

# SEVEN LIONS

The logo for 'SEVEN LIONS' features the word 'SEVEN' in a bold, black, sans-serif font above the word 'LIONS'. The letter 'O' in 'LIONS' is replaced by a circular emblem containing a stylized white lion's head in profile, facing left. The lion's mane is depicted with curved lines. The entire logo is rendered in black and white.

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BRAND OVERVIEW + STYLE GUIDE

# LOGO

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This is the preferred current version of the Seven Lions logo for all applications. The logo must not be adjusted, altered, stretched, or redrawn in any way.



# ALTERNATE LOGOS

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These logos are to be used only when space/format restrictions apply.



# ICON

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When appropriate, this icon can be used for all applications. This icon must not be adjusted, altered, stretched, or redrawn in any way.



# FONT

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The official brand font is: Avenir. Font should be used in all caps for headlines and subheads and if possible combine with 2 different weights (see examples on page 4). Upper and lower case for copy text/paragraphs only and kerning/tracking should be spaced out and never set at default.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*?

Avenir light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*?

Avenir book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*?

Avenir roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*?

Avenir medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*?

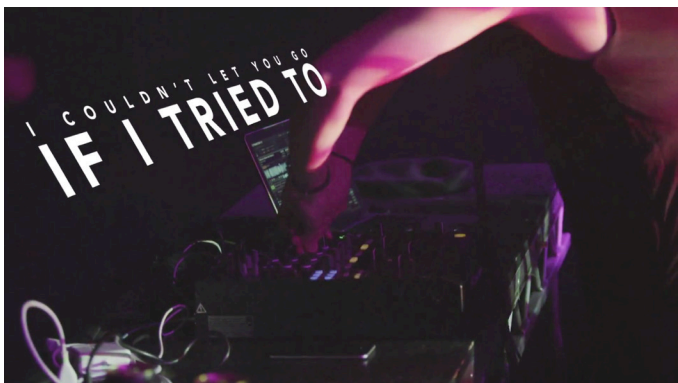
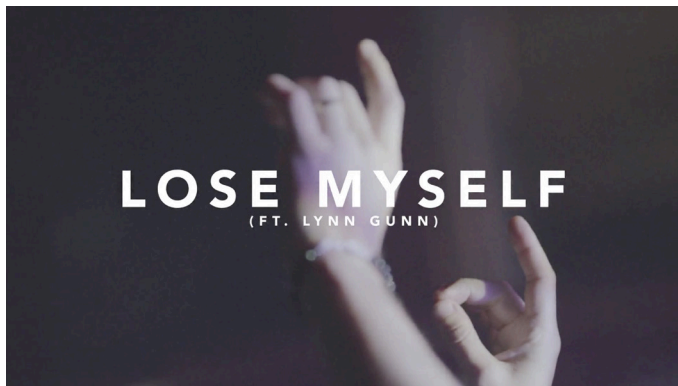
Avenir heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*?

Avenir black



# FONT EXAMPLE USAGE



# IMAGERY

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The Seven Lions brand is inspired by the art of fantasy novels, cinema concept art and video games. It almost always centers around surreal or alien landscapes and environments and favors a hand-illustrated style vs. precise rendering. It employs subtle symbology and an implied narrative that is never revealed and instead keeps the viewer guessing and inventing their own stories about what the images mean.



# IMAGERY

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# THE SPACESHIP

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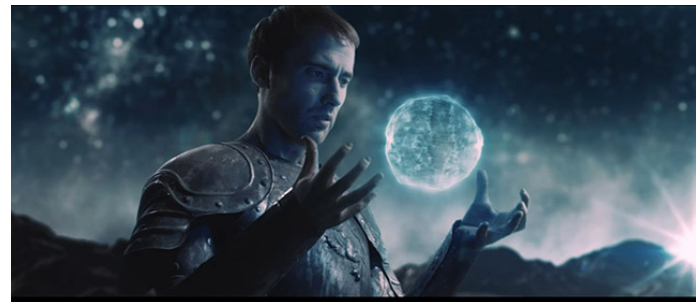
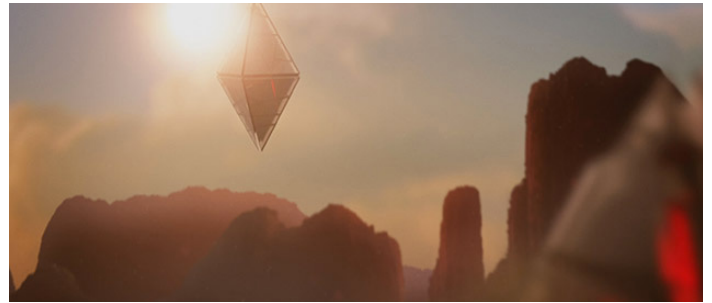
The Spaceship is a Seven Lions calling card/symbol/icon. They often appear in numbers hovering in the sky in his albums, videos and other communications. While their purpose and existence remain a mystery, it is assumed they are some kind of watchers or sentient beings.



# MUSIC VIDEO IMAGERY

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In music videos, the Seven Lions worlds come to life and past directors have been invited to create their own stories incorporating the fantasy elements from the album art imagery.

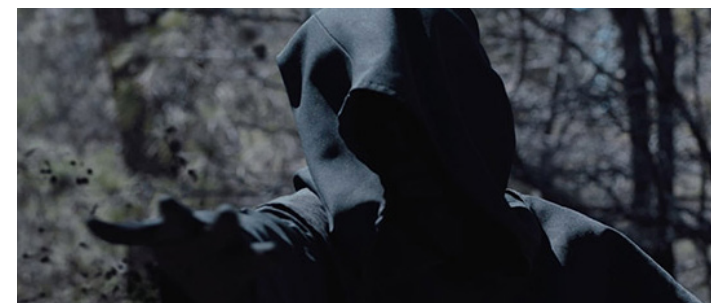
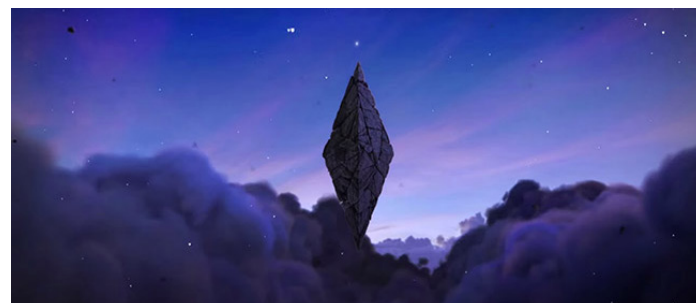
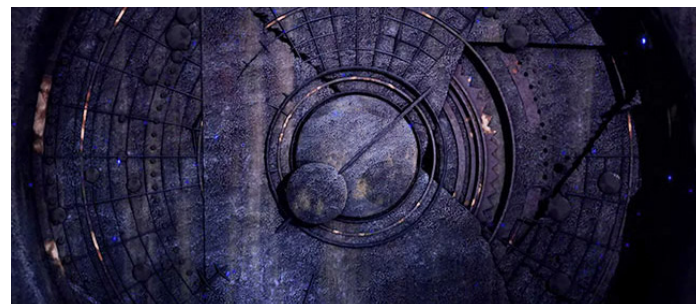


"Worlds Apart" music video

"Creation" EP pre-release promo

# MUSIC VIDEO IMAGERY

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"Worlds Apart" album promo

"A Way to Say Goodbye" music video

# PHOTOGRAPHIC STYLE

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The Seven Lions photo style emphasizes strong emotion over objectivity, using drama, available light, selective focus. Strong attention to communicate atmosphere and the feeling of the moment makes the photos distinctive and unique to the brand while avoiding industry cliches like fish-eye lenses, flash, and razor sharp photos.

