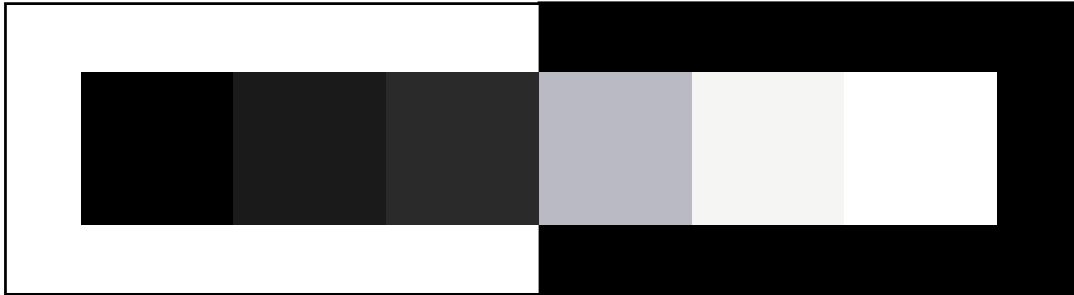


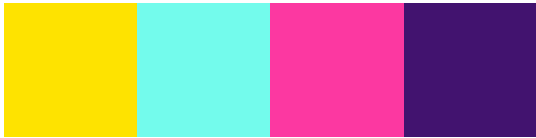
BRAND FORMATTING SHEET



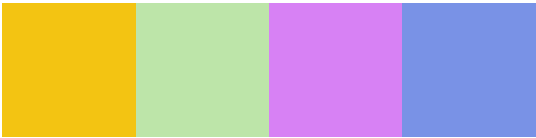
FOUNDATION COLOUR



DIGITAL PALETTE



PRINT PALETTE



DISCOVERY PALETTE



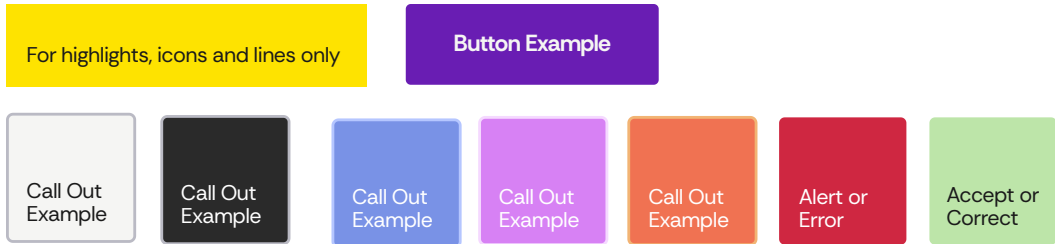
KEY ACCENT



STAGE SPECIFIC



USING COLOUR FOR PRODUCTION



Note: Small 10px Rounded Corners, and thin borders used for call outs, an when placing photos an images in-line.

COLOUR HIERARCHY

Designed to balance control and energy.
Neutral foundation. Emotional core, Precise moments of impact.



Foundation Black - White - Greys/Silver Structure, Clarity, Premium



Brand Soho Yellow Attention, Signal, Energy



Accent Oscar's Purple, Secondary Brand Colours, Atmosphere, Culture, Nightlife



Context Secondary Brand Colours, Discovery & Stage Colours Programming, Variation, Stage Identity



HEX VALUES

- #000000
- #1A1A1A
- #2A2A2A
- #BABAC4
- #F5F5F3
- #FFFFFF
- Digital Palette
- #FEE300
- #73FBEC
- #FC38A1
- #42136F
- Print Palette
- #F3C412
- #BDE5A9
- #D781F4
- #7992E6
- Discovery Palette
- #B33347
- #6B4488
- #2E7874
- #D4975B
- #F07252
- Key Accent
- #691db1
- Alfie's
- #BA4857
- #991B2D
- Jack Solomons
- #577357
- #19271A
- Discovery Stage
- #6B4488
- #30223B
- Piano Bar
- #B6986C
- #242424

COLOUR BALANCE



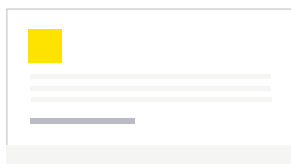
DO



Black & Purple with a small Yellow Brand Mark



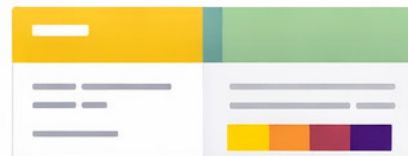
YELLOW = BRAND SIGNAL
Highlights, Icons & Decorative Lines
Logomark use
Never background



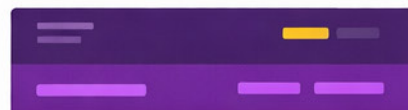
Monochrome with a Small Yellow Brand



DON'T



White & with multiple Stage Colours on the same page with Black text



Purple-led UI with minimal highlight

USED FOR PROGRAMMING ONLY



DON'T

Full Yellow Layout
More than 3 Colours Competing
Mixing Multiple Bright Tones Equally

USED FOR CONTEXT ONLY



DO

Use these to create variety.
They do not define the brand.

INTENT

This system is built to balance discipline with expression. The neutral base of black, white and greys provides clarity, consistency and a premium foundation across all formats. Oscar's Purple carries the emotional weight of the brand, reflecting atmosphere, creativity and the energy of live performance, particularly in low-light and digital environments.

The Soho Yellow is deliberately restricted to moments of emphasis, used to direct attention with precision rather than dominate. The wider discovery and stage palettes introduce variation across programming and venues, allowing the brand to scale without losing coherence. Together, these layers create a flexible but controlled system where structure leads, emotion engages, and colour is applied with intent rather than decoration.

TYPOGRAPHY

TITLE HEADING - INTER
ABCDEFGHIJKLM

Heading One - Prata
ABCDEFGHIJKLMnopQRSTuvw

Heading Two - Rethink Sans
ABCDEFGHIJKLMnopQRSTuvwxyzYZ

HEADING THREE - SPECIAL GOTHIC
ABCDEFGHIJKLMNopQRSTUVWXYZ

HEADING FOUR - RETHINK SANS
ABCDEFGHIJKLMNopQRSTUVWXYZ

Body - Rethink Sans
ABCDEFGHIJKLMnopQRSTuvwxyzYZ

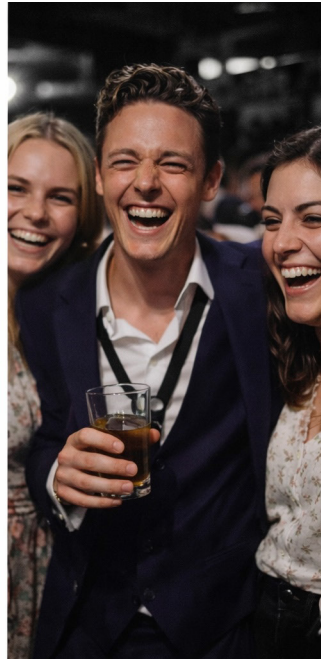
Handwriting Script - Hillmont

BOILERPLATE - SLACKERS GOTHIC STD.
ABCDEFGHIJKLMNopQRSTUVWXYZ

ACCENT BOILERPLATE - COLT SOFT
ABCDEFGHIJKLMNopQRSTUVWXYZ

PHOTOGRAPHY STYLES AND EDITING PROMPTS

Three distinct photography styles for grading consistency.
Stage (Cinematic, Immersive), Live (Chaotic, Real, Imperfect), Studio (Controlled, Authoritative).



STAGE

Apply a cinematic live performance photography style to this image.

Preserve:

- subject identity
- pose
- composition
- camera angle

Adjust:

- lighting to dramatic stage lighting (red, purple, amber tones)
- deepen shadows and contrast
- introduce directional backlight and side light
- add subtle haze and atmosphere
- reduce front lighting so parts of the face fall into shadow
- add slight natural grain

Do not:

- over-clean the image
- make lighting too even
- add artificial scratches or effects

Result should feel like a real Soho jazz performance, immersive and atmospheric.

LIVE

Convert this image into a raw 2000s disposable camera nightlife photo.

Preserve:

- subject identity
- moment and composition

Adjust:

- apply harsh direct flash look
- introduce uneven exposure with slight highlight blowout
- add deep hard shadows behind subjects
- slightly fade and destabilise colours (not fully desaturated)
- add mild digital noise and compression artefacts
- introduce slight motion blur and imperfect sharpness
- allow messy framing feel

Do not:

- polish skin
- balance lighting
- make it look professional or cinematic
- add fake film scratches

Result should feel accidental, candid, chaotic, and real.

STUDIO

Convert this image into a high-end black and white darkroom portrait.

Preserve:

- subject identity
- pose and composition

Adjust:

- convert to black and white with extremely deep blacks
- reduce mid greys significantly
- increase contrast with a strong curve
- apply hard directional lighting effect
- allow parts of the image to fall into pure black
- increase micro-contrast and sharpness
- add very subtle fine grain in midtones only

Do not:

- keep flat grey tones
- soften the image
- over-process digitally

Result should feel like a silver gelatin print, sharp, sculptural, and timeless.

IMAGE DIMENSIONS

Our online gallery, works with the following dimensions and saved as collections, A standard "collection" with their file information if date unknown use UKN if month unknown still just put the year and estimate eg. 0126 it helps with organisation. Only images of high enough quality and cleared for publication should be labelled in this way, they cannot be above 12MB in size.

4 X HERO - 2560*1440 - MMY-CollectionTitle-ImageDescription-HERO (3 STAGE, 1 STUDIO)
2 X GALLERY- 1600*1200 - MMY-CollectionTitle-ImageDescription-GAL (1 RETRO)
1 X ULTRA WIDE/SPACE - 2400*1000 - MMY-CollectionTitle-ImageDescription-STY
1 X PROFILE - 1600*2000 - MMY-CollectionTitle-ImageDescription-ULW
1 X STORY - 1920*1080 - MMY-CollectionTitle-ImageDescription-SQ
1 X SQUARE - 2000*2000 - MMY-CollectionTitle-ImageDescription-PRO

GEN PHOTOGRAPHY EXAMPLES

