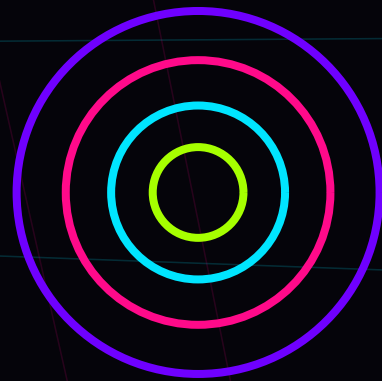


TECHNOSTATE

BRAND COLORS & BRANDBOOK

Dance. Freedom. Music.

A compact identity guide for building a consistent TECHNOSTATE expression across events, social media, posters, websites, video, merch and partner material.



Draft V1 - created from TECHNOSTATE public brand tone and website content

Brand Essence

TECHNOSTATE is not only an event brand. It is a movement built on electronic music, underground culture, powerful production and the shared human energy that happens on the dance floor.

Core feeling

Massive, hypnotic, free, emotional, euphoric.

Position

One of Sweden's established electronic music movements, rooted in psytrance, trance, techno and rave culture.

Promise

Every touchpoint should feel like entering a bigger world: sound, light, lasers, visuals and community moving together.

Mantra

Dance. Freedom. Music.

Primary Brand Colors

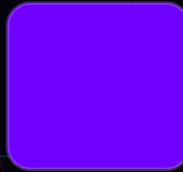
The identity should mainly live on dark surfaces with sharp neon accents. The colours below are designed for a rave, laser and arena feeling while still working in digital layouts.



Technostate Black

#05040A

Primary background. Use for hero sections, posters and digital surfaces.



Rave Purple

#6F00FF

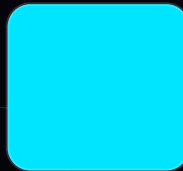
Main identity colour. Use for gradients, highlights and high-energy accents.



Laser Magenta

#FF0A8A

High-impact accent. Use sparingly for CTAs, details and social graphics.



Electric Cyan

#00E5FF

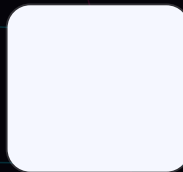
Secondary neon accent. Use for contrast, lasers and information highlights.



Acid Green

#A6FF00

Signal colour. Use for small energetic details, not large text blocks.



Strobe White

#F5F7FF

Primary light text on dark backgrounds and clean negative space.



Smoke Grey

#8B8EA3

Secondary text, metadata, captions and subtle UI elements.

Color System & Usage

Use the palette with discipline. TECHNOSTATE should feel intense, not messy. Black carries the atmosphere; neon colours carry the energy.



Recommended visual ratio: 55% black / 18% purple / 20% neon accents / 7% white-grey

Do

Build dark layouts with one dominant neon direction. Use magenta or cyan as the main accent, not both equally everywhere.

Do

Keep body text in Strobe White or Smoke Grey. Use neon for headlines, lines, icons and CTA details.

Avoid

Avoid white backgrounds as the main brand surface unless the layout is partner-facing, email-based or information-heavy.

Avoid

Avoid using Acid Green as a main background. It should feel like a signal, not a wall.

Typography Direction

Typography should feel bold, clean and engineered. Use strong uppercase headlines with enough spacing, then let supporting text stay simple and readable.

BIGBANG HALLOWEEN

A MASSIVE ELECTRONIC MUSIC EXPERIENCE

World-class artists, powerful sound, lights, lasers, visuals and community.

Headlines

Use a bold geometric sans-serif. Uppercase works well for posters, hero sections and campaign names.

Subheadings

Use shorter, punchy lines. Let them support the emotional promise rather than explain everything.

Body text

Keep body copy clean, direct and confident. Avoid corporate language. Keep the rhythm close to the dance floor.

Fallback fonts

Suggested: Eurostile / Montserrat / Orbitron for display, Inter / Helvetica / Arial for body copy.

Logo & Layout Rules

The logo should always feel premium and easy to read. Give it space. Do not let it compete with too many effects, artists names or background visuals.



Dark master use



Light / partner use



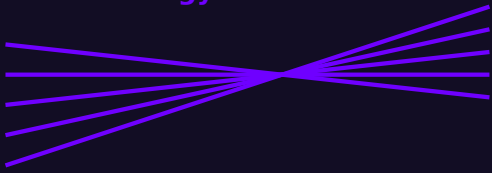
Campaign accent use

- Clear space** — Keep at least the height of the “T” around the logo.
- Minimum size** — Digital: 120 px wide. Print: 30 mm wide.
- Background** — Use dark, high-contrast backgrounds. Avoid noisy images behind the logo.
- Effects** — Glow is allowed, but it must not reduce readability.

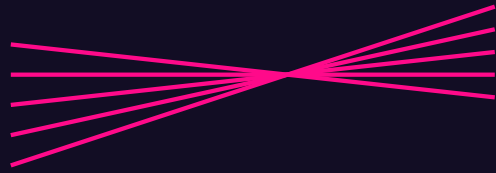
Imagery & Visual World

TECHNOSTATE imagery should feel alive, physical and immersive. The strongest visuals come from real crowd energy, lasers, smoke, artists, silhouettes and production scale.

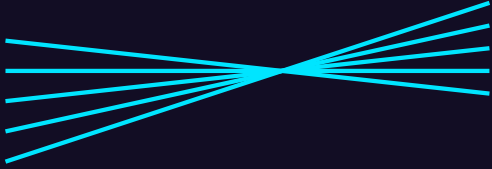
Crowd energy



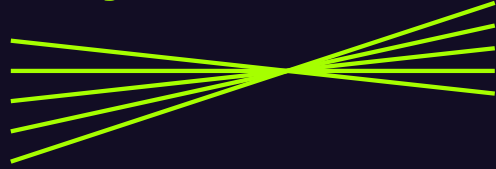
Lasers & smoke



Artist focus



Underground detail



Tone of Voice

The voice should be emotional, confident and rooted in the culture. TECHNOSTATE should never sound like a generic ticket company. It should sound like people who have lived the movement from the inside.

Say more like

A night built for the ones who feel the bass before they hear it.

A dance floor where sound, lasers and people become one movement.

The underground spirit, carried into a bigger future.

Say less like

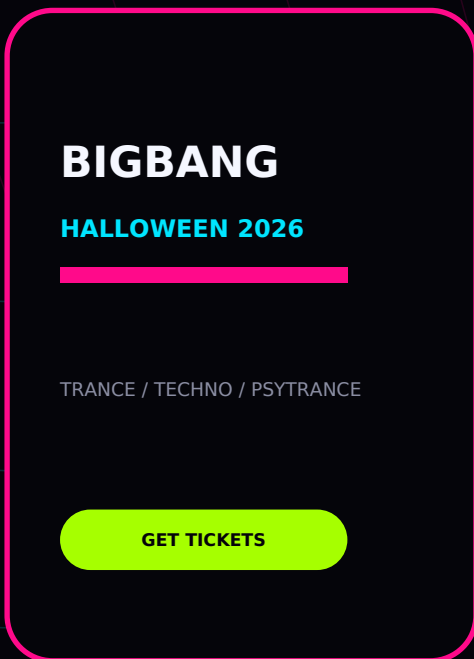
We provide professional event services.

Join us for a fun party with music and lights.

Our production creates customer satisfaction.

Digital & Social Application

For social media and web, keep the system direct: strong headline, dramatic image or gradient, one clear CTA and only the information people need to act.



Hero post

1 message, 1 CTA, 1 emotional hook.

Lineup post

Artist names need hierarchy. Headliners first, supporting names readable.

Story


Use motion: pulsing gradients, laser lines, fast cuts, but keep text readable.

Website

Dark first. White sections only when readability or conversion needs it.

Brand Summary

This brand system is built to make TECHNOSTATE feel consistent across every touchpoint while leaving enough room for each event concept to have its own identity.

- 
Use dark atmosphere Dark, smoke, shadows and depth are the base.
- 
Add controlled neon Purple, magenta and cyan create the rave signature.
- 
Keep it real Use authentic crowd and production imagery whenever possible.
- 
Speak from the culture Incorporate language. Use emotional, direct, movement-based copy.
- 
Protect the promise Every design should point back to dance, freedom and music.

TECHNOSTATE
DANCE. FREEDOM. MUSIC.