BRAND GUIDELINES

Evoke Emotions

Real listeners. No bots.

01 · WHO WE ARE

One sentence, one claim.

EVOKE EMOTIONS is the music promotion network for independent artists: real listeners on SoundCloud, YouTube and Spotify, through channels we run ourselves. No bots.

CLAIM

Real listeners. No bots.

Use the claim word for word. German: “Echte Hörer. Keine Bots.” Use “Home of Music Promotion” only as a footer line.

VALUE 1

Real

Only real listeners. Numbers come from live data and are rounded, for example 24.5M+. No bots, no bought plays.

VALUE 2

Clear

We say what we do and what we don’t. Prices, the Evoke Guarantee and what happens to your rights are fixed before you pay.

VALUE 3

Fast

Close to the release. Free submissions are answered within 72 hours, and Friday is release day.

02 · LOGO

The wordmark



Black on light backgrounds. Default.



White on dark backgrounds.

Clear space and size



Keep at least the height of the “E” free on every side. Minimum width: 120 px on screen, 30 mm in print.

Do

- Black on light, white on dark
- Use the files from the brand kit as they are
- Use violet as an accent, not as a background
- Write EVOKE EMOTIONS in capitals in text

Don’t

- Stretch, rotate or recolour the logo
- Add shadows, outlines or effects
- Place it on busy photos without contrast
- Add a ® sign

Cloud, Ink, Sky and a little Violet.

Cloud Backgrounds and surfaces

Cloud 50	Cloud 100	Cloud 200	Cloud 300
#F7F8FA	#EEF0F4	#E3E6EC	#D2D6DF
RGB 247 248 250	RGB 238 240 244	RGB 227 230 236	RGB 210 214 223

Ink Logo and text

Ink 900	Ink 800	Ink 700	Ink 500	Ink 400
#111114	#1C1C21	#2C2C33	#5B5C66	#8A8C96
RGB 17 17 20	RGB 28 28 33	RGB 44 44 51	RGB 91 92 102	RGB 138 140 150

Sky Cloud shading and soft fills

Sky 50	Sky 100	Sky 200	Sky 300
#F2F7FE	#E4EEFB	#D0E1F7	#B4CDEF
RGB 242 247 254	RGB 228 238 251	RGB 208 225 247	RGB 180 205 239

Violet Accent, use sparingly

Violet 50	Violet 100	Violet 200	Violet 300	Violet 500	Violet 600	Violet 700	Violet 800
#F6F2FB	#EBE3F7	#D8C7EF	#B597E0	#8C5CCC	#6B25B0	#571D92	#431671
RGB 246 242 251	RGB 235 227 247	RGB 216 199 239	RGB 181 151 224	RGB 140 92 204	RGB 107 37 176	RGB 87 29 146	RGB 67 22 113

Platforms Only on platform elements

SoundCloud	Spotify	YouTube
#FF5500	#1DB954	#FF0033
RGB 255 85 0	RGB 29 185 84	RGB 255 0 51

Cloud and Ink carry every layout. Sky shades soft fills. Violet is the only accent, used sparingly. Platform colours appear only on platform elements. Gold Club keeps its own gold and black look.

04 · TYPOGRAPHY

Two typefaces

Aa

Clash Display

Headlines, numbers, claims. Semibold (600) and Bold (700). Free for commercial use from fontshare.com.

Aa

Helvetica Neue

Body text, buttons, forms. Fallback: Helvetica, Arial, sans-serif.

HEADLINE	**Real listeners. No bots.**
NUMBER	**24.5M+**
SUBHEAD	**Submit your song for free**
BODY	A person listens to every track. Free submissions are answered within 72 hours.
LABEL	**HOW WE WORK**

How we sound

Direct

“You” in English, “du” in German. Short, active sentences. Result first.

Honest

No promised numbers, no countdown pressure, no claims we can’t show with live data.

Calm

No emojis on the website. Line icons instead of symbols. Polished, not loud.

We say

- real listeners
- channels we run ourselves
- submit for free
- placement
- reviewed by a person

We don’t say

- organic growth hacks
- viral guaranteed
- 100% guaranteed streams
- built over years
- the biggest

Write it right

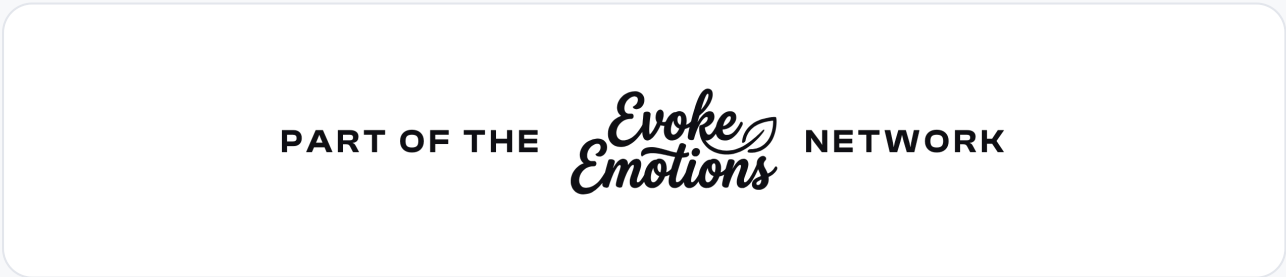
NAME	HOW TO WRITE IT	WHAT IT IS
EVOKE EMOTIONS	Capitals, no ®. “Evoke” in running text.	The network, sells promotion
GermanVibe	One word, two capitals	German rap lyric videos
RapVibe	One word	US and UK rap lyric videos
serenity.	Lower case, with full stop	8D audio
PUSH IT®	Capitals, with ® (registered)	Gym rap and phonk
pillowtalk.	Lower case, one word, with full stop	Slowed + reverb R&B

Network line

Every channel and playlist carries one fixed line:

> **<Channel> is part of the EVOKE EMOTIONS network.**

For banners, end screens and covers, use the network badge:



Contact

Brand and press: contact@evokeemotionsmusic.com · All files: evokeemotionsmusic.com/brand