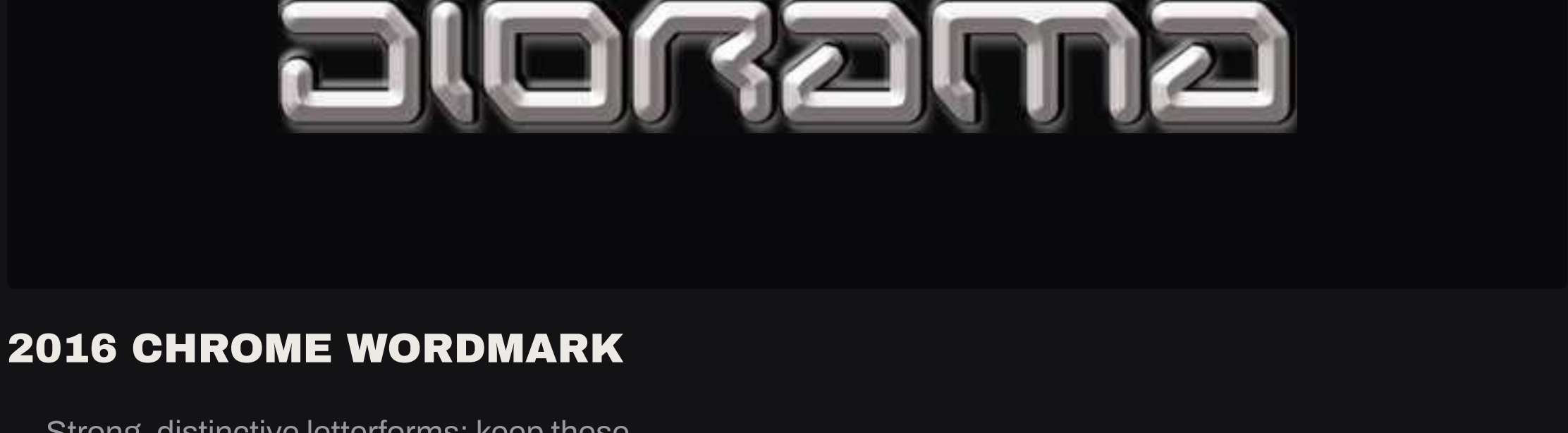


SAME DIORAMA, SHARPER LOGO

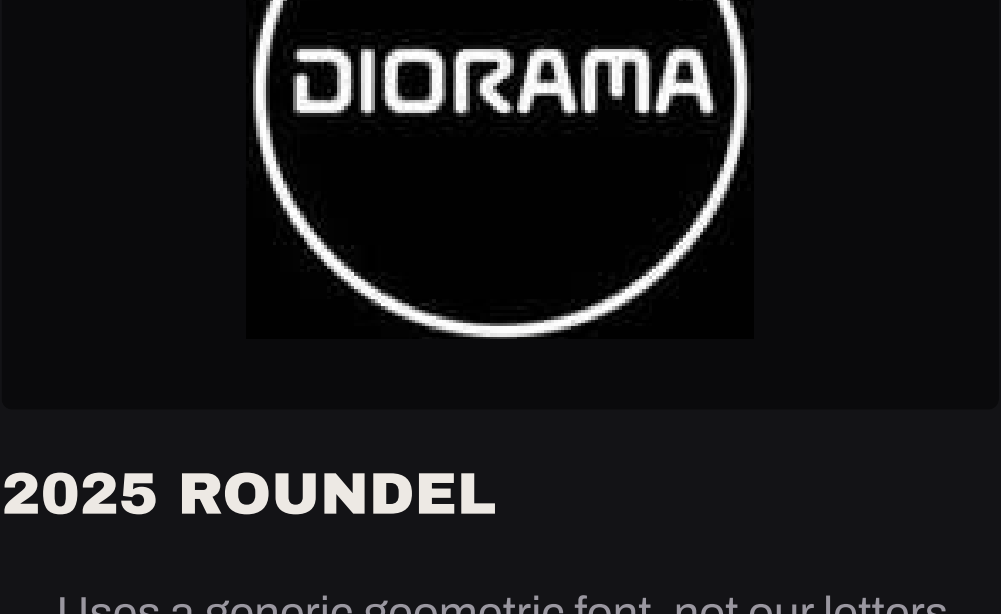
One Diorama logo, five versions. All five are drawn from our 2016 letters, so they read as one band, but each has its own job: a main logo, an icon, a lit-up version for motion, and two loud versions for print and release art. Use the version that fits the place, not whichever you like best that day. The table in section 07 shows which goes where.

01 • WHERE WE ARE



2016 CHROME WORDMARK

- Strong, distinctive letterforms: keep these
- Chrome bevel and drop shadow date it to the 2000s
- Raster only: no vector, no one-colour version
- Bevel turns to mush below ~120px wide

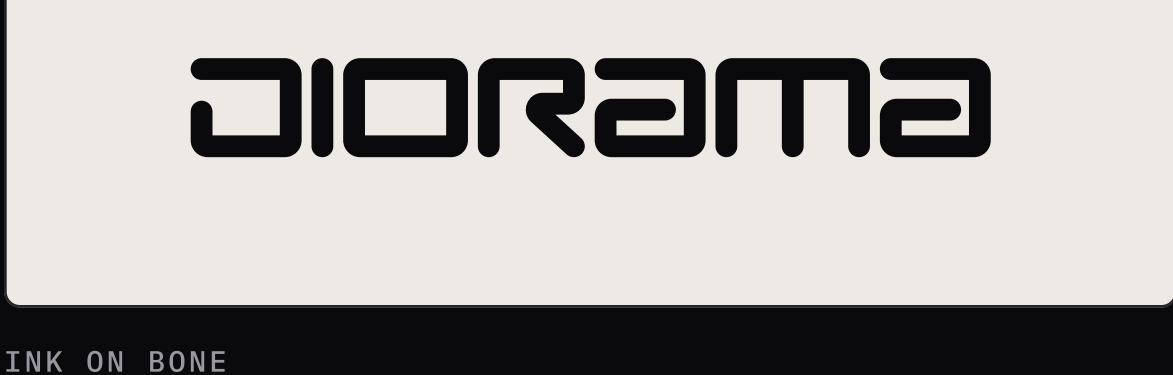


2025 ROUNDEL

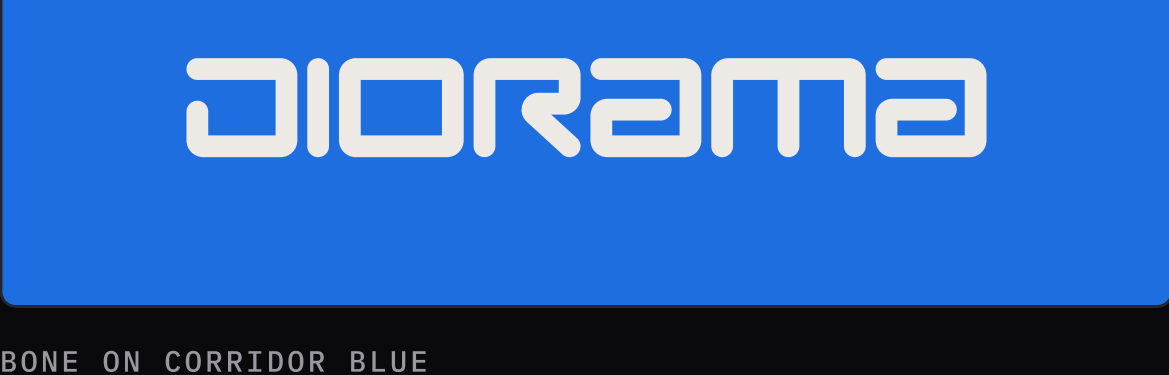
- Uses a generic geometric font, not our letters
- Two different "Dioramas" now compete
- The ring works for avatars and stamps: keep the idea

02 • A — RESTORED • MAIN LOGO

The 2016 letters, redrawn as one flat shape. Same rounded-square strokes, the open-topped D and the double-storey a, minus the chrome. This becomes the main logo.



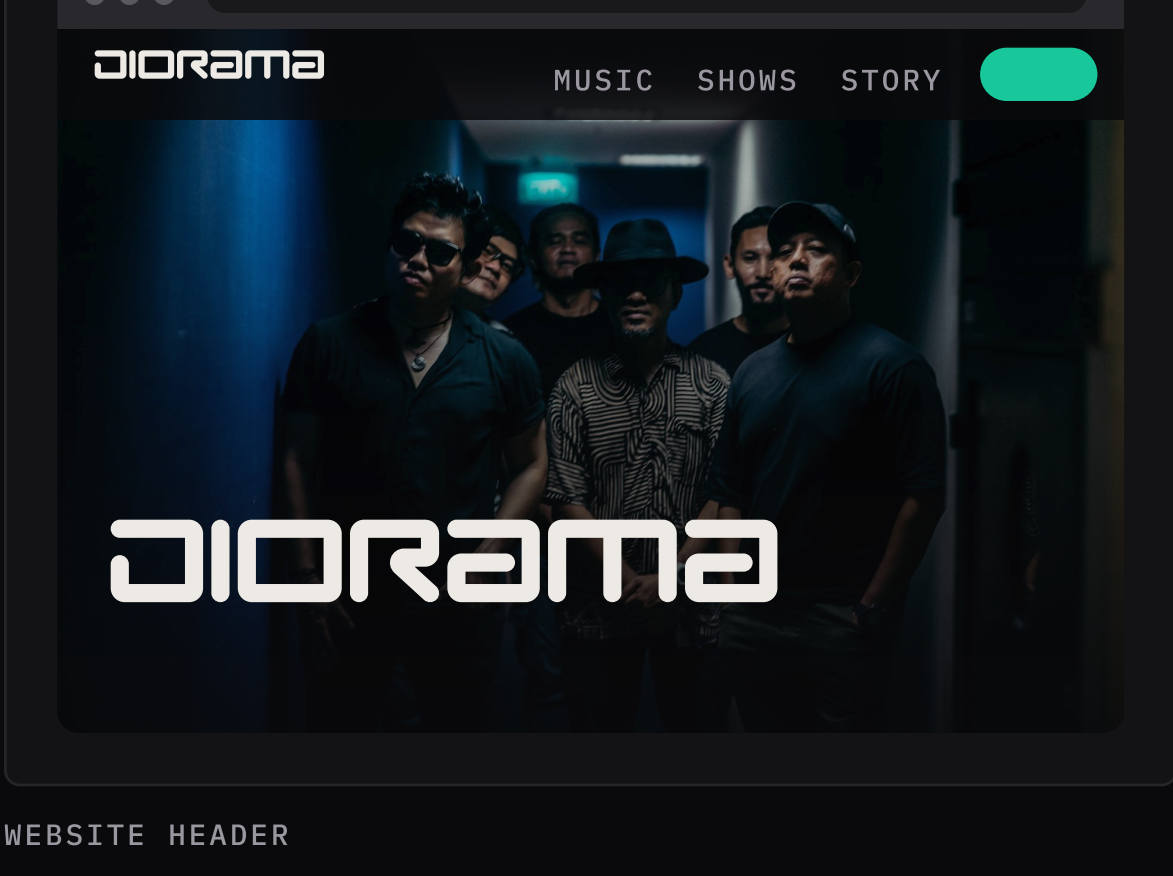
ZINK ON BONE



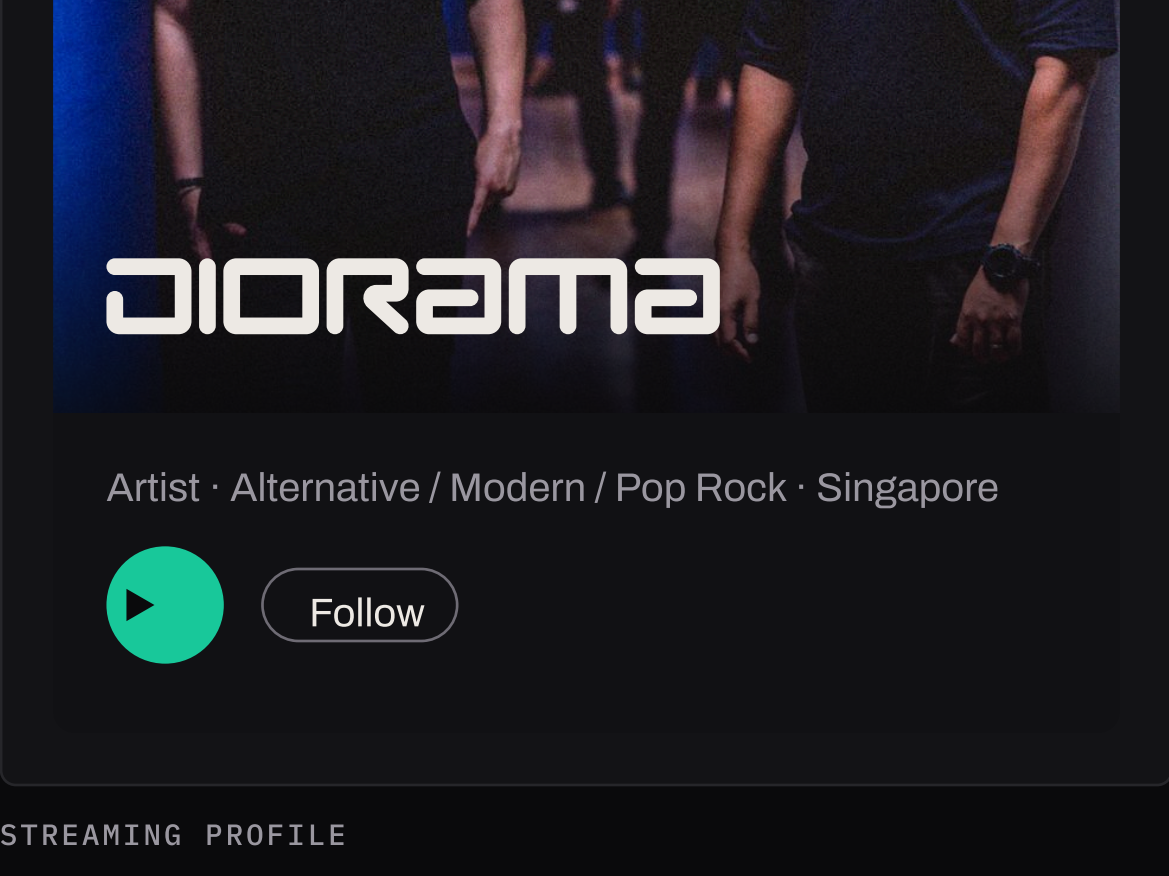
BONE ON CORRIDOR BLUE



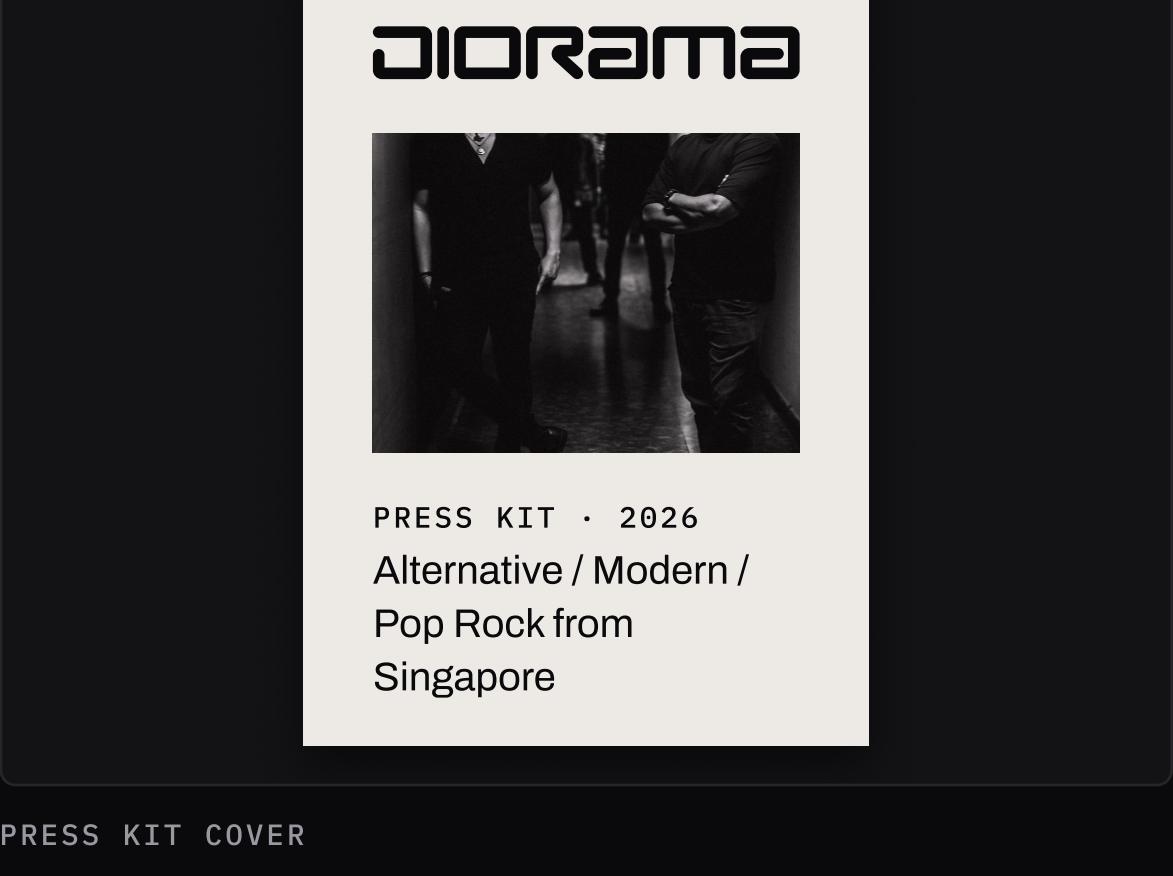
BONE ON STAGE RED



WEBSITE HEADER



STREAMING PROFILE



PRESS KIT COVER

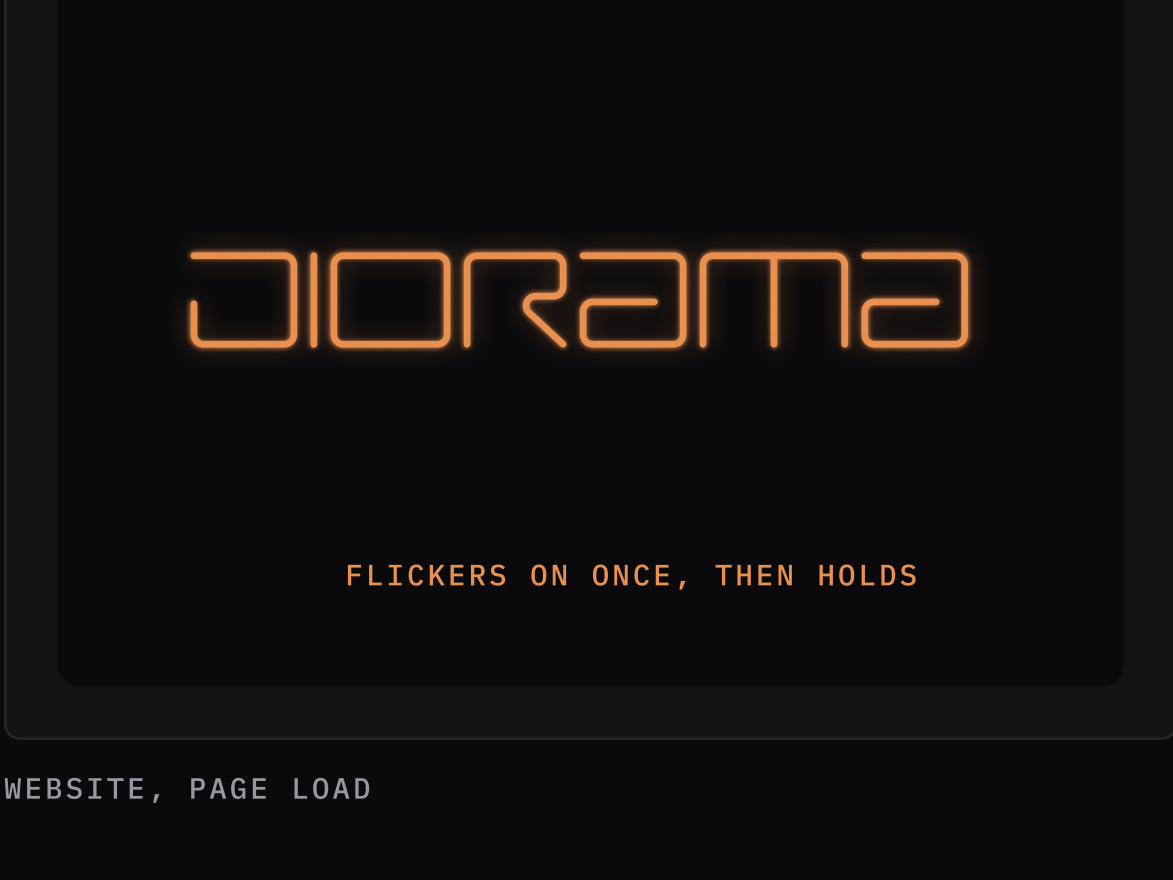
- One colour, one vector: prints on anything, screen-prints in one pass
- Strokes kept heavy so it survives at 96px wide and on a phone header
- Spacing and curves to be polished by a type designer before final files

03 • B — TUBE LIGHT • LIGHTS + MOTION

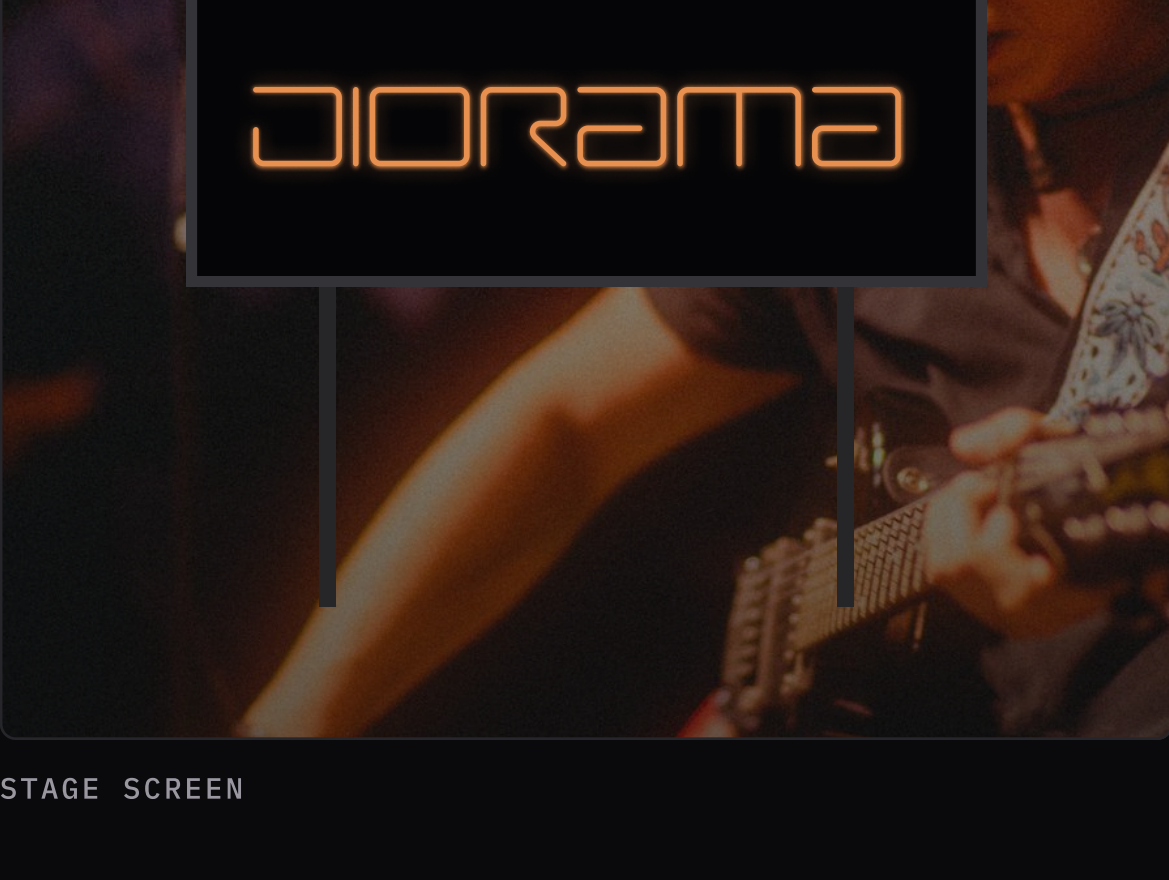
The same skeleton drawn as a thin neon tube, in Tungsten. It is the logo "switched on": the website flickers it on once at load, and it suits stage screens, a neon sign and night-time merch.



NEON SIGN



WEBSITE, PAGE LOAD

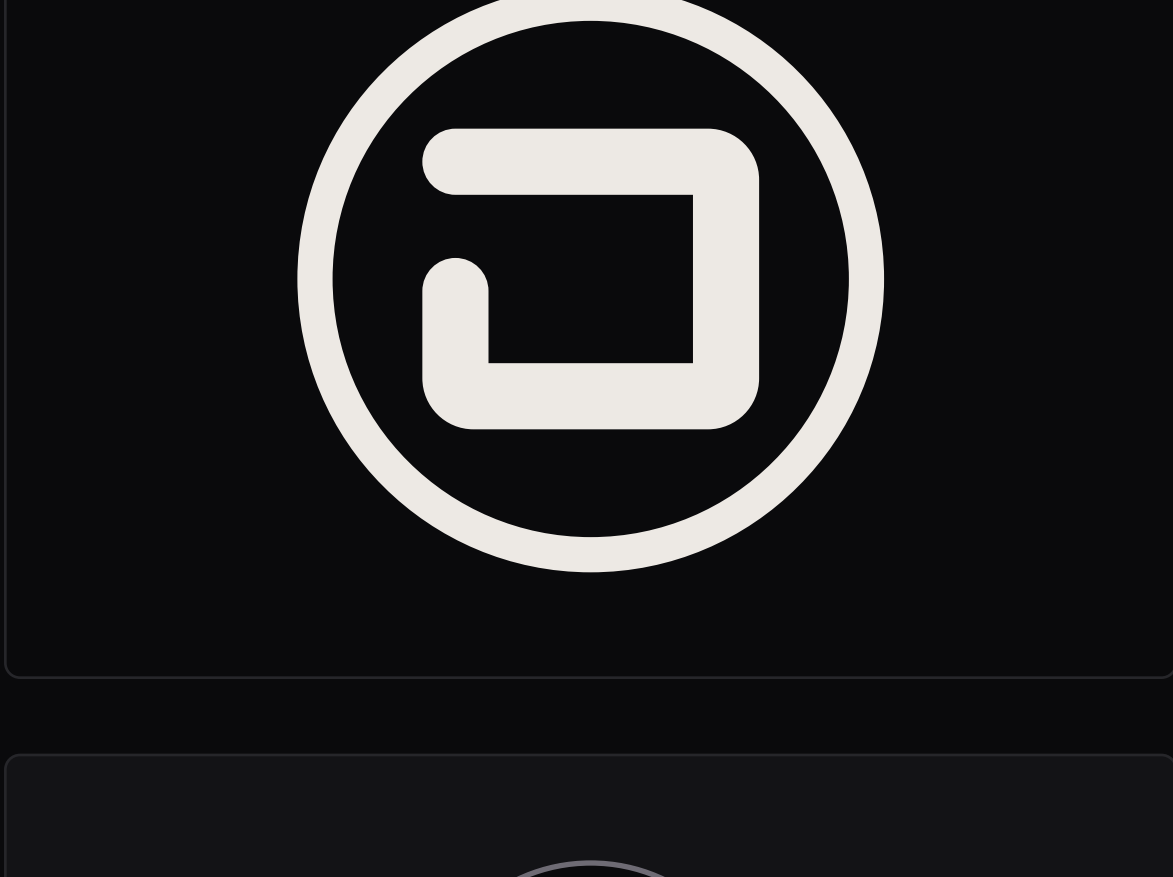


STAGE SCREEN

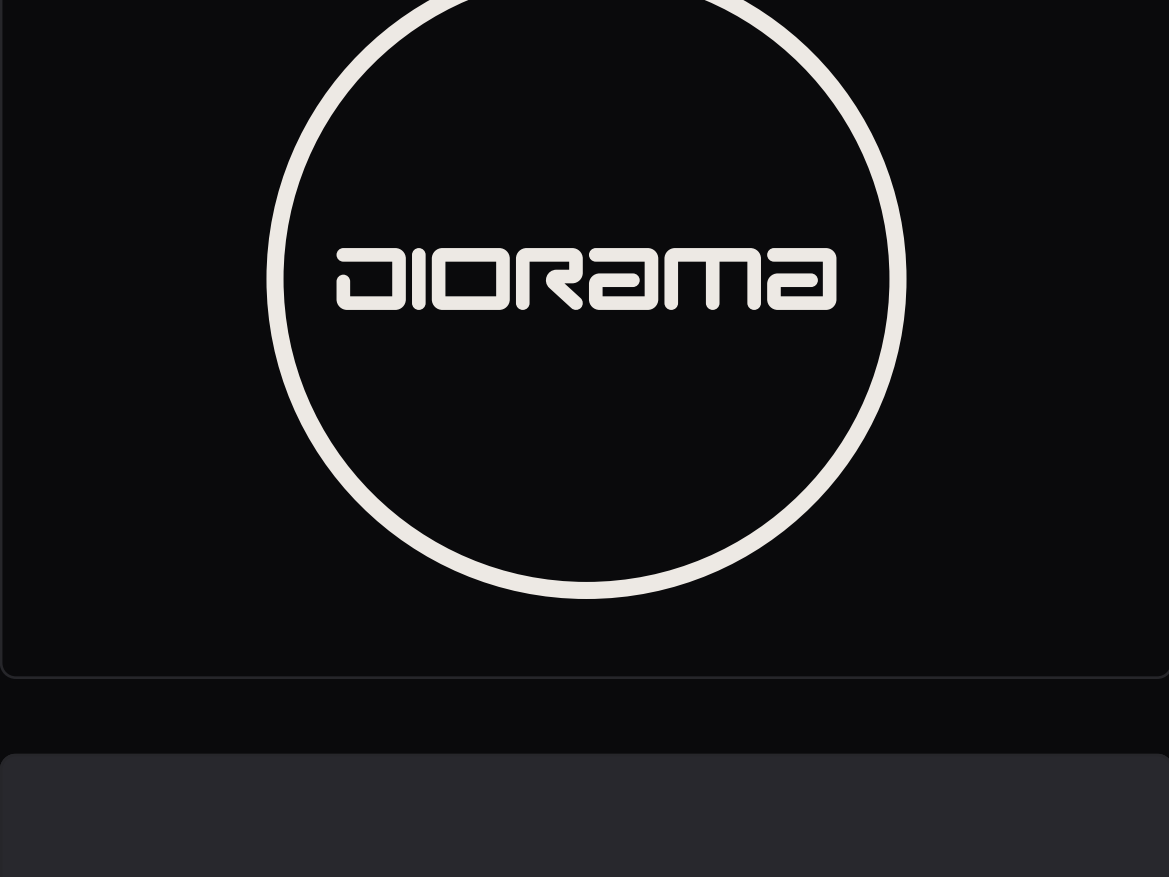
- Motion: letters light in sequence over 1.1s, one flicker, then hold
- Not for small sizes; always paired with A or C elsewhere
- Colour can follow the release: Tungsten now, Corridor Blue or Stage Red for future eras

04 • C — ROUNDEL D • ICON

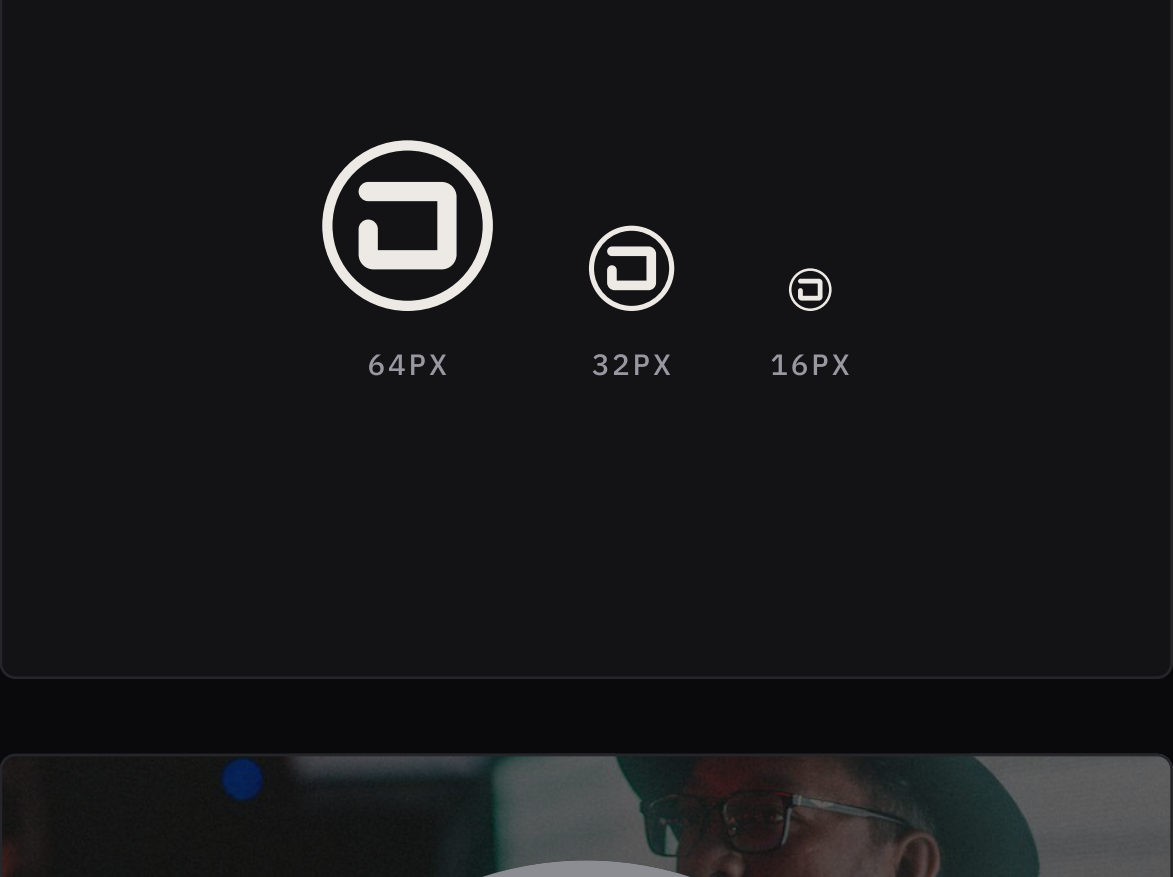
Keeps the ring from the 2025 roundel but puts our own D inside. It is the icon: profile pictures, favicon, stamps, picks and badges. A full-name roundel covers stickers and the kick drum.



PROFILE PICTURE



BROWSER TAB (FAVICON)



KICK DRUM HEAD

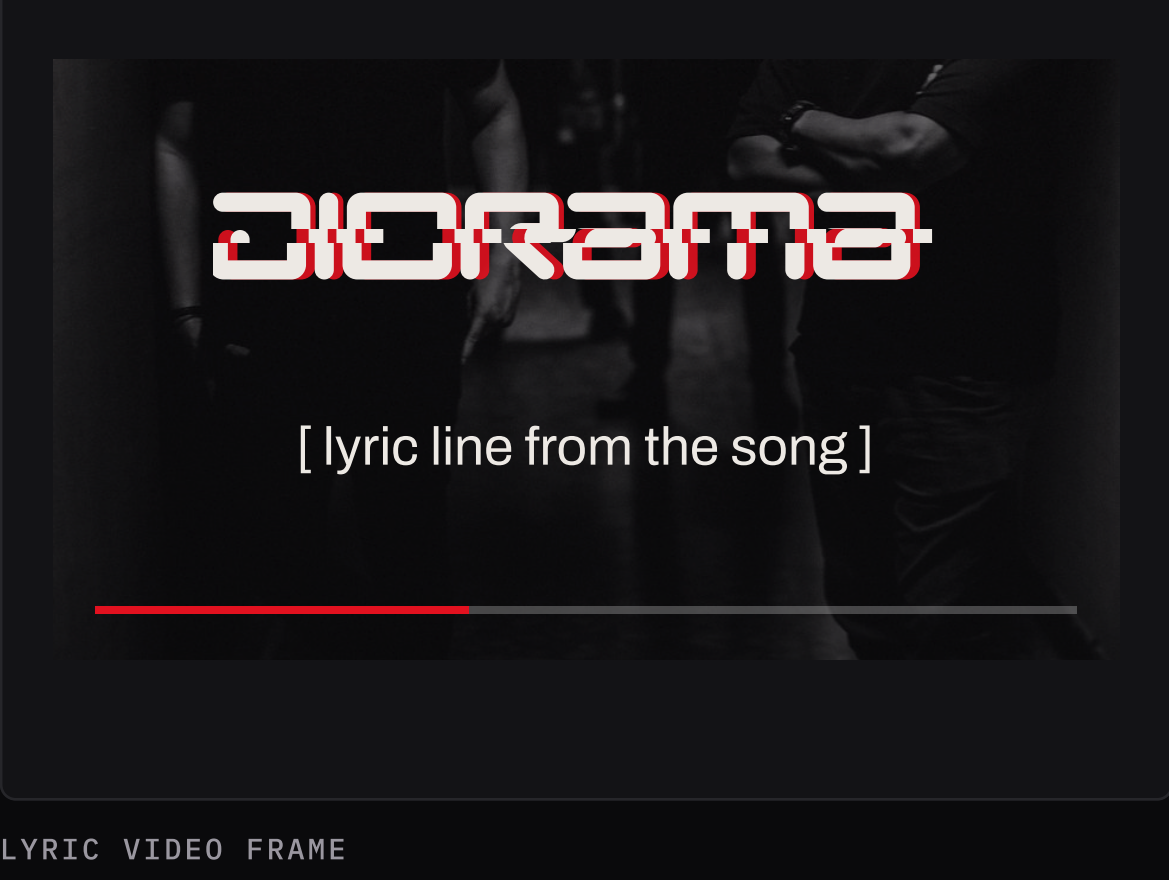
- Reads at 16px, where the full wordmark cannot
- Same stroke weight as the wordmark, so the family hangs together

05 • D — FUZZ • RELEASE ART + VIDEO

The wordmark sliced and pushed sideways like a signal through a fuzz pedal, with a Stage Red ghost behind. This is the screen version of loud: release artwork, lyric videos, video idents and the website hero on release week.



SINGLE COVER



LYRIC VIDEO FRAME

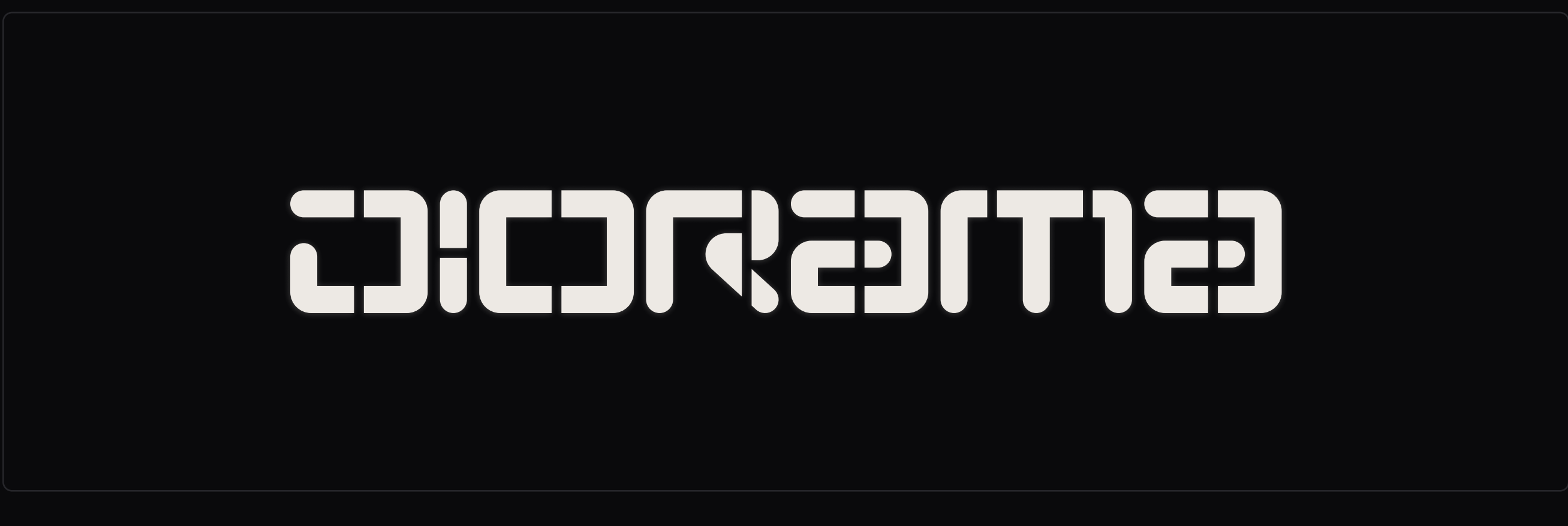


REEL / TIKTOK

- Best on release artwork, posters, video idents and the website hero
- Animated: slices jitter on beats, then snap back to A
- Too busy for small sizes, the roundel D handles those

06 • E — STENCIL • MERCH + GEAR

Sprayed through a cut stencil, like the band name on a flight case or a rehearsal-room wall. This is the physical version of loud: tees, totes, patches, gear cases, drum heads and anything screen-printed or sprayed.



TEE



FLIGHT CASE



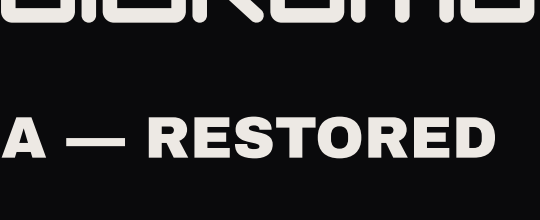
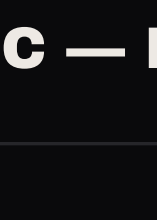
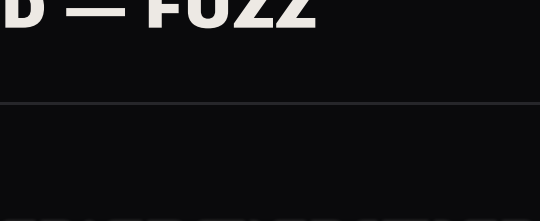
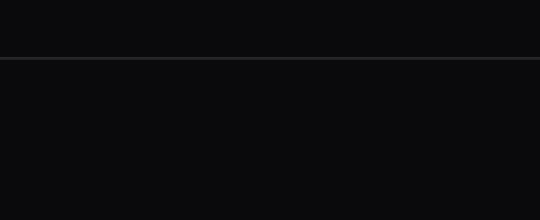
TOTE BAG

- Literally usable: cut it from acetate and spray it on cases, drum heads, walls
- Single colour, so it screen-prints cheaply on tees and totes
- Keeps every letter shape from 2016, just cut

07 • HOW THE VERSIONS WORK TOGETHER

DIFFERENT VERSIONS, DIFFERENT JOBS

We use all five, but never at random. Each version has a place where it works best and places where it doesn't. One rule covers everything: one version per piece. Don't put two versions side by side on the same poster, page or shirt.

VERSION	ITS JOB	USE IT FOR	DON'T USE IT FOR
 A — RESTORED	Main logo. The default.	Website header, Spotify and Apple Music, press kit, posters with lots of info, anything official	Tiny sizes under 96px wide (use C), or over busy photos without a dark area
 B — TUBE LIGHT	The logo switched on	Logo animation on the website, stage screens and LED walls, neon sign, night-time merch	Anything small, printed in one colour, or official and static
 C — ROUNDEL D	The icon	Profile pictures, favicon and app icon, stickers, kick drum head, picks, stamps and patches	Where the full name needs to be read. If people don't know us yet, use A
 D — FUZZ	Loud, on screen	Release artwork, lyric videos, video intros, Reels and TikTok, website hero on release week	Small sizes, light backgrounds, anything printed in one colour
 E — STENCIL	Loud, in the real world	Tees, totes and patches, flight cases and gear, sprayed walls and banners, screen prints	Streaming profiles, press kit, or long-form documents

08 • NEXT STEPS

1. A type designer polishes curves and spacing on the shared letters (1–2 days); every version updates from that
2. Export the kit: SVG, PNG and PDF for each version, plus favicon set and social avatars
3. Switch the website, socials and streaming profiles on the same day
4. Retire the 2016 chrome logo and the 2025 roundel everywhere