01 / THE IDENTITY

SORRY IN ADVANCE

BRAND BIBLE.



HONEST SONGS. LOUD PERSONALITY.

02 / FOUNDATION

SAY IT OUT LOUD.

Honest emotion. Self-aware humor. Songs that feel personal without taking themselves too seriously.

THE CORE

Say the thing people are thinking but aren't saying.

Swedish / Canadian pop-punk from Vancouver.

Heartbreak. Growing up. Bad timing. The words people never quite say out loud.

Hampus brings guitars and vocals; Boomer brings drums and production; Devo brings the bass. The band writes and creates together at Glory Wreck Chords, its own studio and label.

03 / PURPOSE

REAL FEELINGS.
NO PERFECT ANSWERS.

MISSION

Write songs that people see themselves in.

BRAND PROMISE

Every song should feel like a conversation you have had with yourself but never said out loud.

VISION

Build a band that lasts because people connect with the stories as much as the songs.

WHY WE EXIST

Missed chances. Late-night overthinking. Small moments that stay for years. We make room for them, with enough humor to keep going.

HONEST / HUMAN / MELODIC / SELF-AWARE / HUMOROUS / NOSTALGIC

04 / VALUES

WHAT WE STAND FOR.

01 HONESTY

Real emotions, flaws, and experiences. Nothing manufactured to chase a trend.

02 PERSONALITY

The people behind the band belong in the story. Let the humor and everyday moments through.

03 CONSISTENCY

Every release can look different. Every release should still feel like the same band.

04 CRAFT

A lyric, riff, poster, or caption deserves care. Quality builds trust.

05 COMMUNITY

Talk with people. Invite them into the story.

05 / VOICE

OUR SONGS.
YOUR OVERTHINKING.

HOW WE SOUND

Direct, conversational, emotionally specific. Funny when it fits. Human all the time.

HOW WE WRITE

Use short sentences and familiar words. Lead with the feeling or the story. Give people one clear next step.

FROM THE WEBSITE

WE SHOULD DO THIS LIVE.

OVERTHINK THIS LATER.

EVERYTHING YOU NEED.

NOTHING YOU DON'T.

New songs, shows, and the occasional thing we probably should have kept to ourselves.

06 / THE WORDMARK

BATTERY PARK. MADE OUR OWN.



ORIGIN

The Sorry In Advance wordmark is based on a modified Battery Park typeface. The finished artwork is the band's signature and should always be used as supplied.

CHARACTER

Bold stencil forms, distressed texture, and rough horizontal rules give the mark its raw, worn-in character. It feels direct, imperfect, and recognizably ours.

Use the finished logo artwork. Typing the band name in Battery Park will not reproduce the modified wordmark. Keep its proportions, texture, and framing intact.

07 / APPROVED USE

APPROVED LOGO USAGE.



PRIMARY / OFF-WHITE ON CHARCOAL



REVERSED / CHARCOAL ON OFF-WHITE



ACCENT / RED ON CHARCOAL

SPACE + SCALE

Leave at least the height of the IN ADVANCE lettering around the full mark, measured beyond the outer rules. Minimum width: 120 px digital / 30 mm print. Increase if distressing fills in.

KEEP THE MASTER INTACT

Use supplied artwork at its original proportions. On photography, place it in a quiet, high-contrast area or use a solid holding panel. A one-colour white or black print is permitted when needed.

08 / RESTRICTIONS

KEEP IT RECOGNIZABLE.

NO DISTORTION

Do not stretch, skew, rotate, or change the proportions.

NO EXTRA EFFECTS

Do not add outlines, gradients, shadows, or additional distressing.

NO UNAPPROVED COLOURS

Use the approved pairings. GWC Yellow supports the identity; it is not an approved logo colour.

NO REBUILDING

Do not retype it in Battery Park, redraw letters, or rearrange the lockup.

NO LOST DETAIL

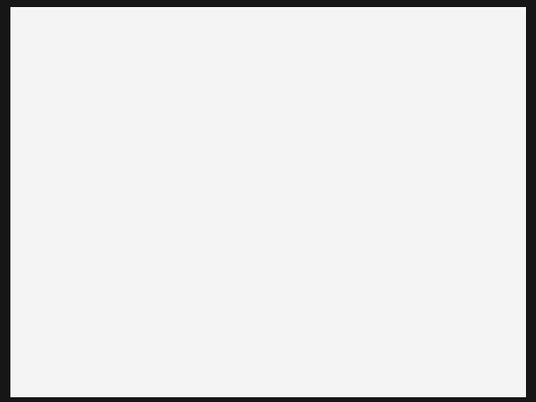
Do not crop the rules, remove texture, or place it on a busy background.

NO ATTACHED EXTRAS

Keep taglines, release titles, and sponsor marks outside the clear space.

09 / COLOUR

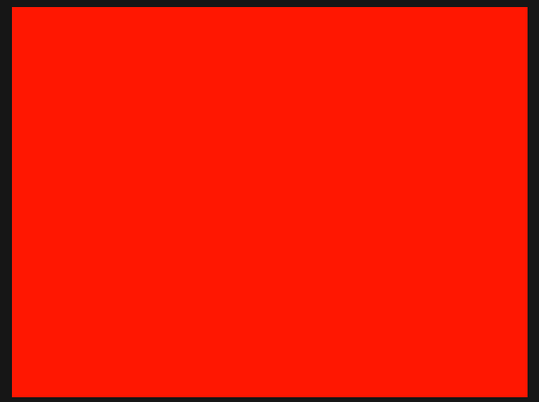
LOUD ACCENTS. SOLID FOUNDATION.



CHARCOAL

#161616

PANTONE Neutral Black C*



OFF-WHITE

#F4F4F4

White stock / opaque white**



RED

#FF1701

PANTONE Bright Red C*

GWC YELLOW

#FFB500

PANTONE 7549 C*

Foundation: charcoal and off-white. Red drives release emphasis and primary actions. GWC Yellow brings warmth and personality to tape strips, support actions, and character speech.

Support grey #A5A5A2
PANTONE Cool Gray 6 C*
Use charcoal text on GWC Yellow.

10 / REFERENCES

COLOUR IN PRINT.

DIGITAL COLOURS STAY FIXED

Use the listed HEX values for screens. The Pantone references are proposed visual starting points for spot-colour production, rather than exact HEX conversions.

OFF-WHITE

** #F4F4F4 has no exact Solid Coated equivalent specified here. Use an approved off-white stock, or ask the printer to match an opaque white ink to an approved sample on dark material.

CONFIRM ON THE REAL MATERIAL

* C means Solid Coated. Compare physical swatches and approve a proof on the intended paper, garment, or finish before production. Uncoated stock and fabric require separate matching.

Reference sources: Pantone Colour Finder / Solid Coated; visual-reference listings for Bright Red C, Neutral Black C, and 7549 C. These print references remain provisional until a physical proof is signed off.

Pantone Colour Finder

Bright Red C reference

7549 C reference

11 / TYPOGRAPHY

BIG HEADLINES. CLEAR STORIES.

ACUMIN

Our primary typeface. A clean, consistent voice across digital, print, and promotional materials.

Use bold weights for headlines and regular weights for body copy. Use italics sparingly.

Digital fallbacks: Helvetica Neue, Arial, sans-serif.

H1 / UPPERCASE / BOLD

SAY IT OUT LOUD.

LABEL / SMALL / SPACED

Body copy stays in sentence case. Keep it readable, with comfortable line spacing and short paragraphs.

Give headlines impact and body copy room to breathe. Keep essential details readable at the final viewing size.

12 / VISUAL LANGUAGE

CLEAN FRAME. RAW ENERGY.



THE VISUAL TOOLKIT

Oversized uppercase headings. Small section labels. Square corners. Thin borders. Flat colour fields. Hard red offsets behind artwork.

KEEP THE DISTRESS FOCUSED

Let the logo and release artwork carry the texture. Keep body copy, navigation, and information clean.

A LITTLE ATTITUDE. A CLEAR MESSAGE.

13 / PHOTOGRAPHY

PEOPLE FIRST.



BAND PHOTOGRAPHY

Use honest portraits and real band moments. The current website uses a light studio backdrop and a restrained, near-monochrome feel.

COMPOSITION

Protect faces and the band's silhouette. Leave breathing room for text. Use a dedicated text field or a controlled overlay when the photo becomes busy.

Carry that directness into rehearsal, backstage, and live imagery. Avoid heavy effects that hide the people.

14 / RELEASE SYSTEM

SAME BAND. DIFFERENT STORIES.





FIXED

Wordmark, core palette, clear information, and the band's conversational voice.

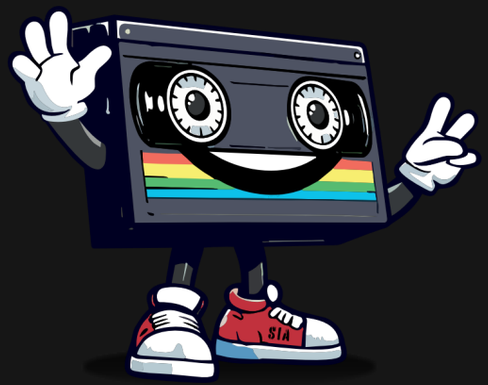
FLEXIBLE

Artwork, display lettering, photography, and a release-specific visual world.

UH OH and One Day show how artwork can change while the surrounding identity stays familiar. Release lettering belongs to the release, rather than replacing the core type system.

15 / CHARACTERS

PERSONALITY IN MOTION.



CASSIE / CORE MASCOT

The cassette character brings nostalgia, humor, and a welcoming personality. Use the classic expression by default. Reserve the uncensored version for mature contexts where the joke fits.

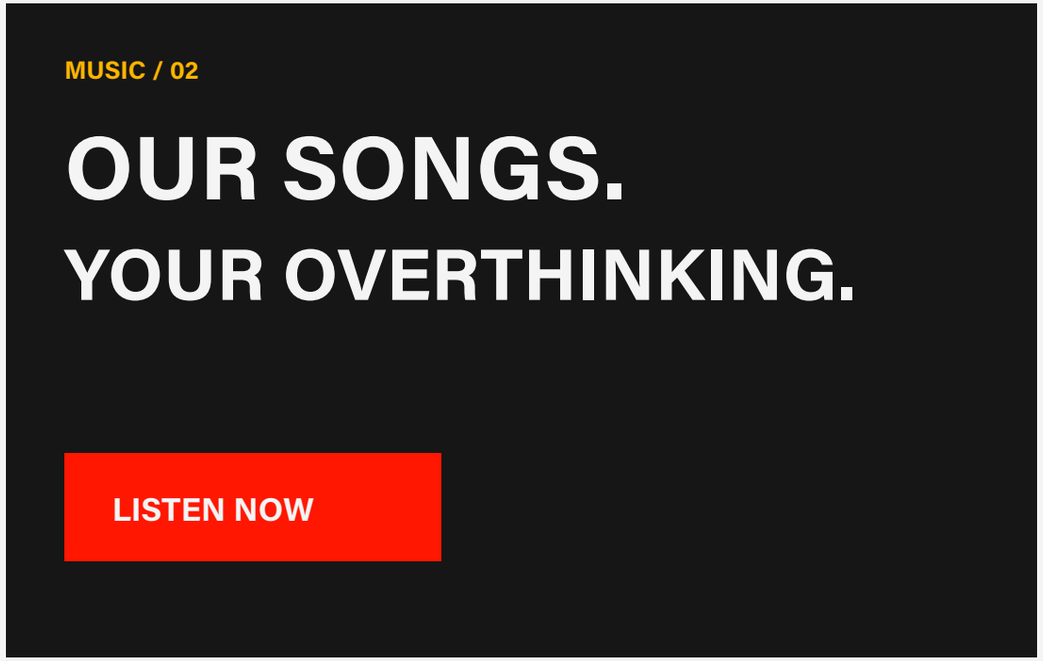
PIXEL CASEY/ WEB EXTENSION

Pixel Casey brings the band's humor into games and interactive moments. Use him as a playful supporting character, with the wordmark as the primary signature.



16 / APPLICATION

MAKE THE NEXT STEP OBVIOUS.



APPLICATION EXAMPLE / MUSIC ANNOUNCEMENT

DIGITAL

One main action per content block. Keep button labels short and literal. Use the site's square buttons, fine rules, and strong contrast.

SOCIAL + PRINT

Lead with one headline or one image. Keep dates, titles, and details legible at the intended size. Use consistent alignment and repeat the same colour roles.

17 / BEFORE IT GOES OUT

DOES IT FEEL LIKE US?

01 Does this feel like Sorry In Advance?

02 Would we make this if no one else was?

03 Does it add to our story?

04 Is the message clear and easy to read?

05 Will we still be proud of it in five years?

LOGO CHECK
Use the supplied artwork. Leave breathing room around the mark. Choose a size that keeps its distressed details legible. Check contrast against the background.