, creative, fresh, standing out for the tone of voice, imagery, typography, colour palette etc.

What?

The brand guide shows how LOOP should come across to others: bold, creative, fresh and not being scared to stand out. I did this by using neon colours, sharp fonts and a bold and straight to the point tone of voice.

So?

By creating a brand guide I made sure that LOOP's visual identity is now formed into a helpful tool (brand guide) that everyone in the group can use as a main lead whenever they design something to make sure all our work is consistent.

View brand guide below:

FOR EACH

LXXP

AND EVERYONE

BRAND GUIDE

CONTENTS

LXXP

01
BRAND INTRODUCTION

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BRAND INTRODUCTION

"We push creativity with fresh and bold ideas that make an impact. LOOP stands for continuous reinvention, ensuring every project is original, dynamic and unforgettable."

LOOP is built on endless creativity. We craft **bold** ideas that stand out, **fresh** designs that inspire, and impactful media that lasts.
Creativity never stops — it flows in a loop. **Bold. Fresh. Creative. Impactful.**
That's who we are. That's what we do.

For each
{and everyone}

LXXP

02
LOGO & SLOGAN

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LOGO & SLOGAN

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One of LOOP's values is to be bold and to stand out. That is one of the reasons why the logo is in all caps.

All caps and a bold font shows strength, power and confidence. It's easy recognisable and unforgettable. The Logo is always in black or sometimes white

A clean, modern bold font makes the logo look fresh, which is also one of the core values. Besides that it is also versatile.

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LOGO & SLOGAN

For each
{and everyone}

LOOP creates for each client, for each brand, and each idea. LOOP's creativity is never ending. A for each loop runs continuously

'and everyone' is in accolades to emphasise on the for each loop aspect.

The star symbol will be used on our site and posters. Stars are often associated with ideas, brilliance, and originality—exactly what LOOP stands for.

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03
COLOUR PALETTE

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COLOUR PALETTE

#F2FF42

#FFFFFF

#05F705

#9E22FF

LOOP's colour palette exists of black & neon. LOOP is bold and we want to stand out. Neon colours demand attention. Yellow and black are the main colours

and are often used for the background.
The neon shows that LOOP is energetic and has fresh ideas. Black provides balance & depth,

making the neon stand out even more
It adds a sense of sophistication and professionalism, showing that LOOP isn't just loud—it's also strategic and refined.

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04
TYPOGRAPHY

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TYPOGRAPHY

Aa

Poppins bold makes sure that your message is confident, strong and unmissable. This will be used for headlines.

Aa

Italic create a sense of speed and motion, reinforcing that LOOP is always moving forward, innovating, and evolving.

Aa

Poppins Medium is the perfect balance between readability and a modern look. This will be used for longer texts.

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05
TONE OF VOICE

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TONE OF VOICE

INCLUSIVE

FRESH & CREATIVE

CONFIDENT

BOLD

We don't whisper. We don't blend in. We create. Boldly. Loudly. Unapologetically.

Our voice? Fresh. Because stale ideas don't turn heads.

Our tone? Creative. Because forgettable isn't in our vocabulary.

Our message? Confident. Because we know what we bring to the table—and we set it on fire.

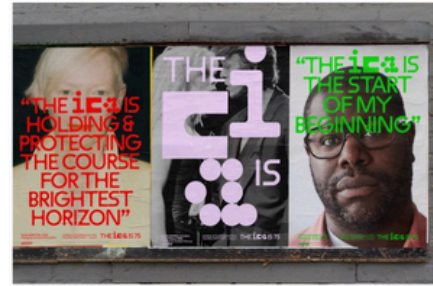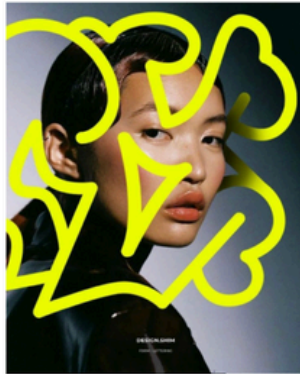We don't do boring. We don't do safe. We do impact.

This is LXXP. You ready?

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06
IMAGERY

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IMAGERY