Foolish Kids

Brand Bible





IDENTITY

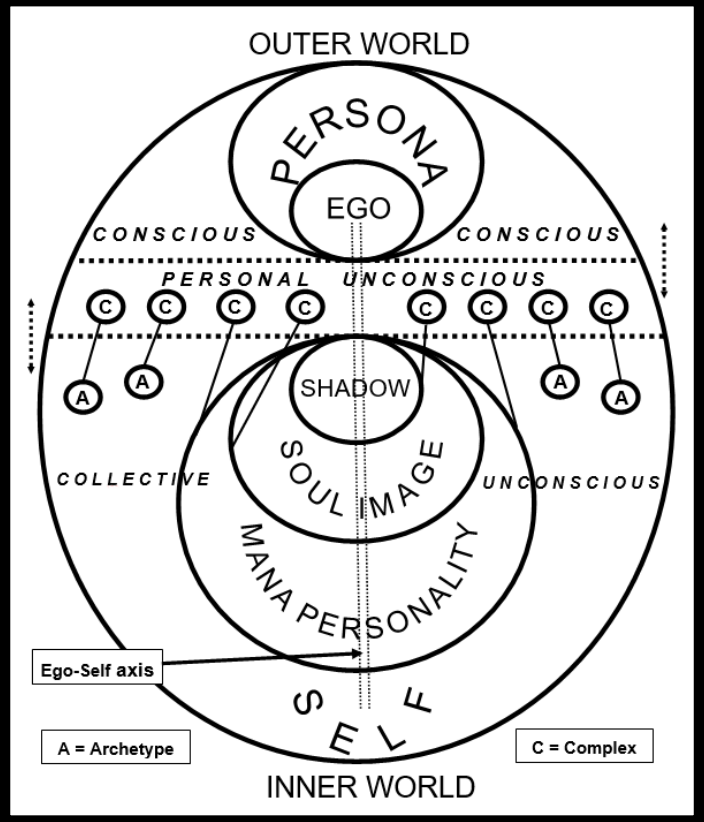
Their blizzies? Sparked.

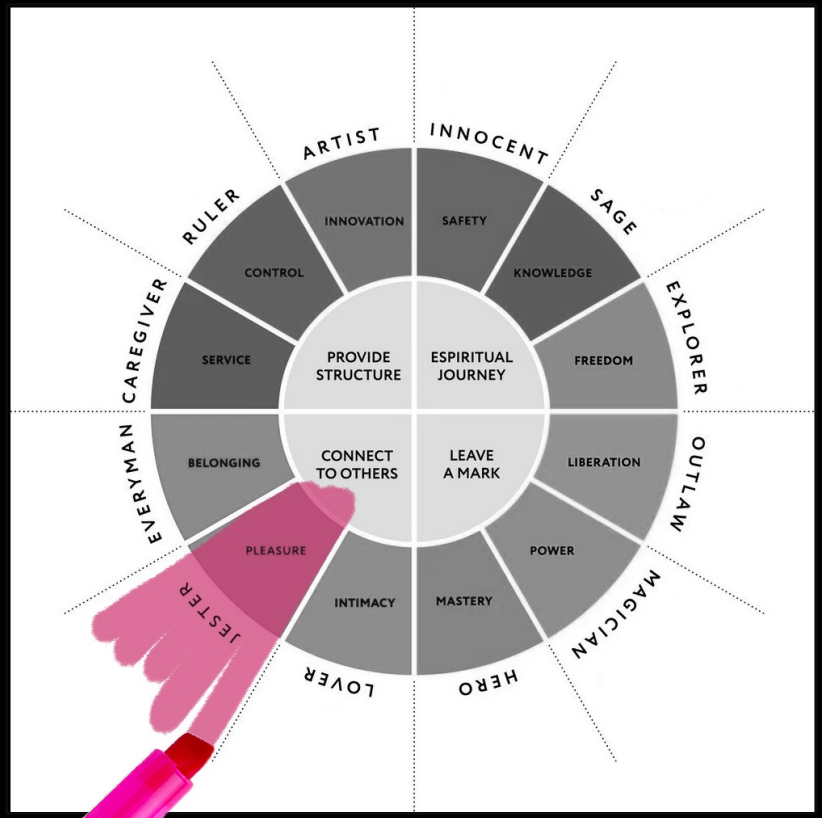
Their cell phones? Lost.

Their vibes? Immaculate.

As a duo, the dudes behind Foolish Ways are just here for a good time. Their native 1990's Bay Area slang rules their vernacular, so even nonsensical words can make a full conversation. Maybe they're tracking what you're saying…or maybe they've just smoked too much weed today and aren't even on the same planet. Either way, they bring the good times with them wherever they go. Slightly aloof and just adventurous enough, they find themselves in all kinds of zany situations. They don't even know where they'll end up sleeping tonight, but hey, spontaneity is good for the plot.

JUNGIAN ARCHETYPE





VOICE

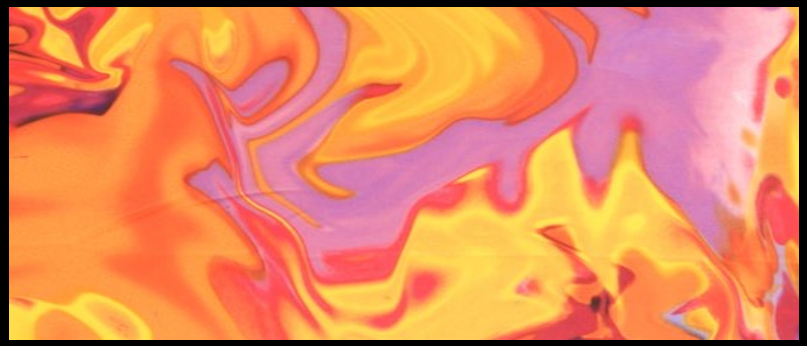
Easygoing, chill to the point of bizarre at times, cannot be worked up by literally anything. Think: a cross between Jack Harlow and Jay & Silent Bob. They approach every situation with a ‘playing with house money’ attitude. Bay Area kids to their core who love using their hometown slang. Everything can be turned into a joke or at the very least a clever play on words (*especially* when it’s inappropriate to do so). They always say their internal ‘high-guy’ thoughts out loud and they often turn them into improvised song verses off the cuff. Base humor (fart jokes, big explosions as a punchline, physical comedy, etc.) is the root of their bond to each other.

Adjectives:

mellow, casual, spontaneous, eccentric, humorous

COLOR PALETTE

Base Colors: Tangerine + Lilac



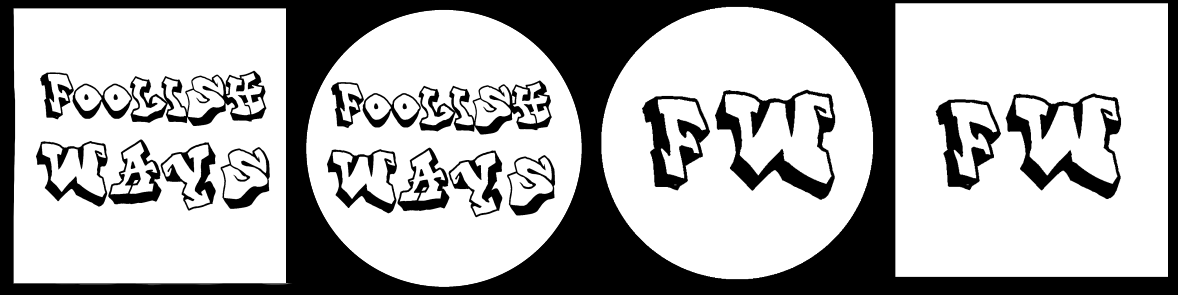
Accent Colors: 90's Neon
Think: that mega pack of highlighters you always wished you had in your pencil box.





LOGOS


FOOLISH WAYS
FOOLISH WAYS
FW
FW
FOOLISH WAYS
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FOOLISH WAYS
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FW
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Fonts

Primary: Street Art

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Secondary: dripping marker

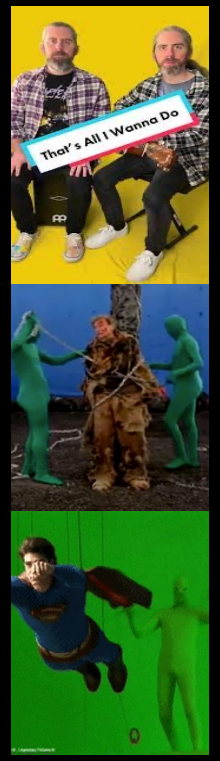
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

STYLE GUIDE


Wendy's
OLD FASHIONED HAMBURGERS
I'M WITH STUPID
D.A.R.E.
TO SAY NO TO DRUGS
Tupac
ALL EYEZ ON ME

MEDIA PRESENCE

Vine energy. ALWAYS in character. Taking us along and/or storytime of your poorly green-screened "real" adventures as musicians/wandering high guys. The more absurd the better. FW music used.



Feed for music drops, studio teasers, show posters, events, press highlights, & thank you's. Stories 60% partying & wild situations, 40% studio BTS, pre-sale, tix/merch links, music video clips.

FEED:



STORIES:





News updates, live event pages, running ads. Lots of teasing upcoming events on here, but overall more PC language.

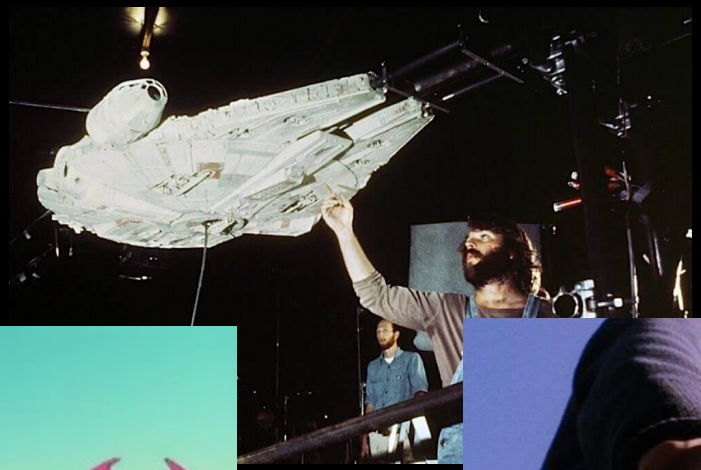
Music video releases. Long-term platform goal: documentary of putting together an album, released in episodic form.

Stylized artist page banners & song background videos per platform guidelines

MUSIC VIDEOS

All Foolish Ways music videos have a strong sense of surrealism, as if you're inside of a trip with the dudes. Lots of severe camera angles. Everyday elements are just slightly 'off' (they might use a rotary landline or a T-Mobile Sidekick instead of a modern iPhone, for example) Lines from the songs are shown literally. At the same time, everything must feel unproduced, so NO professional CGI. Most set pieces are practical builds, and if greenscreen must be used to tell the story, the rendering matches their TikTok that is, it's intentionally done poorly. The dudes always wear their signature neon wigs in every video.











MERCH

Merch clothing should have a curated ‘found items’ type feel, as if you blindly grabbed a handful of tees from a goodwill bin and they happened to be a vibe. A relaxed, effortlessly 90’s cool collection.

Merch Design Influences:











