



Company / Organization Information:

Excëssivë Ümläüts is a heavy metal band from Hamburg, Germany. Their music is aggressive and fast. They are similar to Judas Priest and Motörhead with a hint of Anthrax. They wear plenty of black leather, spikes and studs. They tour extensively throughout Europe and are known for their energetic stage shows.

Concept Brief:

X's represent aggression, danger, and defiance and that's why the "X" is the focal point of the logo. The font is a stencil font which is similar to what is used to spray paint onto the band's road cases. The text is presented at an angle and on an imperfect baseline to emphasize a "stick it to the man" attitude. Actual umlauts are used on every vowel, which is grammatically incorrect, but the band doesn't care!