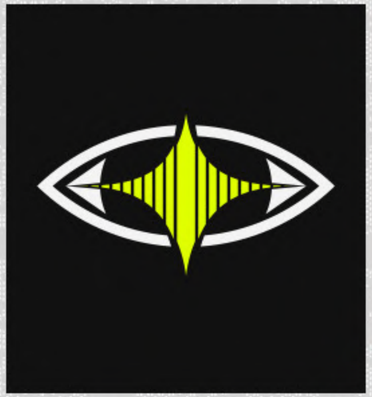
BRANDBOOK

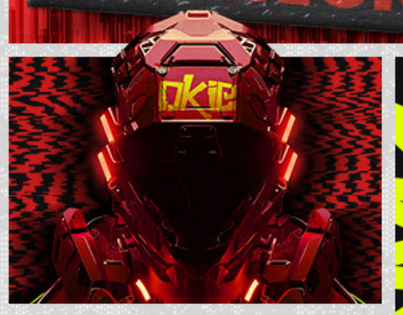
OKIE



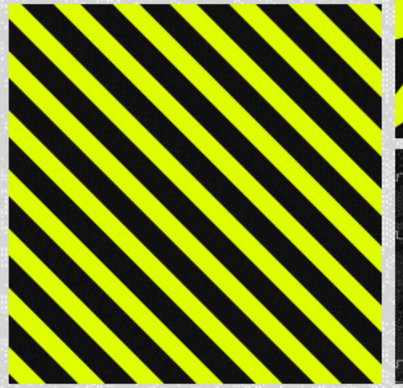
TECHNOKIE
TECHNOKIE

●xie●xie●xie
●xie●xie●xie
●xie●xie●xie
●xie●xie●xie

HUMAN.MACHINE.HYBRID.



NO SIGNAL
ONLY PULSE



SILENCE IS CONTROL
NOISE IS FREEDOM

01 OVERVIEW
OKIE IS SOUND
IN DEFIANCE.
A SONIC FORCE BORN FROM THE GLITCH BETWEEN MAN AND MACHINE ROOTED IN BRUTALIST
AESTHETICS AND TECHNO CULTURE. OKIE EXISTS TO CHALLENGE, DISTURB AND LIBERATE

OKIE IS NOT
HERE TO FIT IN
IT'S HERE TO

DISRUPT

MINIMAL. RAW.
UNAPOLOGETIC.

OKIE
BEYOND HUMAN
EXPERIENCE
06/13
FRYDAY JUNE 13
MAIN FLOOR
TEMPLE NIGHTCLUB

OKIE
BEYOND HUMAN
EXPERIENCE

OKIE
BEYOND HUMAN
EXPERIENCE

06/13 FRYDAY JUNE 13

MAIN FLOOR

TEMPLE NIGHTCLUB

06/13 FRYDAY JUNE 13

MAIN FLOOR

TEMPLE NIGHTCLUB

OKIE
BEYOND HUMAN
EXPERIENCE

BRAND ARCHITECTURE

The OKIE brand is built as a modular system, where each element serves a distinct but connected purpose.

The architecture includes:

Wordmark / Primary Identity

Always written as OKIE (uppercase). Acts as the core signature and is the most recognized form of the brand.

Seals / Graphic Stamps

Auxiliary symbols or visual stamps used in digital overlays, live visuals, and limited-edition assets.

Symbol / Icon / Visual Identity

Functions as a compact identity: used on merch, album covers, social avatars, event visuals.

WORDMARK

The OKIE wordmark uses a strong geometric sans-serif typeface that balances clarity with personality.

Its uppercase form reinforces the brand's uncompromising voice.

— direct, present, and unapologetically bold.

OKIE

OKIE

SYMBOL

Merging the organic gaze of the human
with the pulse of sonic rebellion,
OKIE's symbol evokes a post-human horizon.

When used with consistency, clarity,
and intention, the OKIE symbol becomes
an unmistakable icon of techno insurgency.

It is equally at home on vinyl sleeves,
massive LED walls, or hidden in the glitch.

— expansion beyond the human

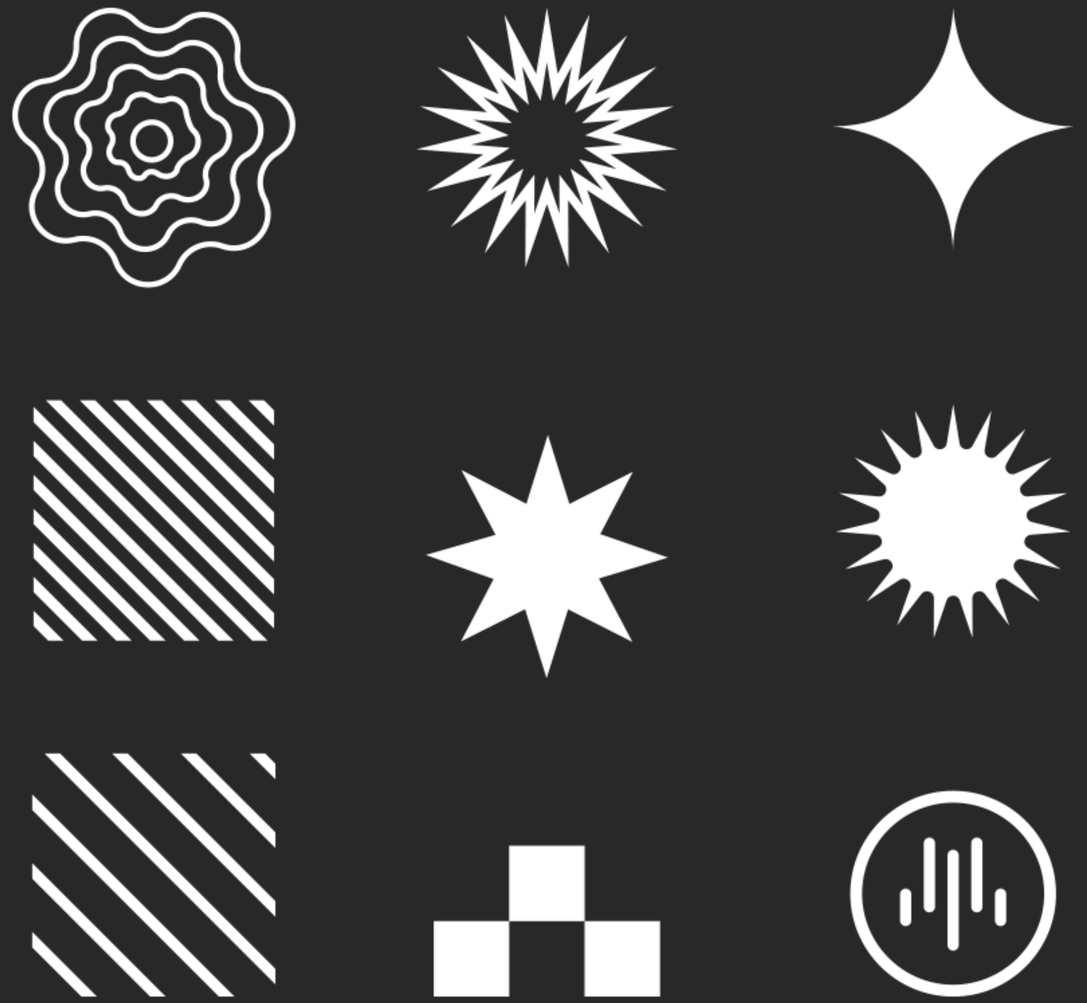
SEALS AND GRAPHIC STAMPS

SYMBOLS AND ICONS

These icons form a bold, modular visual language that reflects OKIE's energy and experimental edge.

Each symbol represents core themes like sound (waveform, rhythm, vibration), energy (bursts, star shapes).

They're designed to be flexible — working in motion, print, or stage visuals and reinforce OKIE's identity as a creator.



SEALS AND GRAPHIC STAMPS

TEXTURES AND PATTERNS

Glitch, pixelation, scanlines, and distortion
Mimic broken signals, corrupted data,
or unstable transmissions

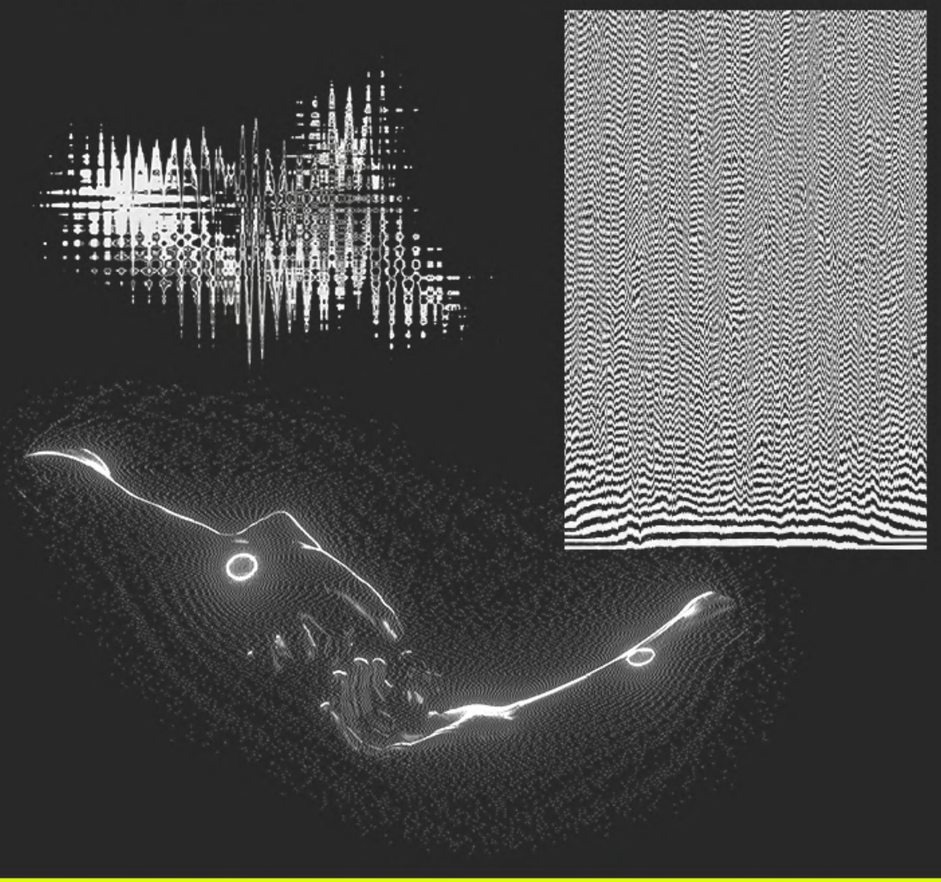
— evoking the aesthetic of interference and disruption.

Data mosh and dithering
These reference older or hacked digital processes,
suggesting lo-fi tech manipulation and rebellious creativity.

CRT / Matrix / Code rain
Nod to retro-futurism and hacker culture

— reinforcing themes of code, control, and digital chaos.

EXAMPLES



TOGETHER, THESE ELEMENTS ACT LIKE
A VISUAL ECHO OF OKIE'S SONIC WORLD:

RAW, IMMERSIVE, AND
INTENTIONALLY FRACTURED.

PRIMARY COLOR PALETTE

OKIE's color palette is bold, synthetic,
and high-impact – echoing the energy of the rave,
the glitch of the machine, and the spectrum of
human expression within the techno-futurist world.

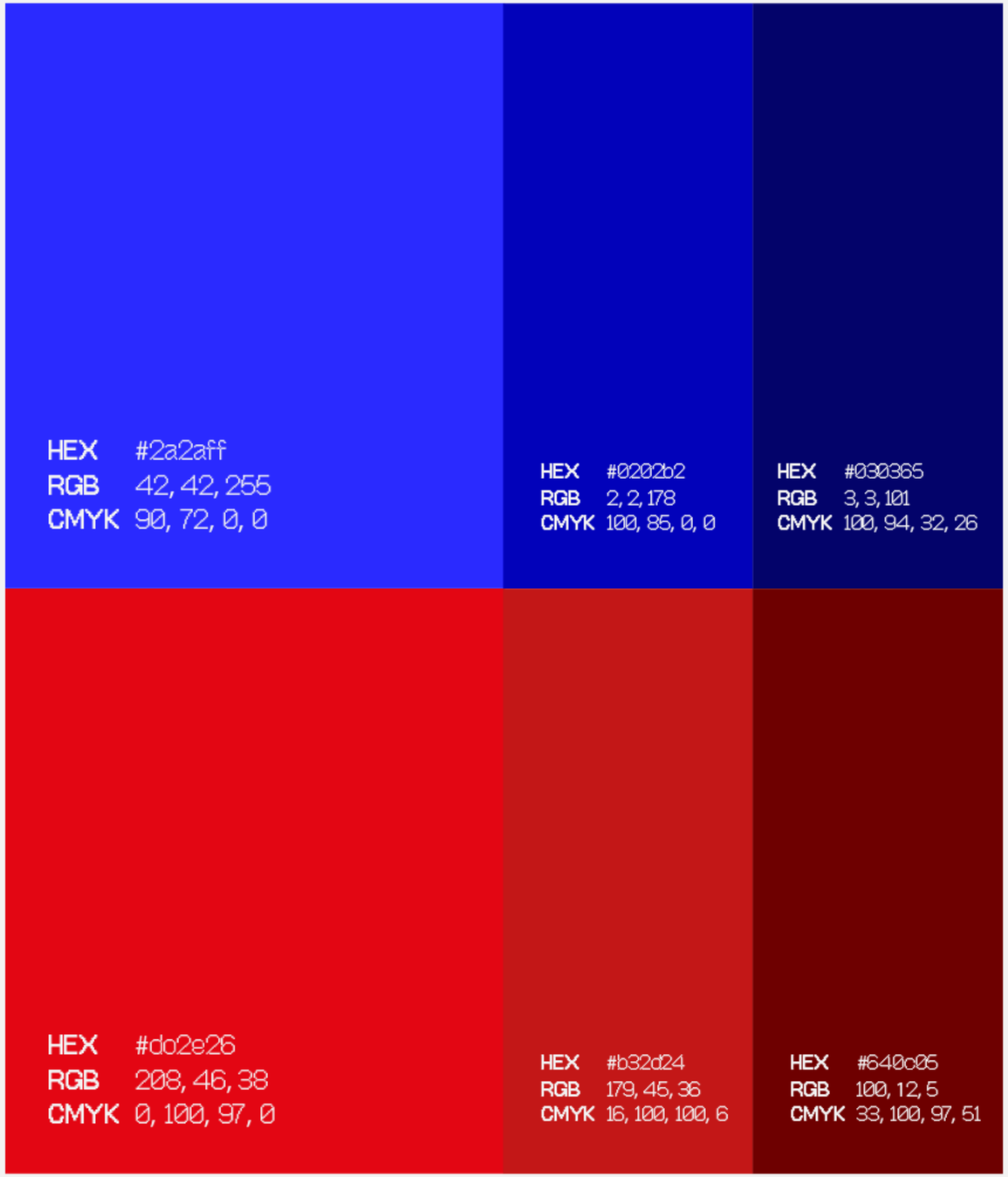
HEX #E6FF00
RGB 230, 255, 0
CMYK 26, 0, 100, 0

HEX #F3F3F3
RGB 243, 243, 243
CMYK 6, 4, 5, 0

HEX #111111
RGB 17, 17, 17
CMYK 79, 70, 63, 89

SECONDARY COLOR PALETTE

OKIE's secondary palette intensifies its techno-futurist identity, expanding the brand's visual vocabulary with vivid blues and charged reds. These colors evoke the digital realm, emotional extremes, and visual distortion—amplifying contrast and rhythm in both screen and stage contexts.



NEUTRALS

HEX: 111111
RGB: 17, 17, 17
CMYK 84, 83, 73, 71

HEX: 282828
RGB: 40, 40, 40
CMYK 82, 80, 70, 52

HEX: 606060
RGB: 96, 96, 96
CMYK 71, 63, 59, 9

HEX: 8C8C8C
RGB: 140, 140, 140
CMYK 53, 42, 42, 0

HEX: F3F3F3
RGB: 243, 243, 243
CMYK 6, 5, 5, 0

HUMAN. MACHINE. HYBRID.

PRIMARY TYPOGRAPHY

BASE NEUE TYPEFACE

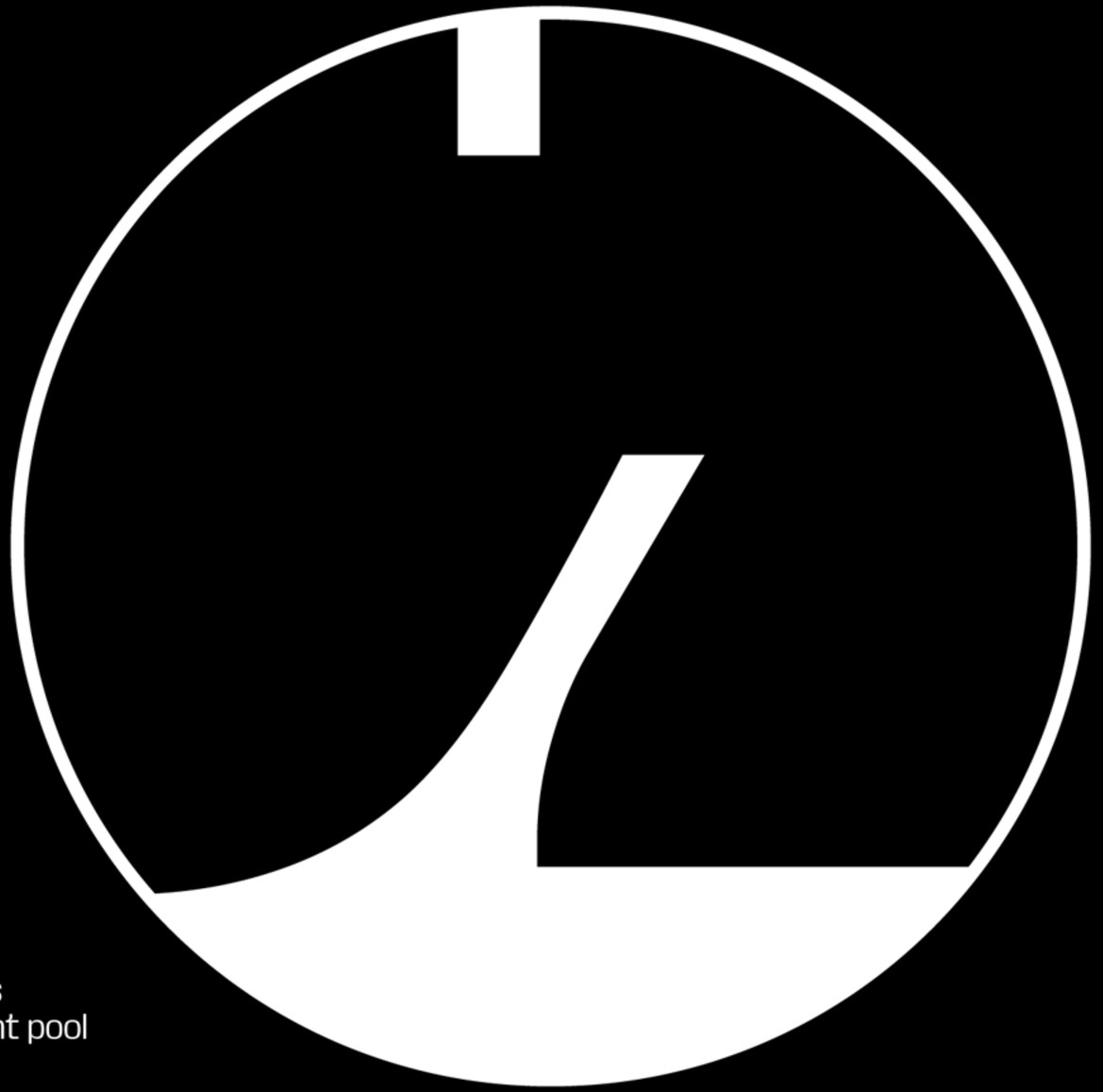
Aa

Base Neue is the reincarnation
of the basic typography of modern civilization.

InkTrap is applied and many variations that
can be used for this typeface, from very narrow
media to extra-large publications.

Weights from thin to black and then there are
widths from Super Condensed to Super Expanded,
which of course are all used in various media,
from heading or titles to body text.

MR.BEATS FOLLOWING THE TONE WITH QUICK HEXAGONAL
MR.BEATS FOLLOWING THE TONE WITH QUICK HEXAGONAL
INDEX
INDEX
EDITORIAL PREMIERE



Intentional negative space built into the design of characters' letterforms
to literally trap ink at certain intersections of the strokes, where ink might pool
or bleed and create an undesirable emboldening of the text.

Reallywhite

134pt Base Neue Black

Spacegray

134pt Base Neue Expanded Bold

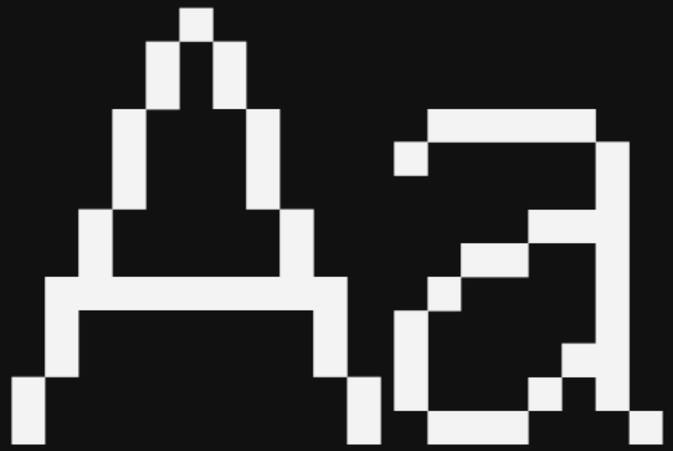
Silverspoon

Hazysmoke

134pt Base Neue Super Expanded Black

SECONDARY TYPOGRAPHY

OFFBIT TYPEFACE



OffBit is a font type derived from Bitmap with various variations from each box.

The term bitmap comes from computer programming terminology, which means simply a bit map, a spatially mapped array of bits.

This font matches the theme of computing, graphic design, posters or other media, all of which can be combined.

BOARDING PASS / 72 / 01-2333

FLIGHT

FLIGHT JT-737

SEAT NO.

20D

BARDING PASS / 72 / 01-2333

POWER-TYPE.COM

JAKARTA → LOS ANGELES
(IATA: LAX, ICAO: KLAX, FAA LID: LAX)

DEPART

07.50 PM

CGK — LAX

Jakarta, INA

Los Angeles, USA

FLIGHT JT-737

DEPERATURE GATE

D4

BOARDING TIME

09.10 PM

SEP.09.2022

NO.212

02 287 239 988 0

D3210A

GARUDA AIRLINES

NO SMOKING
BOARDING ZONE

5

6 23411 13 OFFBIT 56 9

BOARDING PASS / 72 / 01-2333

CGK — LAX

Greetings®
This December 22
Something Big is on The Way
Greetings® From
Your Neighbourhood

TIGER
JUNE 19
©2002
TigerTigerTiger
wow.tigergroup.come

In Journey to the West Store
SUN
NIKE
As the Monkey King, Wukong possess extraordinary power: immense strength, ability to travel using clouds, immortality, shape shifting abilities and possession of a giant staff that he can expand and shrinks at his command.

CROCODIL
CROCODIL
SEMIAQUA
THAT LIVE
THE TROP
ASIA, THE
AUSTRAL

He Needs Shoes
GODZILLA

Meowtf
Lucky Nike
The Lucky Cat
With Lucky Shoes

PHOTOGRAPHY
& IMAGERY

Ampliar esta imagem

Lighting Direction

Primary Source:
Harsh LED, strobes, and
screen lights (no soft light)

Colors:
Neon yellow, deep reds,
saturated blues – from OKIE's palette

Effects:
Motion blur, lens flare, RGB splits,
backlighting for silhouette emphasis

Environment:
Fog, haze, or smoke for light diffusion

Camera Angles

Close-ups:
Face details with LED reflections,
sweat, intense expressions

Low Angles:
Make the artist look dominant, part-machine

Top shots:
Show crowd energy and stage patterns

Dynamic shots:
Use slow shutter, zoom motion,
or handheld for a raw, immersive feel

The OKIE aesthetic merges the energy of the rave with a cybernetic visual language – glitch, code, light, and movement. Our goal is to visually translate the digital chaos, human intensity, and machine harmony present in the performance.

TONE OF VOICE

OUR BRAND VOICE IS HOW WE

DISRUPT

It’s the fusion between rebellion, innovation, and raw expression.
While the voice stays consistent — bold, cryptic, and minimal —
the tone adapts based on the moment: a glitch can be loud or silent.

TONE OF VOICE PILLARS

WHAT DOES IT MEAN TO WRITE LIKE A MACHINE WITH A SOUL?

To speak through distortion? These pillars define OKIE's voice in every line, caption, and transmission.

TONE OF VOICE PILLARS

PROVOCATIVE

WE SPEAK TO DISRUPT.
WE REJECT POLITE PERFECTION.
WE CHALLENGE NORMS, SYSTEMS.

WE DON'T WRITE TO EXPLAIN.
WE WRITE TO PROVOKE A REACTION.

TONE OF VOICE PILLARS

ENIGMATIC

SILENCE SAYS AS MUCH AS SOUND.
WE USE SPACE, TENSION, AND AMBIGUITY.
WE DROP PHRASES LIKE FRAGMENTS
OF A CORRUPTED FILE.

LET THE GLITCH SPEAK.

TONE OF VOICE PILLARS

MINIMAL

LESS IS MORE. ONE WORD CAN
HOLD THE WEIGHT OF A MANIFESTO.
WE USE SHORT PHRASES.
FAST PUNCHES. CLEAN BREAKS.

ONE LINE. ONE HIT. ONE SYSTEM CRASH.

TONE OF VOICE PILLARS

RAW

WE'RE NOT POLISHED.
WE'RE FULL OF NOISE,
HUMAN, BUT NOT SOFT.
MACHINE, BUT NOT COLD.

IMPERFECTION IS THE SIGNATURE.

TONE OF VOICE PILLARS

DO'S

USE ALL CAPS FOR IMPACT

WRITE IN FRAGMENTS AND COMMANDS

EMBRACE RHYTHM, REPETITION, AND SILENCE

REFERENCE MALFUNCTION, LOOPS, RESISTANCE

DON'TS

USE SOFT, LOWERCASE LANGUAGE FOR HEADLINES

USE FULL, EXPLANATORY SENTENCES

OVERFILL YOUR COPY WITH ADJECTIVES

USE GENERIC OR COMMERCIAL MUSIC TERMS

PRIMARY ARCHETYPE

REBEL

The Rebel challenges norms, breaks systems, and lives on the edge of what's acceptable.

OKIE embodies this archetype through raw techno energy, anti-mainstream aesthetics, and a radical stance against conformity.

The Rebel isn't just noise – it's controlled chaos, a refusal to obey the sonic and visual status quo.

Key Traits:

- Provocative
- Non-conformist
- Disruptive
- Fearless
- Independent

SECONDARY ARCHETYPE

CREATOR

The Creator seeks to bring something new into the world – unique, visionary, and unapologetically expressive.

As a complement to the Rebel, the Creator archetype adds depth: OKIE is not just about destruction, but about reimagining sound, space, and identity through innovation and design.

Key Traits:

- Imaginative
- Visionary
- Inventive
- Expressive
- Intense

OKIE
SYSTEM
FAILURE

BORN TO DISRUPT. BUILT TO CREATE.