

SENA JUNG

BRAND STYLEGUIDE

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.



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



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



1. Do not alter colors

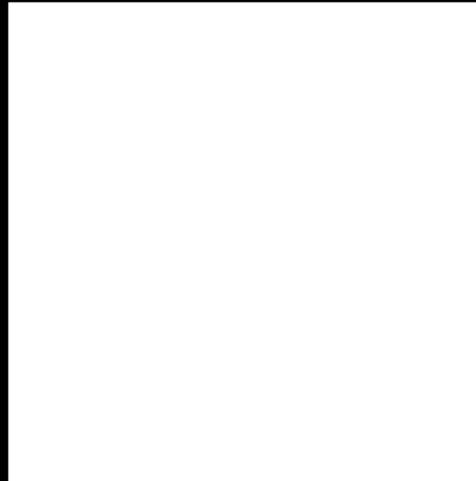


2. Do not Stretch / Distort



Visual identity

COLORS



0C 0M 0Y 0K

255R 255G 255B

WEB = FFFFFF

White

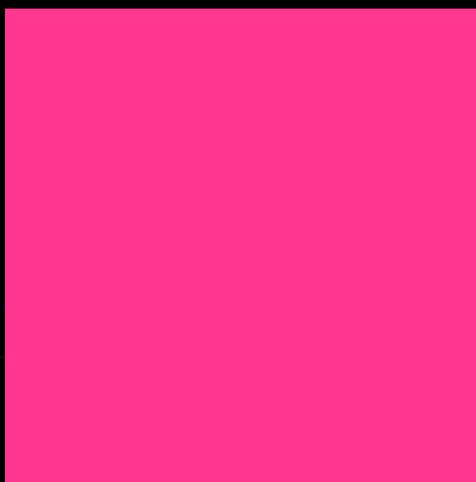


86C 86M 0Y 72K

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



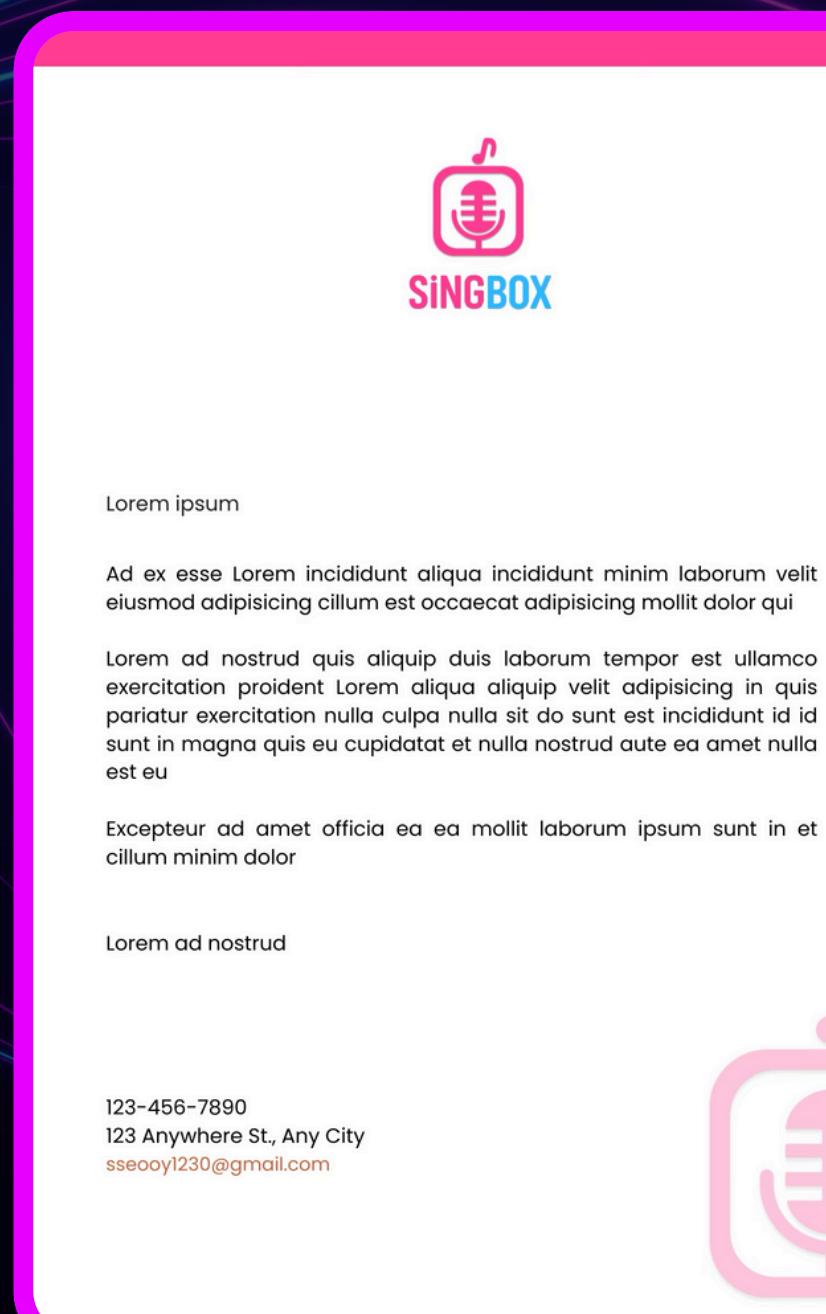
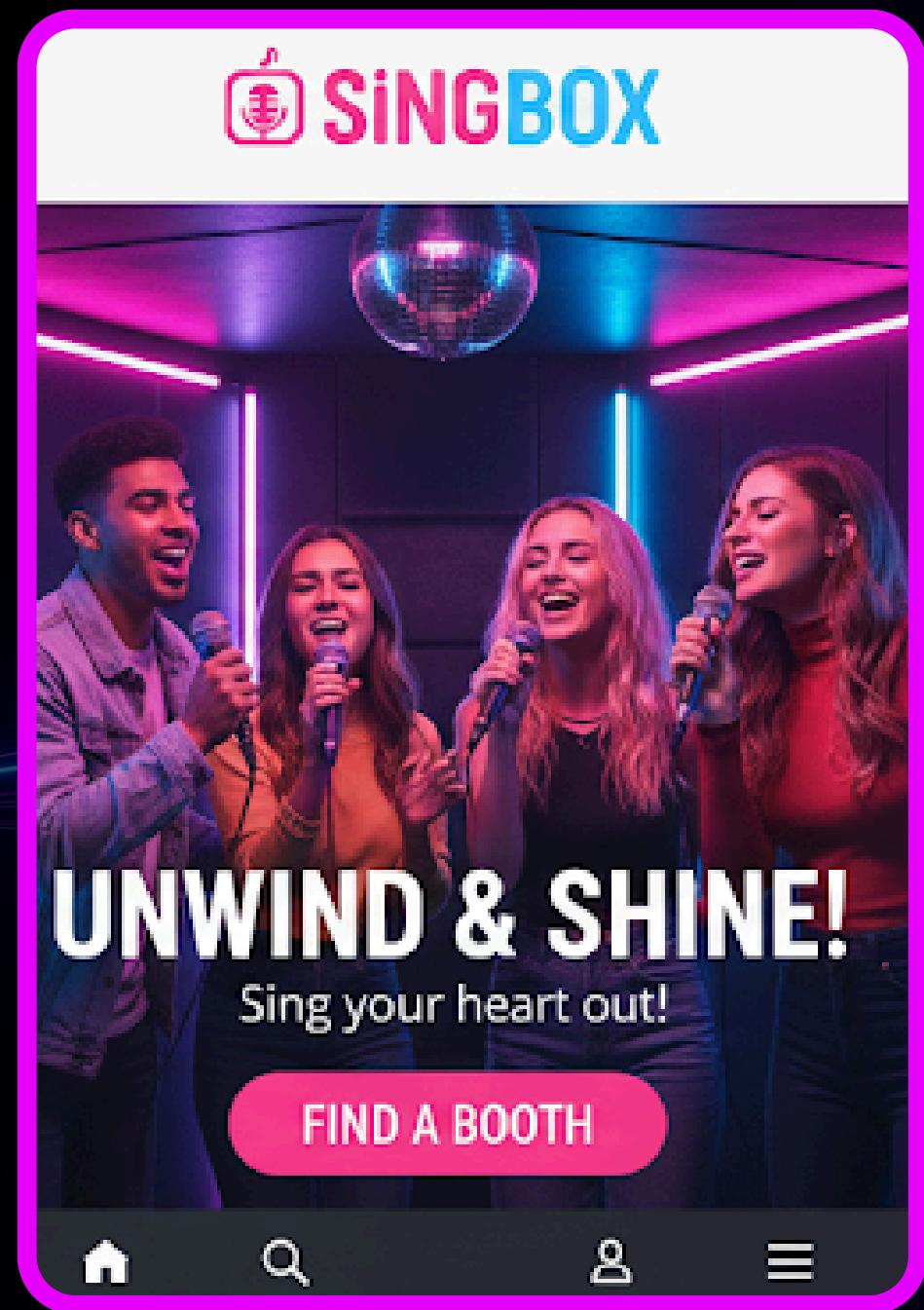
PRIVATE YET PLAYFUL



INCLUSIVE & CASUAL



Visual identity





My Brand



BRAND TONE



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

THANK
YOU