



# Brand Guidelines

For those who don't know, this man is a legend. He's the founder of ZOMRA – the crew that literally built the foundation of underground hip-hop in Tunisia. Anti-system, raw, real – that's ZOMRA. That's Djappa Man.

But here's the thing: he had been gone for a long time. Years away from the scene. No rap, no art, completely silent. When someone like that disappears, you feel it in the culture.

Then out of nowhere, he hit us up at WYRM.

"I'm back," he told us. "I want to create something new. I need a complete branding – something personal, something that represents who I am now."

I won't lie – I was honored. Nervous too. This is Djappa Man we're talking about. The guy who pioneered the movement. And he chose us to bring his vision back to life. He trusted us with his legacy.

This image you're seeing? This was my first sketch. My first response to his call.

I wanted to capture the moment of return. The burning police car – because rebellion is in his DNA. The graffiti tag with his name – marking his comeback. Him standing there, watching, ready.

I spent hours on Photoshop bringing this vision to life. After that, I took his character, his energy, and started building his entire brand identity from the ground up.

This wasn't just another project. This was history in the making.

And it all started with one message: "I'm back in the game."

Welcome back, legend. We got you.



2024

## HOW IT ALL STARTED - THE WYRM X DJAPPA MAN STORY

002



## Single-line Lockup

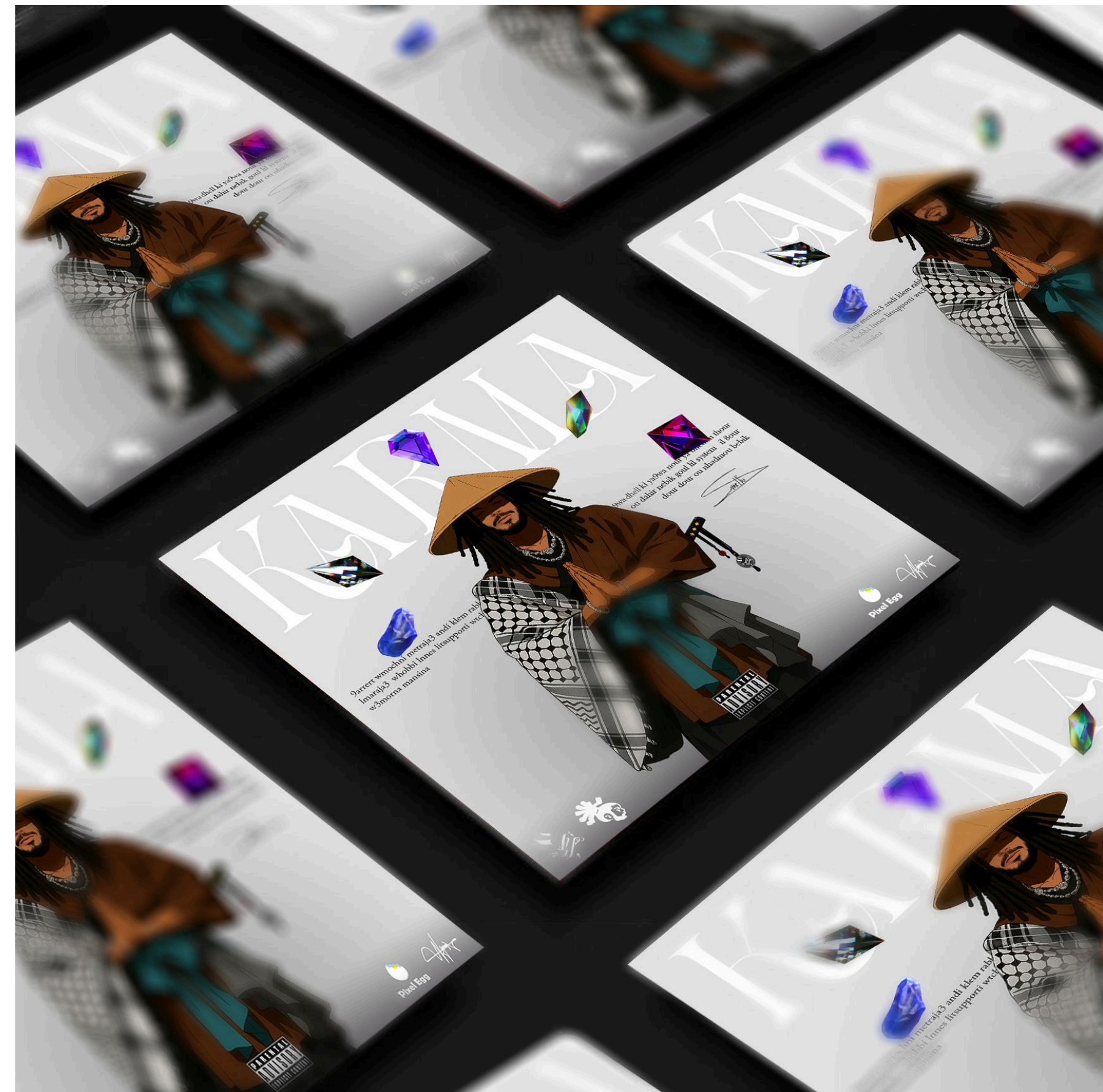
- Simplicity rules
- Consistent experience
- Embrace the power of B/W
- White space as the continent

Less is more. we want the logo to be instantly recognizable at all sizes and in all contexts.



## Character

Clear space around the logo is equal to the cap height of the "T".  
Nothing break the limit of this space that the T's create



## Music Cover

The logo should be white on darker backgrounds and black on lighter backgrounds



# WYRM X DJAPPA MAN