On Key Off Site – Brand Kit

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About the Brand

On Key Off Site offers music-powered team-building experiences that unite people through group singing. Founded by performer and vocal coach Stefano Minder, the brand represents joy, collaboration, and creative connection — with a bold, inclusive, and modern design identity.

Brand Colors

HEX Codes:

Background:	Accent/Primary:	Contrast/Dark:	Neutral Dark:	Neutral Light:
#FDF0E6	#F08E80	#0B0D63	#000000	#FFFFFF



Typography

- **Headings: Archivo Black**
- Body Text / Paragraphs: Space Grotesk
- Buttons & Miscellaneous: Space Grotesk

Buttons & Forms

- Primary Button: Rounded pill shape, coral fill (#F08E80) with white text
- Secondary Button: Rounded outline with deep navy text

- Forms: Rounded fields with pastel backgrounds
- Base Text Size: 16px

Logo Use & Guidance

- Logos are provided in SVG and PNG formats (for light and dark backgrounds)
- Maintain clear space and do not distort or recolor
- Use only on solid or lightly textured backgrounds
- Download the logo here

Photography & Imagery Style

- Focus on candid, joyful group moments
- Use warm tones, natural lighting, and movement
- Avoid overly corporate or artificial stock photos

Tone & Voice

Warm. Empowering. Inclusive. Joyful.

We speak to people — not at them. Our tone reflects the energy of music, the confidence of performance, and the connection of community.

Download Brand Kit Assets

Download the full Brand Kit folder here

Includes: color palette, logos, typeface guide, button styles, and visual examples.

For custom requests or brand use questions, please contact:
contact@onkeyoffsite.com