

PRESS KIT

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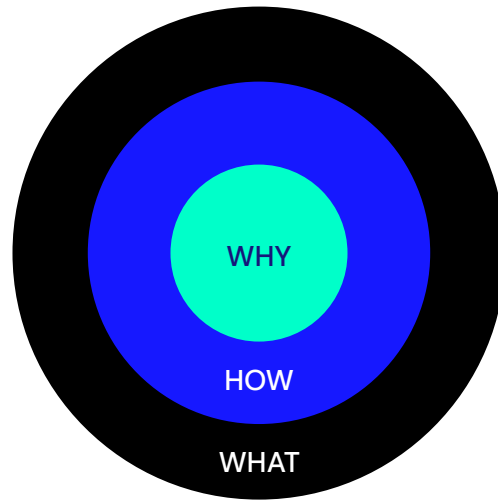
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1. Brand Differentiation

What do you believe in?

- Music should be shared, no matter what
- The main objective of playing is making people feel intense emotions
- Stay true to your music values
- Never stop evolving and discovering new music
- Create as much as possible

1. Brand Differentiation



Brand differentiation

WHY (purpose)- What's the purpose of your business?

Share music.

HOW (process)- The things you do to be special or stand out from the competition

Through playing, performing, mixing and producing music

WHAT (result)- Your products or services

Gigs, playlists, mixes and songs

1. Brand Differentiation

Brand differentiation

Let's start by differentiating your brand. This is crucial to get the right customers and align your brand with them. Don't use price as a feature of your brand.

What: [Only groovy Anglo-Mexican mixer](#)

How: [that can DJ, play the drums and produce music live](#)

Who: [for electronic music lovers](#)

Where: [in music venues & clubs](#)

Why: [who want to discover new music and dance](#)

When: [whenever possible](#)

2. Brand values

Broad Values

Active	Direct	Impactful	Relaxed
Adorable	Dramatic	Industrial	Reliable
Adventurous	Dynamic	Informal	Retro
Ambitious	Eager	Innovative	Revolutionary
Artistic	Earthy	Inspiring	Romantic
Athletic	Eccentric	Intense	Rustic
Bold	Efficient	Intentional	Scholarly
Calm	Elegant	Inviting	Secure
Caring	Empowering	Irreverent	Sensitive
Casual	Enchanting	Jolly	Serious
Charming	Endearing	Joyous	Silly
Cheerful	Energetic	Low	Simple
Chic	Ethereal	Maintenance	Sincere
Classic	Exciting	Lively	Sleek
Clever	Exuberant	Lush	Smart
Collaborative	Fabulous	Majestic	Soothing
Comfortable	Familiar	Mature	Sophisticated
Confident	Fashionable	Modern	Stable
Conservative	Festive	Natural	Stimulating
Contemporary	Fierce	Nifty	Striking
Convenient	Flirty	Noisy	Strong
Cool	Formal	No-nonsense	Stunning
Cooperative	Frank	Nostalgic	Sustainable
Courageous	Free	Organic	Swanky
Creative	Fresh	Peaceful	Timeless
Custom	Friendly	Plain	Tranquil
Cutting Edge	Fun	Playful	Trustworthy
Daring	Functional	Plucky	Unconventional
Dazzling	Funny	Powerful	Urban
Debonair	Futuristic	Professional	Versatile
Delicate	Generous	Proud	Vintage
Delightful	Gentle	Quaint	Whimsical
Detailed	Glamorous	Quirky	Wild
Determined	Graceful	Radiant	Witty
	High-Tech	Rebellious	Wise
	Hip	Reflective	Wistful
	Hilarious		Youthful
	Historic		

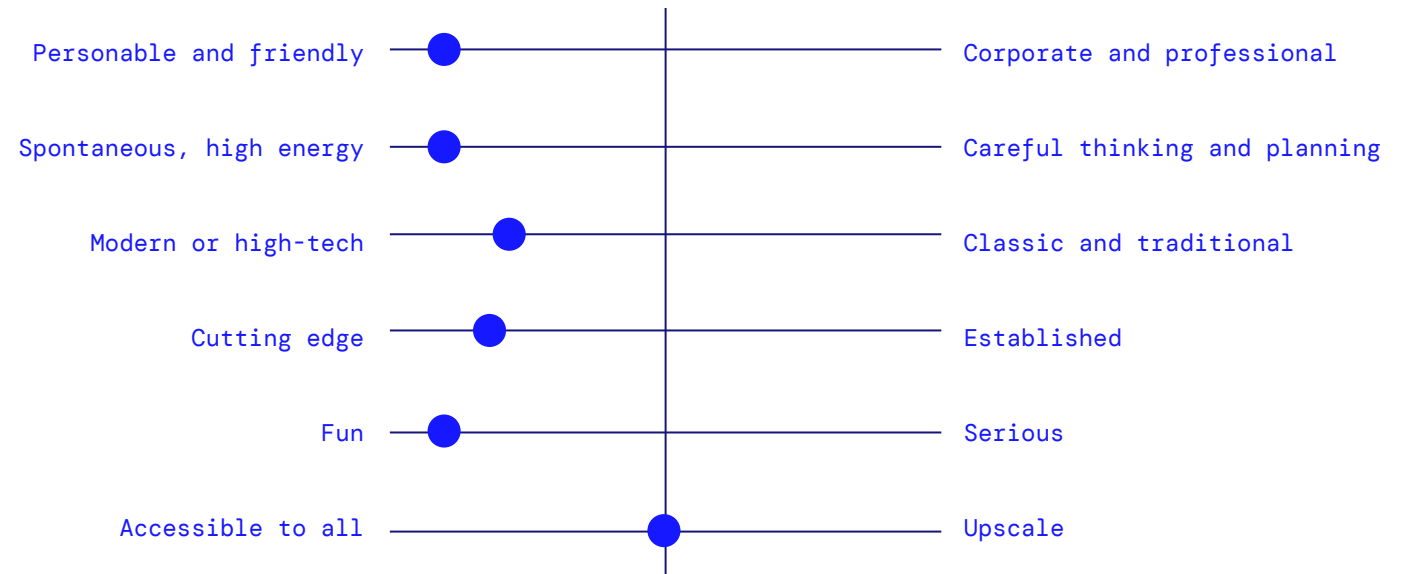
2. Brand values

Brand Foundations

- Creative
- Free
- Inspiring
- Energetic

3. Brand personality

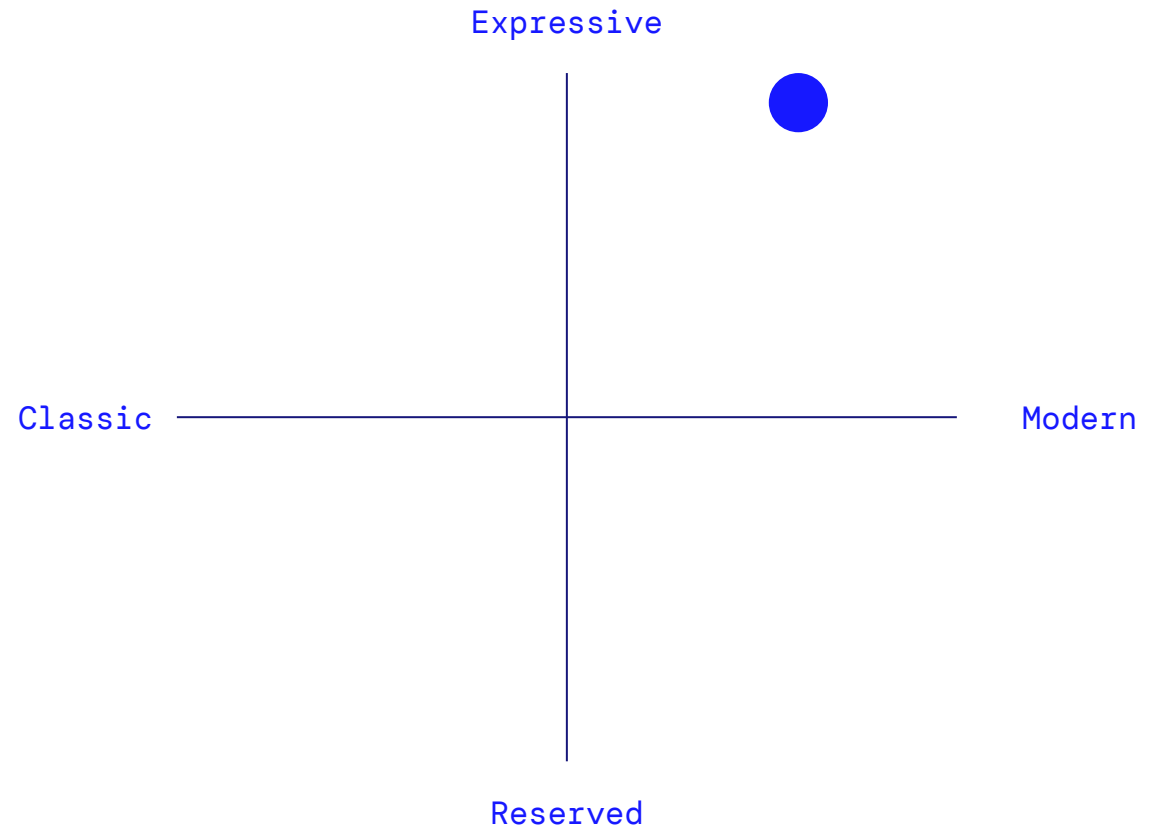
Brand's Personality Spectrum



3. Brand personality



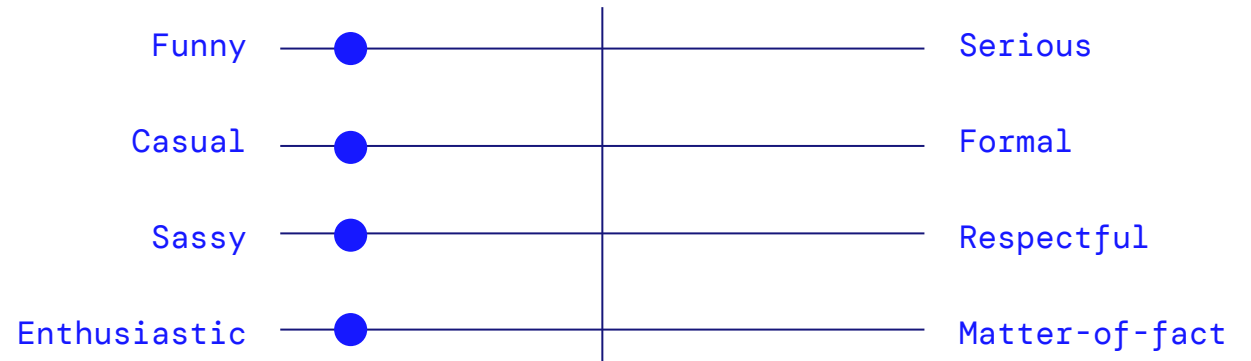
Brand's Personality Spectrum



3. Brand personality



Brand's Tone of Voice



4. Brand language

Grammar

UK English

Recurring Words

Creative, Free, Inspiring, Energetic

Wise, Inspiring, Adventurous, Exciting, Friendly, Innovative, Modern, Rebellious, Fresh, Musical, Approachable, Together, Future, Bright, Fun, Flourishing, Friendly, Good, Optimistic, Goal, Meaningful, Motivating, Groovy, Aspirational, Uplifting, Celebrating, Modern, Explore.

5. Brand Promise

I'll make you dance,
no matter what!

6. Slogan

Rhythm is Life



7. Logo

[Download Logos](#)

- Dark Background
- Full Logo



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7. Logo

[Download Logos](#)

- Dark Background
- Icon





7. Logo

[Download Logos](#)

- Light Background
- Full Logo



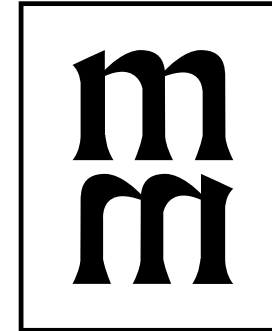
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7. Logo

[Download Logos](#)

- Light Background
- Icon



8. Music Style

[See playlists on Spotify](#)

Genres

Deep Tech

Dub Tech

House

Organic House

Techno

Minimal

Downtempo

Melodic Techno

Melodic House



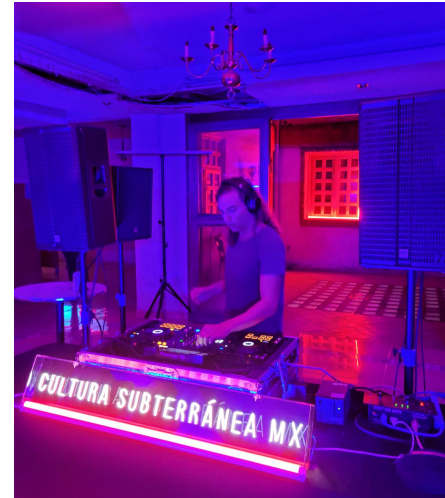
9. DJ Mixes

[Listen on Mixcloud](#)



10. Video /Photo

- Natural
- Techy
- Free
- Inspirational
- Adventurous



11. Helpful links

Assets

[Brand Assets](#)

[Media Assets](#)

Website

marma.mexicacollection.com

Social Media

[Instagram](#)

[Spotify](#)

[Mixcloud](#)

[Soundcloud](#)