



BRAND SYSTEM v1.0 — 2026

DESIGN, MARKETING, AND DIGITAL STRATEGY WITH
PUNK ROCK AND GRIT DIRECTLY IN OUR
BLOODSTREAM. WE BUILD BRANDS THAT **MAKE NOISE**
AND REFUSE TO BE IGNORED.

SICCMEDIA

BREAK THE MOLD.

DARE TO BE EXTRAORDINARY.

WHAT'S INSIDE

01

MARKS

02

NEONS

03

TYPE

04

STUFF

05

SOCIAL

06

THINGS

07

VOICE

One rule holds it all
together: black does the
heavy lifting.

01 MARKS

785 PX
200 PX
sicc MEDIA

PRIMARY LOCKUP — HORIZONTAL, DARK

VARIANTS

HORIZONTAL — DARK#1

SICCMEDIA

WHITE TEXT

HORIZONTAL — DARK#2

SICCMEDIA

GREY TEXT

SQUARE — DARK

SICC
MEDIA

ICON / AVATAR

SM

HORIZONTAL — LIGHT#1

SICCMEDIA

BLACK TEXT

HORIZONTAL — LIGHT#2

SICCMEDIA

PURPLE TEXT

SQUARE — LIGHT

SICC
MEDIA

SM

THE RULES

CLEARSPACE

A margin equal to the cap-height of MEDIA on all four sides of the lockup.
Nothing crosses it.
Ever.

MIN SIZE

Horizontal lockup:
220 px+ wide digital,
40mm print.
Below that, switch to
the square or the icon.

BACKGROUNDS

Dark file on black.
Light file on white or
paper.
On photography, dark
file over the darkest
30% of the frame...
never mid-tone.

DON'T

- Retype the wordmark.
- Drop the magenta offset.
- Don't add outlines or shadows.
- Don't stretch; scale proportionally only.

02 NEONS

All of them, on one condition: black does the heavy lifting. Void black is 70% of any surface — that's what makes the neon read as light instead of noise.

VOID

#07040E

→sicc-void

INK

#0E0A18

→sicc-ink

MAGENTA

#FF1FA3

→sicc-magenta

CYAN

#00E5FF

→sicc-cyan

ACID

#C6FF00

→sicc-acid

VIOLET

#8B2BFF

→sicc-violet

TORCH

#FF6B00

→sicc-torch

SIREN

#FFE800

→sicc-siren

VOID 70%

MAGENTA

CYAN

03TYPE

ANTON

DISPLAY

ABCDEFGHIJK

0123456789

Skew -6° · tracking -1% · line-height 0.9 · caps only

Anton, skewed -6° , all caps, tracked tight for anything that shouts. Space Grotesk for everything that explains. Two fonts, no exceptions.

Space Grotesk

TEXT / UI

The quick brown fox jumps over the lazy dog
0123456789

Regular 400: body copy, captions

Medium 500: labels, nav, buttons

Bold 700: eyebrows, tabular data

DISPLAY / H1

MAKE NOISE

Anton 76–120px / 0.9 / -1%

SECTION / H2

WHAT WE DO

Anton 40–56px / 0.95

BODY

Punk roots, agency discipline. We name the thing,
then we make people repeat it.

Space Grotesk 400 · 17px / 1.55

04 COMPONENTS

BUTTONS

BOOK A CALL

SEE THE WORK

GHOST LINK →

TAGS & INPUT

BRANDING STRATEGY

CAMPAIGNS

EMAIL

you@loudbrand.com

☒ Yes, make it loud

2px radius, 2px borders, zero soft shadows.
Glow replaces elevation.
Hover states move; nothing fades politely.



CASE STUDY

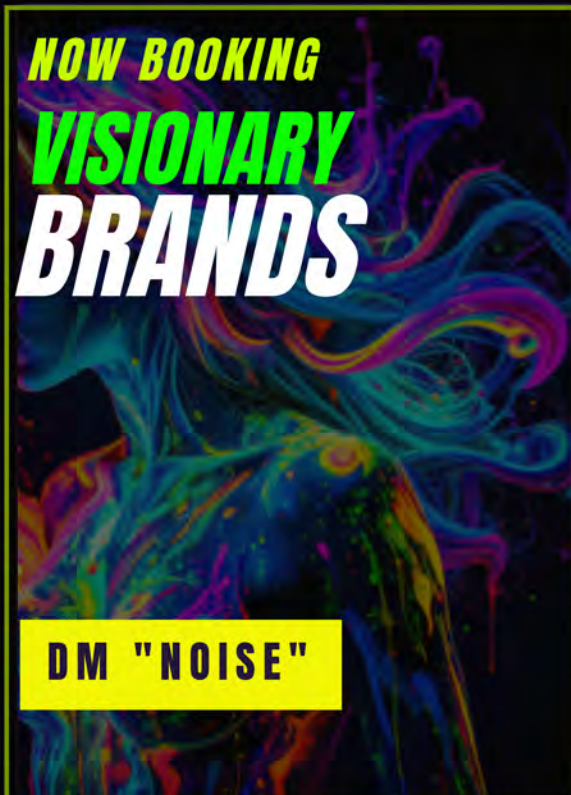
SOLD OUT IN 9 HOURS

A rebrand and a single poster drop for a 400-cap venue tour. No paid media.

READ IT →

05SOCIAL

Three templates, 1:1. Type sits in the black.
Never over the brightest part of the paint.



06THINGS

PROMO STICKER SHEET

**LOUD
AND
PROUD**



**NOISE
CREW**

SICC

**EST.
LOUD**

SHOW US UR BEATZ

HONK IF UR NOISY!

BIZ CARD: 3.5 x 2 IN

FOUNDER/NOISE MAKER

TIFF PACHECO

M2



508.828.8096

SM

06 MORE THINGS

BASICC BRAND TEE



One-color neon on black garments;
the cut-down badge screen-prints at a single station.
Full graffiti badge is digital, stickers and DTG only.

CROP TOP: MAGENTA HIT



07 VOICE

TAGLINE: PRIMARY

BREAK THE MOLD.

Locks up under the wordmark at 0.28em tracking, or stands alone at display size.
Always with the period.

TAGLINE: ALTERNATE

DISRUPT THE ORDINARY.

For campaign work where the primary has already landed.
Never both in one layout.

WE SAY

"Yourbrand is invisible. **Let's fix that.**"

"Strategy first. Then we turn it up."

"Built to be **remembered**, not liked."

WE NEVER SAY

"Leveraging synergies across the funnel."

"Best-in-class, full-service solutions."

"Just circling back on this!"

Short sentences. Verbs up front.

Say the uncomfortable thing, then back it with the work.

Never apologize for volume. **SOUND TRAVELS, AFTER ALL.**

STRUGGLING TO MAKE WAVES?



SAY HI.

SICC MEDIA

BREAK THE MOLD.

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