


BECOME HARDER TO KILL.

NEW YORK / PHILADELPHIA
HARDCORE

INTERNAL + EXTERNAL USE
VERSION 1.0

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WHAT WE ARE

# A HARDCORE BAND FROM COLD GROUND.

Cold Vein is a New York / Philadelphia hardcore band born from the ruins of PASSAGE. The work is about self-sovereignty, discipline and anti-fragility — the idea that pressure can make a thing harder to kill.

## WE MAKE MUSIC AND OBJECTS THAT FEEL LIKE PRESSURE YOU CAN SURVIVE.

WHO

### PEOPLE BUILDING A LIFE THEY OWN.

Hardcore kids, skaters, heads, workers, outsiders. People who would rather be difficult than comfortable.

WHAT

### HARDCORE. HEAVY, LEAN, PHYSICAL.

No filler. No theater. Guitars like weather. Drums like a door closing. A voice with dirt in it.

WHY

### TO MAKE PRESSURE USEFUL.

To turn damage into structure. To practice sovereignty in a world that wants you dependent. To become harder to kill.

BRAND ESSENCE

## OLD GROWTH. COLD WATER. NO SHELTER.

PRIMARY LINE

**BECOME HARDER TO KILL.**

SECONDARY LINE

**THE COLD REMEMBERS.**

CAMPAIGN LINE

**NO SHELTER. NO SOFTNESS.**

ONE SIGNATURE. ONE STAMP.

# THE MARK IS A SCAR, NOT A LOGO.

The handstyle is the band's signature: immediate, human and a little feral. The distressed lockup is the stamp for merch, labels and small formats. Use the right mark for the scale.

PRIMARY / SIGNATURE 01



HANDSTYLE WORDMARK / BONE ON UNDERSTORY

SECONDARY / STAMP 02



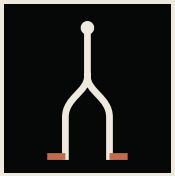

DISTRESSED LOCKUP / INK ON BONE

SEAL / GLYPH 03

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USE AS A SIGN-OFF. NEVER AS A TRANSLATION.

SYSTEM MARK 04



THE SPLIT. FAVICON, AVATAR, SMALL DIGITAL USE.

CLEARSPACE 05




KEEP ONE X OF CLEARSPACE ON ALL SIDES. X = CAP HEIGHT.

## MINIMUM SIZES

| | |
|---|---|
| HANDSTYLE / SCREEN | 120 PX WIDE |
| HANDSTYLE / PRINT | 28 MM WIDE |
| DISTRESSED / SCREEN | 80 PX WIDE |
| SPLIT MARK | 24 PX WIDE |

## DO NOT

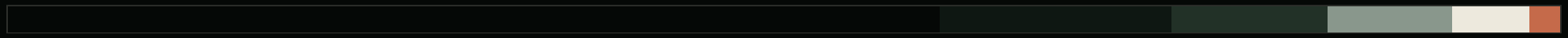
- ✕ Add gradients, bevels, glows or drop shadows.
- ✕ Stretch, outline, rotate or re-letter the marks.
- ✕ Recolor outside the palette.
- ✕ Place the mark on a busy image without a dark scrim.

A FOREST AT NIGHT

# DARK GREENS. WARM BONE. ONE WARNING.

The palette is a forest at night, not a color wheel. Cool greens and deep blacks carry the world. Bone gives it air. Ember is the one signal color — a cut, a warning, a live wire.

| | | | | | |
|---|---|---|---|---|---|
| UNDERSTORY 01 | PEAT 02 | MOSS 03 | FOG 04 | BONE 05 | EMBER 06 |
| **#050806** | **#0E1712** | **#223127** | **#89978C** | **#EDE9DD** | **#C56A4A** |
| BASE / 60% | SURFACE / 15% | DEPTH / 10% | METADATA / 8% | LIGHT / 5% | SIGNAL / 2% |



60 UNDERSTORY 15 PEAT 10 MOSS 8 FOG 5 BONE 2 EMBER

## CONTRAST

Bone on Understory is 16.6:1. Fog on Understory is 6.6:1. Ember on Understory is 5.3:1. Never set body copy in Ember or place Bone on Fog.

## USE

Ember is for a single point of attention: an active state, a line, a date, a warning. If two things on a screen are Ember, one of them is wrong.

TWO VOICES, ONE SYSTEM

# LOUD WHEN IT MATTERS. LEGIBLE AFTER.

Archivo carries the weight. IBM Plex Mono handles the metadata. One display weight, one body weight, one label size. No all-caps paragraphs. No outline type. Restraint makes the loud parts louder.

ARCHIVO / 900 / DISPLAY

## BECOME HARDER TO KILL.

ARCHIVO / DISPLAY

**FORMATION**

WEIGHTS 700–900 · UPPERCASE · TRACKING −5.5% · LINE-HEIGHT 0.82

ARCHIVO / BODY

A handful of disciplined people can choose to either do a lot of damage, or undo a lot of damage.

WEIGHTS 400–500 · SENTENCE CASE · LINE-HEIGHT 1.6–1.75

IBM PLEX MONO / LABEL

NEW YORK / PHILADELPHIA
THE COLD BEAST TOUR 2026
10 TRACKS / 24:59

WEIGHTS 400–500 · UPPERCASE · 8–11 PX · TRACKING 0.12–0.2EM

| | | |
|---|---|---|
| DISPLAY XL | **COLD** | 96–240 PX |
| DISPLAY L | **FORMATION** | 64–120 PX |
| HEADING | **THE COLD BEAST TOUR** | 32–64 PX |
| BODY | Play it loud enough to feel the pressure. | 15–18 PX |
| LABEL | NEW YORK / PHILADELPHIA | 8–11 PX |

THE VISUAL WEATHER

# COLD WATER. WET STONE. HUMAN EVIDENCE.

Photography should feel found, not staged. Overcast light, fog, wet rock, old trees, a room with the lights low. The band is in the frame, but the landscape has the final word.



ENVIRONMENT / HERO — WATER, FOG, OLD GROWTH



HUMAN EVIDENCE / BAND — NEW YORK / PHILADELPHIA

## TREATMENT

Desaturate 40–60%. Push a cool green cast into the shadows. Keep the blacks deep, not crushed to mud. Add grain at 4–8%. Let skin and concrete keep their texture.

## DO NOT

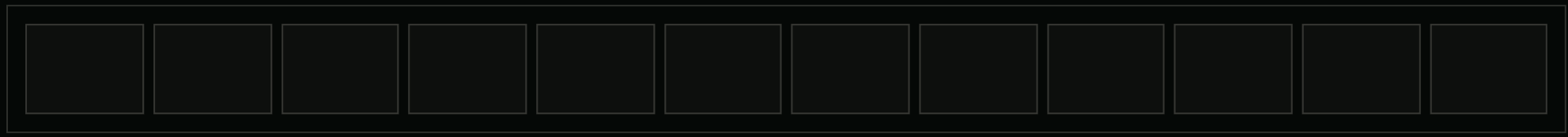
No sunsets, neon, fire, smoke machines, staged laughter or stock-photo “band” setups. No heavy vignettes. No filters that make the image look clean. If it feels comfortable, it is the wrong image.

06 / GRID + SYSTEM

STRUCTURE UNDER THE NOISE

# HARD EDGES. CLEAR RULES.

A 12-column grid, 24 px gutters, a 1680 px maximum, 1 px rules and zero border radius. The system should feel printed, not decorated.



STREAM / 01 ↗

**FORMATION**

TOUR / 02 ↗

**2026**

STORE / 03 ↗

**U.S.**

## BUTTONS

HEAR FORMATION ↗

TOUR DATES

## DATA ROW

| | | |
|---|---|---|
| 01 | FORMATION | 03:17 ↗ |

## MOTION

600–900 ms. Weighted ease-out. No bounce. Parallax under 8%. Reduce motion when asked.

## DO

Align to the grid. Use one focal point per composition. Let empty space do work. Keep the rules visible.

## DO NOT

No rounded cards. No glassmorphism. No floating shadows. No multiple accent colors. No centered body copy longer than one sentence.

07 / VOICE

SAY LESS. MEAN IT.

# NO HYPE. NO APOLOGY.

Cold Vein speaks like a person who has already made the decision. Short sentences. Hard stops. Physical images. Conviction without salesmanship.

01

## SHORT SENTENCES. HARD STOPS.

Cut every word that is only there to sound excited.
If the sentence needs a breath, start a new one.

02

## USE THE PHYSICAL WORLD.

Water, stone, roots, weather, weight, doors.
Concrete images beat adjectives every time.

03

## CONVICTION, NOT HYPE.

Do not tell people it is insane. Tell them what it is.
Let them decide.

04

## NEVER EXPLAIN THE MYSTIQUE.

Not everything needs a caption. Some things
should just stand there and be true.

USE

**VEIN · FORMATION · PRESSURE · COLD · ROOT · STONE · DISCIPLINE · SOVEREIGN · ANTI-FRAGILE · BENEATH · WATERLINE · OLD GROWTH · ENDURE**

AVOID

~~BRUTAL · FACE-MELTING · CONTENT · DROP · FAM · INSANE · KILLER · GAME-CHANGER · "NEW ERA"~~

RELEASE

**FORMATION. TEN TRACKS. OUT NOW. PLAY IT LOUD ENOUGH TO FEEL THE PRESSURE.**

TOUR

**THREE NIGHTS. NO SHELTER. PHILADELPHIA. BALTIMORE. RICHMOND. NOVEMBER.**

MERCH

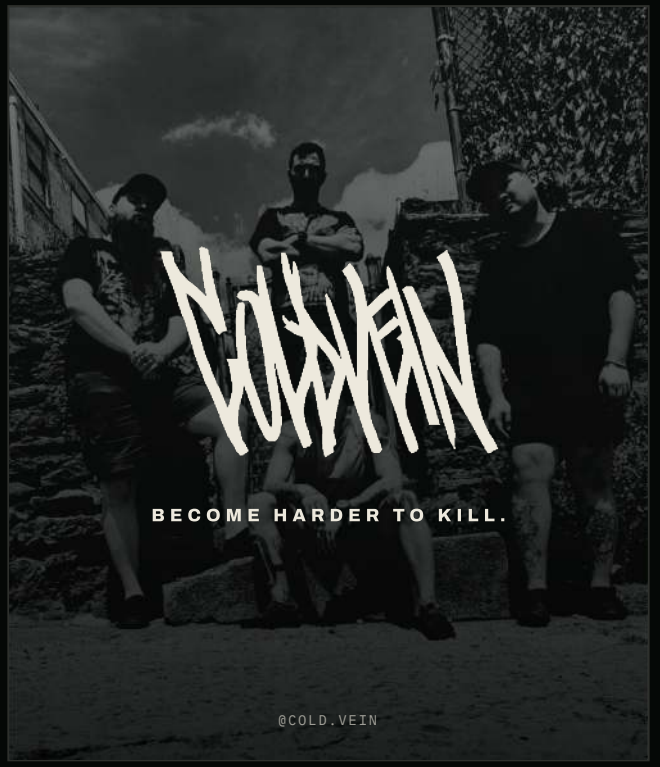
**HEAVY COTTON. HARD GRAPHICS. BUILT TO BE WORN HARD.**

THE SYSTEM IN THE WILD

# FLYERS. FEED. MERCH.

Every application keeps the same hierarchy: a mark or a line, one dominant block of type, one piece of information, one point of Ember.




COLD VEIN

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NY / PHL 2026

THE WORKING FILES

# USE THE REAL THING.

Original marks, covers and images. Do not trace, redraw or “clean up” the handstyle. If a use is not covered here, ask before you make a new rule.

| | |
|---|---|
| PRIMARY HANDSTYLE / BONE PNG | DOWNLOAD ↗ |
| PRIMARY HANDSTYLE / WHITE PNG | DOWNLOAD ↗ |
| DISTRESSED LOCKUP / BONE PNG | DOWNLOAD ↗ |
| DISTRESSED LOCKUP / INK PNG | DOWNLOAD ↗ |
| SPLIT MARK / SVG | DOWNLOAD ↗ |
| ENVIRONMENT IMAGE / JPG | DOWNLOAD ↗ |
| FORMATION COVER / JPG | DOWNLOAD ↗ |
| BREAK AWAY COVER / JPG | DOWNLOAD ↗ |
| BRAND SYSTEM / PDF | DOWNLOAD ↗ |

## STEWARDSHIP

Cold Vein controls the marks, photography and applications. Use this system for official band communication, releases and merchandise. Do not use it to imply endorsement.

## REQUESTS

acre@coldveinhardcore.com

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