

SICC MEDIA

BREAK THE MOLD.

BRAND SYSTEM V1.0 • 2026

THE WHOLE BRAND. ONE PAGE.

Design, marketing and digital strategy with punk rock and grit in the bloodstream. For brands that want to **make noise** and refuse to be ignored.

01 MARKS

One wordmark, a few ways to wear it. Use the files. Never rebuild them.

HORIZONTAL • DARK

SICC MEDIA

HORIZONTAL • LIGHT

SICC MEDIA

ICON

SM

CLEAR SPACE

The cap height of MEDIA on all four sides. Nothing crosses it.

MIN SIZE

220px wide on screen, 40mm in print. Smaller, use the square or the icon.

BACKGROUNDS

Dark file on black. Light file on white. On photos, the darkest 30% only.

DON'T

Retype it, drop the magenta offset, add outlines or shadows, or stretch it.

02 NEONS

All of them, on one condition: black does the heavy lifting. Void is 70% of any surface. That is what makes the neon read as light.

VOID

#07040E

INK

#0E0A18

MAGENTA

#FF1FA3

CYAN

#00E5FF

ACID

#C6FF00

VIOLET

#8B2BFF

TORCH

#FF6B00

SIREN

#FFE800

VOID 70%

MAGENTA

CYAN

03 TYPE

DISPLAY • ANTON

MAKE NOISE

TEXT • SPACE GROTESK

Punk roots, agency discipline.

ANTON All caps, skewed 6°, tracked tight. For anything that shouts.

GROTESK 400 body, 500 labels and buttons, 700 eyebrows and numbers.

RULE Two fonts. No exceptions.

04 VOICE

Short sentences. Verbs up front. Say the uncomfortable thing, then back it with the work. Never apologize for volume.

SOUND TRAVELS, AFTER ALL.

SAY THIS

"Your brand is invisible.

Let's fix that."

"Strategy first. Then I turn it up."

"Built to be remembered, not liked."

NEVER THIS

"Leveraging synergies across the funnel."

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

"Just circling back on this."

05 HOUSE RULES

- Speak as "I." Founder to owner.
- No emoji. Ever.
- No exclamation points.
- No em dashes.
- Plain words. No jargon.
- No made-up numbers.

06 PARTS

BOOK A CALL

SEE THE WORK

READ IT →

BRANDING

STRATEGY

2px corners, 2px borders, zero soft shadows. Glow replaces elevation. Hover moves things; nothing fades politely.