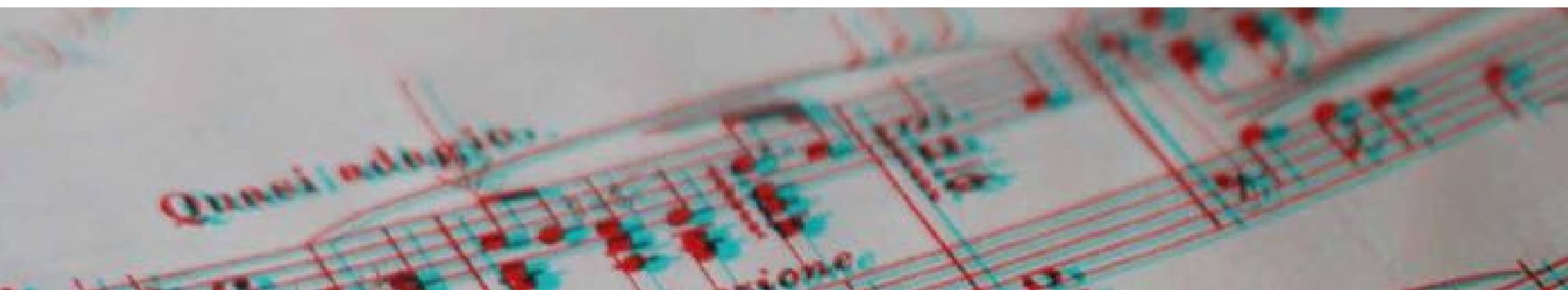




Lofti: Brand Guidelines





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ARE YOU

NERVOUS?

HISTORY OF MYSPACE

2003-2005

Founders : Chris DeWolfe & Tom Anderson

MySpace began in a class called "The Impact of Tech on Media and Entertainment " during Chris DeWolfe's last year of college in 1997. As a final project, he combined elements of different known sites of the time to create an entirely new social media platform. Originally, the site was named Sitegeist and included an informational search engine for different types of businesses like retail, activity, etc., a romantic compatibility feature, and instant messaging. You could make friends, find lovers, or simply share music. After receiving an "A" on his project DeWolfe decided to take his site to the next level and in 2003 MySpace was born. It was different from the other social media sites of the time. MySpace had a rebel feel to it and its "raunchy attitude" made it more appealing to the younger generation.

In 2005, Rupert Murdoch's News Corporation purchased MySpace for \$580 million dollars, taking Chris DeWolfe and co-founder Tom Anderson along. With more users joining, parents and community groups had concerns for young teenagers and the potential for sexual predators to exploit them. Therefore, in "2006 the company started detecting and deleting profiles of registered sex offenders and partnered with Sentinel Tech Holdings Corp to develop the first national database of convicted sex offenders"(Britannica). With new security features in place, MySpace expanded even further by rolling out features including a MySpace record label and partnerships with YouTube. In 2009, membership started to fall due to the rise of other social media competitors such as Facebook and to differentiate itself, MySpace branded as a music site. Finally in 2011, News Corp sold MySpace to Specific Media and Justin Timberlake for \$35 million and has since been run as a site to follow celebrities, share music, and find friends. That is until Lofti...



Timeline

1997

MySpace began with Chris DeWolfe's project 'Sitegeist' from the class "The Impact of Tech on Media and Entertainment" in his final year of college.

2005

Rupert Murdoch's News Corporation purchase MySpace for \$580 million dollars. Chris DeWolfe and co-founder Tom Anderson came along for the ride.

2003

The real MySpace was born and different from other social platforms of the time. It's 'raunchy' attitude and rebellion feel attracted the younger generation.

2006

MySpace's popularity lead to many new users and concerns started to rise for teenagers on the platform. Therefore, partnered with Sentinel Tech Holdings Corp to develop the first national database of convicted sex offenders.

2009

MySpace began to fall due to the rise of other competitors such as Facebook. To differentiate itself, MySpace branded as a music site.

2021

Loft was born and a new era of sharing music, art, and craft has begun.

2011

News Corp sold MySpace to Specific Media and Justin Timberlake for \$35 million and has since been run as a site to follow celebrities, share music, and find friends.





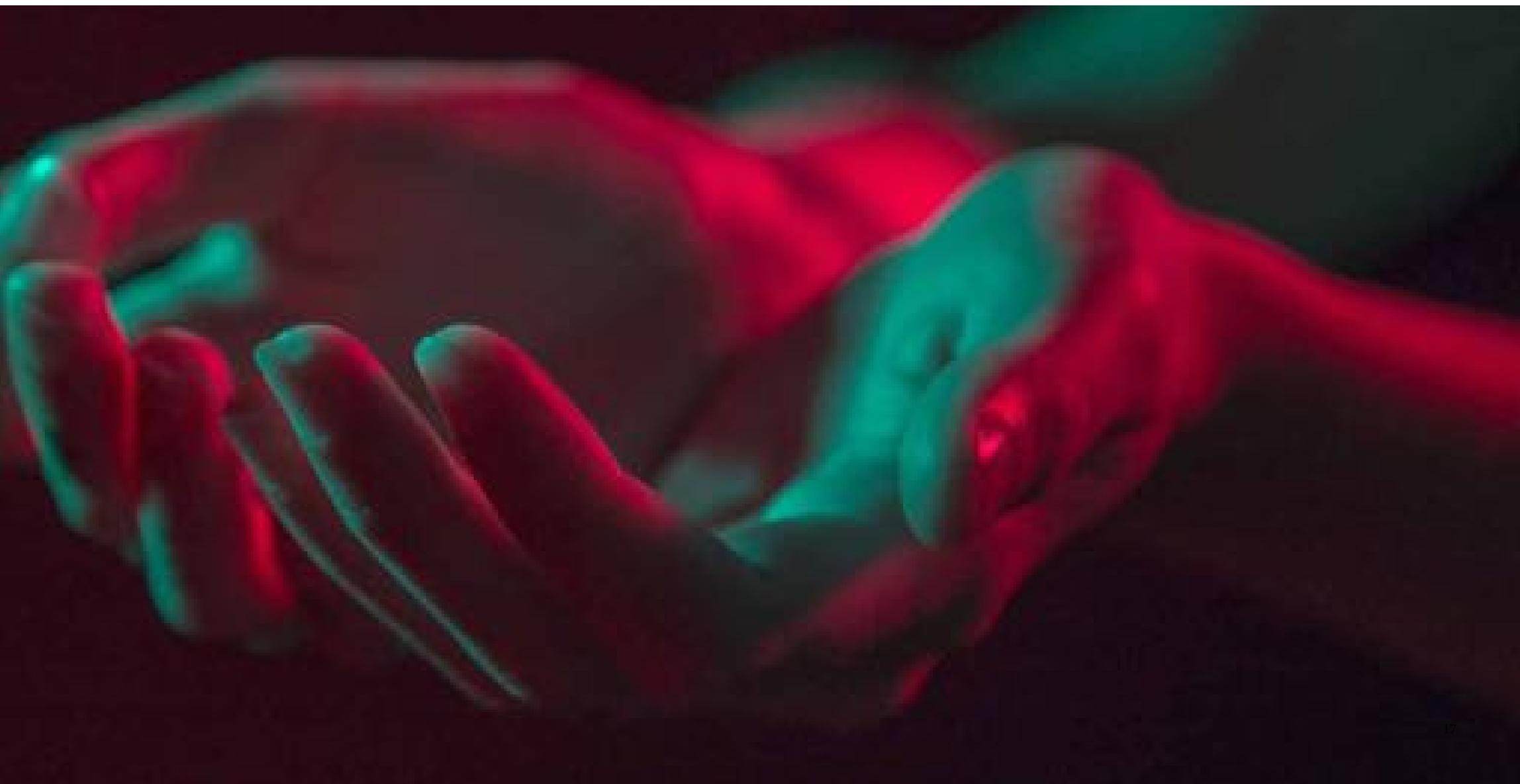
BORN AGAIN

Direction

With a rise and fall, we are born again. Accepting in versatility of talents, voice, strengths, and weaknesses. We pick up some pieces while leaving others behind. It is freedom we seek. Freedom in who we are and what we will become. So I ask, what direction will be taken? Is it to be a singer,

songwriter, painter, or sculptor? Is it preferable to be a little more new aged? The ability to play with pixels instead of a canvas? Or is it all of the above? A place to let everything flow. Well, Lofti was made with creatives in mind. Allow them to steer the own boat while we provide the vessel.







A dark, circular object, possibly a vinyl record or a CD, is shown in the bottom left corner. It has a glowing red and blue light reflecting off its surface. The word "SERIES" is visible in a glowing red font, and the number "80" is visible in a glowing blue font.

Objective

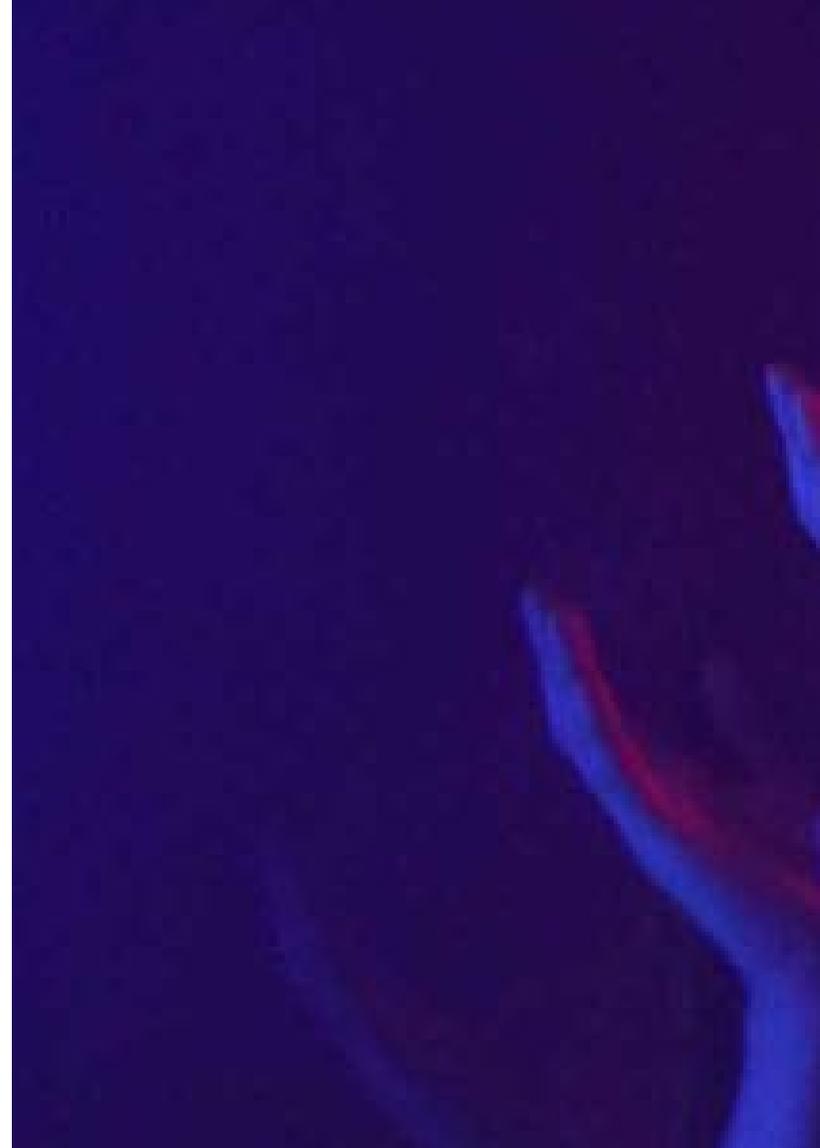
An inspirational working ground to be bent by the creator's hand. A perpetual set of resources brought forth by the dexterity and talent of minds that come from all walks of life. The tools necessary to produce that which is, at its very core, unique. We are here to cater to the individuality of all artists,

from all backgrounds. We at Lofti give the ability to share stories, passions, and a journey in an environment where others are trying to push each other to succeed, not get knocked down. Because if anyone rolls up in our house with attitude, they are going to become fast friends with the boot.

Mission

An open space for creativity to flourish, allowing musicians and artists to grow in their craft while providing a platform where users may learn and connect with

others. We believe that strength in numbers is the key to success and community is the language we speak.





Values

Promote kindness towards one another so that creativity can flow.

Create a safe space where the loftiest people have the freedom to express themselves.

Enhance growth by breeding success through innovation, encouragement, and kindness.

And above all, keep it classy.

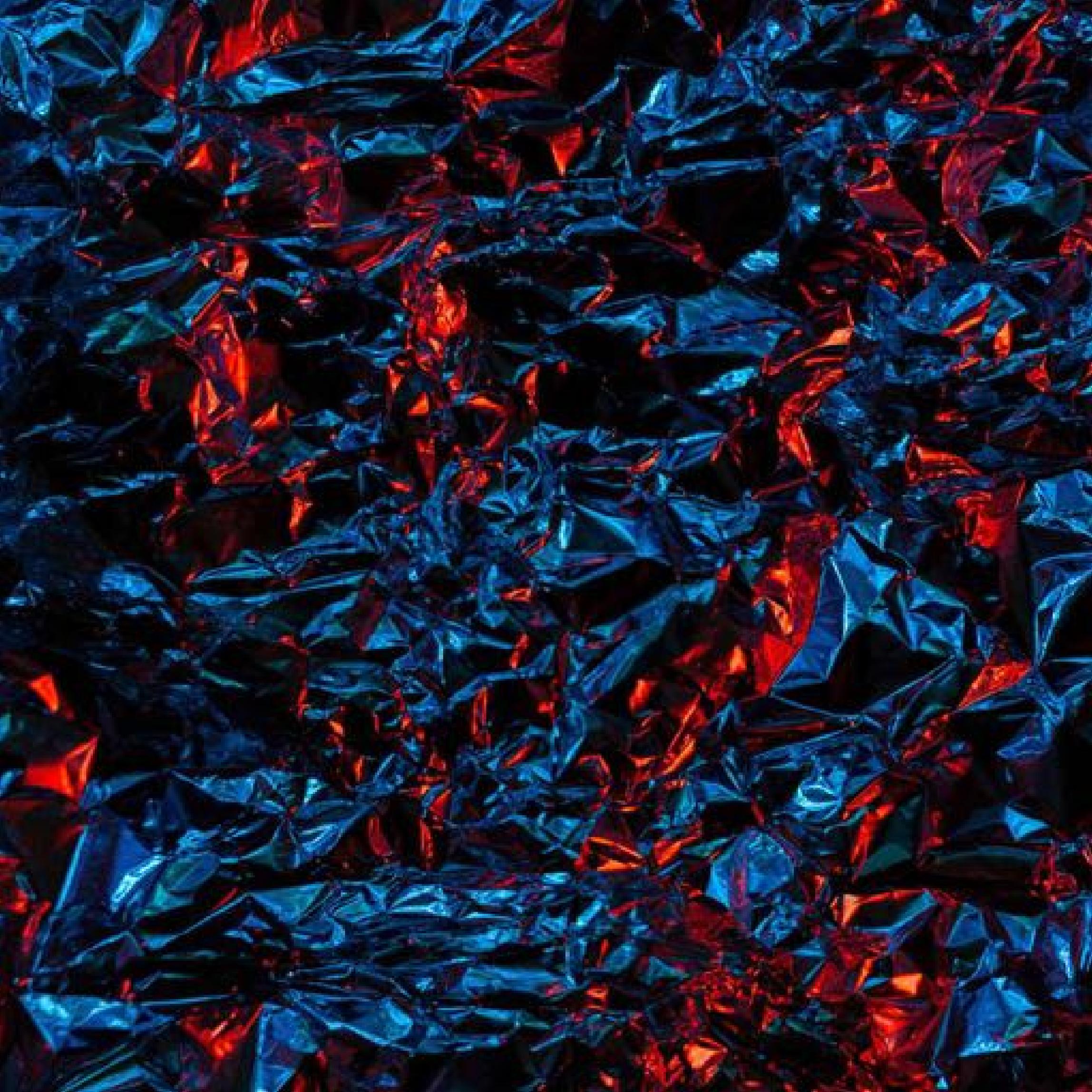




Merit

We at Lofti promise to do our best at maintaining a friendly and professional environment for our creatives by monitoring our social platform to facilitate the development of a healthy community. Additionally,

to help our artists grow, we will provide and continually improve the tools needed to become more experienced at the selected craft.



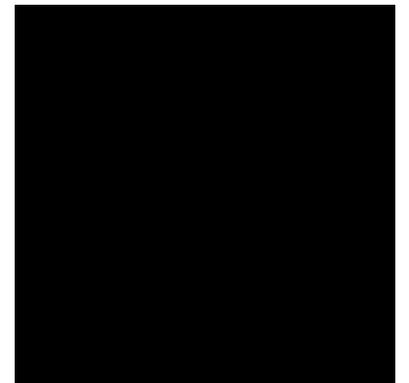
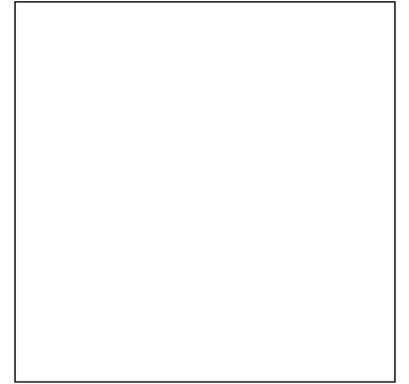


Do you feel me?

Feel open and free to do exactly as you please. Drip the plotted paint drops onto an open canvas with no mistake because every line is intentional. Get to know the work of others since discovery is the key to a new method, new perspective. Really it's all just recreation. Understand what genius is and genius flows. Repeatedly perfect and constructed through visual study.

Our Roots

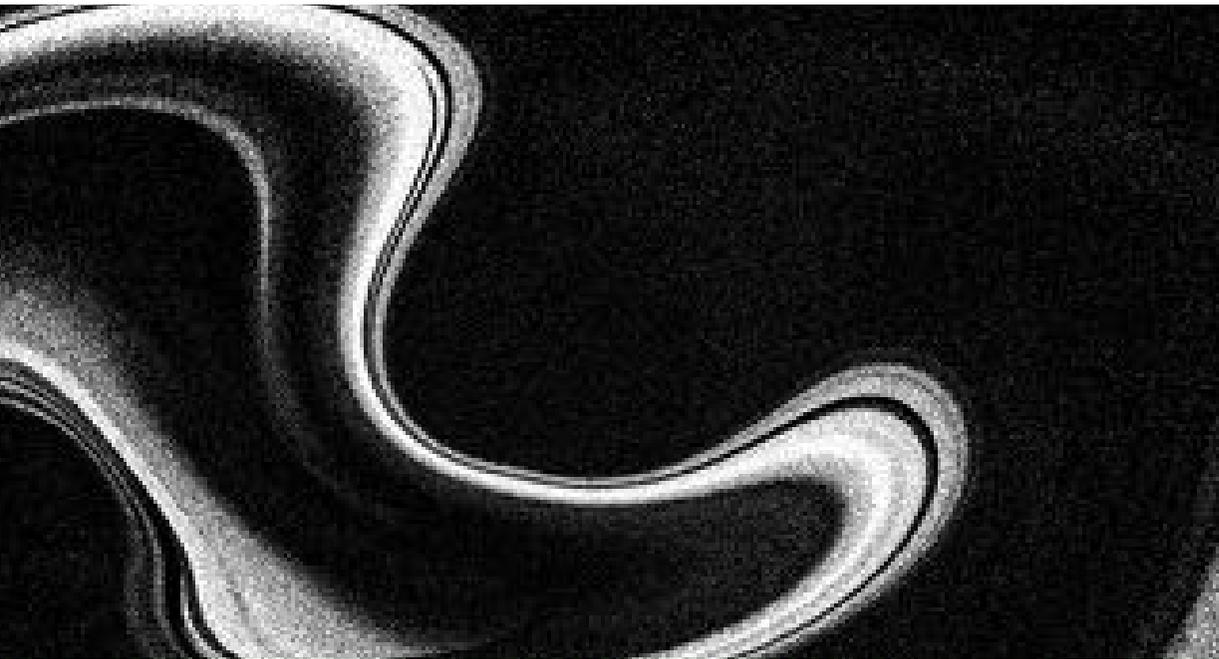




The strong personable voice that we embody isn't limited to a specific tone. We should be as broad and varied as our users. Each one of our listeners has unique tastes and care should be taken not to disparage any genre of music or lifestyle that ensues from listening to any kind of music. Rap should never be implied as unsophisticated, just as classical should never be portrayed as boring. With this approach, each category and person should feel welcome.

Be approachable. It's fine to be colorful and even a bit rebellious, but not off-putting. Stand out, but not so much that you stick out. Be different in a charming manner, not in a self-serving way. Charm the subject to engage but don't play devil's advocate without conviction because we are all one community here.





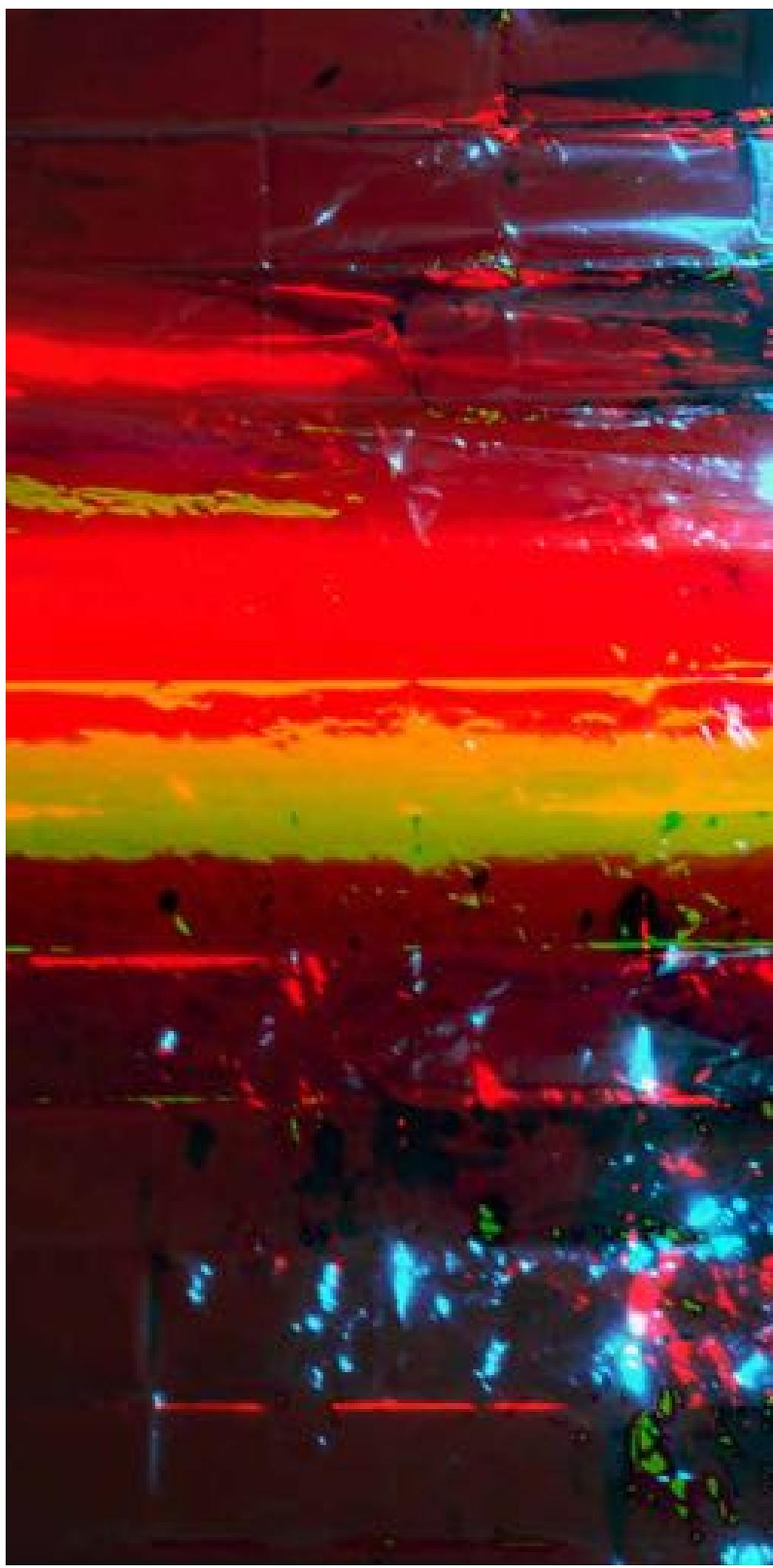


Our Growth

It's been a long time coming for a nice revamp. So that's what we are here to do. We want to keep all the best parts of what we used to be and turn it into something incredible! Think a customizable space that is focused on what our artists, musicians, photographers, and creatives of every kind love to do. What are their needs? What do they want to showcase and how do they grow in the process of doing just that? It's simple, let's keep it clean but fun, professional but worth doing a double take, and one hundred percent made with a community in mind. I mean, let's face it, as much as we would

like to say that we know it all, we don't. We are only one team of people with a good set of skills that we learned from our own experiences. However, we can say, that there are so many others like us out there that have knowledge and resources to share and that is why we want to be the bridge so that everyone can have a path towards success.

ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ





Christine

Singer

Goals



Female



21



College Student

Music Teacher

Collaborate with others

Give back to community

Biography

Christina was born and raised in the Bay Area of California. With two doting parents and one older brother. She and her father bonded over music, which is how she got her passion to sing. She took choir through out her adolescent years of school but decided to take college classes to become a choir teacher. She loves to sing and collaborate with other musicians, but doesn't have the connections.

Interests

Fashion ●●●○○

Music ●●●●●

Photography ●●○○○

Fine Art ●●●○○

Memes ●●●○○

Weekends Out ●●●●○

Skill-set

Piano

Soprano

Sheet music

Quotes

"Everything you want is just outside your comfort zone."

"If you can find a job that allows you to do what you love and give back to your community, you're living the best life. "





Aron

Graphic Designer



Male



37



Entrepreneur

Interests

Graphic Design	●●●●●
Illustration	●●●●○
Painting	●●●○○
Social Media	●●●○○
Anime	●●●●○
Memes	●●●○○

Quotes

"The best thing about designing art is you get to make your own world"

"Don't stop until you're proud."

Goals

Own his own business

Create a successful comic book

Have a family by 40

Biography

Aron was born in New York, NY. Raised by a loving father that pushed him to pursue his dreams. He always sought comfort in Saturday morning cartoons and doodling in his journal. Today, he is a skilled independent graphic designer always looking to grow and find new jobs.

Skill-set

Digital Illustration

Painting

Calligraphy

Ariana

Pianist



Female



17



McDonald's

Interests

Beethoven	●●●●○
Classic music	●●●●●
Jazz	●●●○○
Pop	●●○○○
Documentaries	●●●○○
Singing	●●○○○

Quotes

"Being able to put your feelings into words is hard. Putting them into music is like slicing butter."

"Growing up with a jazz pianist as a grandfather was truly a blessing. I was introduced to a whole world from my first breath until his last."

Goals

Help people with her music as others have for her

Write music that resonates with people

Become as famous as Beethoven

Biography

Ariana was born Texas into a military family. Growing up in states all over the country. She found her peace in the one constant thing, piano. Her grandparents had a piano in their living room and she would always go to their house to play with it. When her grand father passed, she was given the piano and has taken it with her to every state. Today, she works at McDonald part time while she writes compositions.

Skill-set

- Math
- Video games
- Multitasking
- Ambidextrous
- Piano
- Sheet music
- Composition writing





Vian

Photographer



Male

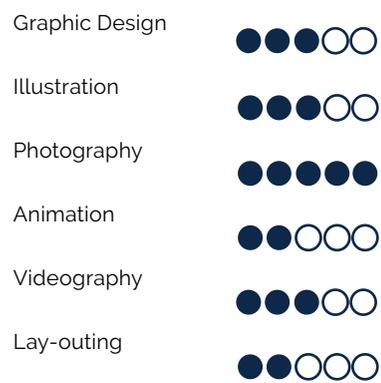


30



Photographer

Interests



Quotes

"Capturing the thing that says a thousand words is almost the same as being a novelist"

"Fill in the blank, Macaroni and"

Goals

Capture everyones happiest moments

Photograph Christina Aguilar

Capture everyones happiest moments

Biography

Vian was raised by his grandparents in Cleveland, OH after loosing his parents in a tragic car accident. For almost two years after his loss, he slept with their pictures laying next to him in bed. Once he got into high school, he started gaining interest in photography and practicing his skills. Now, he lives in California getting gigs as a photographer and takes more photos during his free time.

Skill-set

Photography

Photo Manipulation

Digital Illustration

Painting

Calligraphy

Behance

Behance is a place for creatives to showcase their work but that's about it. Now, a portfolio feature is one of many that Lofti has to offer. So I ask, where is the pizzazz? The excitement? The feeling of wanting to get on the site for any other reason besides browsing artwork. You know, that thing called fun.

Dribbble

The best part about Dribbble is the announcement you may put on the b's. You know, dribbbbbbbbbble. Beyond that I feel like I'm working with a Behance knock-off. Or maybe it's the other way around? (Insert thinking emoji here). Now, I'll say it once again, great place for inspiration but that's all.

Band Mix

I mean I guess you could use these guys for some merchandise and to fluff up your website but are they going to try to get to know you and understand you like we do? Will they be there to support your deepest desires and help you achieve them in the flesh? Nah.. I'd say that might not be their style.

Drooble

We at Lofti are humble enough to admit when an establishment has got it going on and Drooble sure does have a mission that reaches our loftiest standards. However, one key difference between us and them is that not only do we provide the tools for our artists to receive feedback and get noticed in the industry but we also help them learn their craft. Through our on-line learning platform and events, we are here to help them level up in all their creative endeavors.

Current Competitors

Adjacent Competitors

Fiverr

Pssh.. Going on fiverr will lead to lots of time wasted trying to find a decent person to do a job at 25% quality when really you could just come to lofti and see stats and full layouts of our users who care to do business. Not to mention you can see the progress they have made along the way. Couple that with a story that gives you some insight into their brain-matter and you have a pretty good deal.

Freelance

I know the artistic industry is tough but am I really going to work for free? The audacity, I tell you! Sure, you will find things and stuff and people, and then more things and stuff and people, but what you won't find is that spark that makes you feel like you've known the person all your life. Unless you go onto the Lofti homepage and search our business section for all our amazingly talented creatives.

Linkedin

Am I allowed to be on LinkedIn if I don't own a suit? Trust me, professionalism is a super important aspect to develop but color makes the world go round and isn't there a way we can meet somewhere in the middle? Oh wait there is, its Loft. Be your loftiest self- professional with a personality.

Upwork

I work, you work we all stay up to work! It's necessary to be connected to the people who will bring you success. Upwork has the right tools for the transactional application between consumer and creator. Ah yes, creator — creativity...community! Right, a community of creatives is what is missing here. The energy that comes from being involved with others and open to growth.

Facebook

Facebook, please! We were Facebook before Facebook even took their first steps. Besides, it took Facebook until, like, last year to even update their interface to anything remotely modern. Maybe Facebook should search Lofti's amazingly talented creatives to keep that dinosaur up with the times.

Instagram

Instagram is a solid place for artists of all kinds to show the world their work. Just don't try to get into the business side of things because all of a sudden that work will no longer be owned by the artist who created it. It's funny what fine print can do to a person. Anyway, Lofti would never take an artist's creation. We only accept mutually beneficial partnerships.

YouTube

Okay YouTube has the right idea by giving people a voice and a community to project it. Lofti takes on these same values, we just give more features to personalize it to your exact needs. We also curate the feedback so that users remain constructive rather than dropping all kinds of really unnecessary words.

TikTok

What does it mean to be TikTok famous? I believe that is either pranking everyone around you until they are sure you have gone mad somehow, or knowing interesting facts about science and attempting to explain them in under a minute. Well, if you believe that will fill your heart then we support you. Then again, if you care to put yourself out there and make songs that contain more of your pretty voice, we got your back.

Aspirational Competitors



What's the sitch?



Lofti isn't just another social media account to bitch about your problems and upload another selfie. No, Lofti is a platform where creativity takes on a mind of its own. A place where you're already onto your next idea before your first is even finished.

Strengths

Inclusive environment
Sleek design
Personalized feed(s)
Job opportunities
Creative feedback allowing growth among users

Weaknesses

Whole new brand identity
Lots of similar competitors
Awareness



Opportunities

More freelancers
Crossover with LinkedIn

Threats

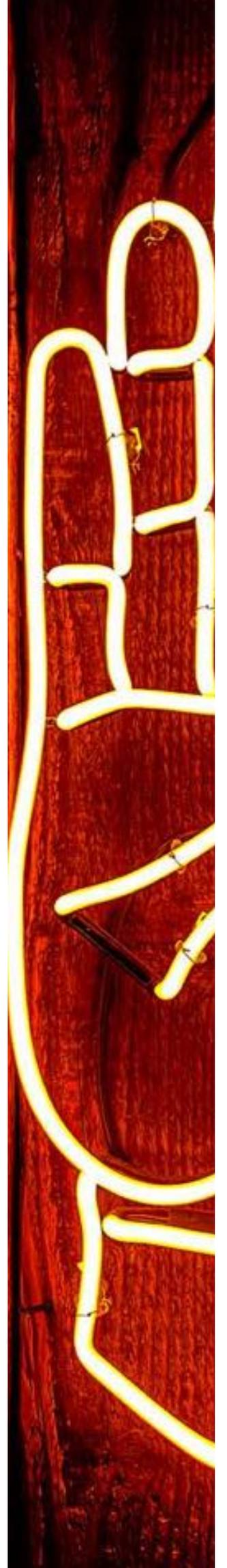
Competition
Target audience may not trust right away

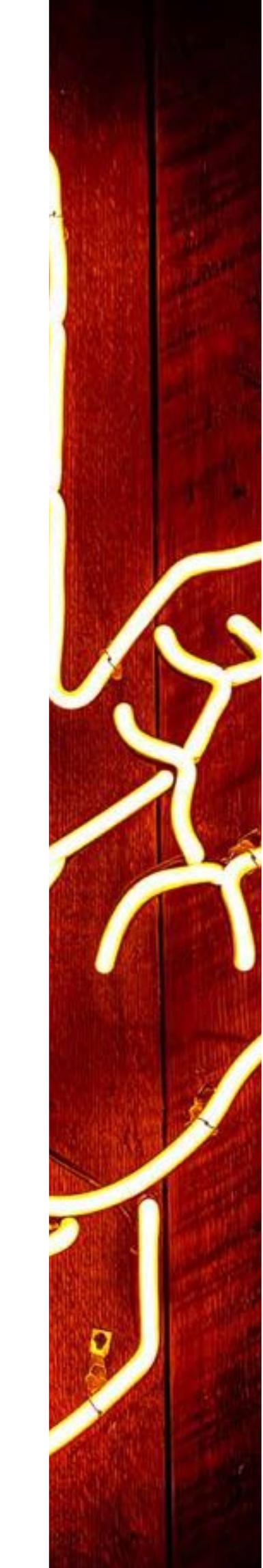


GOOD

WE LIKE MAKING PEOPLE NERVOUS

Our Story





We are Lofti — a platform for creatives to express themselves, show their work, and be a part of a community. The artist's work is the artist's work and hey if we love what's been done, we will be in touch for an equal partnership. We are all about growth, baby! Growth, community, and expansion on a freedom-oriented and open minded platform for our creatives to learn and develop themselves in this

crazy-ass, fast paced online environment. We are here to support the journey and not profit from it. Handing over the necessary tools for success and letting the people ride with it. From the ashes we rise as a fresh and furious revival. We come to you with actions, words, and intentions to take this technological era on by connecting to that which really matters — the art.



CHOICE
BEEES

GIRLS
♥

Lips

Lips

LIPS
LIPS
LIPS

LIPS





The Old

We quickly made it to the top of the social media hierarchy during the new age internet boom. Containing all the simple things that everyone wants wrapped up into one great web platform with an edgy feel. That emo-esk, in your face, dark kind of sacred web space that made you think you were

as cool as the kids skateboarding during school hours. Yes, the baddest of the bad when it came to the way you put your photographs out there for the world to see. Combine that with the desire to share music and you have newest way of the time to make a first impression -one screen to another.

The New

It is a new era, a new time. Embrace what was, so that it may be crafted into something exquisite. A new purpose and platform for this generation to express themselves. In all ways, with no judgment. It is our time. Lofti is made for creatives from every

corner, crevice, and carefully crafted studio, all over the world. We don't focus on what society says we are, we tell society who we are! Through the music, the paint, the photography, or whatever else comes to mind. It is for the expression of the soul.



OUR
WORLD
YOUR
ART

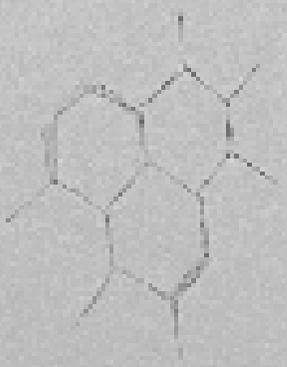
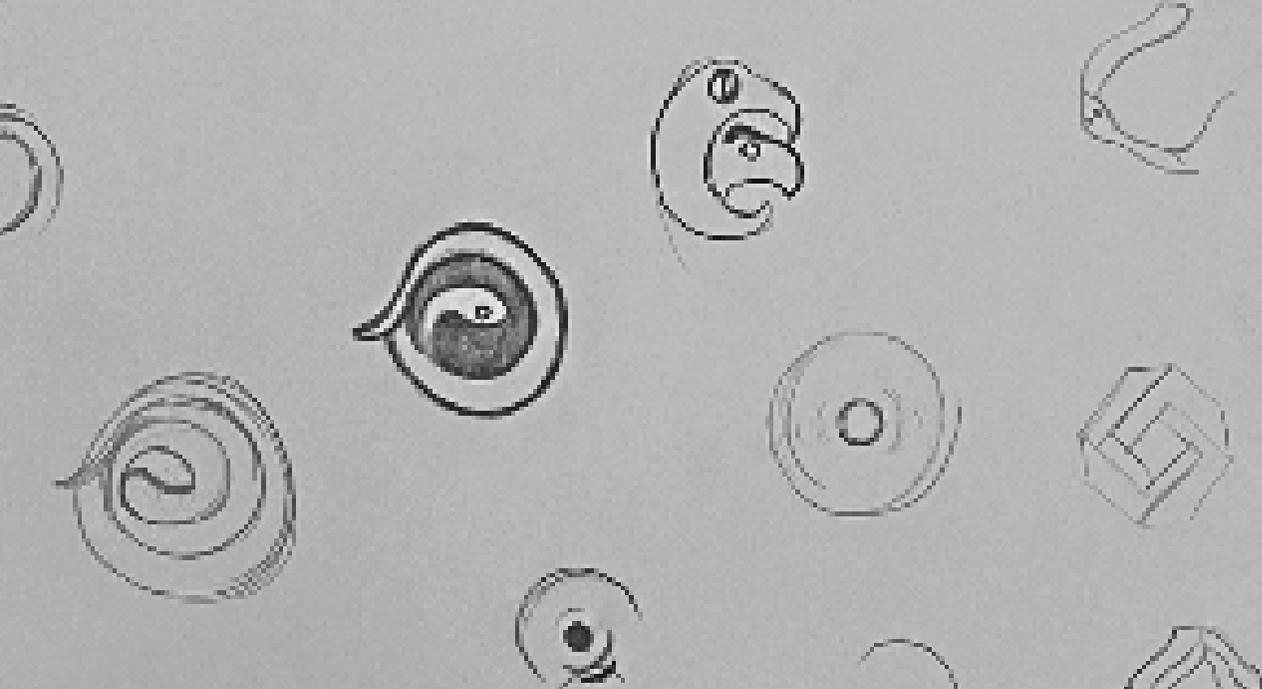
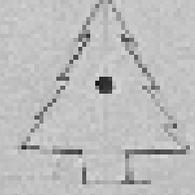
BRAND IDENTITY



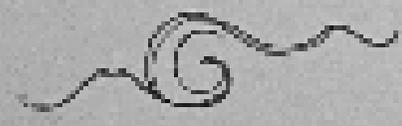
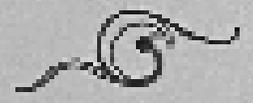
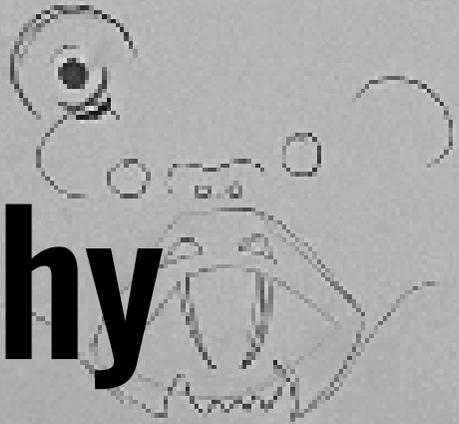
ANNIE OON



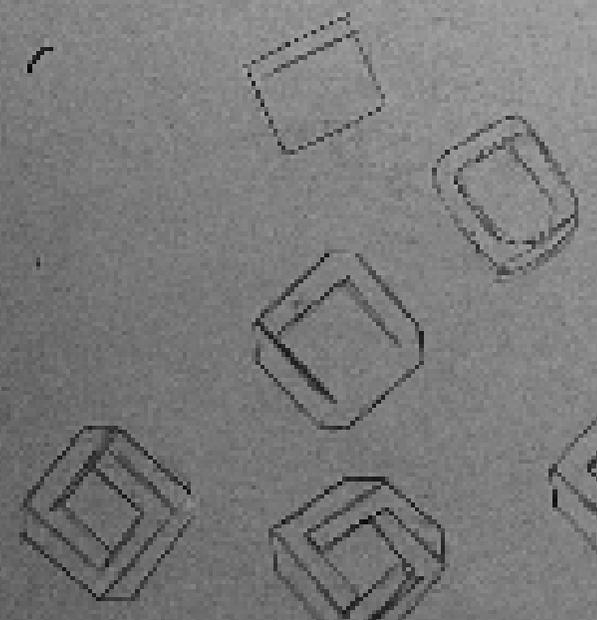
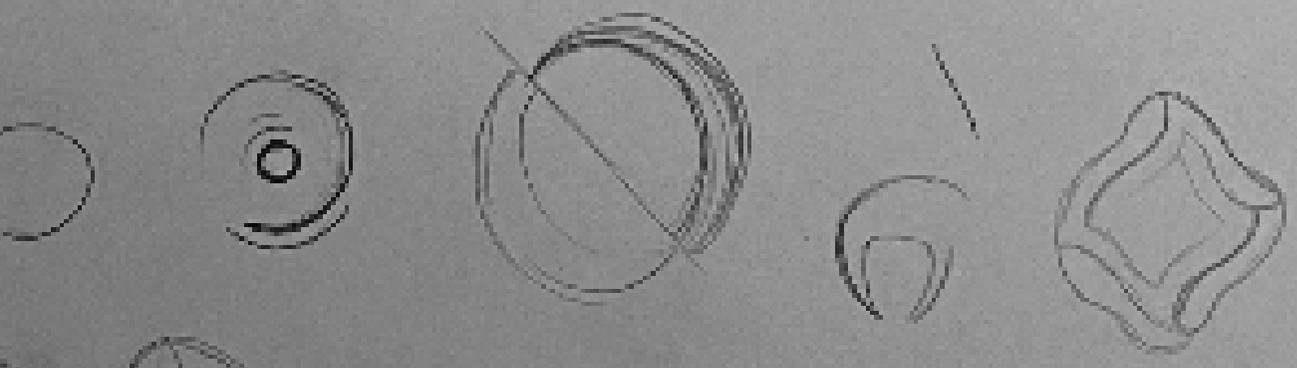
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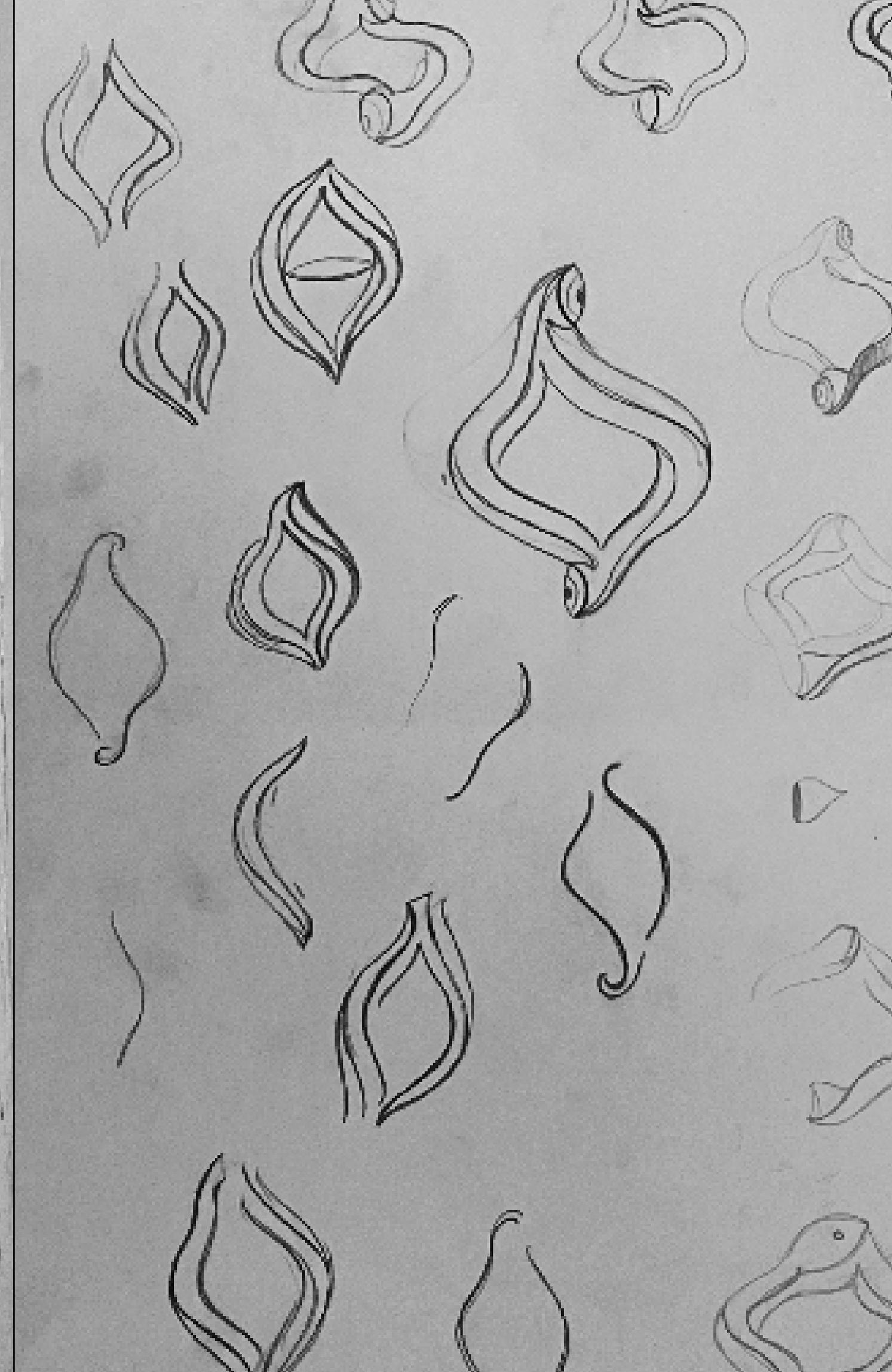
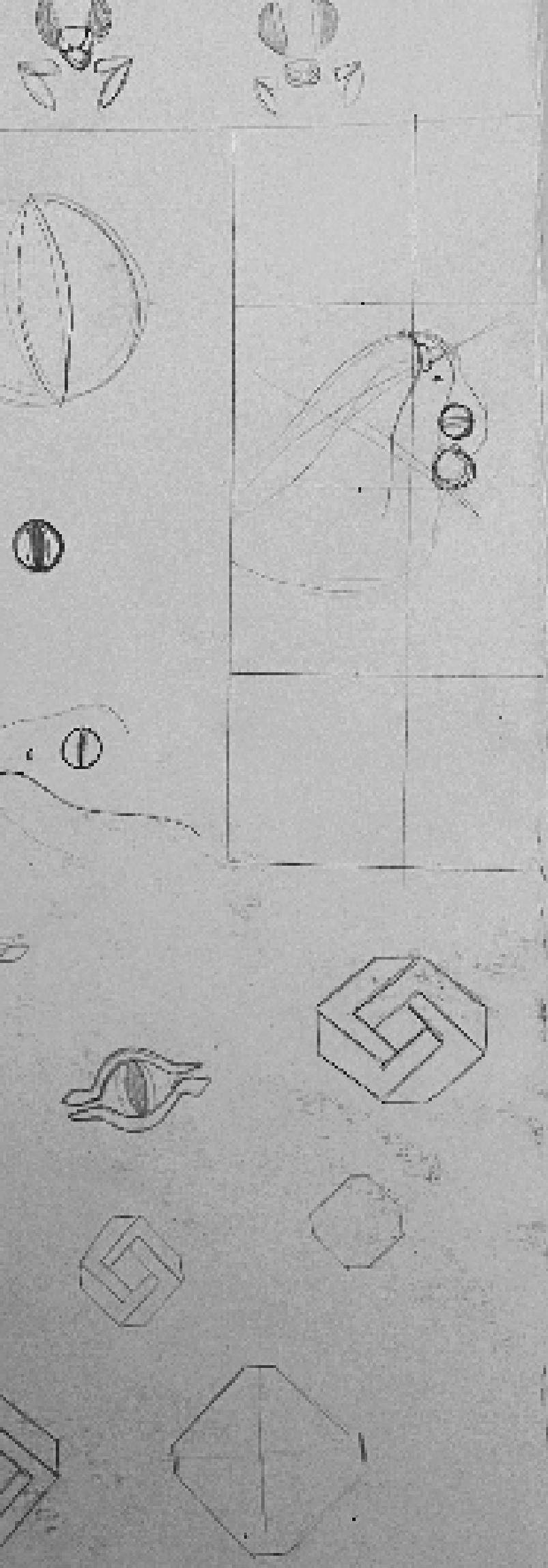


Sketchy



Aidan Parker







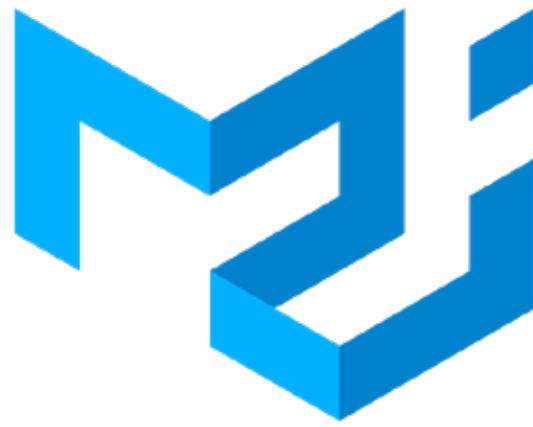
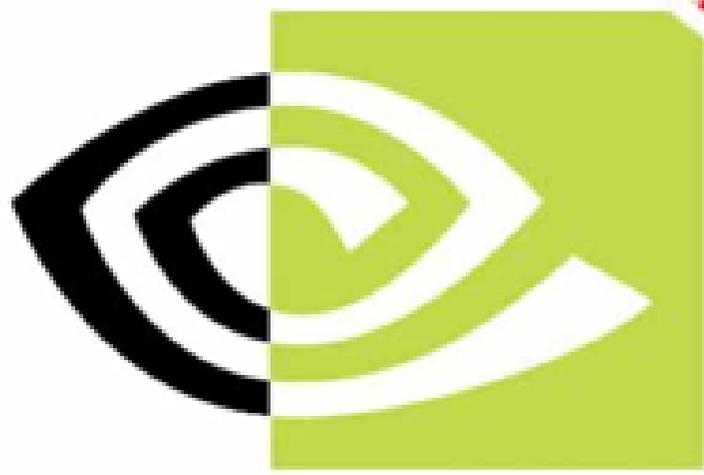
The Chosen One

Similar

Our logo is truly unique. The origin for its inspiration began with the concept of loftiness which essentially means of a high or noble character. Think royalty. This journey of the kings and queens brought us to crowns, drapery, scepters, and eventually serpents in reference to Ophiuchus, or the snake bearer. In ancient times, snakes were associated with doctors and therefore Ophiuchus is often represented with healing images, one of which we still use today as the common symbol for hospitals, being a snake on a cross.

Having this information become the backbone of the Lofti logo, we took it even further by adding the element of circularity or that which represents the never-ending

nature of the creative process. In this way, we turned to the imagery of a pen rose (impossible) square as well as M.C. Escher's *Relativity*, otherwise known as the pen rose staircase. Deploying the gestalt principles from these concepts, in addition to the symbolism of what Lofti is at its depth, lead to the creation of the Lofti logo you see today. Looking to the logos on the right, you'll find that there really is no comparison.



ASSOCIATION
of UNIVERSITY
PRESSES



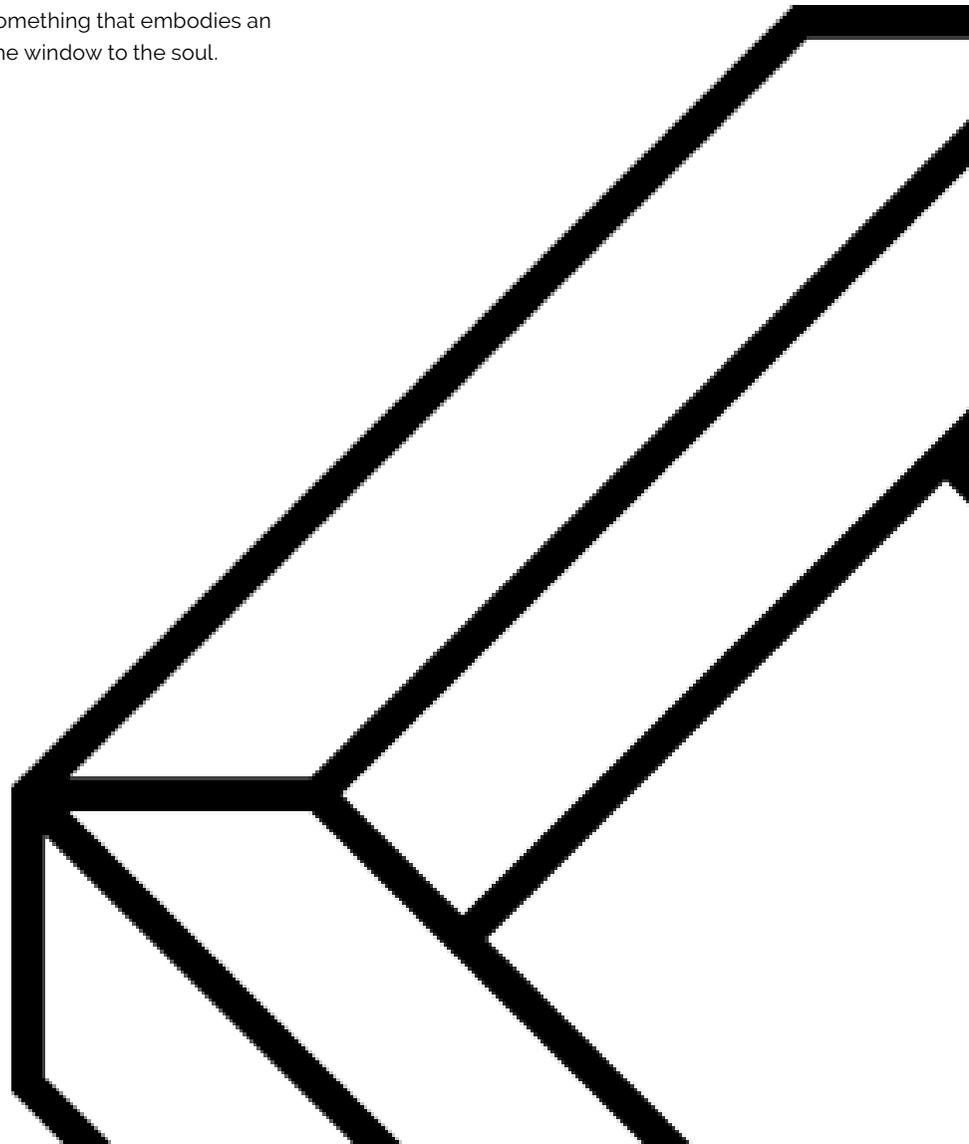
HEXAGON



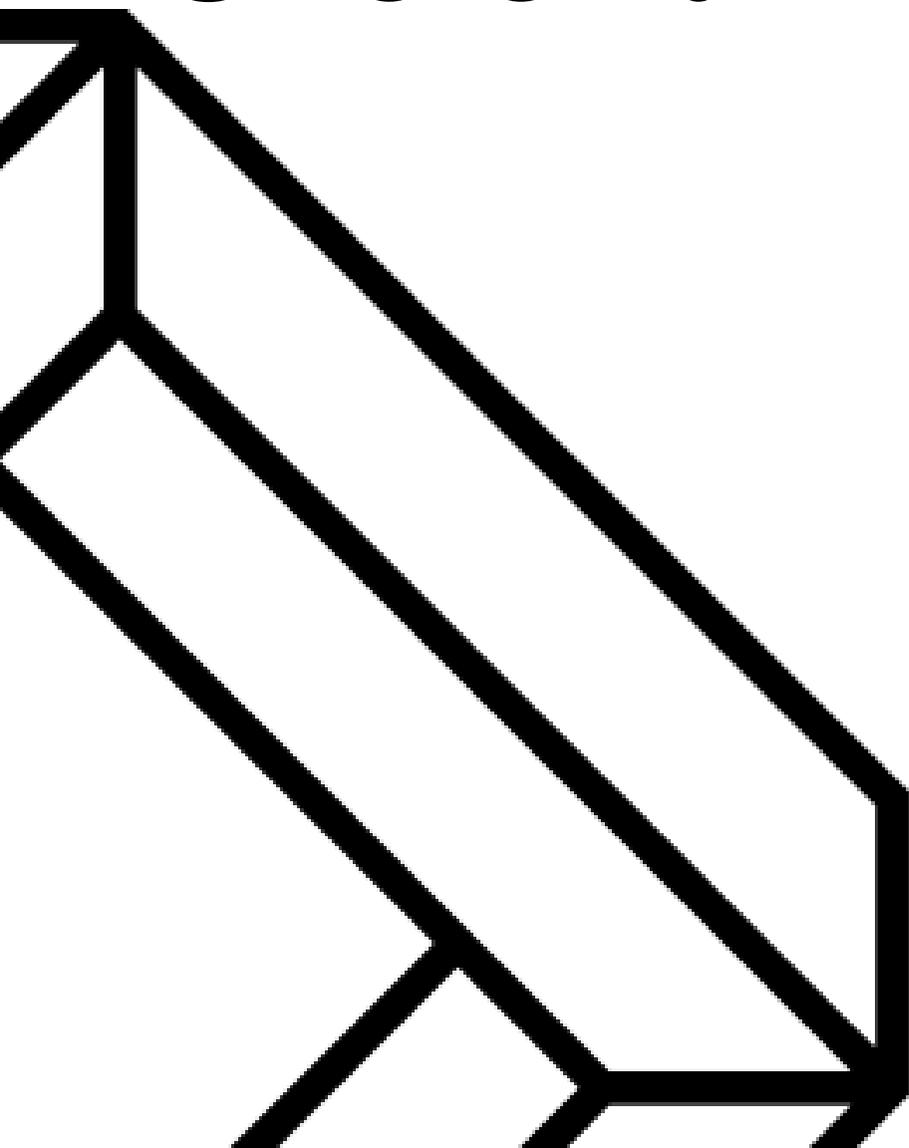
Dimensions

It began with one word -- Lofty. From this word, inspiration was found in all directions with a focus on a few simple concepts: nobility, freedom, and the creatives. After working through the more obvious iterations we took a deeper dive into the principles that represent the

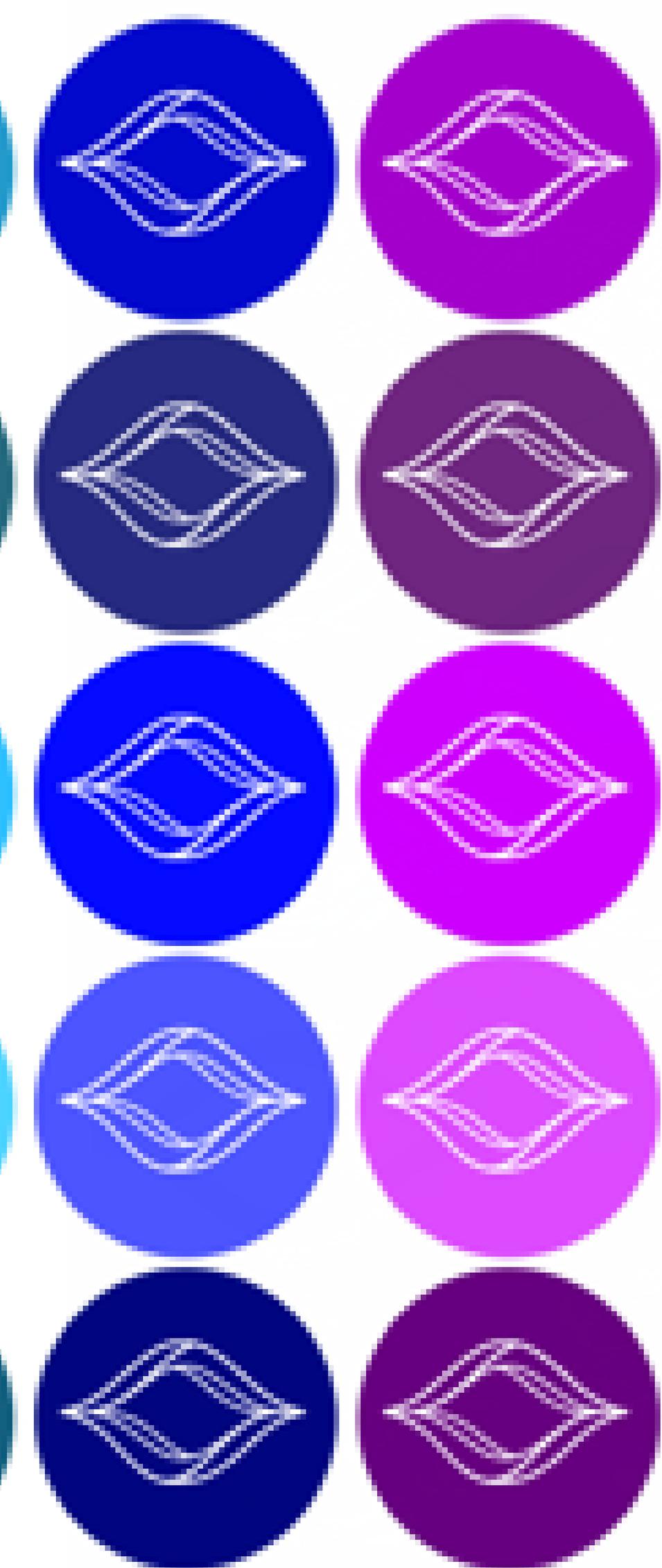
infinite circularity of the design process. Something that embodies an illusion coupled with what is considered the window to the soul.



One of a Kind







Drafty

Exploring Type

Lofti

LOFTI

LOFTI

LOFTI

Lofti

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Lofti

The Reveal

Lofti 

Our world, your art.

LET
THE
WORLD

**NIID MADK
UUR IARRA**

Font-astic





**FAILURE LEADS TO QUALITY
KNOWLEDGE. EXHALE MORE, BE
KLUTZY, OUR VOW IS JUST TO
HELP YOU GROW.**

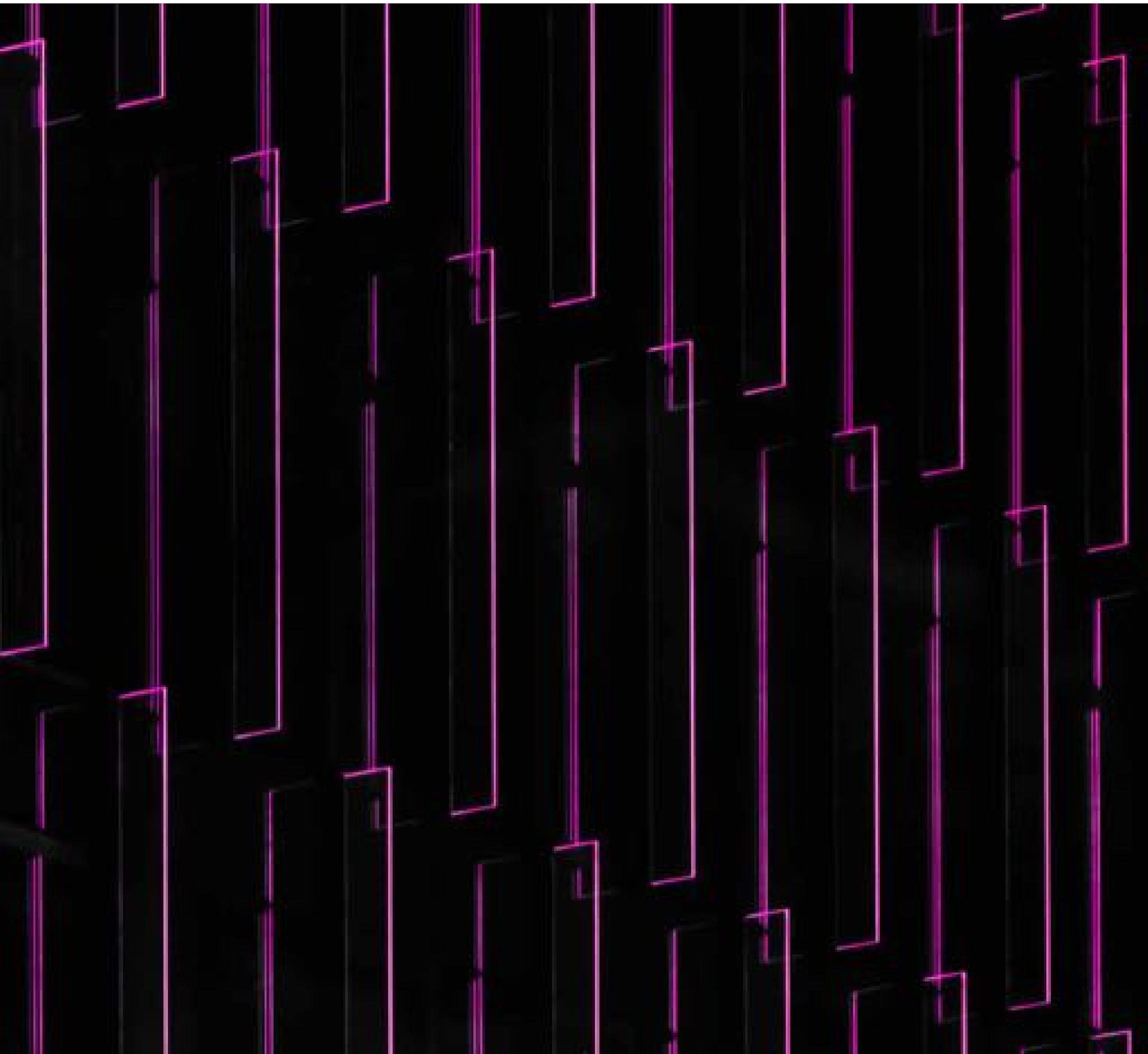
If we are the underdogs taking back what's ours, Balboa is the man with the microphone leading the march. It is a strong, bold and condensed typeface with no stress. Therefore, it works perfectly as the master of our display type and an excellent pairing for the more elegantly styled body copy. The all capitalized form is distinct with elongated counters and a fluently composed spine.

**Failure leads to quality
knowledge. Exhale more,
be klutzy, our vow is just to
help you grow.**

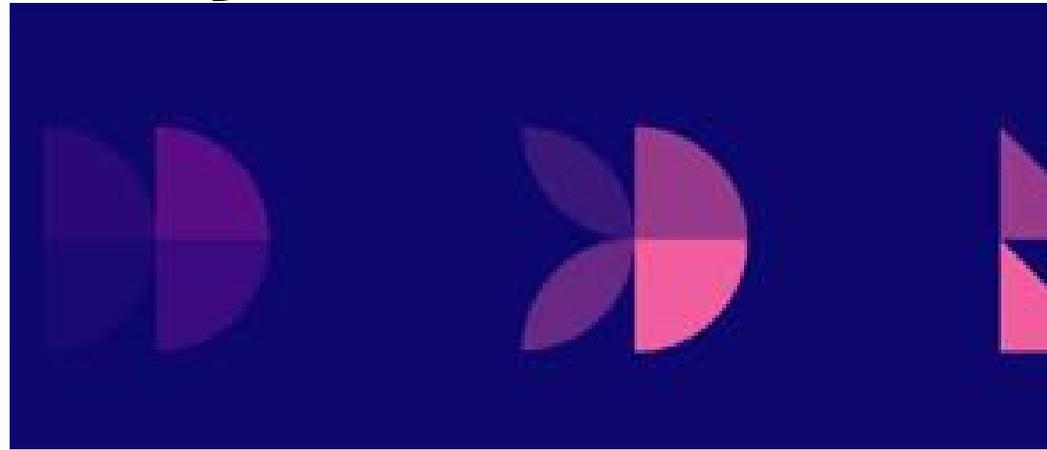
This particular font is a flawless middle ground between Balboa and Raleway. The shoulders accept a similar nature to our body copy while the stroke is of the same stature as our display. The slight stress within its bowls mimic that of Raleway's but the counter exhibits an indistinguishable length that is easily spotted in Balboa. The x-height maintains itself as half the cap height which certainly creates a wonderfully balanced font.

Failure leads to
quality knowledge.
Exhale more, be
klutzy, our vow is just
to help you grow.

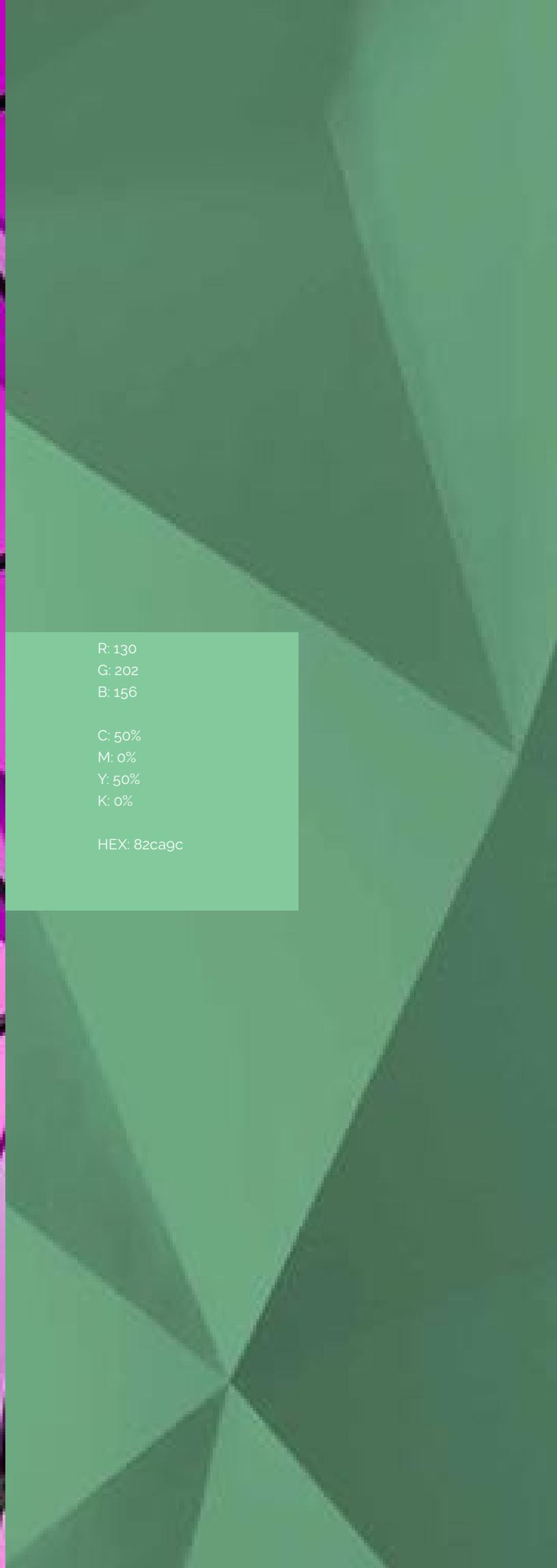
The idea is to retain a clean, sleek look with a little character. That is why Raleway was an immediate choice for our brand. The beautiful, almost geometric styled, sans serif typeface elicits a rigid nobility with its open counters, most of which contain no stress. The x-height, which reaches just above the halfway mark, creates an airy, delicate feel that stabilizes the bold physique of our other font pairings. The slight stress shown on shoulder and bowls of the non capitalized letters along with the crossing of arms on the w provide this font with a modest softness that truly makes it complete.



Colors Baby!







The Main

R: 13
G: 40
B: 72

C: 100%
M: 85%
Y: 42%
K: 44%

HEX: 0d2848

R: 236
G: 0
B: 140

C: 0%
M: 100%
Y: 0%
K: 0%

HEX: ec008c

R: 130
G: 202
B: 156

C: 50%
M: 0%
Y: 50%
K: 0%

HEX: 82ca9c

R: 239
G: 70
B: 60

C: 0%
M: 88%
Y: 81%
K: 0%

HEX: ef463c

R: 94
G: 39
B: 110

C: 75%
M: 100%
Y: 23%
K: 12%

HEX: 5e276e

R: 63
G: 94
B: 171

C: 84%
M: 69%
Y: 0%
K: 0%

HEX: 3f5eab

With a Bang





Vocalize

The beat drums with a low treble. Something that you can feel deep inside your body. In a room filled with speakers, the bass vibrates so strongly it almost feels like an ancient ritual. The picture of dancers covered in patterns painted on their skin, circling a fire comes to mind. But it's more than that. Coupled with the advanced technology of this century's accomplishments, it's as if you have a thousand feet stomping to the same cue. Boom, boom, boom. The vocals are piped through lungs of strength carried on words

that hit harder than the bass drum. This is not for the faint of heart but for anyone and everyone who has been betrayed by the idea that diamonds fulfill desires. It is for the underdog. For those that choose to take a stand.



Lofti 

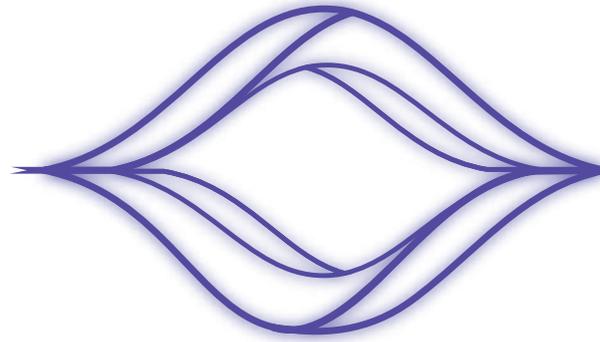
The O.K.'s



Lofti 

The outlined purple logo-mark, is always to be used with the purple logotype. Never white or black.

Do use the different logo variations but bear in mind, the outlined logo is only to be used as a last resort.



Do use a glow effect on the purple outlined logo-mark as long as the color is of a similar hue, saturation, and tone as the base color and the effect remains delicate.



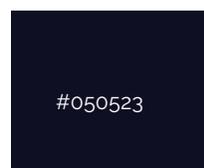
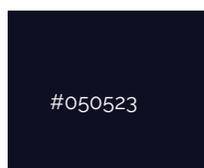
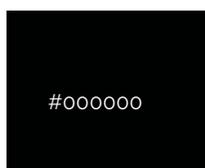
Do use the logo on imagery with a gradient or similar as long as measures are taken to ensure visibility. In this instance, a white drop shadow was applied.

Do use the logo on imagery without a background as long as the logo is entirely legible.

Do stay within brand guidelines when using the logo or any representation of the brand.



Approved Background Colors for Logo





The clear-space for the logo-mark alone is the height of the logo-mark itself.



When using the tagline and logo-mark alone, the logo-mark should be placed exactly the width of the T in art. The clear-space is then the height of the logo-mark.



The clear-space for the logo lockup with tagline is the distance between the cross axis of the f to the end of its descender. The tagline is aligned with the cross of the t as can be seen in the diagram to the left.

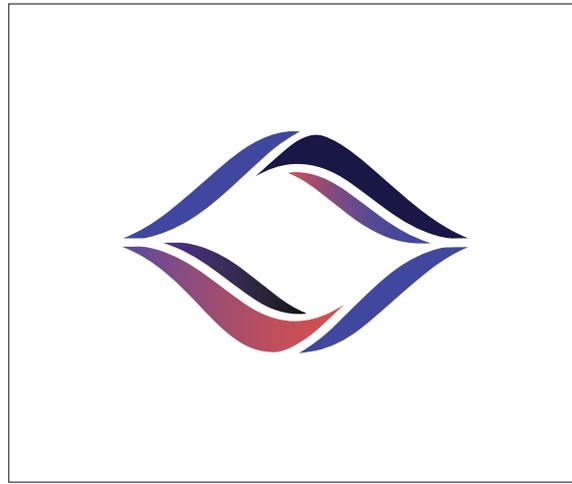


The distance from the logotype to the logo-mark is the length of the t in Lofti, from the cross axis to its end, as can be seen in the diagram below. The height of the logo-mark is the cap height of the logotype. The clear-space for the lockup is half the cap height.

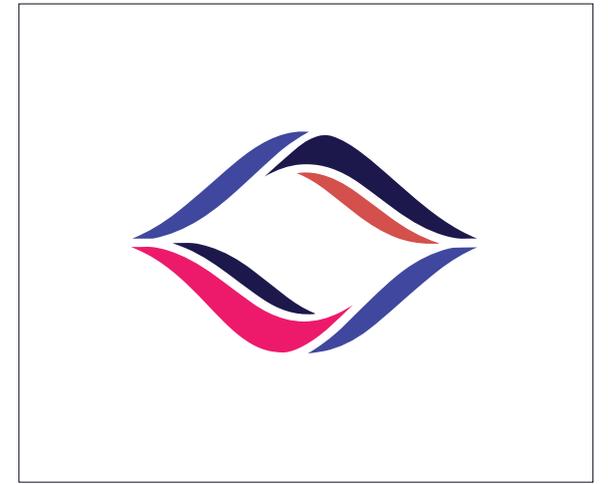
Clear-space

Color Variations

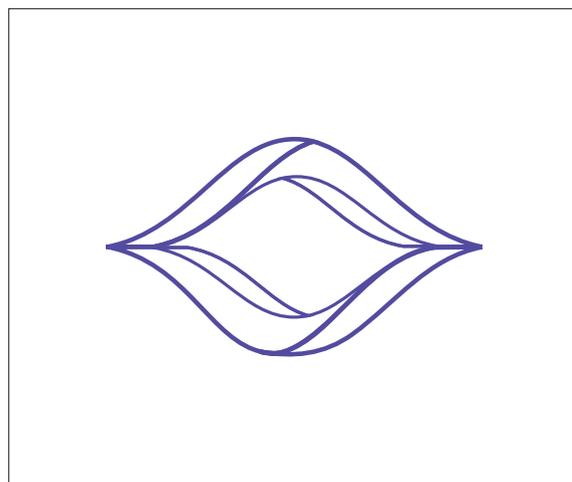
Its pretty simple! These are the four ways in which to use our logo. We wanted to give enough variety to keep it fun but not so much that you would have no idea what Lofti really is. So go ahead! Use em up and make up proud!



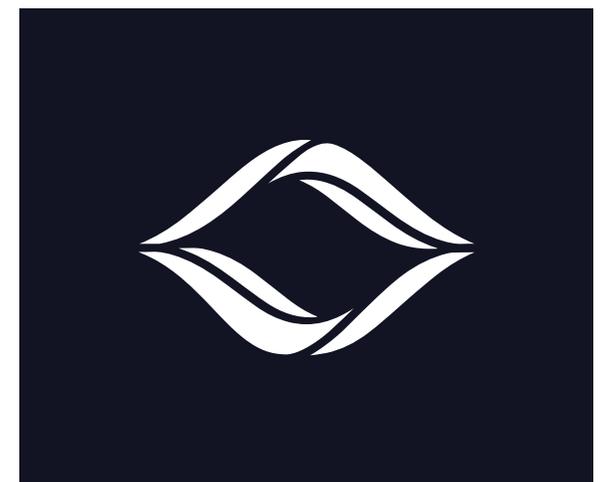
Full Color with Gradient



Full Color without Gradient



Single Color Outline



Black or White Fill

Lofti 

Lofti 

These variations are the only variations. Believe me, we already went through all the possibilities and this is the best of the best. Just take the win, save yourself some time and don't put a second thought on using any combination other than what you see here.

Lofti 

Lofti 

Lofti 

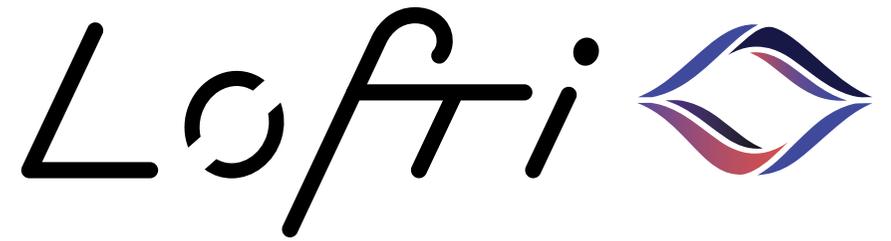
Lofti 

Lofti 

Logo Variations

Logo Sizing

When using the Lofti logo and brand system, scalability should be considered. The logo should always be proportionate to the medium being used and always clear and legible.



Logo lockup at 320 x 86px to be used as a website ad or for print media.



Logo lockup at 108 x 30px to be used as smallest size for any media.



Logo-mark at 28 x 18px to be used as favicon or smallest size on web media.



Logo-mark at 68 x 43px for standard smallest size to be used on any print media.



App icon

The No-Ways!

These are just a few common iterations of our logo no-ways! All of these are not within the brand guidelines and it wouldn't be very lofty of you to use our logo in this way so just don't do it. None of these ideas will ever cross your mind and you will faithfully hold true to the Lofti brand.

~~Lofti~~ 

Do not use a white logotype with a black logo-mark and visa versa. Purple logotype is only to be used with purple outline logo-mark.

~~Lofti~~ 

Do not skew, stretch, rotate, or distort the logo.

~~Lofti~~ 

Do not crop the logo, cut out part of the logo, or dismantle the logo in anyway.



Do not use the same colored or similar background as the logotype. Make sure the logo's always legible.



Do not use unspecified colors on the logo.



Do not place the logo in a circle or any shape that is not a rectangle with proper clear-space. Shapes are only to be used when the logo is not clear by itself.



Do not place the logo-mark inside the logotype or use it an any other way that is not the standard lockup.



Do not use a gradient as a background or place on imagery that is similar in color to the logo.



Do not use BalboaPlus as the tagline typeface with the logo lockup.



Do not use a vertical lockup.



Do not use the tagline without the logo-mark or logo lockup.

Bringing Awareness





**CREATIVES,
MAKE YOUR MARK.**

OUR WORLD. YOUR ART.







**THEY'VE ALWAYS GONE HAND IN HAND,
WE JUST MADE A PLACE FOR IT**

LOFTY IS A PLACE WHERE MUSIC AND ART LIVE AS ONE,
ALLOWING YOU TO HELP BY YOUR GROW.

JOIN US AT LOFTY BY SIGNING UP ON
WWW.LOFTYSOCIAL.COM



OUR WORLD. YOUR ART



**THEY'VE ALWAYS GONE HAND IN HAND,
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LOFTS IS A PLACE WHERE MUSIC AND ART LIVE AS ONE,
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JOIN US AT LOFTS BY SIGNING UP ON
WWW.LOFTSOFFICIAL.COM



OUR WORLD, YOUR ART



Phase 1

Shoe Contest

We'd partner with Nike, for their white shoes. To enter the contest you would have to buy the pack. The pack includes the shoes, and the art supplies. All you need to do is design the shoes! You get to keep them after you've taken pictures of your design, and uploaded to Lofti. The winner gets limited edition shoes!

Front

Back



Custom Tees

We provide the gear and tools, you provide the design. These tee shirts, though not meant for retail, are for you! There has been many times an artist has wanted to put their design on a shirt, but its too expensive. Thats why we decided to make the shirts for you, all you have to do is design them!

Front

Back





IMAGINE
EVERY
THING

Lofti-Con

Lofti-con is exactly what it sounds like. A conference for creatives to meet top influencer's, musicians, and artists alike- regardless of the social media platform they use. Lofti is meant to bring creatives together to inspire each other and promote growth, as well as make connections for future collaborations.

Each year Lofti-Con will be held in a different area that is rich in creativity such as;

San Francisco, CA

Los Angeles, CA

Portland, OR

Seattle, WA

New Orleans, LA

Savannah, GA

And many many more. Eventually branching out to different countries like Italy!

Lofti behind the bar

The audience meets in a local craft bar, there will be six bartenders split into three teams that contain two artists and two musicians. The bartenders have 1-hour to create with five drinks. The musicians and artists come up with music and a design that describes the drinks created. Whoever wins the competition gets a cash prize and the drink they created is sold for the rest of the evening.



Phase 2



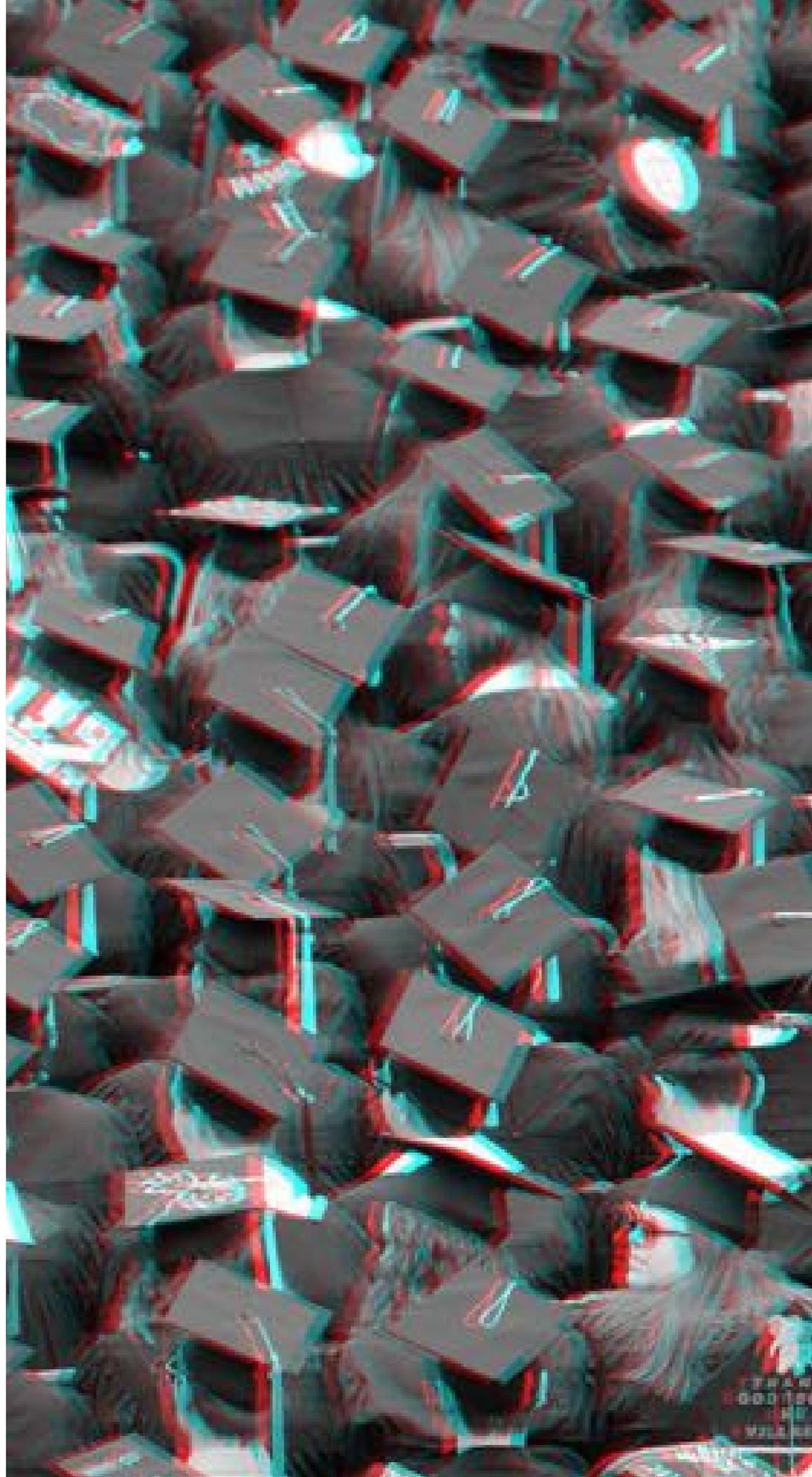
Phase 3

Lofti Fields

At Lofti, we want to give back to communities as well as the Earth. That's why we are developing Lofti Fields. A park dedicated to musicians and creatives of all kind. In the center of the park, we create a artist-designed fountain each year. Lofti members may apply to have the sculpture installed, or one will be chosen. Within Lofti Fields, there are musical instruments free for anyone to use, play some music, and kick back. We hope you're as excited as we are for this one!

Lofti-U

At Lofti, we want every creative to have the ability to pursue a career they are passionate about. That's why we are building Lofti-U. An accredited university for all creatives. This university will be on-line and conformed to your schedule. We know what it's like to think you'll have to work a boring job, that's why we want you to know there ARE options. And we'll help you get there.



Lofti-cator
Lofti sponsored concert
Custom Merch for lower price
Galleries
Music Production
Film production
Sponsor artists and musicians like you tubers
Give away supplies
Create art supplies
Scholarships
Seminars
Clothing Line
Podcasts
Memberships (with discounts)
Customer franchise
Music Equipments
John Mayer X Lofti
Cameras
Home decor ft user work
Energy drinks
How to books
Car system equipment
Guitars, drums, etc
Lofti judged competition
Lofti polish for your equipment
Lofti van service for musicians to move
their equipment from gig to gig
Lofti headphones
Lofti trip- enter your best work
Lofti record label
Lofti are supplies kit for travel
Lofti plug in pack or base templates for DJ music
Lofti perfume
Lofti retreat for creativity inspiration
Lofti carving set
Lofti extreme sports paint event
Lofti glass blowing craft special
Using science to create music
Your strangest music talent, bottle blowing,
wine glass harmony, etc.
Most artistic cooking/ baking
Lofti Haunted House
Film a scene
Lofti for the environment
Lofti tea party

NEW
KEY

THEATER

深夜食堂

新

中

園

亭

科牛
ガ

SINCE
1980

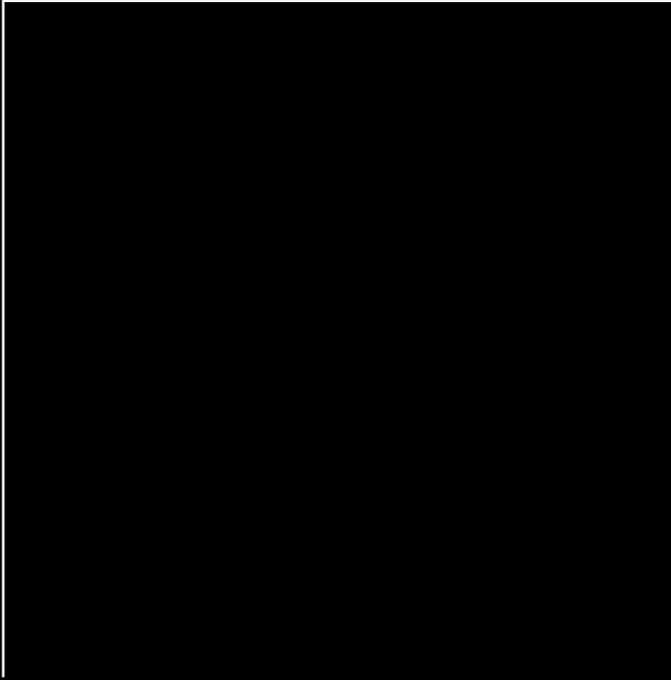
米 魚
類 類

URE
ATION



Welcome to our world

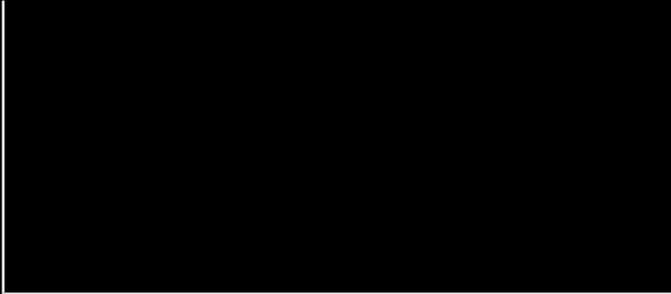
Website



Choose a song or playlist that represents you or your profile. If you are a musician, put your playlist on so that everyone can hear you when they visit your page.

The Music Player scrolls with the page so you always know what's on. The player effects happen behind the UI while the Player is accessible at all times. Turn the effects off by toggling the gradient circle. Minimize the Player by toggling the arrows to the right.

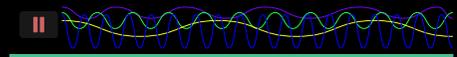
Vian is a photographer so he went with a gallery style layout to show off his photos. He also loves music, so he made sure to add the playlist widget. All these features are fully customizable and you can keep them up to date as your style changes in the settings menu.





Vian Aubert

vian.aubert3 621 posts 807 followers 1009 following

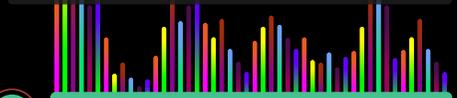


The Girl on the Bridge
Storm Native

Born and raised in Brooklyn, NY. I have 20 years of graphic design experience. It has always taken a back seat for me but I am here to show what I got and meet other artists so I can keep up to date with all the trends.

Interests & Skills

- Graphic Design ●●●○
- Illustration ●●●○
- Photography ●●●●
- Animation ●●●○
- Videography ●●●○
- Layouting ●●○○



"Capturing the thing that says a thousand words is almost the same as being a novelist"

Feel the Waves

Followers 25
2h 49m

The One
Kodaline

Baby, I Love Your Way
Big Mountain, Tom Lord Alge

Hey Jude - Remastered 2015
The Beatles

The Girl on the Bridge
Storm Native

1:28 / 3:48



Aron Khaled
 khaledkid88 308 posts 383 followers 491 following

Art Hoe: Call Me Karizma
 Graphic Designer
 Brooklyn, NY

Born and raised in Brooklyn, NY. I have 20 years of graphic design experience. It has always taken a back seat for me but I am here to show what I got and meet other artists so I can keep up to date with all the trends.

Interests & Skills

Graphic Design	●●●●	Social Media	●●●○
Illustration	●●●○	Anime	●●●○
Painting	●●●○	Memes	●●●○

Art Hoe: Call Me Karizma



Typography
 April 27th 2021

Typographic skill is very important to have in the design industry. In this video, I explore some basic concepts and grids layouts as well as some ideas I have been working on.

387 Likes 79 comments

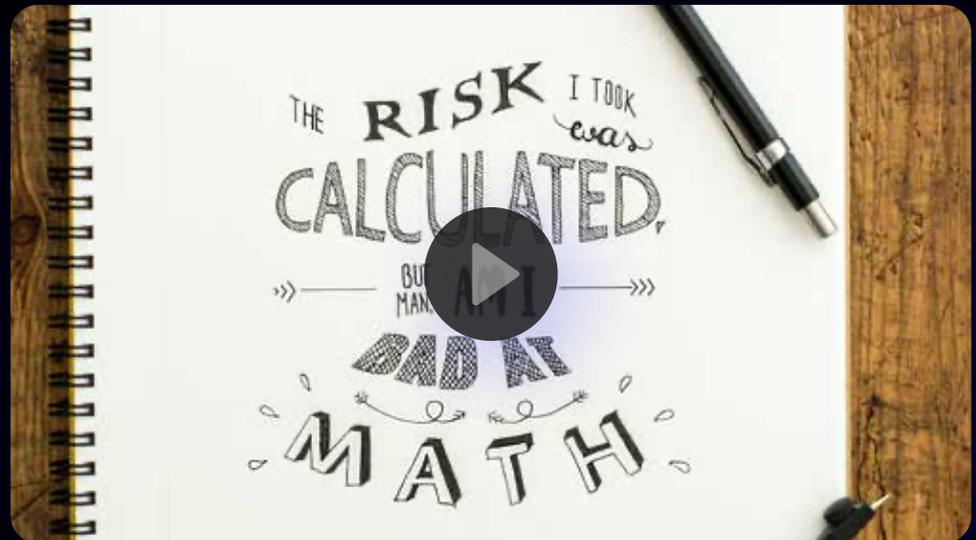
Like Comment Share

View previous comments

Vian Aubert
 Wow man! Killin it. Let's hang soon.
 Like • Reply • 31 m

View 78 more comments

Write a comment...



Aron is a graphic design artist so for his layout he decided to go with two featured images in the middle column. On the side, there is quick access to his albums with more of his design. This way, if a potential client ever visited his page, they can view his work and get a sense of his style and sound right away.

Here Aron added a feature photo to give his profile a little more character.

In this section, Aron has added a video of some typography work he completed. Other users are able to view, share, like, and comment on his production.

Customizable Layout

STRENGTH

takes courage

To rise up
and speak
for those who
don't have the
words to tell their

MURKYSTORY

Voices muffled by too many interactions with pe

The ones who
are cast out,
cast aside, and
cast under the

RIP TIDE

of disbelief in
what they can

people

become.

see

But fear not.

BRAVE
FORWARD

them as less than what they are.

with an

OPEN MIND

Find wisdom in all the lessons — **GOOD, BAD & IMPOSSIBLE.**

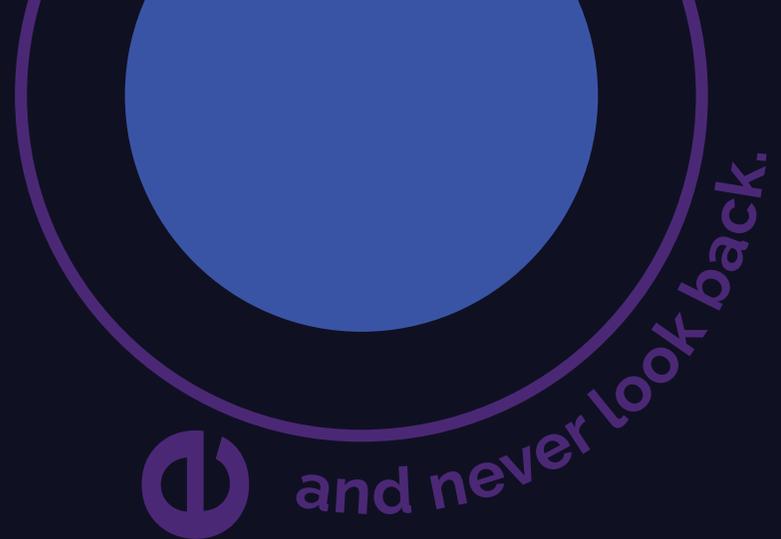
Dig **DEEP** **Persevere**

as this journey will prove to be painful,
like a passive slice from a knife unnoticed.

NEVER GIVE UP, NEVER GIVE IN,
and always remember,

the finest place to fall
is centered between the
delicate balance of solid ground and the

EDGE.



and never look back.

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All content for Lofti: Brand Guidelines was conceived, designed, and produced by Jordan Parker and Savannah Williams. Copy writing by Jordan Parker and supplemented Savannah Williams. Art Direction by Savannah Williams, graphic and logo design by Jordan Parker.

Design Consultant
Roger Muller
ADV 370 Brand and Branding
Academy of Art University

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Manufactured in the USA.



ING GREAT



