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come with me





By following these guidelines, Caldera's partners and designers can make important decisions with confidence, knowing they are maintaining a strict brand identity. All of the most important brand guidelines can be found within this style guide. By utilizing these tools, there are endless possibilities for creative communication. The only strict guideline is that the logo remains unchanged.

WHY THESE GUIDELINES?



OBJECTIVE

BRAND PROMISE

Caldera Records strives for a original and unexpected approach to music entertainment, with cutting edge graphic aesthetics and attitude. Caldera represents a new approach in music, one that does not conform to any preconceived notions on how a record label should look or sound. Caldera Records will continue to bring listeners the newest and unheard of music.





ATTITUDE

Caldera music takes an aggressive yet unique stance towards the listener. It's loud, energetic and it will make a believer out of anyone who attends a live event.

EXPERIENCE

Music that will leave a mark on you whether you like it or not. Music that is meant to be experienced live or on a loud home stereo with friends. Don't be afraid to put on your party shoes and dance.

NOCTURNAL

Night time is when this music shines. All sponsored events will take place well after dark, when the crowds have gotten primed for their night out.

EXPERIMENTAL

Music that defies conventional production methods. Forging new sounds is no easy task, and Caldera artists strive to approach this task by expanding the confines of music production.

UNDERGROUND

You won't find Caldera music at your local mall. It must be sought after and coveted once found. Straying away from the mainstream, Caldera represents the brighter side of the underground.

KEY ATTRIBUTES



underground

OWNED WORD

LOGO USAGE



LOGO GUIDELINES

The Caldera logo is composed of a underground music bearing creature and his prized possession, the vinyl record. These elements are in a fixed position to each other and must never be altered. To ensure legal protection and to promote proper use, the logo must never be redrawn, condensed, elongated, embellished or altered in any way. Do not reproduce this logo from anything other than approved final art or approved electronic files. When using the logo on a computer, do not attempt to recreate it yourself as it may be accidentally modified, altered or distorted. Approved artwork can be obtained via e-mail from calderabrand@caldera.com



AREA OF ISOLATION

To ensure optimum legibility, a clear area surrounding the logo must be maintained. This area is referred to as the "area of isolation."



TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

CALDERA RECORDS

ITC Avant Garde Gothic Medium 22 pts.
Display ALL CAPS

Clean typography plays a important role in Caldera Records due to the fact the the primary communication is based on a audio visual experience. Caldera Secondary elements and photography speak volumes, conveying a variety of emotions.

Caldera Records

ITC Avant Garde Gothic Book 22 pts.
Body Copy

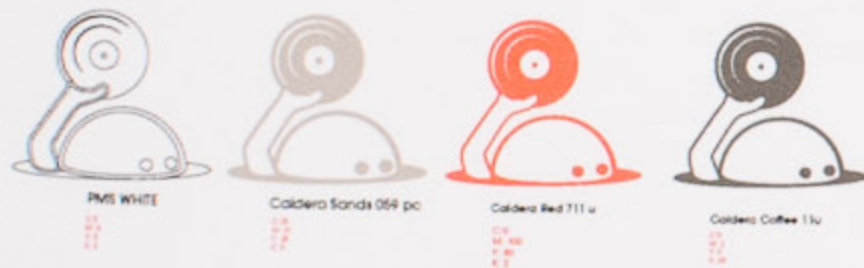
Therefore typography is kept simple and clean, with rounded characters reflecting the logo characteristics. Caps ITC Avant Garde Gothic is used as primary display type, while regular caps book weight sets body copy.



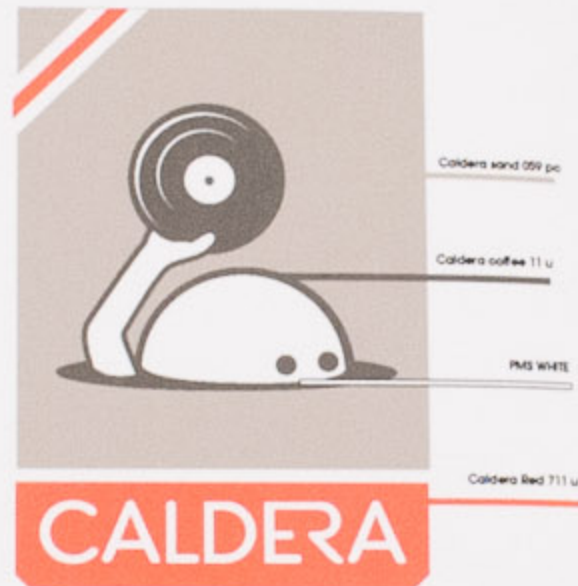
COLOR CHOICE

Primary Color system

Color selection plays a highly important role in defining Caldera Records. **These colors are used in order to convey a sense of modernity, intensity, and mood.** Bold, saturated colors indicate immediacy while cool neutrals counteract with a sense of contemporary style.



These colors relate to the geological aspects of the caldera, earth and fire. To promote visual continuity only these colors may be chosen in creating printed and screen communications.



Secondary Color System



The Caldera Records secondary color system rounds out the palette and allows for complimentary use of color. These colors are specifically chosen to maintain the attributes of the Caldera brand, while giving alternate color choices.



SECONDARY ELEMENTS



SECONDARY ELEMENTS

These elements support the logo and help create a surreal world of mystery and excitement. Each element has a purpose and an important relationship to the music.

- Geographic Formations:** These elements reference the land of Caldera that lies below.
- Caldera People:** Truthfully guides to the underground. They are responsible for bringing new music to the surface for listeners.
- Geometric shapes:** Add a surreal sense of geo-spatial relationships.
- Directional Lines:** Help direct movement and emphasize typography.





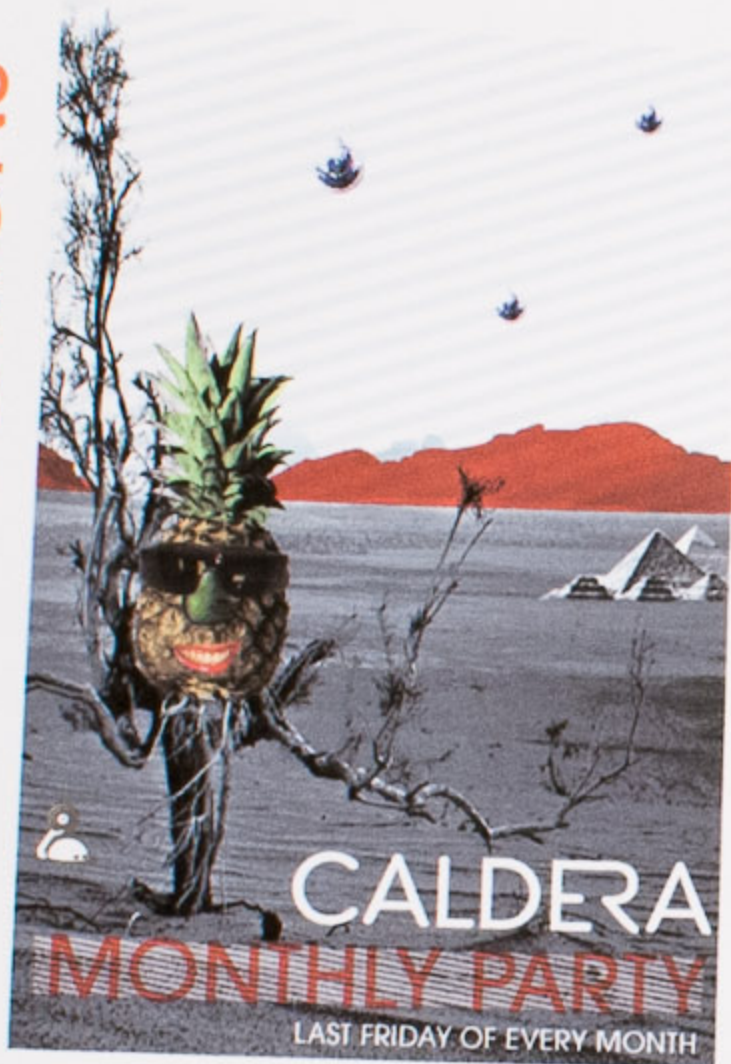
PHOTOGRAPHY

Caldera Records requires a **very particular aesthetic** when utilizing photography. All imagery must follow tight guidelines in order to keep a continuous visual emotion throughout the brand identity.

Based on geological foundations, Caldera photography will be mostly landscape and natural combined with collage imagery of animals who inhabit this ethereal landscape. Images should be desaturated or subtle in color, with gradient color done post photograph to add a **surreal sensibility**.



APPLICATIONS



PRINT COLLETERAL

Caldera Records applications reflect that true character of the brand identity. They continue in reinforcing the overall aesthetic by giving the label a physical appearance. Designed with a sense of humor and intrigue these applications carry on the core brand attributes. Applications are based on related collateral that is critical to the branding of a record label.

LEFT:

Caldera Event flyer used in promotional materials. These flyers are the main source of promotion for the monthly Caldera Records live party, so there is a great importance for conveying a sense of surreal party atmosphere.

RIGHT:

Caldera Event Graphics are placed within the live event to reinforce the brand presence. They act as a visual representation of the key attributes of Caldera Records.





CALDERA



PHONE 310.321.2266 FAX 310.321.2267 EMAIL INFO@CALDERA.COM 1248 HOLLYWOOD BLVD LOS ANGELES, CA 90028



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PHONE 310.321.2266 FAX 310.321.2267 EMAIL INFO@CALDERA.COM 1248 HOLLYWOOD BLVD LOS ANGELES, CA 90028



CALDERA



BURT REVELSTOKE
VP MARKETING
PHONE 310.321.2266 FAX 310.321.2267 EMAIL BURT@CALDERA.COM
1248 HOLLYWOOD BLVD LOS ANGELES, CA 90028

LEFT:
Caldera Event stationary set is used in business correspondence. They continue the visual characteristic of the brand



THOMAS
VON
PARTY

a: ultra rad
b: sweet

LEFT:
Caldera Records twelve inch sleeve is the main point of purchase for Caldera. The artwork is important in that it is something the owner holds onto therefore it must retain the values of the brand.



CALDERA ACCESORIES

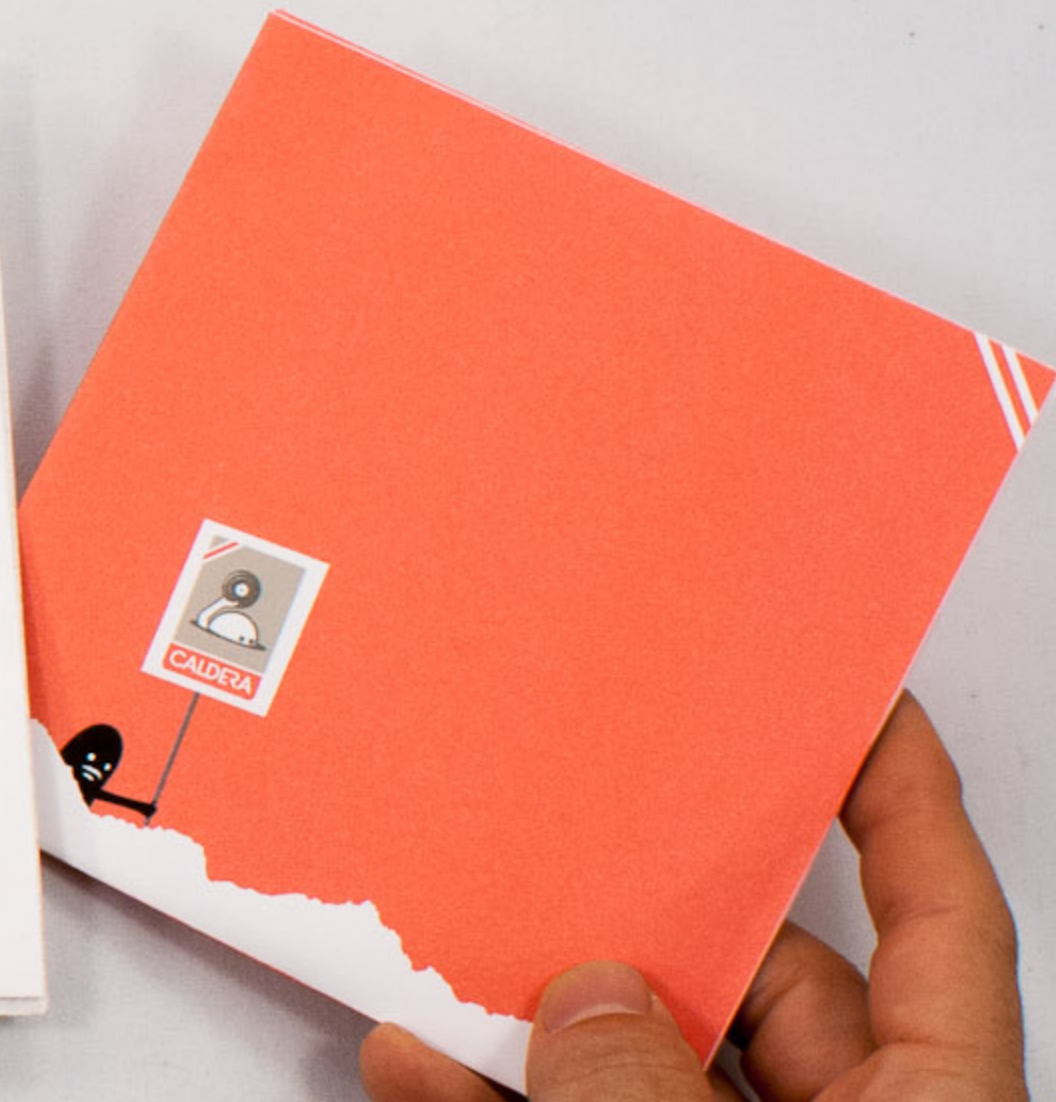
Caldera wrist bag is a must have for the music enthusiast.
It is just one example of the possible application of the
Caldera Brand to personal accessories.





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CALDERA RECORDS
BRAND STYLE GUIDE