

# Prince

THE IMMERSIVE EXPERIENCE

BRAND GUIDELINES 2022



# 01 INSPIRATION

Moodboard

# 02 VISUALS

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Typography  
Color Palette  
Patterns  
Iconography  
Photo Treatment

# 03 ACTIVATION

Signage  
Social Media  
Copy Guidelines





# 01 INSPIRATION



Universal

Graded

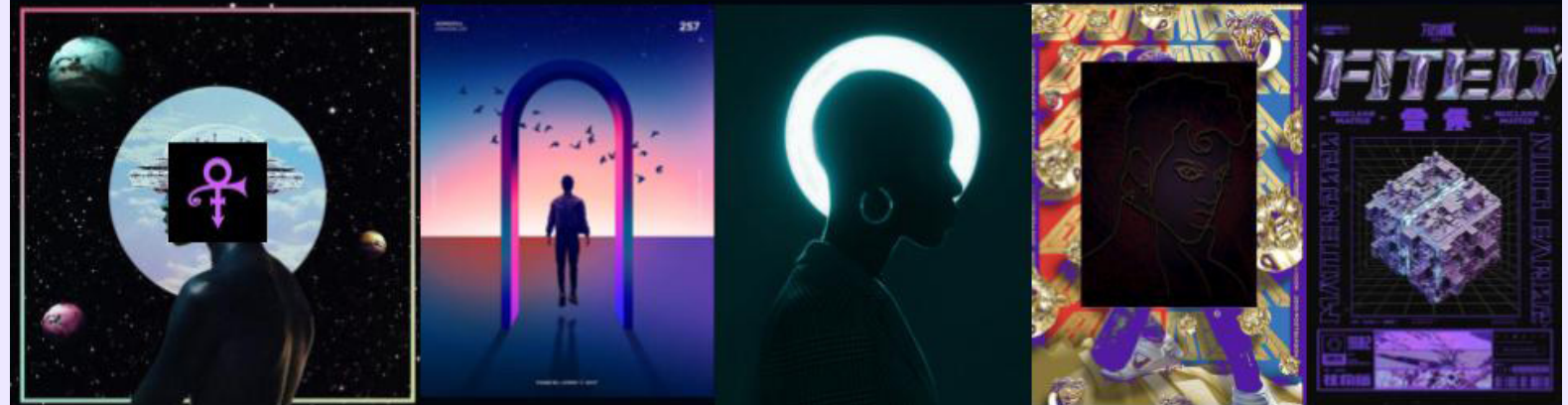
Futuristic

Golden

Regal

Eclectic

Vibrant



*Initial Moodboard*

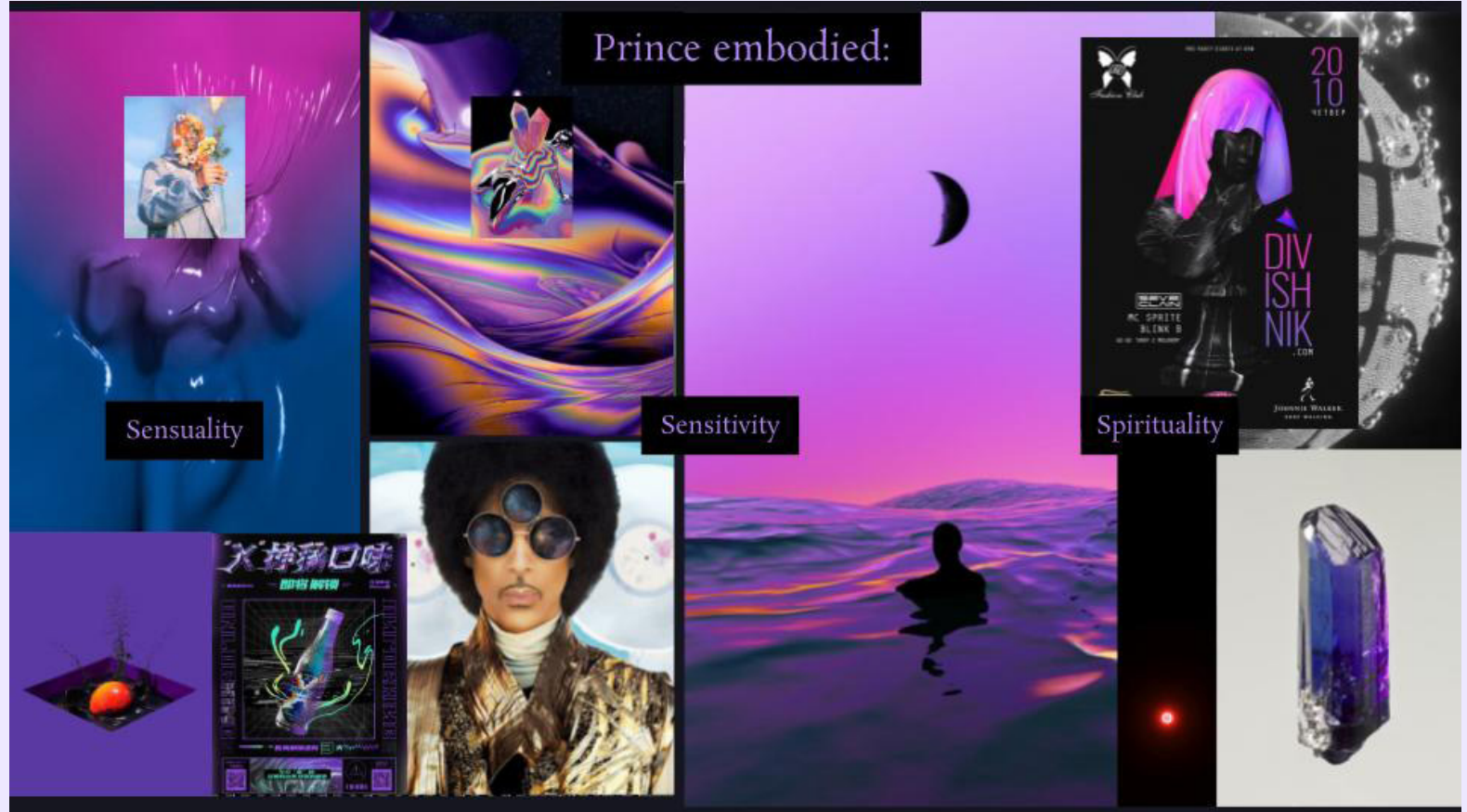
INSPIRATION

The inspiration behind the Prince Experience is all inspired by Prince himself. Keep this vibe in mind when designing new assets for the experience. Note: these images are not cleared for public usage and are for internal inspiration ONLY.



INSPIRATION

*Initial Moodboard*



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# 02 VISUALS

# LOGO





LOGO

*Primary  
Lockup*

**Prince**  
THE IMMERSIVE EXPERIENCE

The main logo mark is the fully extended "N" in the Purple Rain Prince mark. This primary logo should be used in all print assets and larger scale assets.



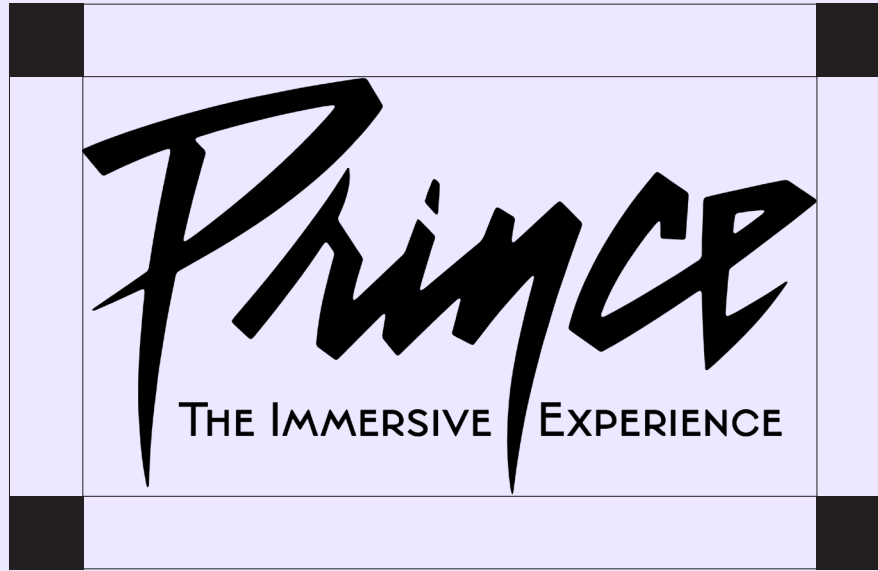


LOGO

*Final  
Lockup  
Usage*

Keep clear space around logo to ensure clarity.  
Make sure not to make the logo too small to ensure clarity.

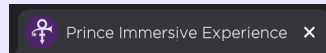
CLEAR SPACE



MINIMUM: 80 PX ACROSS OR 1" IN PRINT



FAVICON





LOGO

*Logo*  
*Date/Location*



Since the experience is traveling, the main logo can flex to include Location and Date information. The secondary logo should not be used with the location and date.



LOGO

*Secondary  
Lockup*

In cases where the logo needs to be smaller or in some digital executions, we can use the secondary logo lockup where the title language is stacked.

Prince  
THE  
IMMERSIVE  
EXPERIENCE





LOGO

*Horizontal  
Lockup*

**Prince** THE IMMERSIVE  
EXPERIENCE

In some rarer circumstances, having all horizontal lock-up will be beneficial. This is should be used in only when the area for a logo is small and very horizontal oriented.





LOGO

*Color Variations*

COLORS

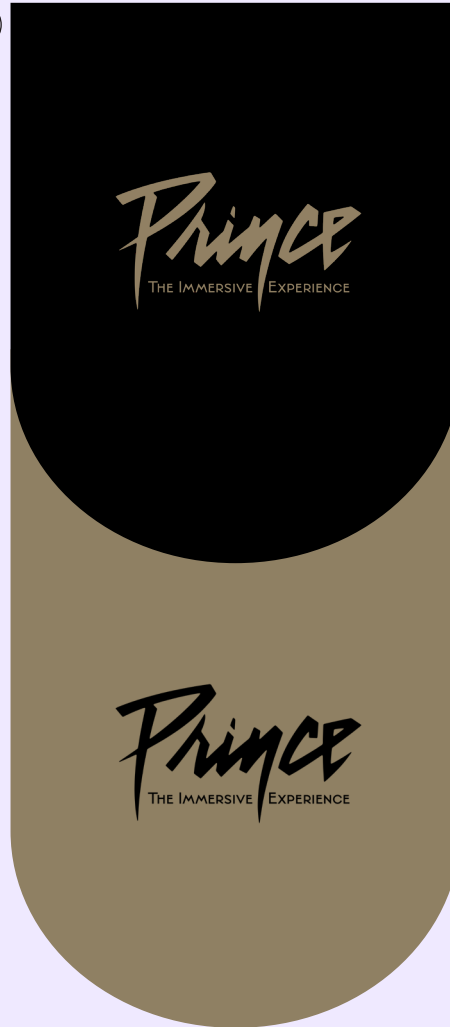
<sup>01</sup> *Black* #000000

<sup>02</sup> *Prince Purple* #4e266b

<sup>03</sup> *Gold* #9d8063

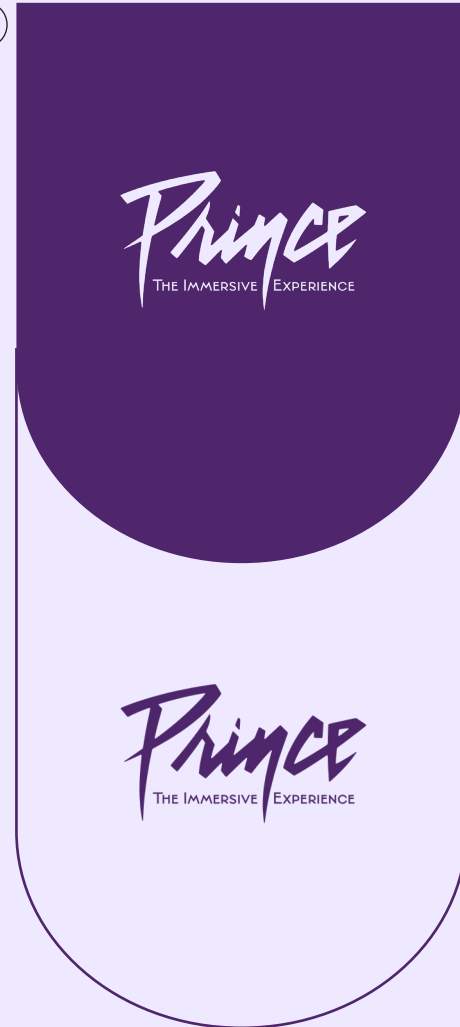
<sup>04</sup> *Pearl White* #eee9ff

1



3

2



4



LOGO

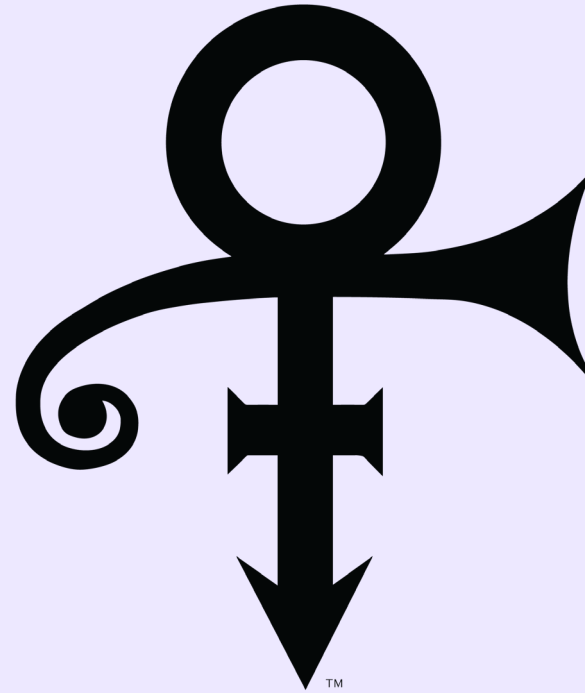
*Incorrect Usage*



- Do not create an outlined version of logo.
- Do not stretch or squish the logo.
- Do not put an unapproved gradient on logo.
- Do not add harsh drop shadow to logo.
- Do not add patterns to logo.
- Do not break the logo apart.
- Do not tilt or rotate the logo.
- Do not make logo too small or crop off.



*Approved TM Version*

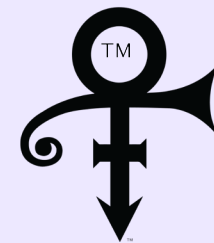
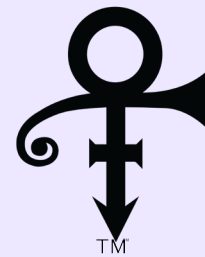


LOGO

*Love Symbol  
Trademark  
Parameters*

*DO NOT USE ANY OF THE FOLLOWING*

When using the love symbol, use the trademarked version especially in Print or Promotional Materials.





# TYPOGRAPHY





*Domaine Display Bold*

**QUICK**

Uppercase

*Domaine Display*

**Brown**

Capitalize

*Broadacre Rego*

**FOX**

Uppercase

*Broadacre Light*

Lazy

Normal

TYPOGRAPHY

*Brand  
Type*



P

ABCDEF-  
GHIJKLM-  
NOPQRSTU-  
VWXYZ  
123456789

NAME  
*Domaine Display*

WEIGHTS  
*Bold*

DESIGNED BY  
*Klim Type Foundry*

AVAILABLE  
*[klim.co.nz/retail-fonts/domaine-display/](http://klim.co.nz/retail-fonts/domaine-display/)*

LEADING: 100%  
SPACING OPTICAL: 0 -Thousands of an em-

TYPOGRAPHY

*Primary  
Typeface*

Domaine is a sharp, elegant serif that blends traditional French and British genres into a contemporary aesthetic. Its curvaceous Latin detailing centres upon gently bracketed triangular serifs, complemented by distinctive hooked terminals. Horizontal head serifs provide a calm, stable ground for the figurative detailing to shine.



TYPOGRAPHY

Secondary  
Typeface

A B C D E F -  
G H I J K L M -  
N O P Q R S T U -  
V W X Y Z  
1 2 3 4 5 6 7 8 9  
! @ £ \$ %

Broadway, drawn by MF Benton in 1927, is the archetypal Art Deco typeface, modernized by Greg Thompson.

This version has slightly extended ligatures on certain letters. This alteration is never to be sold and is for the Prince Experience use ONLY.

A B C D E F G H I J K L M -  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m -  
n o p q r s t u v w x y z  
. , { } / & \$ # ! @ £ \$ %

NAME

*Broadacre*

*Prince Experience Version*

WEIGHTS

*Regular* o Alt

*Light* o Alt

DESIGNED BY

*Greg Thompson*

ALTERED BY

*Noisemakers LLC*

AVAILABLE

Type Network  
<https://store.typenetwork.com/foundry/gregthompson/fonts/broadacre>

LEADING: 100%

SPACING OPTICAL: 0 -Thousands of an em-



TYPOGRAPHY

*Type  
Heirachy*

Type annotations include underlines, circles and other hand-drawn design elements to contrast the traditional typography and give text blocks a more tactile, hand-made feel.

EXAMPLE

The **QUICK**  
Brown Fox **JUMPS**  
over the **LAZY** dog.

A SUBHEAD ABOUT  
PRINCE GOES HERE.

Xersperiora parupta tibus,  
eum qui ditatem simagnat. Cae  
corniscimus quo coriorHente pa  
nimiliquia deserov itaeperci aut  
vid eum quatem id qui doluptis  
magnatur re nonsequas minum

# COLOR PALETTE

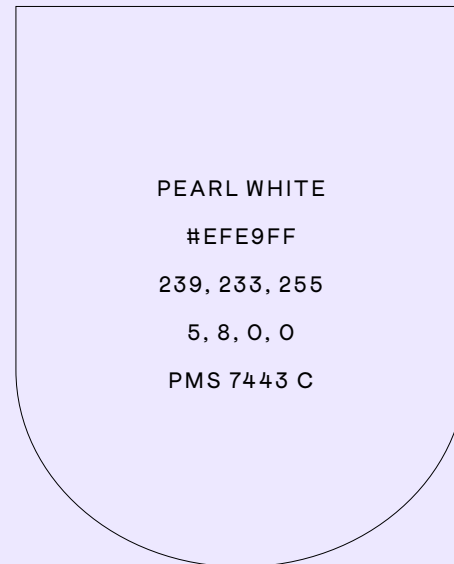
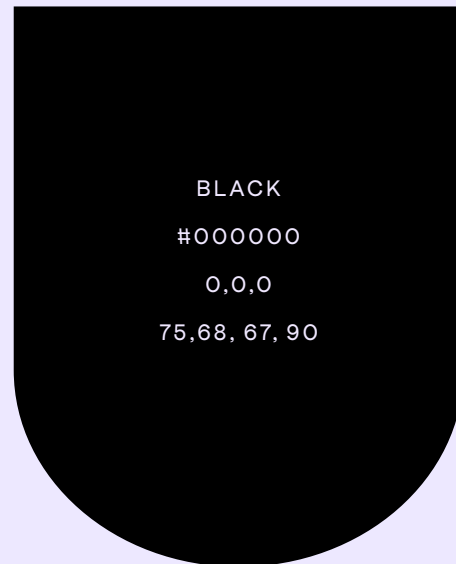
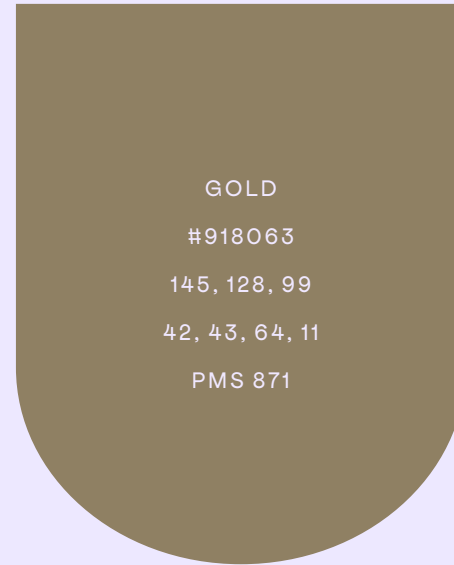
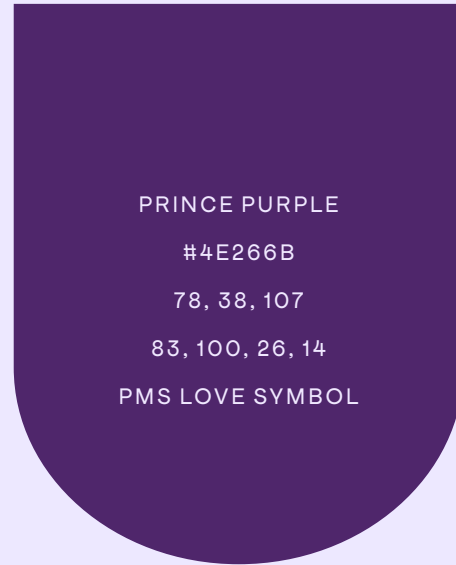




COLOR PALETTE

*Colors*

Colors that represent and support the vibrancy of Prince without being too distracting.

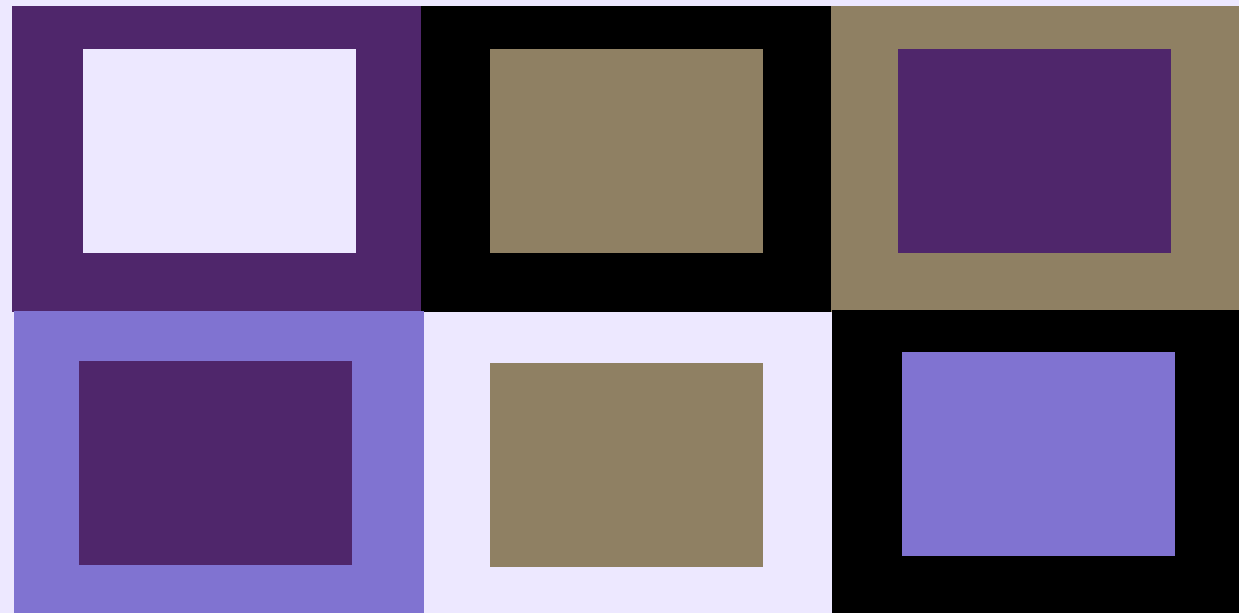




COLOR PALETTE

*Color Relationships*

This is just an exploration of color relationships, not hard rules on what colors should be used together. All of the colors can work flexibly together





# PATTERNS & ICONS





PATTERNS

*Primary Pattern  
Clothing*



*Black Paisley Print*

Our Primary patterns will be taken directly from images of Prince's clothing, home, and album artwork throughout the eras.

Usage: Social Media and Signage



PATTERNS

*Primary Patterns  
Home/Album*

Our Primary patterns will be taken directly from images of Prince's clothing, home, and album artwork throughout the eras. ONLY USE PURPLE RAIN FLOWERS WITH PURPLE RAIN ERA IMAGERY.

Usage: Social Media, Signage, etc



*Purple Reign Flower Motif*



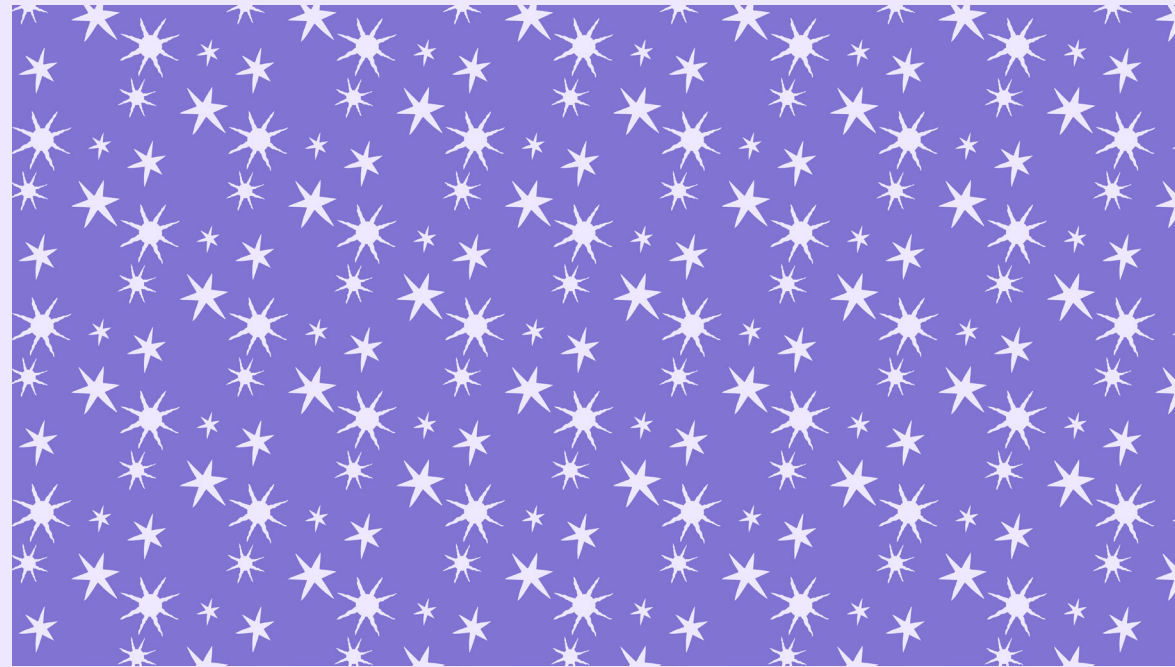
*Paisley Park Sky*



PATTERNS

*Secondary Patterns*

In some secondary cases, for instance large-scale experiential needs, we'd need vector based patterns to use as a secondary source than our primary, image-based patterns. These patterns were created from tracing elements of Paisley Park and the love symbol. **ONLY USE LOVE SYMBOL PATTERN WHEN THE FULL SYMBOL CAN BE SEEN.**



*Stars and light Purple*



*Love Symbol Gold*



PATTERNS

*Logo Pattern*

A logo pattern that is made up of many of Prince's namemarks throughout the years. This would be useful for step and repeats, wallpapers, and any other large scale assets.





Prince



PRINCE

PRINCE

Prince

PRINCE

Prince

PRINCE

ICONS

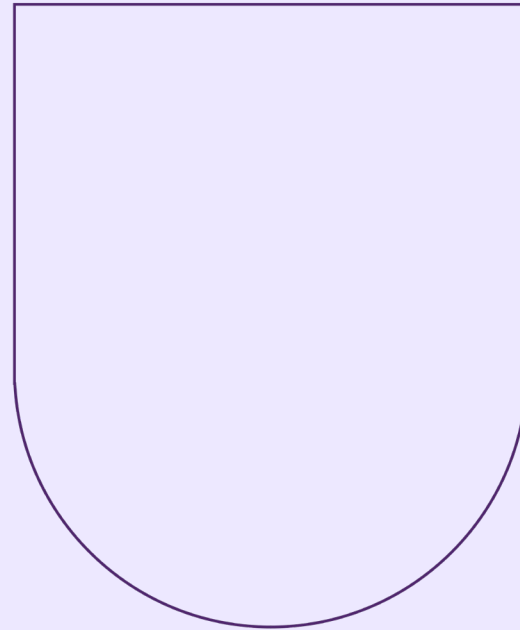
*Other Prince  
Logomarks*

Prince has had a lot of iconic eras, and it's important to find space to pay homage to them all. In some poster layouts and animated elements we will use the following Prince namemarks as graphic elements. Note: it is important to always land on or center the primary Prince Experience logomark. Always use these 8 together- not separately.

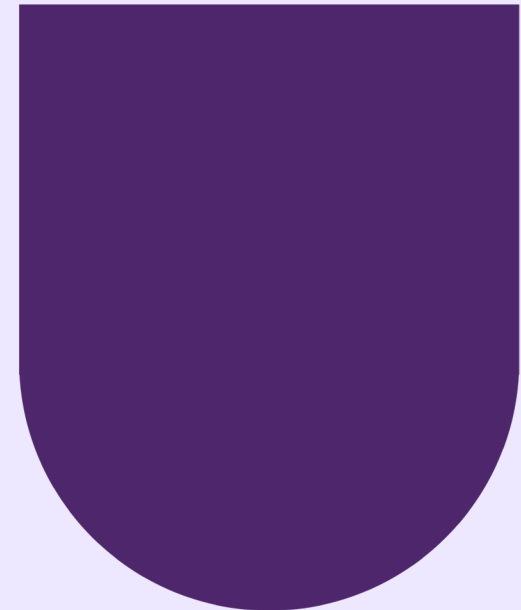


ICONS

*Borders*



*Half Oval Border Outline*



*Half Oval Filled*

Half oval border, used to contain images/patterns. 4pt line.

Best in Purple, Gold or White.

Do not flip upside down/make into a "tombstone" when paired with an image of Prince.



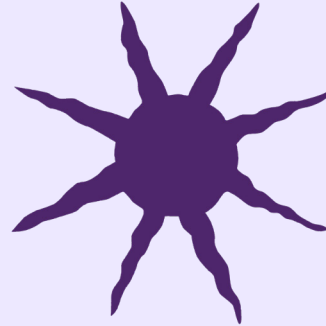
ICONS

*Celestial Shapes*

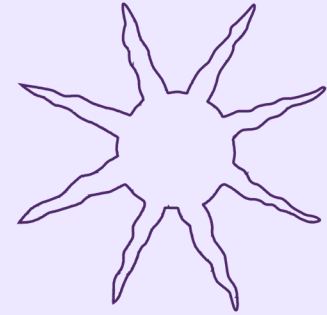
These shapes were traced from the Paisley Park flooring and are odes to the celestial shapes/motifs that Prince has used throughout the years.



*Star Cluster*  
Use as bookends.



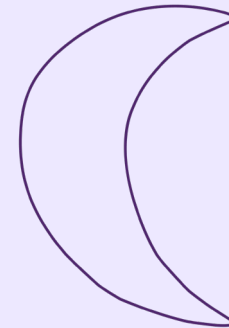
*Sun Filled*  
Use as bookends.



*Sun Outlined*  
Use as bookends and in patterning.



*Crescent Filled*  
Use as bookends.



*Crescent Outlined*  
Use as bookend and in patterning.



ICONS

*Photographic  
Element*

These are photos taken from Paisley Park or inspired by iconic Prince symbols.



*Doves  
Use as bookends paired with sky motif.  
This is a stock image inspired by Paisley  
Park and Doves Cry*



# PHOTO TREATMENT





PHOTO TREATMENT

*Color  
Photography*

With color photography, we won't alter the skin color of Prince. We'd need to make sure the photo was high res (if for printing) and approved for licensing by the estate. Prioritizing album art photography/ more iconic photoshoots across different Prince eras is important.

PRIORITIZE USING COLOR PHOTOS/  
DO NOT ALTER COLORS.



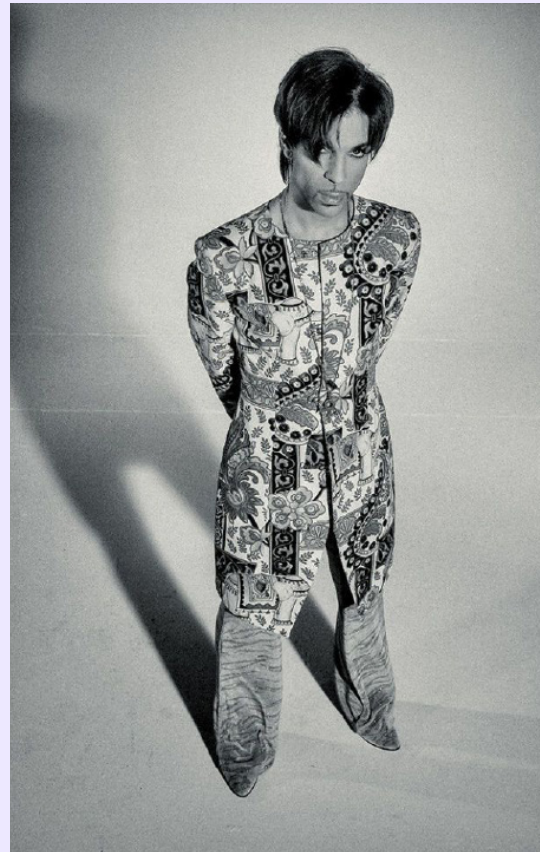


PHOTO TREATMENT

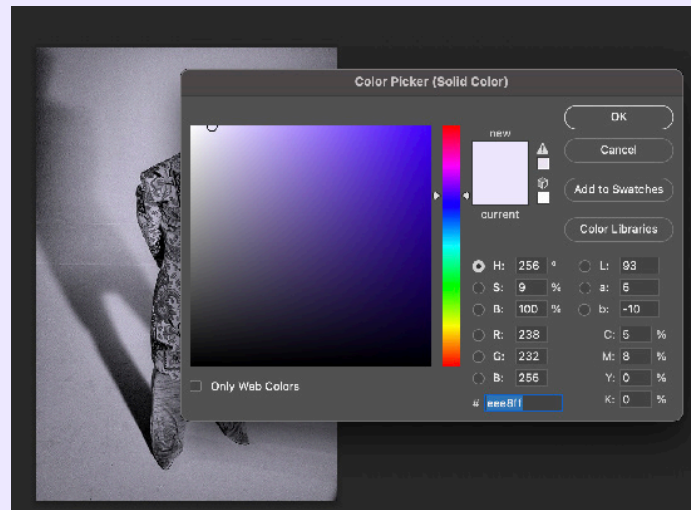
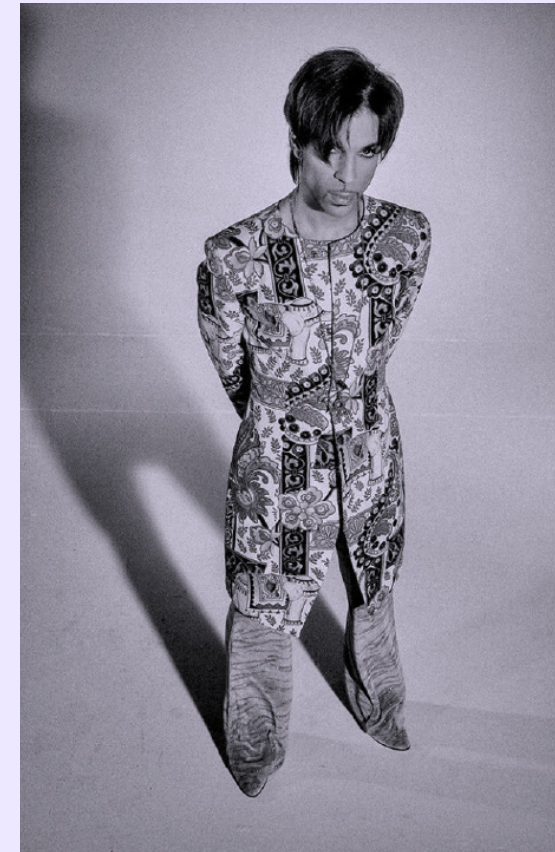
*Greyscale  
Photography*

We can also use black and white photos of Prince for a classic feel. Greyscale photography can be mistaken as the same, black and white. But in reality, most greyscale mages can have drastically different color tones. In order to maintain visual consistency, we will make sure our photos are masked in our pearl white color so that everything feels cohesive.

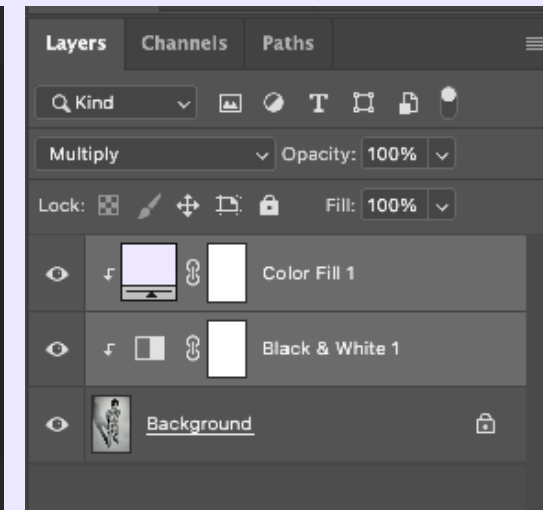
*Original - Yellow Greyscale*



*After "Pearl White" Masking Treatment*



Photoshop - add solid color layer with hex EEE9FF pearl white



Put clipping mask on both b&w layer and color fill layer. Multiply mask



# DOs

# DON'Ts

PHOTO TREATMENT

## *Overall Do's and Don'ts*

Use pictures of Prince in color as much as possible.

Only use Estate-Approved photos.  
[LINK TO ESTATE APPROVED PHOTOS](#)

Take special attention to Prince's Hair when cropping him out of pictures (pristine level of detail).

Don't flip pictures horizontally or vertically / don't use Prince in a mirror image format.

Don't cut off Prince's body or head.

Don't put graphics elements or icons in front of pictures of Prince; always place them around or behind him.

Don't put text over album covers

Don't put filters on album covers

Some overall guidelines for graphics and photos across the board.



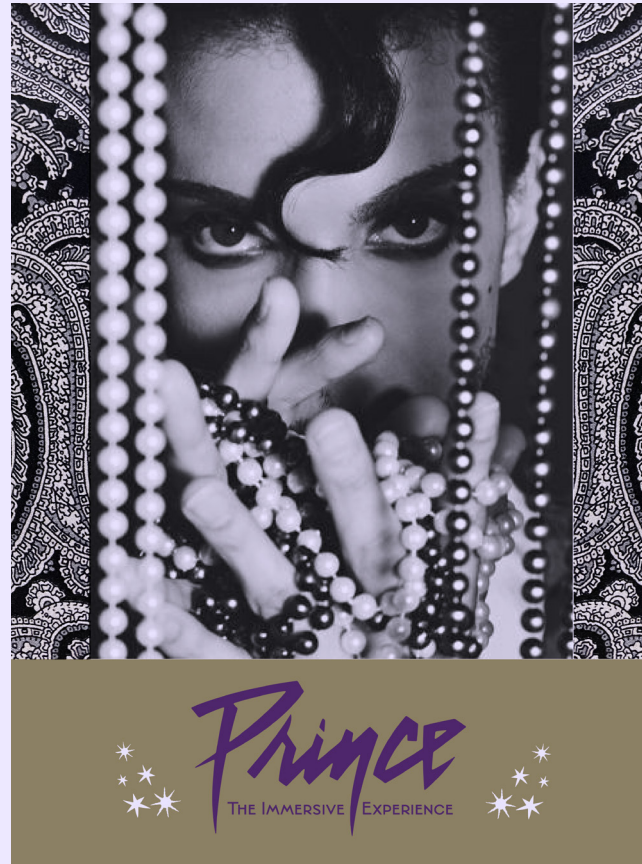
# 03 ACTIVATION



ACTIVATIONS

*Signage  
Examples*

Example poster signage for the experience.





ACTIVATIONS

*Social Media  
Profile Images*

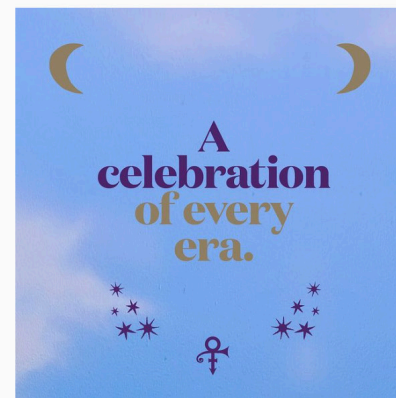
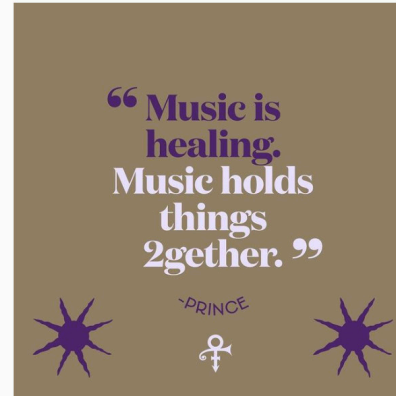
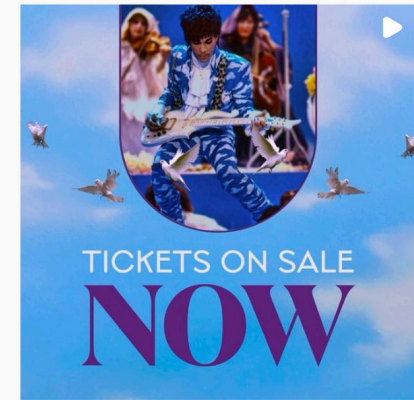




ACTIVATIONS

*Social Media Examples*

Examples of the launched and public social media design.





# COPY GUIDELINES





# DOs

# DON'Ts

COPY GUIDELINES

## *Standard Guidelines for Copy*

Use direct and approved quotes from Prince.

Do not use Prince speak unless quoting Prince directly.

Do not use music lyrics  
Song Titles and Albums OK.

Some overall notes for any copy written or used for the experience.



# DOWNLOAD FILES

[GOOGLE DRIVE](#)

[WETRANSFER](#)