

# THE BRAND GUIDELINES BOOK

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SIEGE

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WHO IS SIEGE?  
TONE OF VOICE  
LOGOS  
COLOR PALETTE  
TYPOGRAPHY

Born and raised in Belgium, Siege started out with classical piano lessons, until he discovered electronic music through eurodance and early trance. It was a turning point that would shape his future.

What began as curiosity quickly turned into obsession. He taught himself to produce, spent years refining his craft, and steadily built a reputation with uncompromising club music.

His sound, rooted in house and techno, caught the attention of major names like Carl Cox, Adam Beyer, and Danny Howard. This led to releases on respected labels such as Toolroom, Saved Records, and Truesoul, and to collaborations with artists like Mark Knight, Eli Brown, and Fer BR.

From Tomorrowland and Studio 338 to Toolroom's residency at Eden Ibiza, Siege became a steady presence in the European club scene.

After years of building and momentum, he took a step back, not to announce a break, but to create space. No drama. No final show. Just silence.

Now, that silence has meaning. The pause brought clarity, and the focus is sharper than ever. Siege returns with intention, grounded, present, and ready for what's next.

Siege and UNDRSIEGE communicate in a calm, clear way. No big words, no exaggerated emotion. We say what we mean, and we mean what we say. There's no façade, no drama. No show, no inflated stories.

The focus is on the music and a clear direction. We aim to be recognizable and professional, and to build something that lasts.

**No hype, just a brand that stands.**



The UNDRSIEGE logo is **clean, bold, and geometric**. The choice for an all-caps typographic design, featuring an inverted “N”, gives it an instantly recognizable, daring character. It feels **industrial, futuristic, and rebellious**.

UNDR supports the narrative: it’s a collective umbrella that can house projects, labels, live shows, or a community.

SIEGE is the core. It must stand strong on its own, as an artist name, visual tag, or live brand.

The logo is **most powerful in black and white**. The use of an inverted element adds visual uniqueness without feeling gimmicky.

Always use the original logo as provided. The logo should only appear in black on light or neutral backgrounds. Avoid any distortion, shadows, rotation, or other modifications to the logo.



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Use this logo in specific situations, such as:

- Merchandise (e.g. T-shirts, hoodies, and bags)

- Visuals with dark or black backgrounds, where the original black logo would lack visibility.

This alternative version is designed to remain functional in contexts where contrast and legibility are key.

It should not be used as the default logo, but rather as a visual solution for dark settings.



In addition to the core logo, variations have been developed for different parts of the UNDRSIEGE ecosystem: RECORDINGS, LABS, and RADIO. These sub-brands retain the strong visual identity of the main logo, clean, bold, and geometric, while adding a functional element.

By placing a clear descriptor below the “UNDRSIEGE” core in smaller, refined typography, each variation stays consistent and recognizable. This structure helps organize the brand’s different activities and expressions, without losing its visual impact or rebellious edge.

The unified typographic approach ensures that each sub-brand can stand on its own, while remaining clearly connected to the overall UNDRSIEGE identity.

The cover features a bold typographic composition, with the name SIEGE at its core, split, twisted, and transformed into a visual block. It feels raw, experimental, and unapologetic, perfectly reflecting your core message:

“Under pressure, yet dominant. Against the norm, yet focused. UNDRSIEGE is an attack on the obvious.”

The slanted “I” (“/”) between the letters reinforces a sense of rupture, motion, and confrontation.

The “UNDR” at the top is smaller and more restrained, acting as a sender, a foundation from which SIEGE emerges.



## COLOR PALETTE

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#1C1C1C

#EDEDCD

#E1E3E8

**LUPIO SEMIBOLD**

For the logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LUPIO REGULAR

For body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AbaAba