

DON TOLIVER

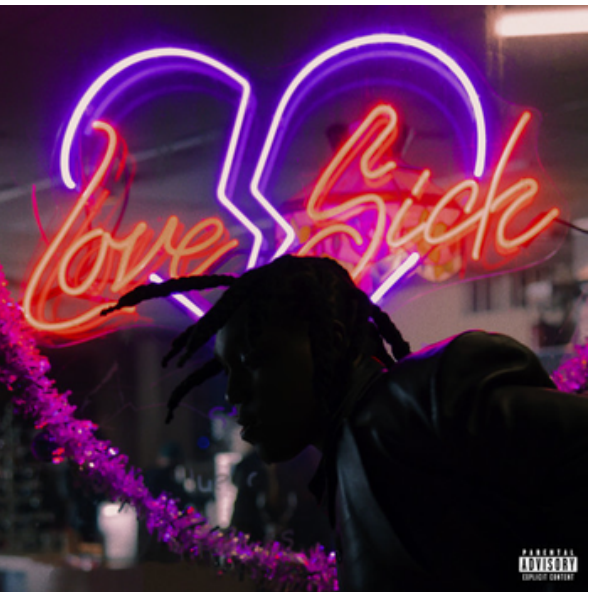
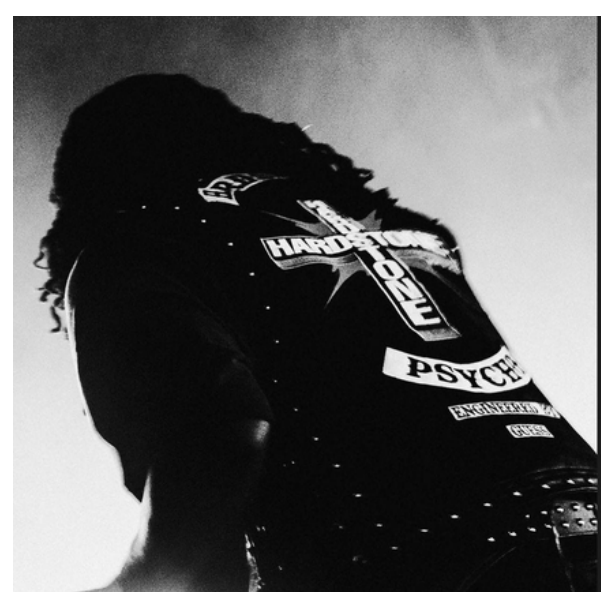
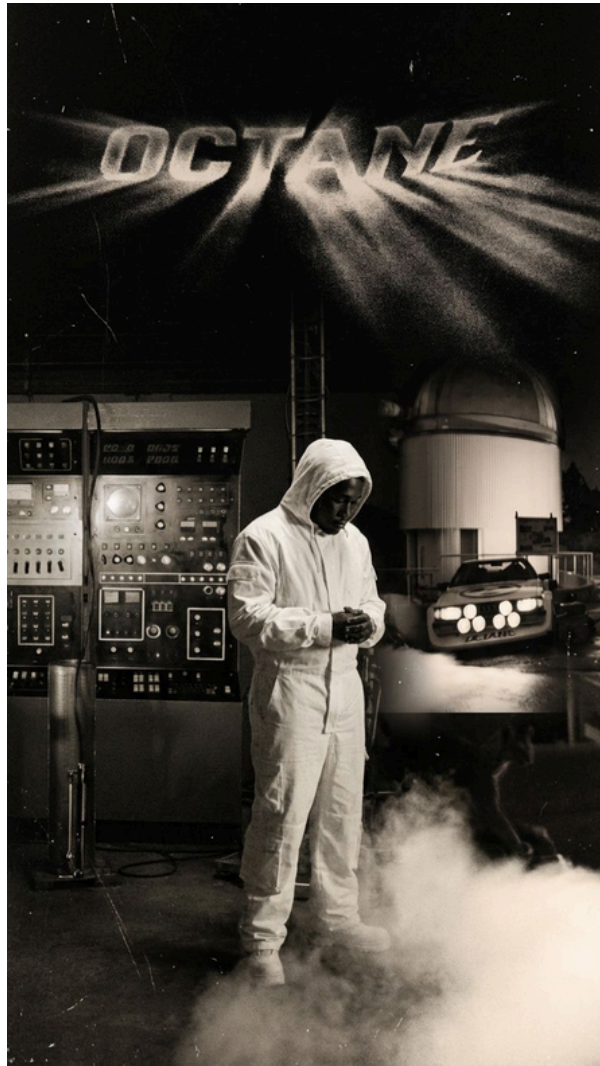
Logo Process
by Yoonjin Kim





About

Don Toliver, born 1994 in Houston, Texas, is an American rapper and songwriter known for his melodic vocals and futuristic style. He gained fame following his feature on Travis Scott's "Can't Say" and later achieved mainstream success with songs like "No Idea," "After Party," and "No Pole." His albums, including *Heaven or Hell*, *Love Sick*, and *HARDSTONE PSYCHO*, have established him as one of hip-hop's most distinctive artists. His branding is cinematic, euphoric, and futuristic.



Brainstorm

- Symbols inspired by dreamy, futuristic visuals, and automotive influences
- DT monograms, celestial symbols, chrome/metallic elements, and industrial-inspired forms
- Bold sans-serif typeface with angular forms that feel futuristic, aggressive, and easily recognizable



DON
TOLIVER



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Refinements

- Different typography, spacing, and symbol combinations
- Expressive wordmarks and abstract DT monograms



Final

- D and T shown in a distorted heart shape
- Reference to the emotional and relationship-driven themes in his music
- Sharp, chrome-inspired forms that reflect his futuristic visual identity

N₂O
NTR-918





DON TOLIVER PRESENTS

DT-713
PROJECT OCTANE



NITROUS



SEPTEMBER 5, 2026
TD GARDEN
⚠ BOSTON, MA ⚠

OCTANE WORLD TOUR LEG 2



NITROUS





DON TOLIVER

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OCTANE WORLD TOUR
LEG 2

COMING SOON
2026