

THE WEEKND

BRAND GUIDELINES

@enabeltheweeknd

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XO

THE WEEKND BRAND

Born Abel Tesfaye and known globally as The Weeknd; the Canadian singer, songwriter and producer is currently dominating the Billboard charts. The contrast in his angelic R&B voice narrating stories of sex, drugs and destruction, translate through his brand into an explicit style illuminating a grungy retro vibe. Although the style has changed over the years, evolving into various chapters as new music is released, the brand identity of the main character has been maintained throughout.

Our social media campaign will celebrate a variety of chapters The Weeknd has explored so far in his career, keeping consistent with the brand identity already developed and showcased on his social media as well as other bodies of work such as music videos. In this document we will outline how we can achieve this continuity whilst adding our own twist in order to show the style in a new light.



THE WEEKND BRAND

The Weeknd

The protagonist in each chapter of his music. Alter ego's include Starboy and the red-suited, bloody-nosed persona in the latest After Hours album.

THE WEEKND

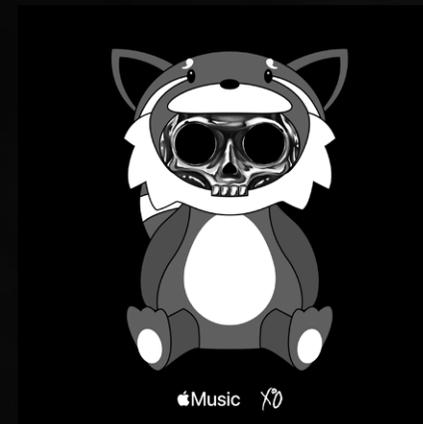
XO

XO is the name of The Weeknd's label and his logo, with associations both to 'kisses and hugs' and apparently 'ecstasy (x) and oxycodone'.



Memento Mori

Latin for "remember death", Memento Mori is an Apple Music show where The Weeknd presents songs that have inspired him, as well as either unreleased or new music in a playlist-like fashion. Each episode's artwork features a variation of a skull.

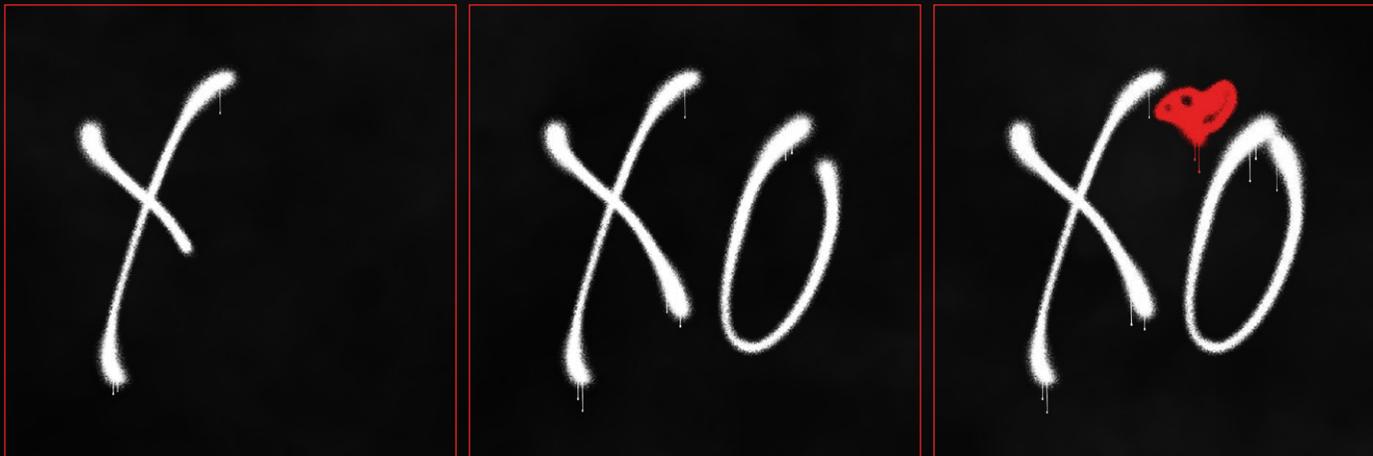




MOTION LOGO

Option 1: Graffiti

To reflect the grungy aesthetic The Weeknd conveys, the XO logo will be sprayed out like graffiti. Capturing the eroded edges of the original logo, additional paint drips mimic the frequent presence of blood in his recent sequence of 'After Hours' music videos, particularly descending from the base of the heart.



Option 2: Lights

Set in the vicinity of the Las Vegas strip, a key visual aesthetic in the 'Heartless' music video is the casino lighting. Recreating the XO logo as illuminated bulbs, the individual components will flicker intermittently. This will inject the darker tones of The Weeknd's style, concluding with the heart off, referencing the title.

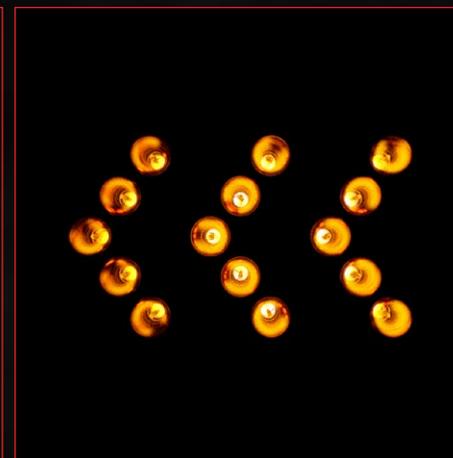
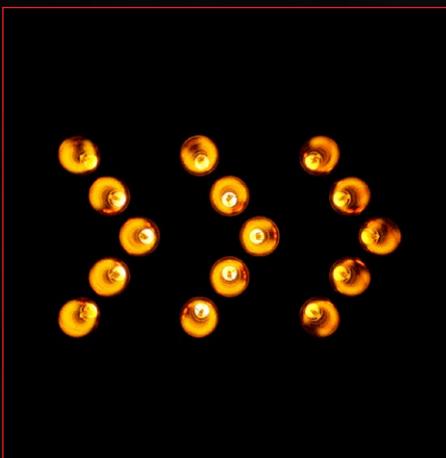
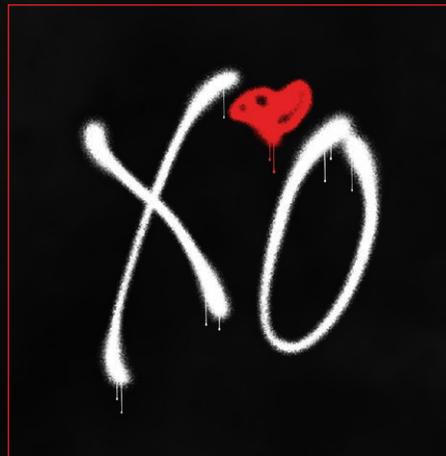


MOTION LOGO

Accompanying Animation

Within the Instagram grid, the motion logo will be banked either side by a flashing chevron road sign. Taking inspiration from the 'Blinding Lights' music video at 0:59 (<https://youtu.be/4NRXx6U8ABQ?t=59>), the bulbs assume a combined aesthetic, incorporating the colouration and materials of traffic signs, but the form of casino lighting.

The chevrons animate towards the central logo, drawing audience focus. To further unify the elements, fog and techniques outlined in the Style guidelines will be applied, branching the tiles to provide a consistent background across the grid.



COLOUR

Primary Palette

@enabeltheweeknd's palette is extracted from his current brand identity and music videos, predominantly focusing on shades of red and dark grey. Lighting plays a large role in setting the tone for The Weeknd's videos and will have a similar impact for our content, diversifying the appearance of these colours.



Lighting Palette

To accompany the primary palette, a wider selection of colours can be used for atmospheric lighting. This greater diversity allows a variety of moods to be conveyed across our posts, dependent on how they are lit.



TYPOGRAPHY

Fonts

Three fonts have been selected for the @enabeltheweeknd campaign, each extracted from existing elements of The Weeknd's brand identity. **Arial Black** and **PF Fusion Sans Pro Heavy** each offer a high-impact, bold aesthetic, in line with The Weeknd's explicit music. Where they differ is in their scale, offering a variety in density. **MattB Regular** provides an irregular, handwritten aesthetic in alignment with The Weeknd's XO recording label. In contrast with the above, this font captures The Weeknd's dark, edgy tone.

Style

All type will be upper case to coincide with The Weeknd's existing brand identity, but can be visually manipulated in accordance with the Style guidelines. Individual font adjustments, noted on the right, should be applied accordingly.

1 ARIAL BLACK

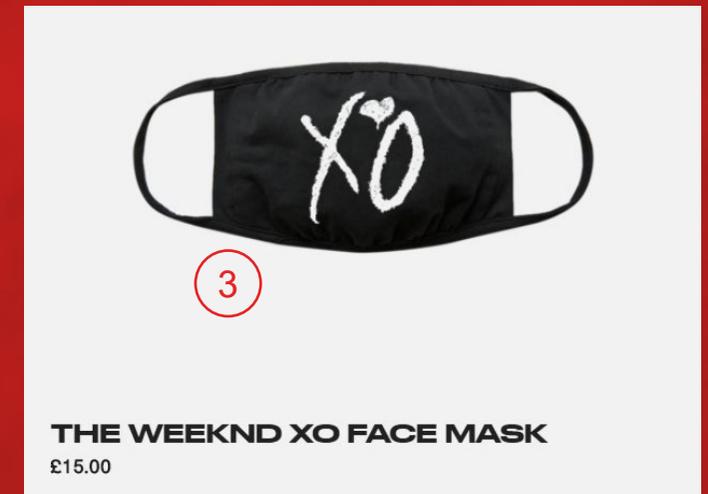
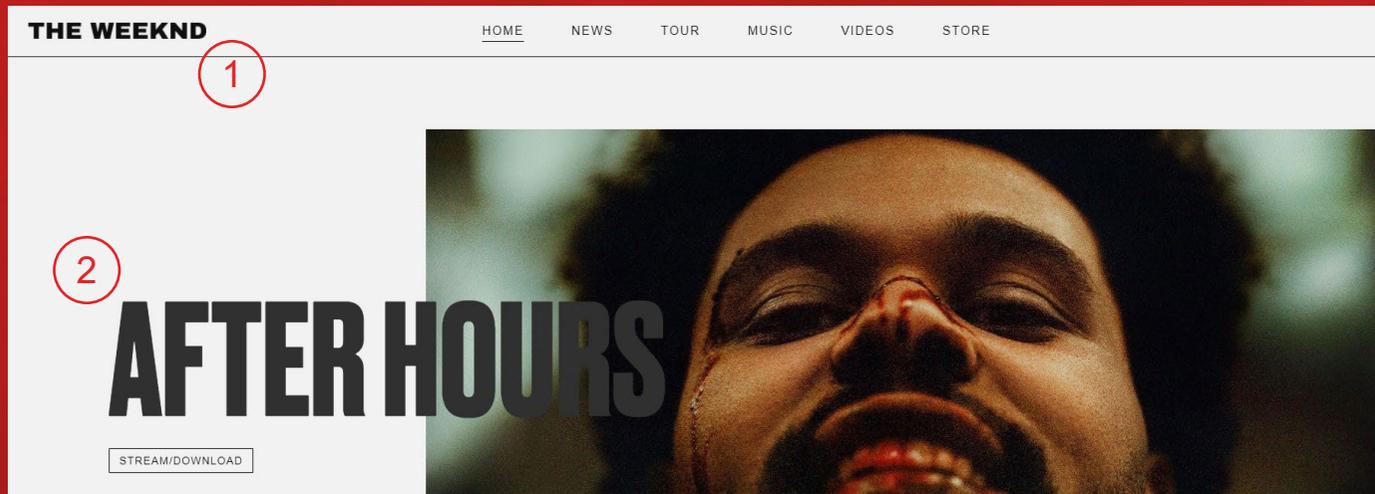
(Uniform 90% Vertical Scale, available in Microsoft Windows/Adobe CC as standard)

2 PF FUSION SANS PRO HEAVY

(Available from fontsgeek.com)

3 MATTB REGULAR

(Uniform 85% Horizontal Scale, 'O' 70% Horizontal Scale, 115% Vertical Scale, Relative Negative Baseline Shift e.g. -5pt at 48pt Font Size, available from Adobe Fonts)



ANIMATION EFFECTS & STYLE

Pace

Many of The Weeknd's music videos heavily feature a changing pace in which slow motion moments distort time, contrasting against the accelerated scenes. An example of this is the slow motion section in the music video for 'Blinding Lights' at 2:22 that continues into a fast-paced car drive <https://youtu.be/4NRXx6U8ABQ?t=142>

In order to mimic this effect in our motion graphics, we can set our keyframes to easy ease/f-curve and then adjust the speed in order to exaggerate the animations' fast and slow parts.

Transitions

Any clips used should be short in duration, with rapid cuts between. This will create a glitch-like transitional effect, rather than a smooth, faded style. The effect Optic Compensation (tutorial <https://www.youtube.com/watch?v=vJOCIHfND4I>) can also be added to create more motion between transitioning scenes. An example of the transition can be found again in the music video for 'Blinding Lights' at 1:22 <https://youtu.be/4NRXx6U8ABQ?t=82>



ANIMATION EFFECTS & STYLE

Distortion

To create the retro grungy style, a number of distorting effects can be applied using After Effects. Some options include the following:

- RGB Split/Chromatic Aberration using shift channels and wobble expression on position (tutorial <https://www.youtube.com/watch?v=ZzIIFQ7AmRs>)
- Color Balance (HLS)
- Noise
- Venetian Blinds

Using the After Effects file (asset link https://drive.google.com/file/d/101y_mN9nt2dVD6_3fDbwPqgsiPlfDo_r/view?usp=sharing) add your artwork into the “MainComp” composition, then render using the appropriate sized “RenderComp_####-####” composition. This will apply all of the distortion effects to your composition.



ANIMATION EFFECTS & STYLE

Bokeh

A technique used heavily across both The Weeknd's Instagram posts and music videos, bokeh is the aesthetic quality of the blur produced in out-of-focus parts of an image. This really makes the focus of the scene stand out.

In order to achieve this with After Effects we can use Camera lens blurs for background elements (tutorial <https://www.youtube.com/watch?v=LJIW65ZW35k>). In Cinema 4D, by using the physical renderer, ticking 'Depth of Field', then adjusting the f-stop in the camera settings, we can blur out the background and keep the subject in focus.

Long Exposure Light Trails

Using the Echo effect in After Effects with the operator set the maximum we can make any existing footage that features lights and movement mimic a light trail effect. (tutorial <https://youtu.be/zhjXqkEk0jI?t=186>)

Adding the Lens Flare effect can also help achieve this look to this when done subtly.

(tutorial <https://youtu.be/gS6fyiRPt6s>)

For making our own light trails in Cinema 4D, we can use the MoGraph Tracer (tutorial <https://youtu.be/hFtwj8urisc>).



COMPOSITION & APPLICATION

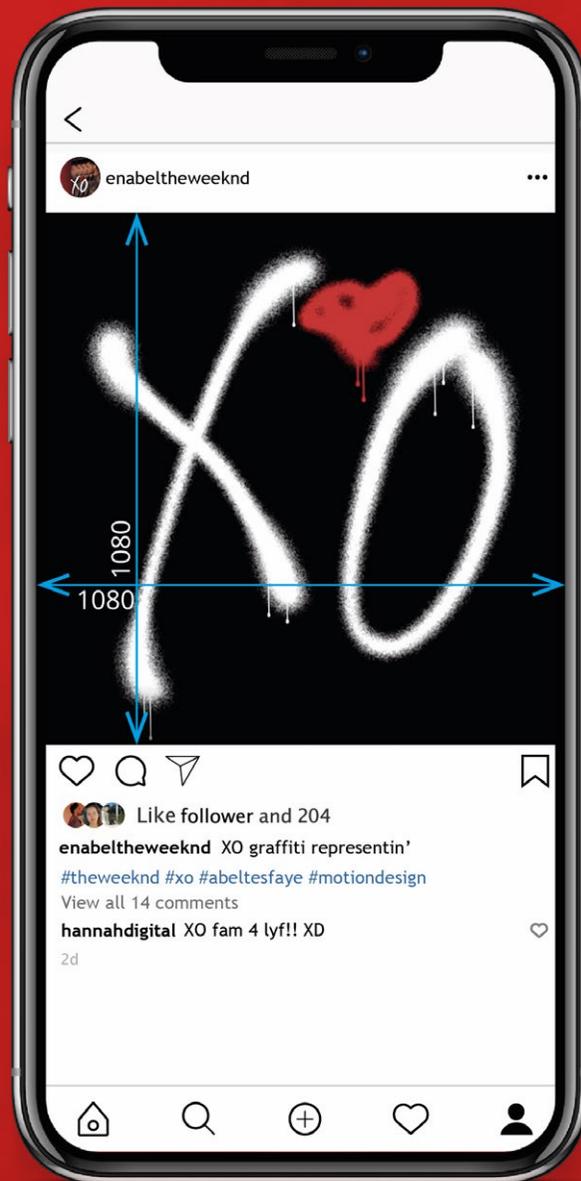
Dimensions

All content that is posted on our feed will be formatted in the two dimensions compatible with Instagram:

1:1 - SQUARE - 1080 x 1080
(primarily used for logo posts)

4:5 - RECTANGLE - 1080 x 1350
(this option is favoured as it takes up more real estate on users' feeds)

Content with these dimensions should be positioned in the vertical centre.



SAFE ZONES

Stories

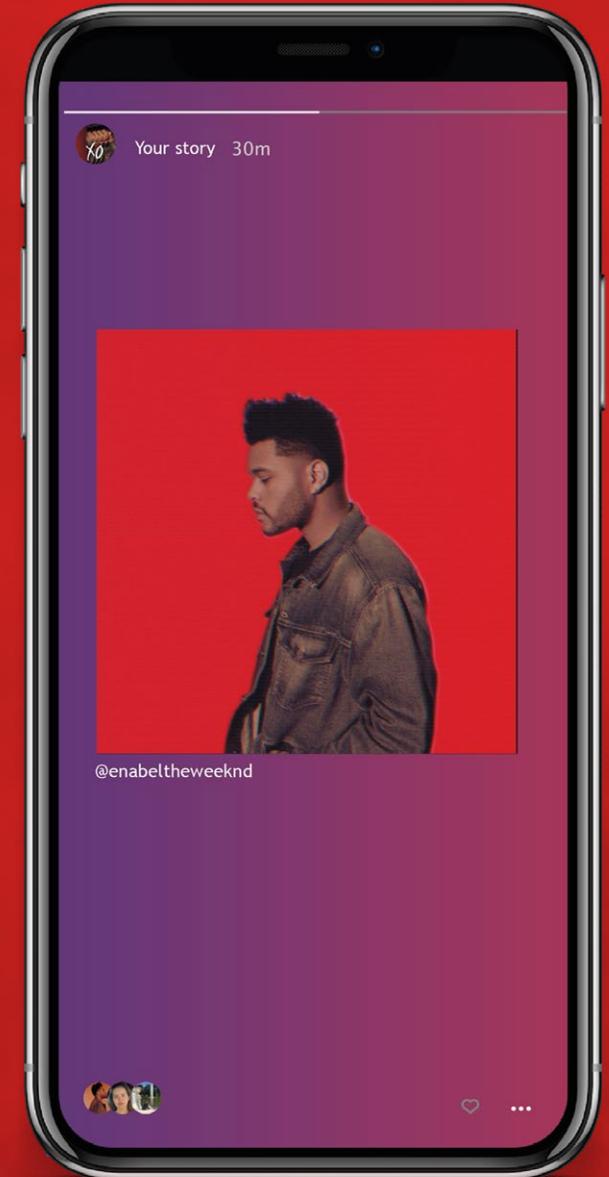
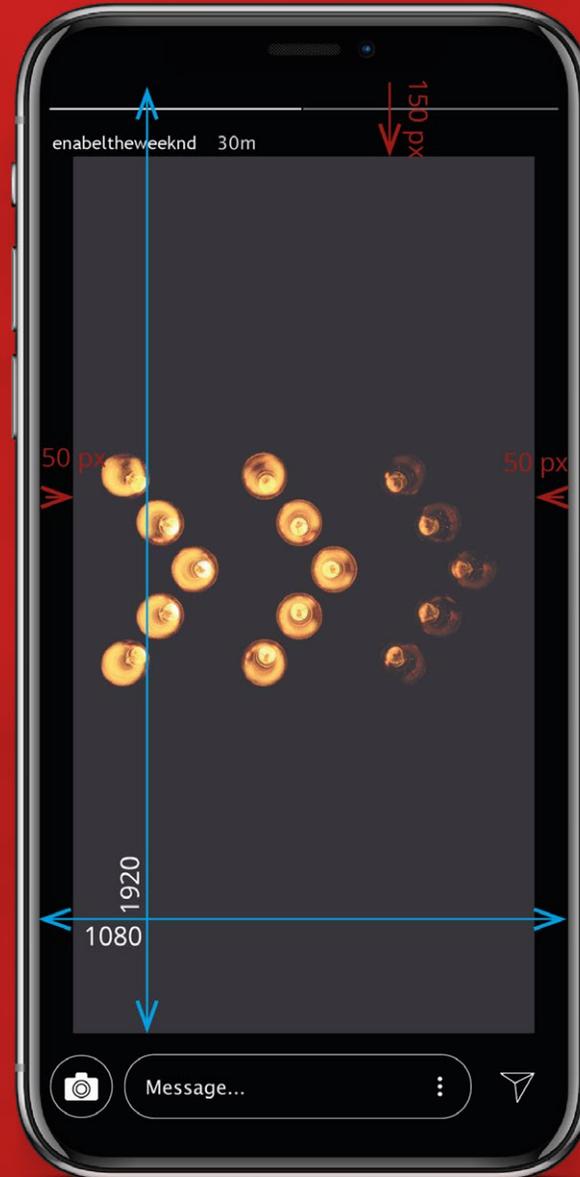
Stories we post will include tags, stickers, hashtags and places. These features can direct users to different users, pages, locations, tags via tapping.

The safety zones marked are there to ensure we are not placing interactive or important content in areas that overlap with Instagram's features such as:

- areas without username and time of posting
- interactive areas to move forward/back on the story

Functionality

Stories will be used to engage with viewers in real-time (as they disappear after 24 hours) and given its interactivity with stickers etc. they will also be used to share and promote content that is posted on our grid. This will direct users from stories to our posted content via a tap.



USE OF MERCH

Hoodies



T-shirts



Face Mask



Artwork can be applied to a number of merchandise items and should be placed centrally on the item. Additional artwork can be featured discretely to not take away from the main subject.



[@enabeltheweeknd](#)