

SENA JUNG

# BRAND STYLE GUiDE

GREYSTONE PROJECT





**My Brand**



# ABOUT MY BUSINESS

## Karaoke Booth (Self-Service)

Our business offers a self-service karaoke booth installed in shopping malls, college areas, and busy city districts and waiting zone.

- Private karaoke booth
- Snack culture entertainment
- Accessible, Affordable, Fun





***My Brand***



I chose the name SiNGBOX because it is simple, intuitive, and easy to remember.

The word “Sing” instantly tells people what the brand is about — singing and having fun — while “Box” represents a small, private space where you can freely enjoy yourself.

# YOUR BOX, YOUR STAGE





***My Brand***



# ***BUSINESS GOAL***

**“A small but perfect stage  
where everyone can sing, anytime and anywhere.”**

Our mission is to create a space where people can sing freely, express themselves,  
and turn any ordinary moment into their own mini-concert.





***My Brand***



# ***UNIQUE SELLING POINT***

## **Inclusive**

- Welcomes all ages
- — solo singers or groups
- A comfortable space with no pressure, just pure fun

## **Accessible**

- Can be installed in malls, campuses, streets
- Affordable, quick sessions — the perfect “snack culture” experience

## **Private & Fun**

- Small but private booths — less intimidating than traditional karaoke rooms
- Neon colors & clean design





**Audience**



# TARGET MARKET

The combination of these two axes—Usage Type (Solo vs. Group) and Lifestyle Segment (Students, Professionals, Hobbyists)—enables a more structured and multidimensional view of the target audience.

## USAGE TYPE



**Solo User**

**Group User**

## LIFESTYLE SEGMENT



**University Students**

**Young Professionals**

**Hobbyists / Solo Performers**





**Audience**



# BRAND ATTRIBUTES

## Personality



- FUN & ENERGETIC
- INCLUSIVE & APPROACHABLE

## Market positioning



- AFFORDABLE & ACCESSIBLE
- PRIVATE "SNACK CULTURE" KARAOKE

## Beliefs



- EVERYONE DESERVES THE FREEDOM TO SING
- MUSIC = SELF-EXPRESSION + JOY





*Visual identity*

# LOGO



Our logo design reinforces this idea — the lowercase “i” in SINGBOX is shaped like a microphone, turning the brand name itself into a playful invitation to sing. The surrounding square icon represents a karaoke booth, symbolizing the idea of “your own space.”





***Visual identity***



# ***DON'TS***



**SINGBOX**

1. Do not alter colors



**SINGBOX**

2. Do not Stretch / Distort





## Visual identity



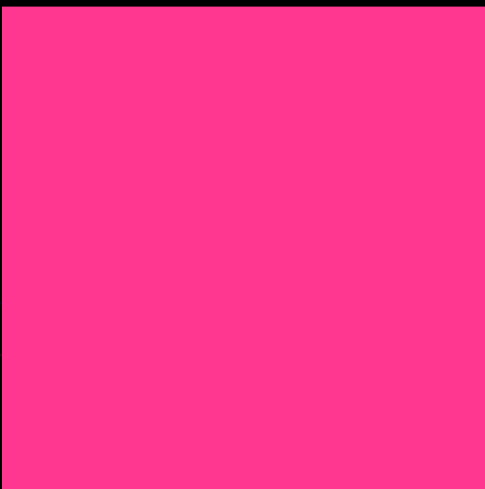
# COLORS



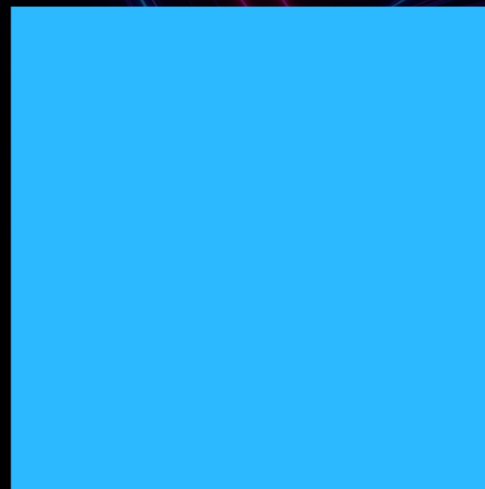
0C 0M 0Y 0K  
255R 255G 255B  
WEB = FFFFFFFF  
White



86C 86M 0Y 72K  
10R 10G 72B  
WEB = 0A0A48  
Navy



0C 77M 78Y 0K  
255R 59G 57B  
WEB = FF3B39  
Pink



82C 27M 0Y 0K  
45R 185G 255B  
WEB = 2DB9FF  
Blue





## Visual identity



# TYPOGRAPHY

## Poppins

Our primary typeface is Poppins — a clean, rounded sans-serif font that perfectly matches SiNGBOX's neon, playful, and modern brand vibe. Because it comes with multiple weights, it works beautifully for logos, headings, and body text, keeping everything consistent across web, app, and print.

White Background

# Headings

## Subheadings

Bodytext

**BUTTONS & CTA**

# HEADINGS

# Headings

## Subheadings

Bodytext

**BUTTONS & CTA**





*Visual identity*



# PHOTOS : MOOD BOARD



**ENERGETIC & FUN**



**NEON-INSPIRED**



**PRIVATE YET PLAYFUL**

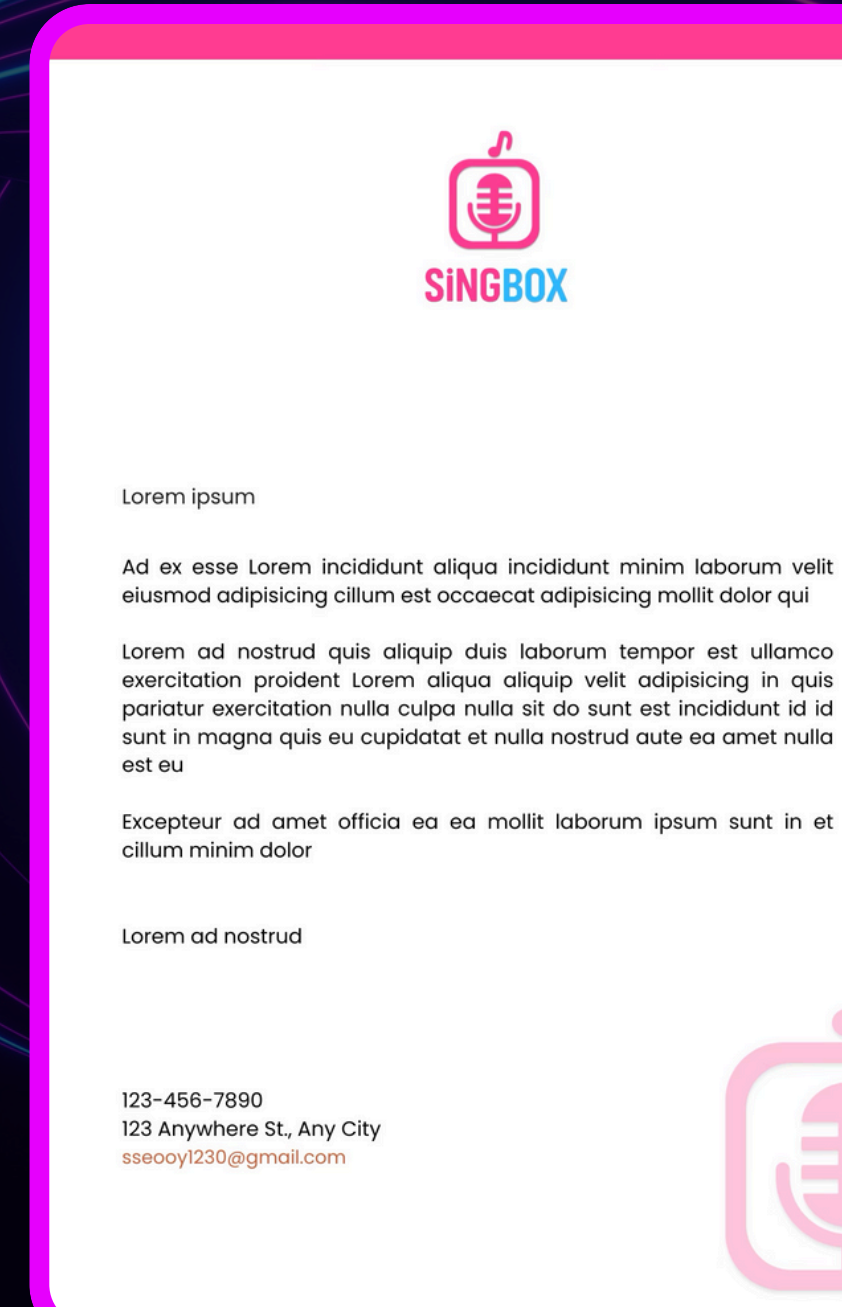


**INCLUSIVE & CASUAL**





## Visual identity







***My Brand***



# ***BRAND TONE***

## **SiNGBOX**

- **Friendly & Inclusive**
- **Energetic & Fun**
- **Clear & Simple**
- **Casual & Approachable**





**THANK  
YOU**