



THE SELF & OBLIVION

VEMØD | ART DIRECTION

THIS DOCUMENT

This document serves as a guide for creating design, photo, and video content associated with VEMØD's album *The Self & Oblivion*. Its purpose is to maintain visual consistency while building upon the creative foundation already established. While there are countless creative directions available, this guide helps inform decisions that remain aligned with the existing visual language. Though not exhaustive, this document outlines key considerations such as photography style, lighting for photo and video, typography, and color palettes. Use these guidelines to produce work that feels cohesive, intentional, and on theme.





GRAPHIC DESIGN

TYPOGRAPHY

The official typeface used across all artwork and merchandise is *Neue Haas Grotesk Display*. It is a sans-serif typeface and a modern reinterpretation of Helvetica, one of the most widely used typefaces of all time. Neue Haas Grotesk should be used in all official VEMØD artwork throughout this album release. When the typeface is unavailable, Helvetica or Arial are approved substitutes.

Neue Haas Grotesk includes a range of variable weights. Medium is the primary weight, though other weights may be used as needed. Approved weights range from Light through Bold.

NEUE HAAS GROTESK DISPLAY

NEUE HAAS GROTESK LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!@#\$%^&*()?

NEUE HAAS GROTESK ROMAN

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!@#\$%^&*()?

NEUE HAAS GROTESK MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!@#\$%^&*()?

NEUE HAAS GROTESK BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890
!@#\$%^&*()?

BLOOD RED

HEX: CF0B0B
RGB: 207, 11, 11
CMYK: 12, 100, 100, 3

COLOR

Consistency is essential to building a recognizable brand. Whenever possible, color usage should remain consistent across all materials. Three core colors are used throughout the art direction for The Self & Oblivion album cycle.

Color ratios should also remain consistent. Blood Red should be the most prevalent color, followed by black, with white used sparingly as an accent. When adhering to this color hierarchy, text should always be white to ensure optimal contrast and legibility.

DESIGN ELEMENTS

TEXTURES

Textures play a supporting role in the visual identity for The Self & Oblivion album cycle. These textures appear consistently throughout the artwork and are intended to be carried forward into future designs and collateral. When used, textures should enhance the overall composition without competing with or distracting from the primary imagery. Subtle application is encouraged to maintain clarity, focus, and visual balance.

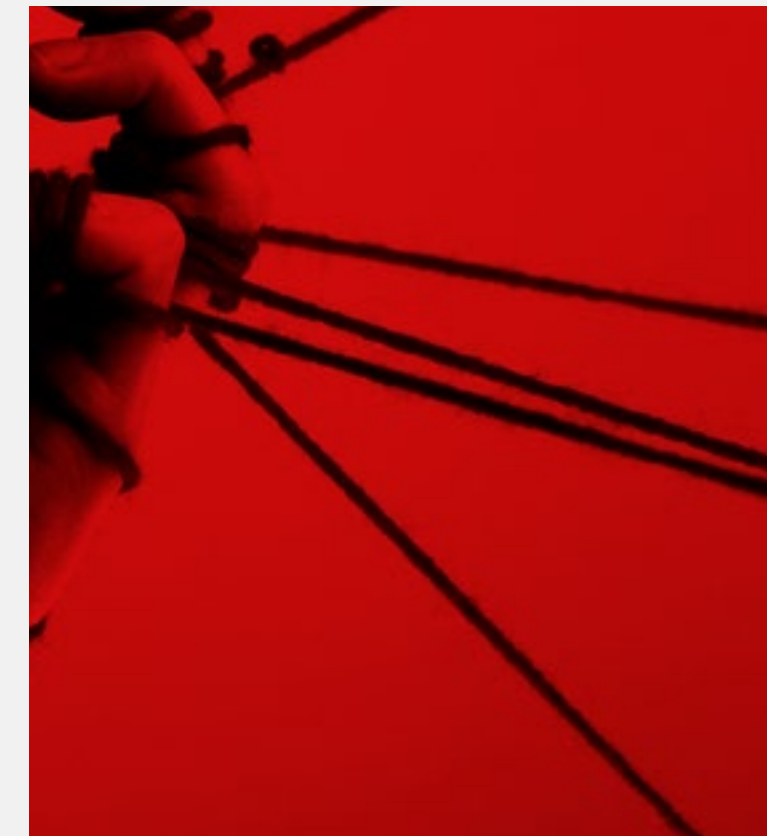
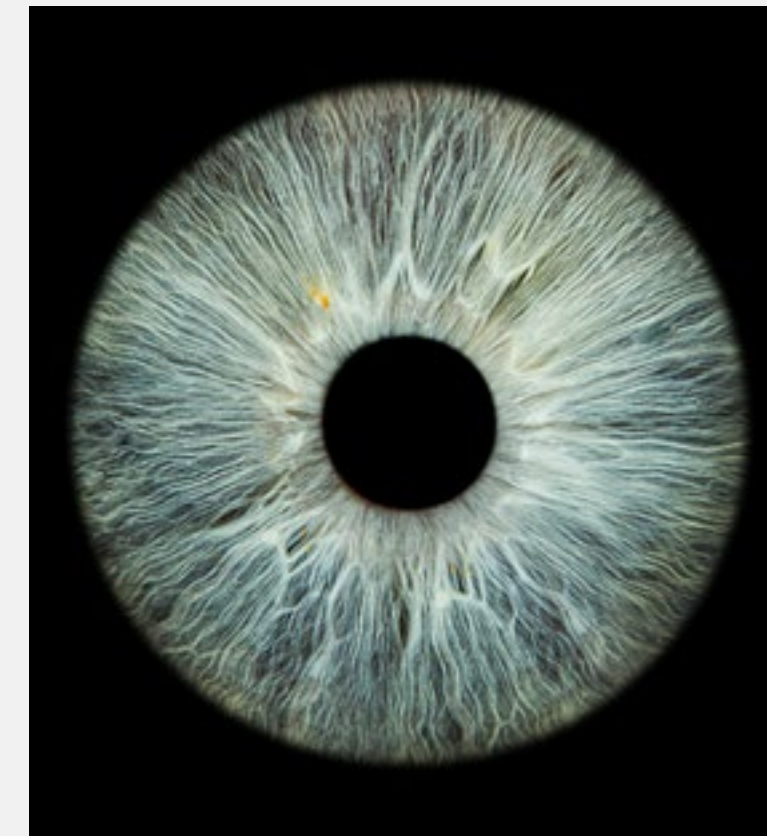


TEXTURES FROM TOP LEFT TO BOTTOM:
GRUNGE/DUST, NOISE, INK BLOT

DESIGN ELEMENTS

ELEMENTS

Visual elements are derived from designs created during The Self & Oblivion album cycle. These elements may be reused when developing future collateral and promotional materials. Their application is flexible and left to the discretion of the user, serving as creative starting points that maintain alignment with the established visual language of the album.



TEXTURES FROM TOP LEFT TO BOTTOM:
INK BLOT, MOTH, HUMAN EYE, YARN/
THREADS

DESIGN ELEMENTS



COLOR OVERLAYS

A distinct aspect of this album's visual identity is the use of color-treated photography, specifically converting full-color images into a limited black and red palette. There are two approved methods for achieving this effect.

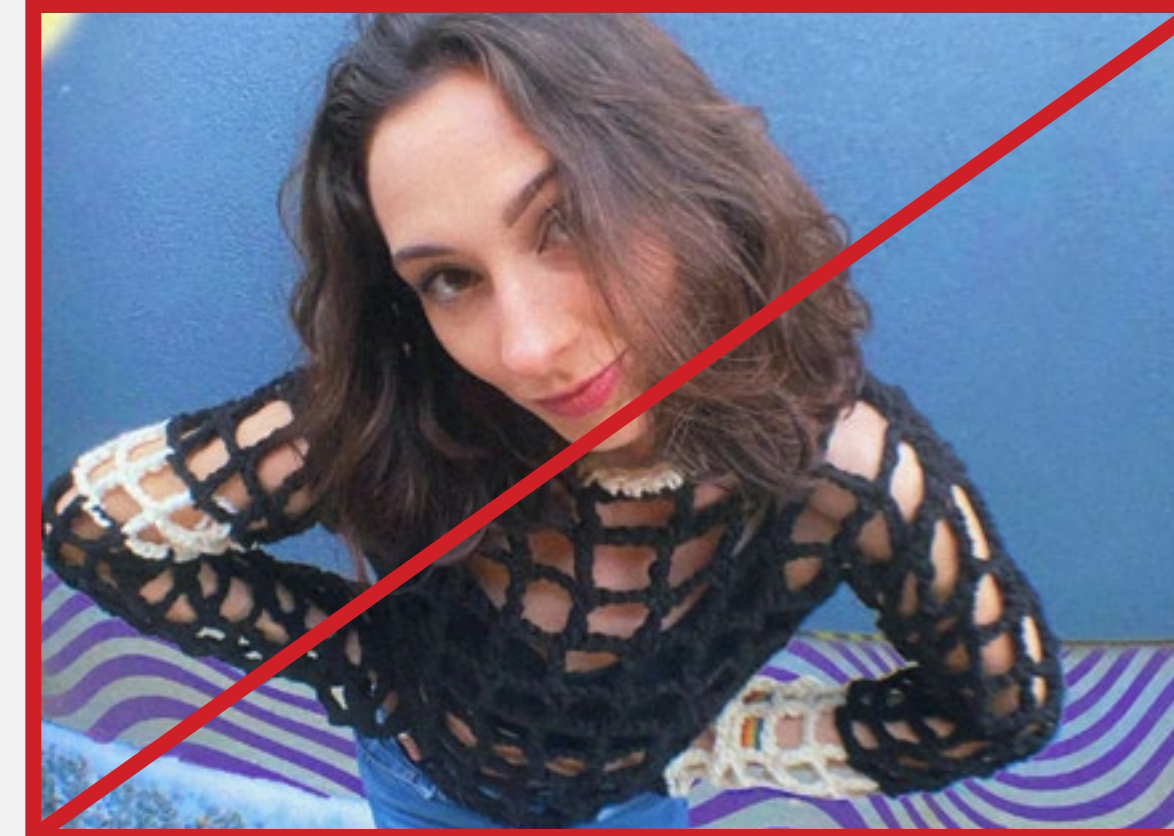
The first method is to apply a Gradient Map or a similar adjustment tool within design software such as Adobe Photoshop. The second method is to convert the image to black and white, then add a solid red layer above it and set the blend mode to Multiply. Additional adjustments may be made as needed to achieve the desired balance between black and red.

A high-contrast, monochromatic red image. In the center, a hand is shown holding a camera lens, with the fingers wrapped around it. The lighting is dramatic, highlighting the textures of the skin and the lens. Overlaid on the center of the image is the text "PHOTO & VIDEO" in a bold, white, sans-serif font. The background is a solid, deep red color, creating a strong visual impact.

PHOTO & VIDEO



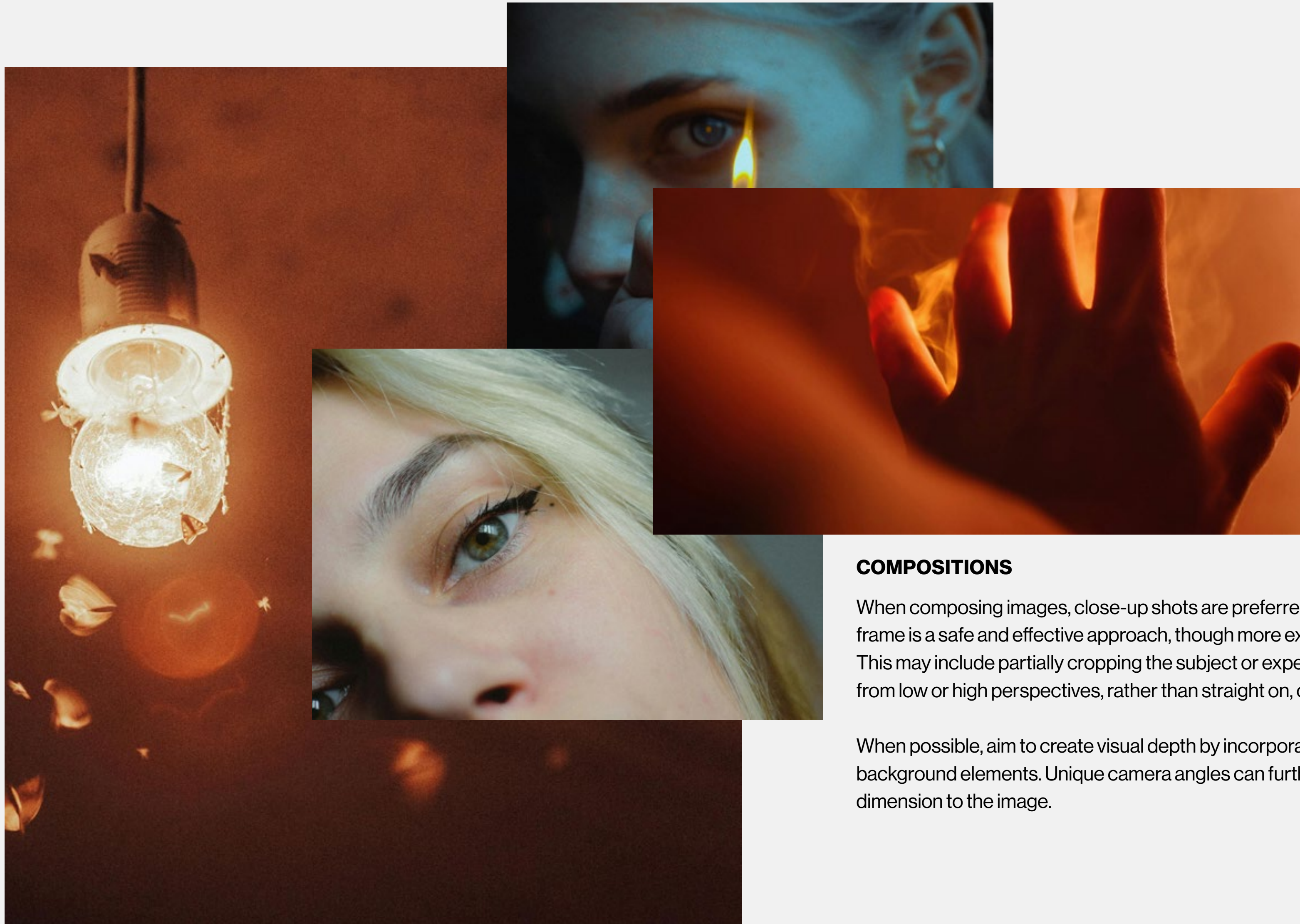
DO NOT USE WIDE ANGLE LENS WITH DISTORTED IMAGES



FOCAL LENGTHS

When capturing photos or video, wide focal length lenses should be avoided whenever possible, as wide-angle lenses can introduce unwanted distortion. Unless absolutely necessary, use focal lengths of 50mm or higher to ensure a more natural, undistorted image.

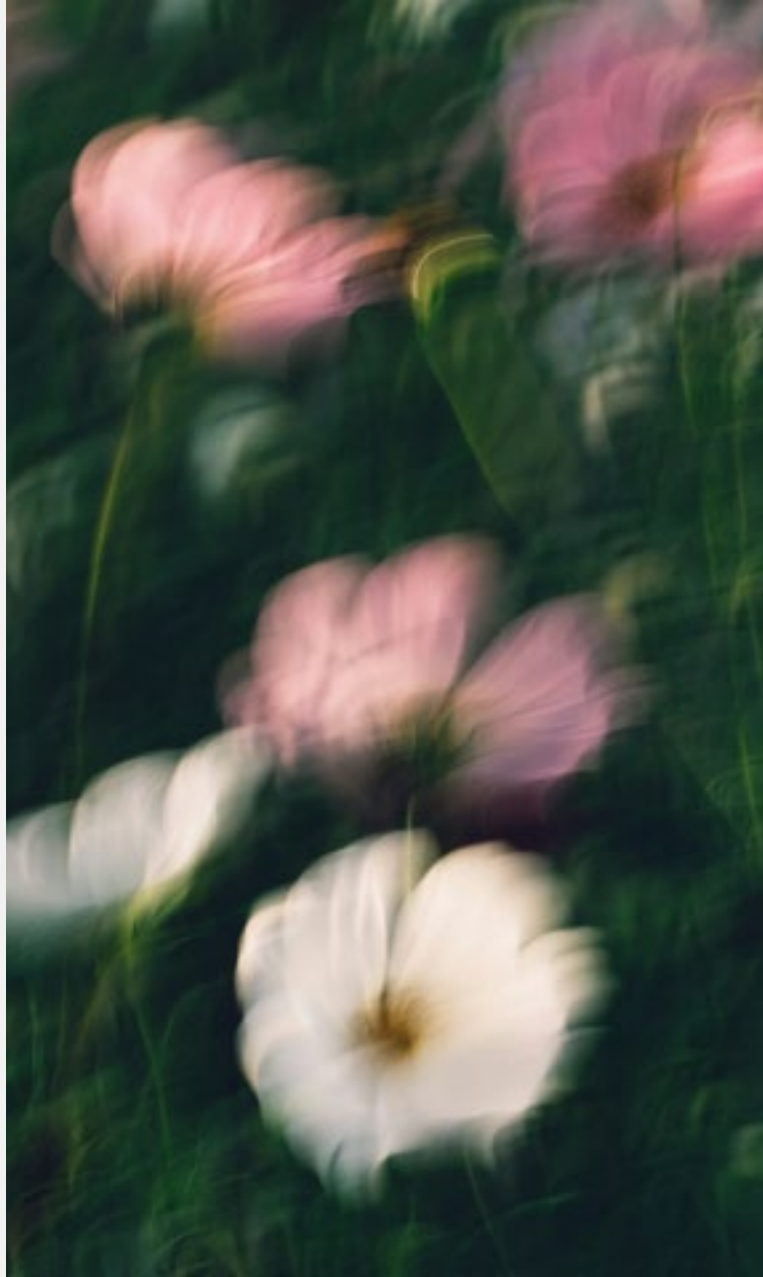
If a wider focal length must be used, increase the distance between the subject and the camera to help minimize distortion.



COMPOSITIONS

When composing images, close-up shots are preferred. Centering the subject and keeping it fully in frame is a safe and effective approach, though more expressive compositions are also encouraged. This may include partially cropping the subject or experimenting with more creative angles. Shooting from low or high perspectives, rather than straight on, can produce more dynamic results.

When possible, aim to create visual depth by incorporating foreground, middle ground, and background elements. Unique camera angles can further enhance this sense of depth and add dimension to the image.



CAMERA EFFECTS

Camera effects may be used to create imagery that feels more distinct and expressive within the visual language of the album cycle. Techniques such as long exposure and motion blur are encouraged when they enhance mood, movement, or atmosphere. These effects should be applied intentionally and in moderation, ensuring they support the subject and overall composition rather than distract from it.

LIGHTING

When shooting video or photography, careful attention should be given to lighting. A large, soft light should be used as the key light and positioned nearly perpendicular to the subject, creating deeper shadows on one side of the face or body. A fill light may be placed opposite the key light to preserve detail within the shadows.

A back light is optional but recommended to add separation between the subject and the background. When used, it should be positioned behind the subject on the same side as the fill light, creating a subtle halo effect. To further enhance separation, the subject should be positioned with adequate distance from the background.

