

PRIMARY MARK · 01.A

00 BRAND KIT · EDITION ONE

Verdani

DARK · ATMOSPHERIC
· ALTERNATIVE

GODDESS OF
BECOMING.



BLACK & WHITE
STANDARD

The present that is becoming Compiled May 2026 Sheet 01 / 09



The goddess of what is *becoming.*

Verdani takes its name from *Verðandi* — the middle Norn of Norse myth, who spins the thread of the unfolding present at the foot of Yggdrasil.

Where her sister Urðr is what has been, and Skuld is what will be, Verðandi is the active, breathing now — the moment as it shapes itself. The band's visual identity carries that idea forward: a single goddess face, drawn in one continuous form, recoloured with the seasons but never redrawn.

The face itself reads across cultures — its drop-shaped silhouette and ornamental coiled hair carry an Indian sacred-image vocabulary, set against a Northern European mythic name. That tension — North and East, ritual and rock — is the brand.

PRONUNCIATION

VER · DAH · NEE

ETYMOLOGY

OLD NORSE *VERÐA* — TO BECOME

DOMAIN

THE PRESENT · THE UNFOLDING

SISTER NORNS

URÐR · SKULD



One word. Set in light.

The wordmark is set in *Jost Light* — geometric, unornamented, weightless. Tracking is held tight (-10) at display sizes; normal at body. The wordmark sets uppercase by default; an italicised lowercase form is reserved for editorial and credit usage.



VERDANI

01.A • PRIMARY WORDMARK

UPPERCASE • TRACK -10



VERDANI

01.B • ON BONE

INVERSE



Verdani

01.C • EDITORIAL ITALIC

SECONDARY



VERDANI

01.D · MARK + WORDMARK LOCKUP

HORIZONTAL



01.E · CLEARSPACE

X = HEIGHT OF THE 'V'

Don't.

VERDANI

BOLD WEIGHT



V E R D A N I

LOOSE TRACKING





Verdani

WRONG TYPEFACE



VERDANI

GRADIENTS / FX

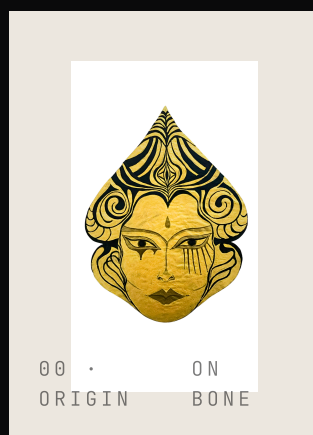
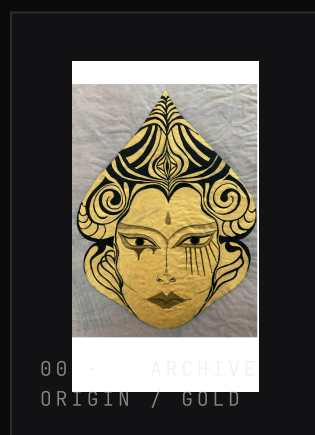
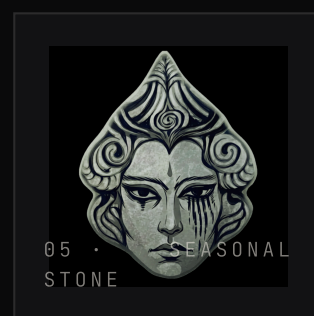
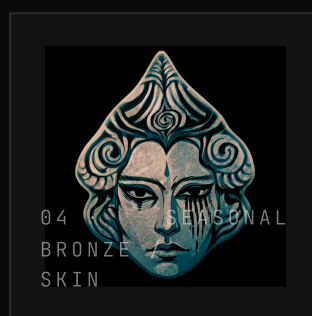
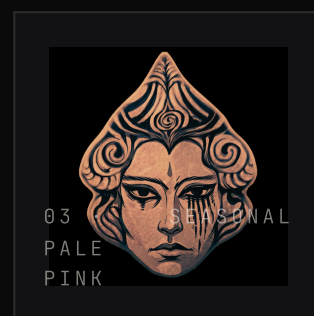
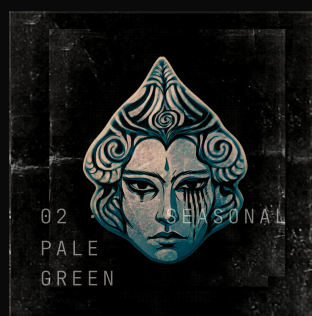




One face. Many seasons.

The mark is a teardrop-shaped portrait — a goddess with coiled hair, ornamented brow, and ritual tear-marks falling from her right eye. The black & white version is the standard. Coloured variants are issued seasonally — one per release, run, or campaign — and never modified beyond the approved colourways.

The mark always appears on a true black field (or the crumpled-paper texture), never on a tint. The teardrop silhouette must always read clearly; never crop, mask, or overlay.





Ink, bone, and the moods.

Black and bone are the foundation — the print, the page, the standard. The seasonal colourways are the band's mood palette: each one is paired with the goddess mark for a release, an EP, a tour leg, or a season. Always full saturation against pure ink; never tinted, never mixed.

Ink

PRIMARY · FIELD

#0A0A0B
R10 G10 B11
OKLCH 0.13 0 0

Bone

PRIMARY · TYPE

#ECE7DF
R236 G231 B223
OKLCH 0.93 0.01 80

Gold

ORIGIN · ARCHIVE

#B89856
R184 G152 B86
OKLCH 0.68 0.10 80

Pale Green

SEASONAL 01

#A6B59A
R166 G181 B154
OKLCH 0.74 0.04 130



Pale Pink

SEASONAL 02

#E8B7B0

R232 G183 B176

OKLCH 0.82 0.05 25

Bronze

SEASONAL 03 · SKIN

#C9A989

R201 G169 B137

OKLCH 0.74 0.06 70

Stone

SEASONAL 04

#7B7B7E

R123 G123 B126

OKLCH 0.55 0.005 285

Crimson

FUTURE / RESERVED

#B3232C

R179 G35 B44

OKLCH 0.50 0.19 28



Jost Light.
One voice.

The brand speaks in a single typeface — *Jost*, in its *Light* weight — at every position the design needs. Geometric, soft-cornered, and quiet enough to let the goddess mark carry the room. A monospaced companion (*JetBrains Mono*) handles credits, captions, and metadata.

Jost is free and open-source via Google Fonts. See the [font comparison sheet](#) for the alternatives that were evaluated.

Aa

JOST • LIGHT • 300

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

DISPLAY

148PX • LIGHT • -2% TRACK

Verdani

HEADLINE

64PX • LIGHT • -1.5% TRACK

The goddess of becoming.

SUB-HEADLINE

30PX • LIGHT

Dark, atmospheric alternative rock from Newtown.



BODY

17PX · LIGHT · 1.55 LH

Verdani inhabit the darker edges of alternative rock — where emotion, atmosphere and artistry collide. Their songs unfold like elegant soundscapes: passionate, melancholic, and quietly hopeful.

CAPTION · MONO

11PX · 22% TRACK · UPPER

EP PREMIERE · THE BOTANY VIEW HOTEL · NEWTOWN · SAT 25 JULY 2026

GLYPH SET

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z 0 1 2 3 4 5 6 7
8 9 . — / †



Crumpled. Hand-touched.

Backgrounds and surfaces carry a tactile quality — *crumpled paper*, hand-screened texture, faint scratches and folds. Never glossy, never plastic. Texture appears at the edges of layouts, behind the goddess mark, and across poster fields. It is the breath in the design.

The official crumpled-paper background fills any field that calls for atmosphere — posters, sleeves, social. Use full-bleed; never tile or scale partially.





TEXTURE · 03

MARK · WASHED



TEXTURE · 04

MARK + CRUMPLE



How it lives
in the world.

VERDANI



EP PREMIERE

THE BOTANY VIEW HOTEL

NEWTOWN · SAT 25 JULY 2026

POSTER • 02

VERDANI

EP • OUT 12 SEPTEMBER 2026



ALL FORMATS

PRE-ORDER OPEN

POSTER · 03

VERDANI

TOUR · NORTHERN LEG



BERLIN · HAMBURG · KÖLN

OCTOBER 2026

VINYL • 12" SLEEVE

VERDANI

EP • LP01



SIDE A • 4 TRACKS

33 $\frac{1}{3}$ RPM



VERDANI

EP · SIDE A



VERDANI



VERDANI





VERDANI



Four players. One ritual.

01 · VOICE

David Brett

SONGWRITING · VOCALS

The evocative centre of the band — songwriting and lead vocals, holding the emotional weight of every piece.

02 · AIR

Dan Pulham

KEYBOARDS · ATMOSPHERES

Lush, atmospheric keyboards that build the cinematic spaces the songs unfold inside.

03 · EARTH

Paul Ivers

BASS · LOW END

Deeply resonant, melodic bass work that anchors mood and tension.

04 · PULSE

Kris Killian

DRUMS · RHYTHM

Tribal, gothic drumming — ritual and dynamic, favouring tension and release over excess.



Words for the press.

Long form

EN · 320 WORDS

Verdani inhabit the darker edges of alternative rock — where emotion, atmosphere and artistry collide. Drawing from postpunk, goth, art rock and baroque influences, the band create immersive sonic worlds that feel both intimate and expansive.

Their sound evokes the stark vulnerability of PJ Harvey, the soulful intensity of Jeff Buckley, the cinematic darkness of Nick Cave, and the slow-burn elegance of The National, with moments of expansive psychedelia reminiscent of Pink Floyd. Verdani blend these touchstones into something distinctly their own: epic songs built on haunting melodies, dynamic shifts, and rich emotional weight.

Swirling, textured guitars intertwine with lush, expressive keys, anchored by a powerful and nuanced rhythm section. The result is a cinematic interplay between melodic alternative rock and progressive goth and art-rock sensibilities — music that breathes, broods and ultimately uplifts.

Verdani's songs unfold like dark, elegant soundscapes: passionate and melancholic reflections on the human condition, infused with longing, beauty and quiet hope. There is a sense of ritual and catharsis in their music — an intensity that rewards deep listening and thrives in live performance.

At the core of Verdani is the songwriting and evocative vocals of David Brett, supported by Dan Pulham's lush, atmospheric keyboards, Paul Ivers' deeply resonant bass work, and the tribal, gothic drumming of Kris Killian. Together they form a band that values mood as much as melody, and emotion as much as power.

Verdani are a compelling proposition for lovers of dark alternative music — uncompromising, atmospheric, and unmistakably alive.

Short form

EN · 35 WORDS

Verdani deliver dark, atmospheric alternative rock, blending postpunk, goth and art-rock influences. Haunting melodies and cinematic intensity create an immersive sound — brooding, elegant, and emotionally charged.

One line

EN · 15 WORDS

Dark, atmospheric alternative rock — postpunk, goth and art-rock built into haunting, cinematic, emotionally charged songs.



Verdani bewegen sich im schattigen Raum zwischen Alternative Rock, Postpunk und düsterem Art Rock — dort, wo Atmosphäre, Emotion und Zurückhaltung ebenso wichtig sind wie Lautstärke oder Spektakel. Ihre Musik ist immersiv und bewusst gesetzt; sie soll ebenso gefühlt wie gehört werden.

Verwurzelt in der emotionalen Strenge von PJ Harvey, der spirituellen Intensität von Jeff Buckley und der erzählerischen Tiefe von Nick Cave, schöpfen Verdani auch aus dem Slow-Burn-Minimalismus von The National und der weiten Psychedelik von Pink Floyd. Diese Einflüsse werden nicht zitiert, sondern in einen Klang aufgenommen, der zusammenhängend, kinematografisch und unverwechselbar eigen ist.

Verdanis Kompositionen entfalten sich geduldig: texturierte Gitarren und wirbelnde Keyboards erzeugen dichte, nächtliche Klanglandschaften, getragen von einer Rhythmussektion, die Spannung, Ritual und dynamische Kontrolle dem Übermaß vorzieht.

Die Band wird geführt vom Songwriting und den ausdrucksstarken Vocals von David Brett, unterstützt von Dan Pulhams atmosphärischen Keyboards, Paul Ivers' resonanten, melodischen Basslinien und dem tribalen, gotischen Schlagzeug von Kris Killian.



PRESS ·
BOOKING

For interviews,
premieres, and live
booking inquiries.
press@verdani.band

LISTEN

Spotify · Apple Music ·
Bandcamp · YouTube
verdani.band/listen

FOLLOW

Instagram ·
@verdaniband
Website · verdani.band