NETHERMIND

BRAND GUIDELINES

Visual Identity. Brand Expression.

DESIGN BY: PHYRE DESIGN | 2026

MUSICALLY SOURCED OUTTA DELCO

Live Music for Real People

Classic Rock. 80’s Alternative.
Modern Classics. Loved Originals.

MODERN / AUTHENTIC / CONNECTED



VISUAL IDENTITY ROOTED IN THE 80’S

Nethermind draws its name from the subconscious—the place where instinct, memory and raw ideas collide. The identity translates that idea through the visual language of the alternative music, technology and pop culture that shaped the band.

The primary mark combines a custom Arch Mark with the Nethermind wordmark. Interlocking arches form the N and M, creating a continuous geometric structure reminiscent of neon tubing, analog circuitry and early digital graphics.

The wordmark is built from Squada One, modified to echo the geometry of the monogram. Its condensed, heavy construction gives Nethermind a loud, immediate presence that holds up on stage, posters, merchandise and digital media.



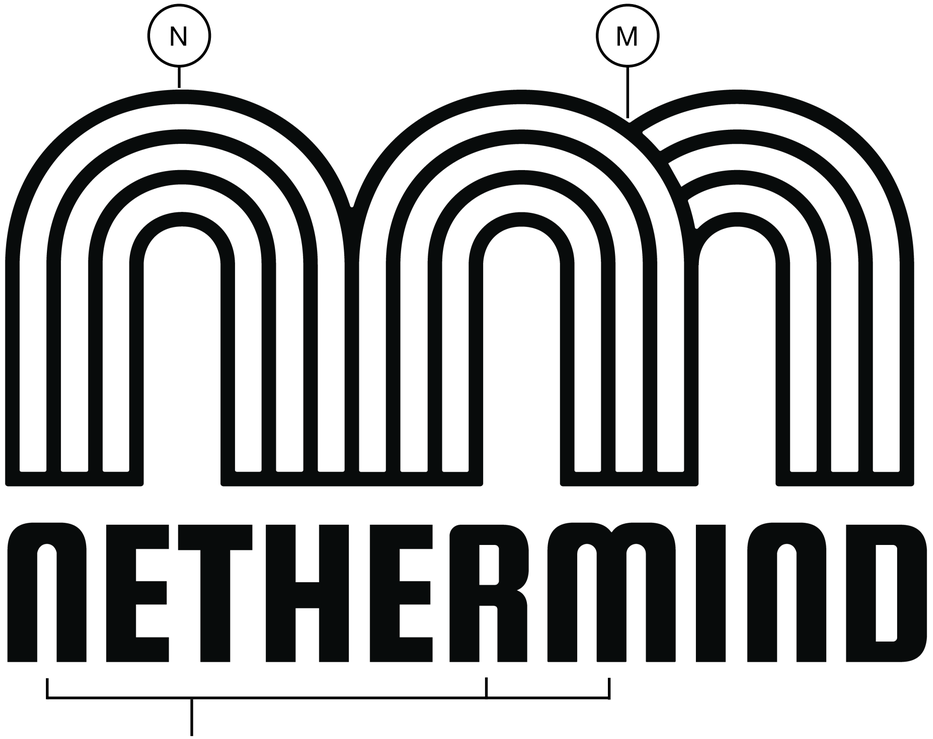
The **Arch Mark** is used when the brand and band name is known

NETHERMIND

The Nethermind **wordmark** is custom-drawn from Squada One, with modified letterforms that echo the geometry of the Arch Mark.

LOGO ANATOMY

CUSTOM ARCH MARK
N form is the first structure. M form is the overlapping center/right structure.



CUSTOM LETTERFORMS
Modified N and M arches echo the Arch Mark; a rounded R completes the visual language.

LOGO VARIATIONS + USAGE

PRIMARY LOGO

The primary logo combines the **Arch Mark and Wordmark** and should be used whenever space allows. Always maintain sufficient contrast and clear space around the logo.

SECONDARY LOGO

The horizontal logo is designed for applications where vertical space is limited, including sponsor rows, venue graphics, website headers, and other wide-format layouts.

WORDMARK

May be used independently when the band name needs maximum visibility or when the arch mark is already established.

ARCH MARK

Use for compact applications such as social graphics, avatars, badges and supporting promotional artwork.

USAGE RULES

For press, venue, festival, promotional and social applications, use the supplied logo artwork as provided.

Use only the supplied black or white artwork. Choose the version that provides the strongest contrast with the background.

Do not stretch, distort, rotate, recolor, outline, add effects to, rearrange or modify the logo elements.

When placing the logo over photography, use an area with enough visual separation to keep the mark clear and legible.

LOGO VARIATIONS



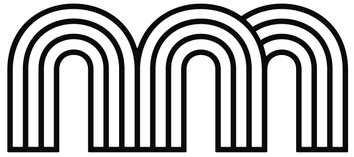
primary logo



secondary logo



wordmark



arch mark

COLOR VARIATIONS

Use the black version of all logo variations on white or light backgrounds. Use the white version of all logo variations on black or dark backgrounds.



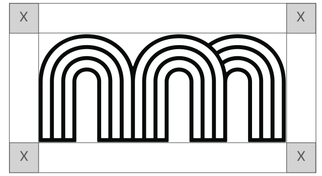


CLEAR SPACE

X = width of one outer arch. Maintain a minimum clear space of 1x on all sides



primary logo
Min: 1.0 in / 25 mm / 120 px



arch mark
Min: 0.375 in / 10 mm / 48 px

MINIMUM SIZE

Minimum sizes ensure the logo remains clear and recognizable. Do not reproduce any logo variation below the specified minimum width.



secondary logo
Min: 1.5 in / 38 mm / 180 px



wordmark
Min: 1.0 in / 25 mm / 120 px

WORDMARK FOUNDATION

NETHERMIND

Logo is inspired by Squada One
Bold, iconic, condensed
All caps
Tight tracking

SQUAD ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ()[]=!?

https://fonts.google.com/specimen/Squada+One

HEADLINES / DISPLAY

MUSICALLY SOURCED
OUTTA DELCO

Bebas Neue
Bold / Condensed
All caps
Wide presence

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ()[]=!?

https://fonts.google.com/specimen/Bebas+Neue

SUBHEADLINE / TAGLINE

CLASSIC ROCK. 80’S ALTERNATIVE.
MODERN CLASSICS. LOVED ORIGINALS.

Space Mono
Regular / light, analog feel
All caps
Wide tracking

SPACE MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ()[]=!?

https://fonts.google.com/specimen/Space+Mono

BODY / UTILITY

We’re six guys hellbent on revolutionizing the music business with a new form of music called “rock and roll”.

Inter
Regular / Medium / Bold / Black
Clean, modern, highly readable

Inter

Light Regular **Medium** **SemiBold** **Bold** **ExtraBold** **Black**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890 ()[]=!?

https://fonts.google.com/specimen/Inter

COLOR SYSTEM

COLOR APPROACH

Nethermind's visual identity is grounded in dark, neutral tones with selective hits of saturated color. Midnight, Stone and Charcoal should dominate most applications. Accent colors add energy, contrast and an occasional retro-digital edge—they should support the identity, not overwhelm it.

COMPOSITION



70% Core / 20% Neutral / 10% Accent. Use Midnight, Stone, Charcoal and White to establish the composition. Introduce one primary accent color per application whenever possible. Multiple accents may be used for event graphics, posters and expressive artwork where the concept calls for it.

COLOR IN USE

- MIDNIGHT + STONE — preferred core brand combination
- BLACK / WHITE — reserved for approved logo artwork and maximum-impact applications
- BURNT RED / MUSTARD / TEAL / BLUE — use selectively for emphasis, graphics, event differentiation and digital applications
- SAND — supporting neutral for vintage, tactile and texture applications
- **Avoid** using multiple accent colors at equal visual weight unless intentionally creating an expressive event / poster treatment
- **Do not recolor the logo** with accent colors; use approved black or white artwork

PRIMARY PALETTE

MIDNIGHT	STONE	CHARCOAL	SLATE	WHITE
#080B0B	#EDEAE3	#2A2A2A	#686868	#FFFFFF
PRIMARY BRAND	BACKGROUND NEUTRAL	SECONDARY TEXT	SUPPORTING ELEMENTS	TYPE HIGHLIGHTS

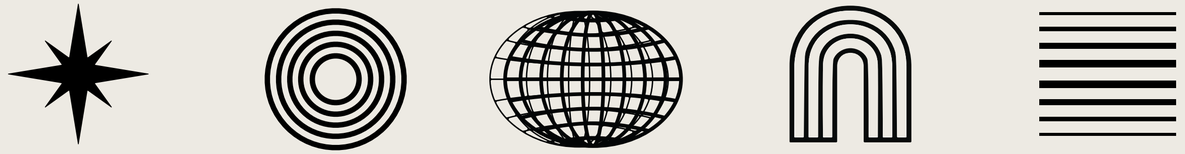
ACCENT PALETTE

BURNT RED	MUSTARD	TEAL	BLUE	SAND
#C6543B	#E0A632	#1DBABA	#2F6BFF	#D4C6AB
PRIMARY ACCENT	WARM ACCENT	COOL ACCENT	ELECTRIC ACCENT	WARM NEUTRAL

PATTERNS



GRAPHIC ELEMENTS



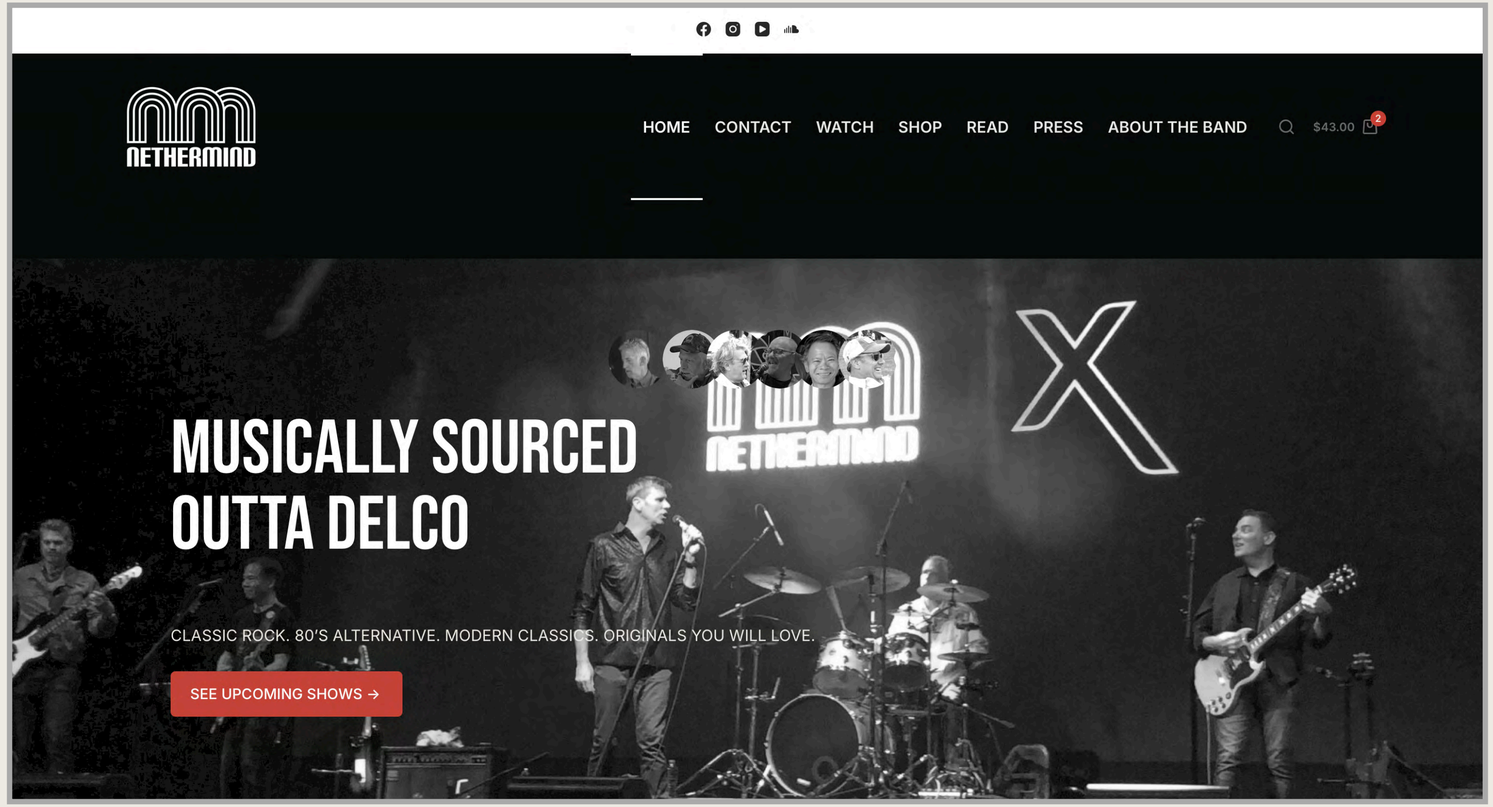
ICONOGRAPHY



BRAND APPLICATIONS

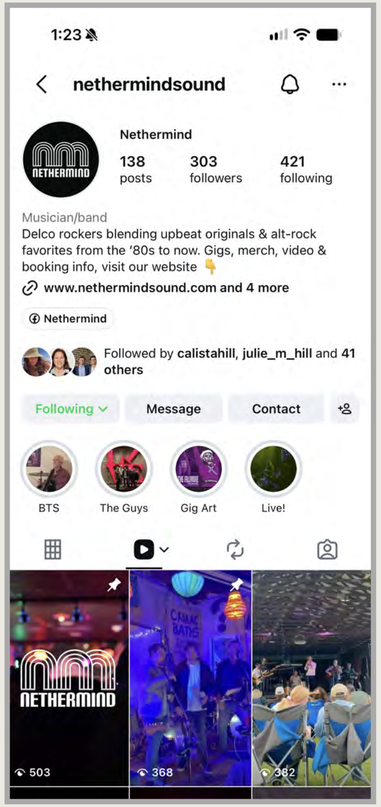


WEBSITE



SOCIAL MEDIA





We’re six guys hellbent on revolutionizing the music business with a new form of music called “rock and roll”. Heavily influenced by latin samba, fusion jazz, and hip hop beats, we found those genres can be very difficult to play. So, after years of intense creative experimentation, we developed a unique blend of 3 chord melodies, energetic percussion, and angelic harmonies that infect the soul and lift the spirit.

We think you’ll like it.

-The Guys



NETHERMIND

This Brand was Lit by PHYRE

Phyre Design | 1G Studios | Wallingford, PA | phyre.design | @phyre.design