

BILLY ROACH // BRANDING GUIDE

Logo

**BILLY
ROACH**

Typography

Header

Elgoc Black

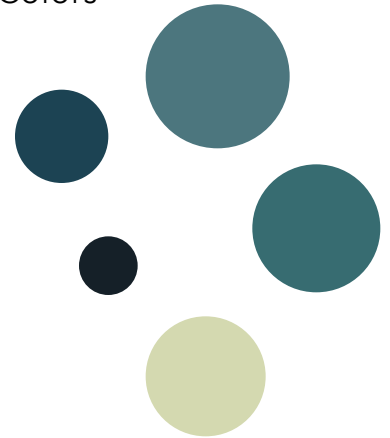
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Body

Courier New

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

Colors



Mood Board



Type Example

**A nostalgic deep
thinker, influenced by
90's alt rock,**

Billy began writing
and performing his own
music in college and
never looked back.

Logo On Colors



Logo Variations

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