
LVCRFT
BOOK OF BLOOD OATHS

IDENTITY

MISSION:

Carve out space as the leader in hook-filled creepy pop bops that will keep bones tapping well beyond Halloween.

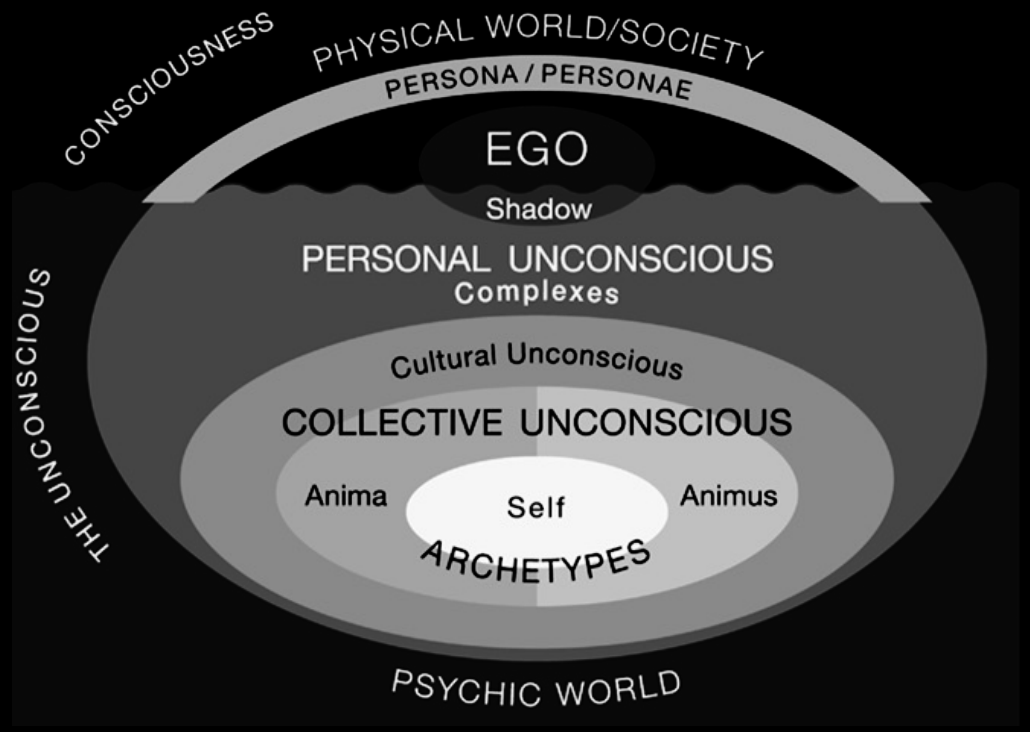
WHO WE ARE:

LVCRFT is comprised of the top songwriters behind your favorite A-list hits (i.e., songs released by Beyoncé, Rihanna, JLo, Katy Perry, Mariah Carey, and Madonna, to name a few), but you won't see us bringing our day jobs back to this haunted home. LVCRFT is our passion project, our place to let loose and experiment, our Monster a la Frankenstein, and we like to really get into character before we cast our spells. To keep our identities secret, we've all adopted cartoonized alter egos under which we create and release our songs, and we never show our real-life faces at in-person events. What's more spooktacular than a good old-fashioned mystery?

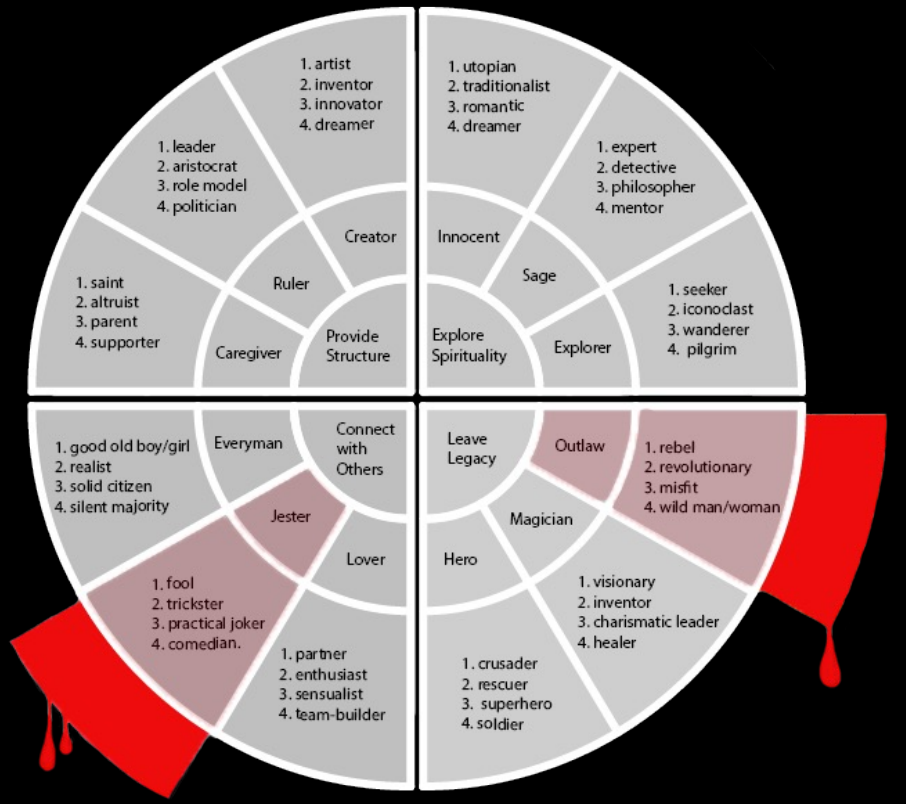


P.S. Don't spill our secrets...or we'll find you.

ALCHEMY



PSYCHOLOGY OF ARCHETYPES



JUNGIAN ARCHETYPE GUIDE

VOICE

MESSAGING:

Us Spooky Freaks have our own language. We speak in '80's thrasher film references and plaster our walls with ghoul cutouts and spiderwebs every Spooky SZN. 'Halloween' franchise movie marathons are our Superbowl. The password is Jason's last name. Anyone who gets it is already part of our frightening family, and that warms even our cold, dead hearts.

PRINCIPLES:

A home for the rejected. Obsessive over all things horror. Paying homage to our predecessors.

TONE:

Cheeky, campy, punny, in on the joke. LVCRFT rebels against societal expectations and revels in blood and gore, but never takes anything too seriously—except our love of Halloween. That is DEADLY serious.



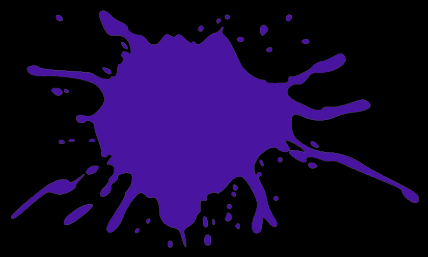
COLOR PALETTE











LOGO

LVCRFT

LVCRFT

collaborations



TYPOGRAPHY

PRIMARY: ITC SERIF GOTHIC STANDARD

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: COVENANT

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

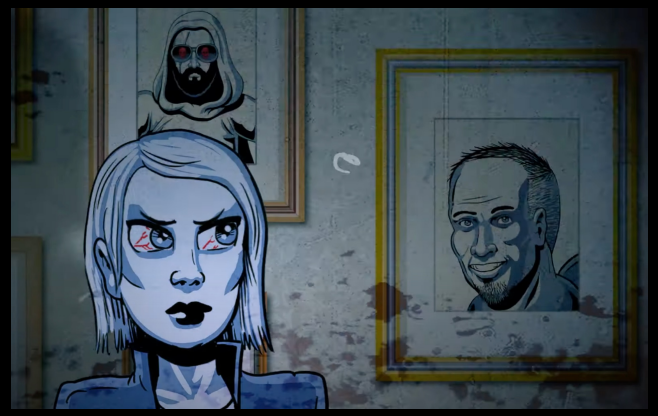
ENTER
IF YOU DARE

CONTEST
OPEN NOW

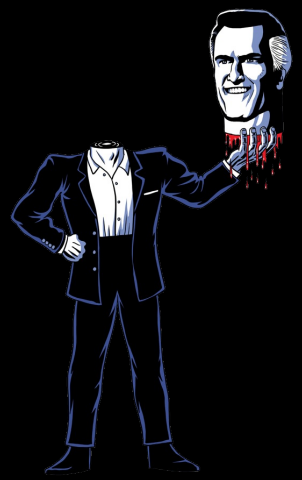
if you've got it
HAUNT IT

get the party
STARTLED

GRAPHICS









broad use promo

SWIPE UP
@LVCRFTofficial

GET SPOOKY
@LVCRFTofficial

dressed
to
KILL

@LVCRFTofficial

SPOOKY FREAKS

We have more of an army of darkness than a traditional fan base. And our followers are just as horror-obsessed as we are.

AUDIENCE PERSONA QUICK LOOK:

Primary Age Range: 25-44

Location: US (LA, Nashville, New England)

Goals: to feel belonging; to connect; to freely express themselves

Frustrations: 'outside' of mainstream society; misfit; misunderstood

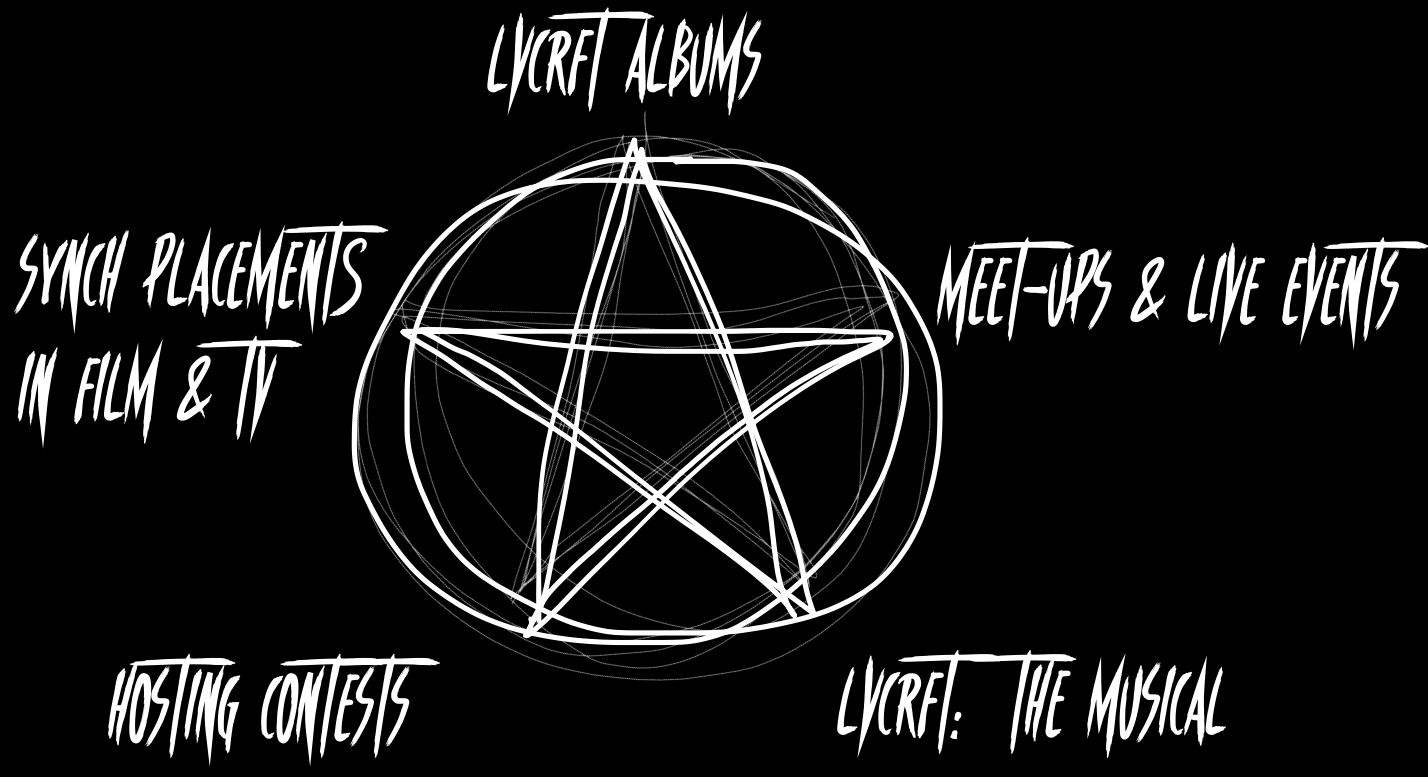
Other brands they like:

DISTURBIA ALIENWARE CONVERSE ALL STAR android XBOX Jack in the box SPENCER'S



~~GLOBAL DOMINATION~~

TRANSMEDIA PRESENCE



CONGRATULATIONS, YOU MADE IT OUT ALIVE.

now you must spread the LVCRFT doctrine within 7 days...

OR ELSE

