# NEUE

BRAND BOOK

# HELLO, AND WELCOM
# TO THE NEUE PRODU(
# TIONS BRAND BOOK.





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# INTRODUCTION



## BRAND STORY

Neue Productions brings structure to modern media.

In a fast, oversaturated landscape, Neue operates on the belief that content should be intentional, organized, and part of a larger system. Rooted in Swiss design principles, the brand emphasizes clarity, precision, and consistency across every output.

Operating across major cities, Neue functions as a network—balancing local culture with a unified global identity. Podcasts, radio, music, streaming, and live venues are treated as interconnected, not separate.

Neue Productions is defined by its approach: a system where content is not just created, but carefully structured to last.





# VISION

To create a globally connected media system where content is structured, intentional, and consistently de-signed across platforms and cities.

# MISSION

To produce and distribute podcasts, radio, music, streaming, and live experiences through a unified, grid-based design system that prioritizes clarity, precision, and adaptability.

# VALUES

Clarity, Structure & Adaptibility.

# VOICE + TONE

The voice is structured, minimal, and controlled. Neue reflects the logic of Swiss design—clear, direct, and intentional.

**CREATIVE**
**CONCISE**
**URBAN**
**NEW-WAVE**



# LOGOS

## ABOUT

The Neue Productions logo was designed for adaptibility. to capture the contrast between system and signal.

The red mark began as a study of motion—how sound moves, how signals travel, how media flows between platforms. Rather than defining a fixed shape, the form was allowed to remain fluid, creating a continuous line that suggests rhythm and transmission without a clear beginning or end.

# ABOUT THE LOGO

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The logo combines a restrained, grid-based logotype with an expressive, signal-driven symbol. This contrast reflects the brand's balance between structure and motion. Together, they create a flexible identity that remains clear and recognizable across all applications.



# ABOUT THE SYMBOL



The symbol is a fluid, continuous form that represents movement, rhythm, and transmission. Its wave-like shape reflects the flow of sound and media across platforms, without a fixed beginning or end. The red color acts as a signal, emphasizing activity and broadcast.

# LOGOTYPE

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The logotype is clean and minimal, set in a sans-serif typeface that reflects Swiss design principles of clarity and precision.

It relies on alignment and spacing for hierarchy, allowing it to function within a structured grid. It acts as a stable counterpart to the more expressive symbol.



# LOGO VARIATIONS

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The logo system includes a primary lockup, along with the symbol and logotype used independently.

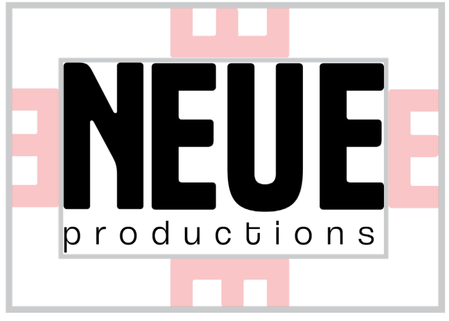
Each variation allows for flexibility across applications while maintaining consistent alignment, proportion, and clarity.




# AREA OF INFRINGMENT

The clear space around the logo is defined using the “e” and symbol as measurement units, scaled to half size.

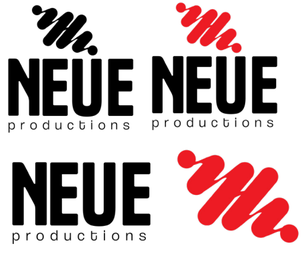
No elements should enter this area, ensuring the logo remains legible and visually distinct. This spacing must be maintained across all applications to preserve clarity and impact.






# logo use






With the logo, you can break it up as much as you want, and you can change it to either black or it's company color. for photography make sure that the logo is either black or its color.






# logo misuse

# PHOTOGRAPHY

Imagrey, must be black and white, to maintain swiss style and letting the color of the company stand out.





# SUBSIDARY LOGOS

## NEUE LIVE



The Neue Live symbol represents stages and the gathering of people, using intersecting forms to suggest connection and shared space. It supports live events and venue-based experiences across cities..

## NEUE



The core Neue symbol is a fluid, signal-based mark representing movement, rhythm, and transmission. It functions as the central identity across all media and platforms.

## NEUE WAVE



The Neue Wave symbol abstracts a microphone form, referencing broadcast, voice, and transmission. It represents the radio and podcast division, focused on audio content and distribution.

## NEUE RECORDS



The Neue Records symbol uses abstracted headphone forms to represent listening and music production. It supports recorded music, artists, and audio releases within the Neue system.

# TYPE + COLOR

## ABOUT

Neue Productions uses a restrained color system built on black, white, and neutral grays, with bold accent colors used intentionally. Red functions as the primary signal, while blue, purple, and yellow distinguish subsidiary brands. Color is applied sparingly to maintain clarity and hierarchy.

Typography is clean and structured, using sans-serif typefaces that reflect Swiss design principles. Hierarchy is created through scale, weight, and spacing, ensuring consistency across all applications while remaining flexible.

# COLOR PALLETE

**The palette is grounded in black, white, and neutral grays to maintain clarity and structure, reflecting the brand's Swiss design foundation. Bold accent colors are used selectively to signal energy, differentiate subsidiaries, and highlight moments of communication.**

**hex: #eb2127**
**rgb: 235, 33, 39**
**cmyk: 0, 86, 83, 8**

**hex: #010101**
**rgb: 1, 1, 1**
**cmyk: 0, 0, 0, 100**

**hex: #ffffff**
**rgb: 255, 255, 255**
**cmyk: 0, 0, 0, 0**

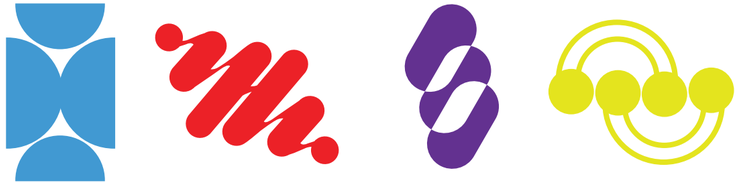
**hex: #cacbcc**
**rgb: 202, 203, 204**
**cmyk: 1, 0, 0, 20**

**hex: #479ad2**
**rgb: 71, 154, 210**
**cmyk: 66, 27, 0, 18**

**hex: #642f8e**
**rgb: 100, 47, 142**
**cmyk: 30, 67, 0, 44**

**hex: #e4e51d**
**rgb: 228, 229, 29**
**cmyk: 0, 0, 87, 10**

## USING COLOR



**Colors are assigned to specific subsidiaries and should not be used interchangeably, ensuring clear differentiation across the system. All applications must maintain strong contrast to preserve legibility, clarity, and visual impact.**

# TYPOGRAPHY

## TANKER

AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU VV

Coolvetica Book
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss

**Coolvetica Bold**
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj**
**Kk Ll Mm Nn Oo Pp Qq Rr Ss**



# WE ARE NEUE.

**NEUE IS A MEDIA PRODUCTION COMPANY**

Specializing in Music, Radio and Events

# BRAND IN USE



## ABOUT

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NEUE
productions

8472 Sunset Boulevard
Suite 310
Los Angeles, CA 90069

**Dear Recipient,**

**Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec odio. Praesent libero. Sed cursus ante dapibus diam. Sed nisi. Nulla quis sem at nibh elementum imperdiet. Duis sagittis ipsum. Praesent mauris.**

**Fusce nec tellus sed augue semper porta. Mauris massa. Vestibulum lacinia arcu eget nulla. Curabitur sodales ligula in libero. Sed dignissim lacinia nunc. Curabitur tortor. Pellentesque nibh.**

**Aenean quam. In scelerisque sem at dolor. Maecenas mattis. Sed convallis tristique sem. Proin ut ligula vel nunc egestas porttitor. Morbi lectus risus, iaculis vel, suscipit quis, luctus non, massa.**

**Quisque volutpat condimentum velit. Nam nec ante. Sed lacinia, urna non tincidunt mattis, tortor neque adipiscing diam, a cursus ipsum ante quis turpis. Nulla facilisi.**

**Sincerely,**
**Lorem Ipsum**

**Jordan Voss**
**Creative Director**
Neue Productions

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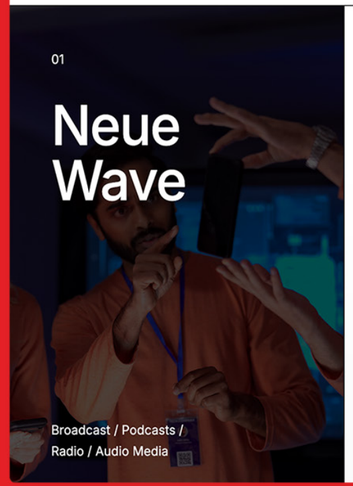



www.neueproductions.com

# Neue

LOS ANGELES / 2018

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+1 213 555 0199



01

## Neue Wave

Broadcast / Podcasts /
Radio / Audio Media

02

## Neue Records

Independent Label /
Artist Development /
Distribution

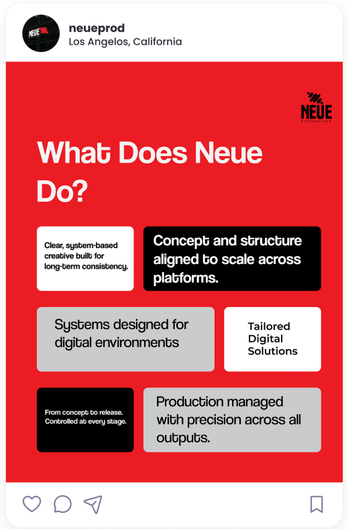
03

## Neue Live

Event Production /
Concert Promotion /
Festival Curation


neueprod
Los Angelos, California
NEUE PRODUCTIONS


neueprod
Los Angelos, California


neueprod
Los Angelos, California
NEUE
What Does Neue Do?
Clear, system-based creative built for long-term consistency.
Concept and structure aligned to scale across platforms.
Systems designed for digital environments
Tailored Digital Solutions
From concept to release. Controlled at every stage.
Production managed with precision across all outputs.






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$5/Month
New Wave Broadcast Subscription
unlimited pods, music, and shows! all through the Neue Wave app
Swipe Up


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2026
NEUE RECORDS SUMMER INTERNSHIP
Swipe Up


NEUE RECORDS STUDIO


THE
FEED
POWERED BY
NEUE WAVE


NEW MUSIC TONIGHT.
STREAMING ONLY ON NEUE.


this performance is brought to you by
NEUE LIVE
NEUE
productions


NEUE




NEUE
productions
Andrea Moore
Producer

# REACH US AT

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