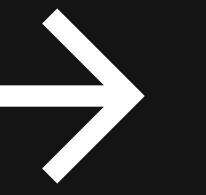


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Brand Guideline

Contents

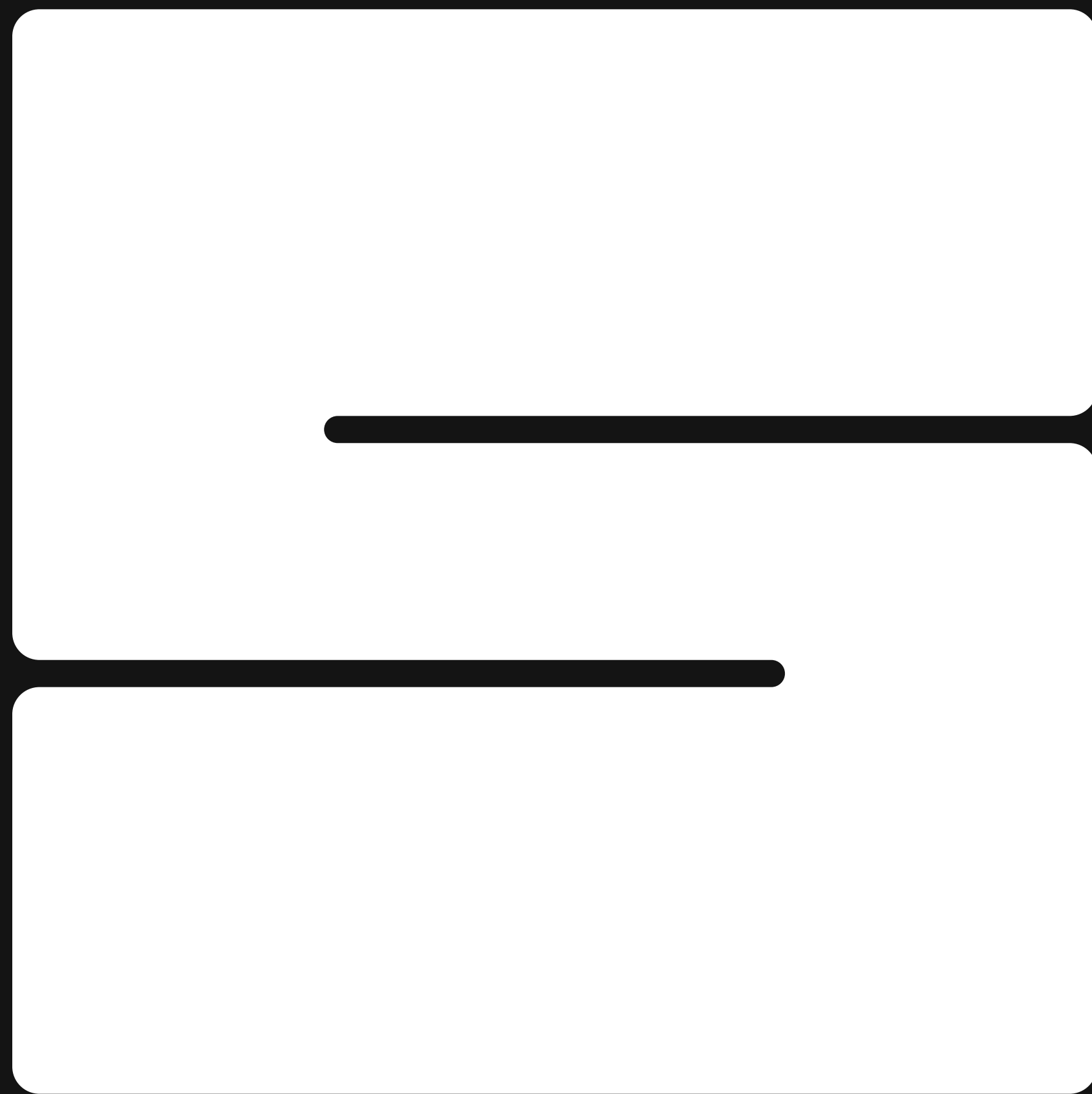
- 1 Tone of voice
- 2 Logo
- 4 Logotype
- 5 Graphic Devices
- 6 Colour
- 7 Typography
- 9 Grid Structure

“ An audio-visual playground

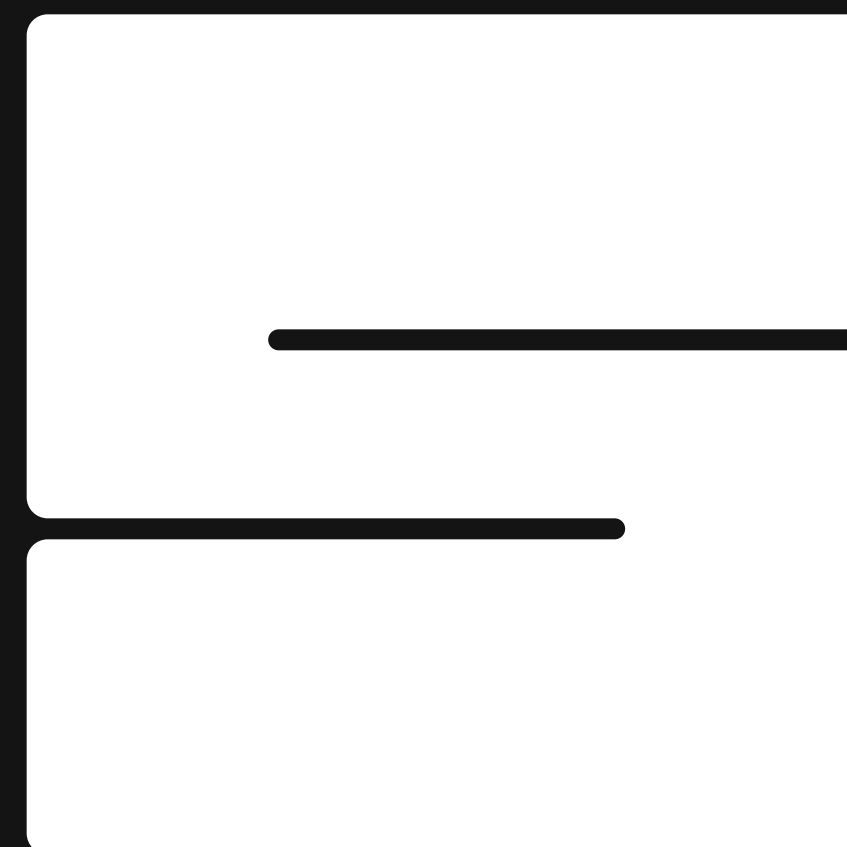
Try to keep written content as laid back as possible.

This is an experimental product... use words to reinforce that.

Rule-breaking, fun, energy, mystery, f*ck the status quo.



Large



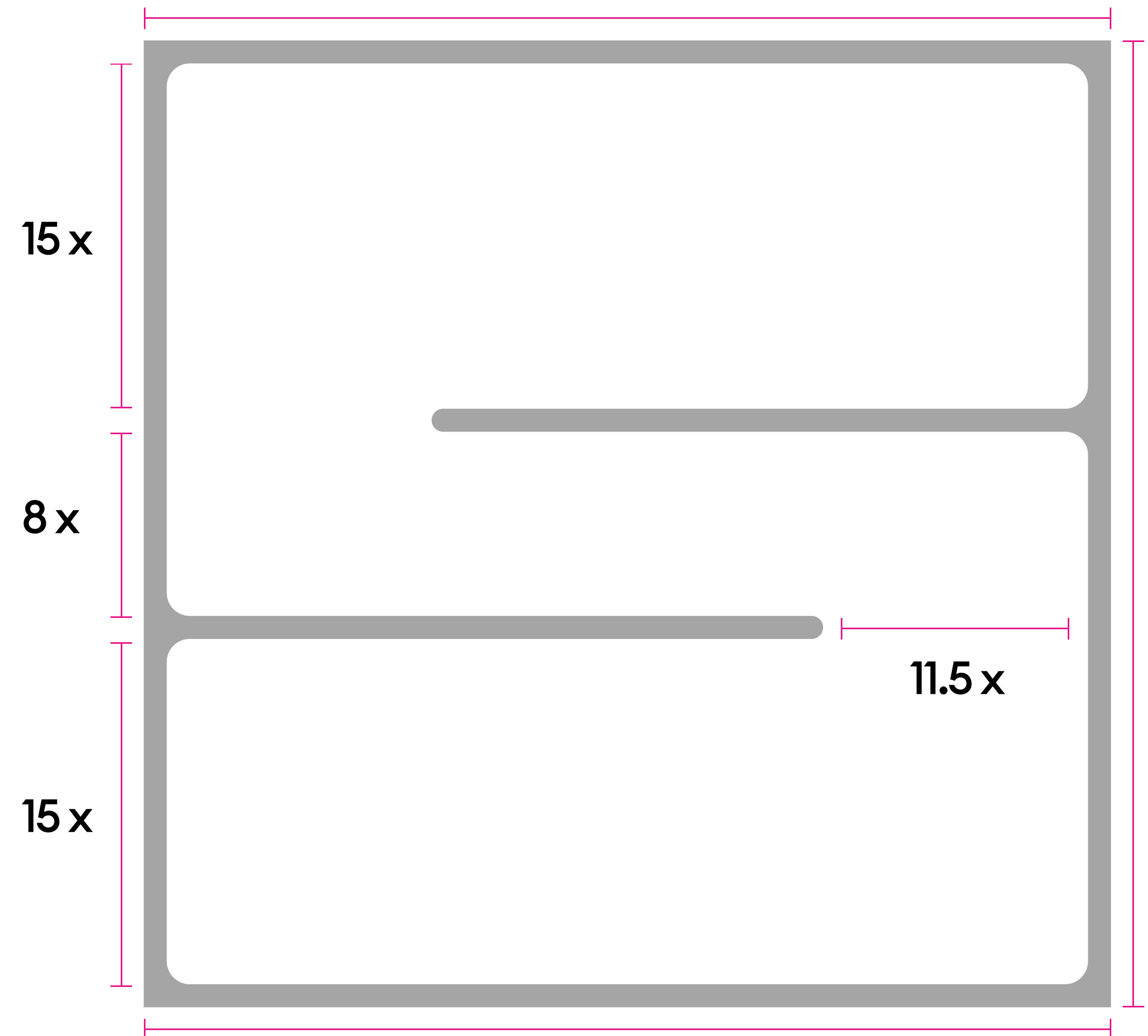
Medium



Small

Proportions & layout

Uniform square-shape
x = border size



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The logo can be extended into a wide range of patterns and shapes. Freely use snippets of the logo to fill out space and to add personality.

Brand & Product

Using bright neon colours is encouraged for print.
Stick to monochrome black and white for formal documents like this!
For digital work, use the primary colours in very small amounts, such as highlighting a button, or to call out important information.

Primary



Mid-tones



Euclid Circular B

A super versatile typeface
for both print & digital

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0123456789 !@#\$%&*?;:”{}.,

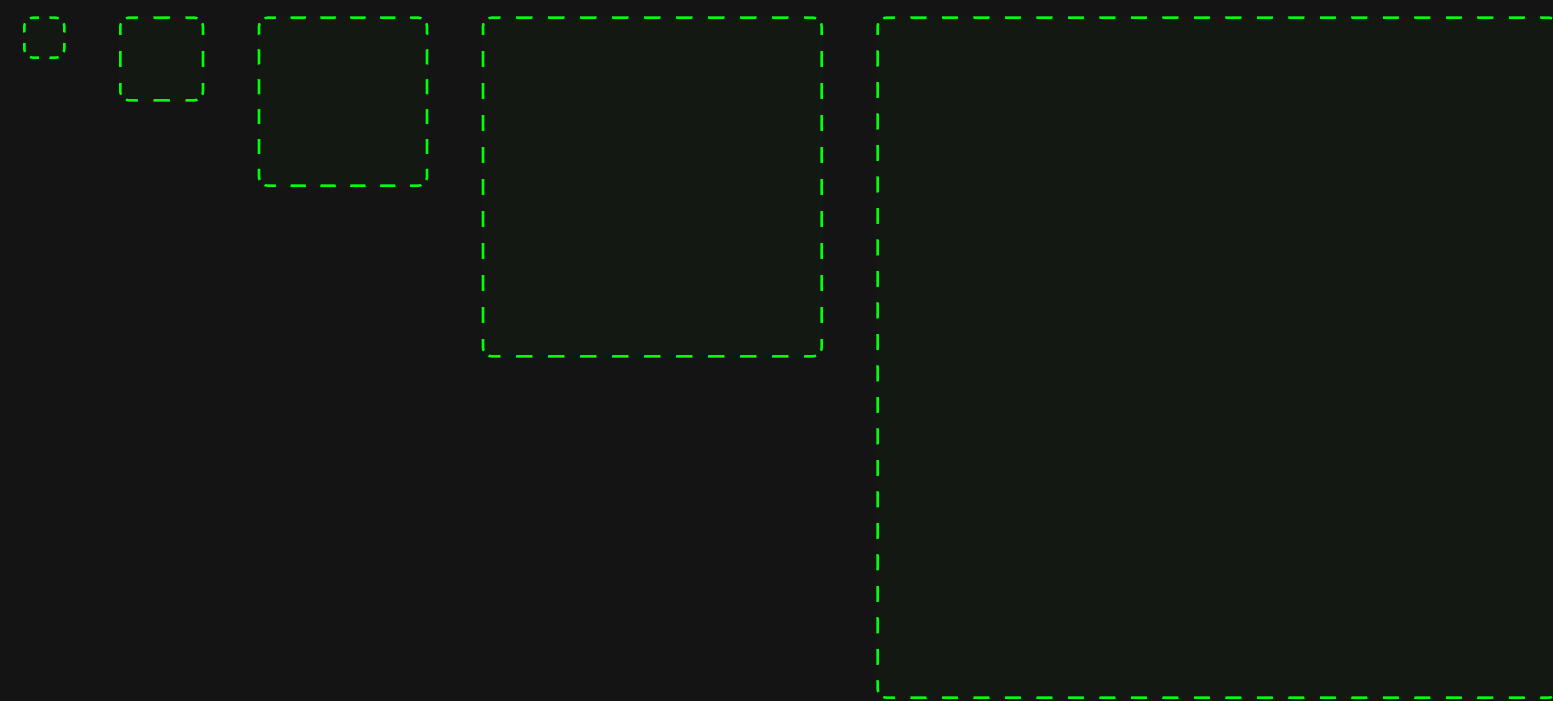
Hierarchy

Level	Letter-spacing	Size	Weight
Display Title	-4.5%	120px	Medium
Heading One	-2.5%	80px	Bold
Heading Two	-1.5%	48px	Bold
Heading Three	-1.5%	32px	Medium
Heading Four	-0.5%	28px	Medium
Body Large	0%	20px	Regular
Body	0%	16px	Regular
LABEL UPPERCASE	8%	12px	Medium
Small	0%	12px	Regular

Spacing

4-point soft grid

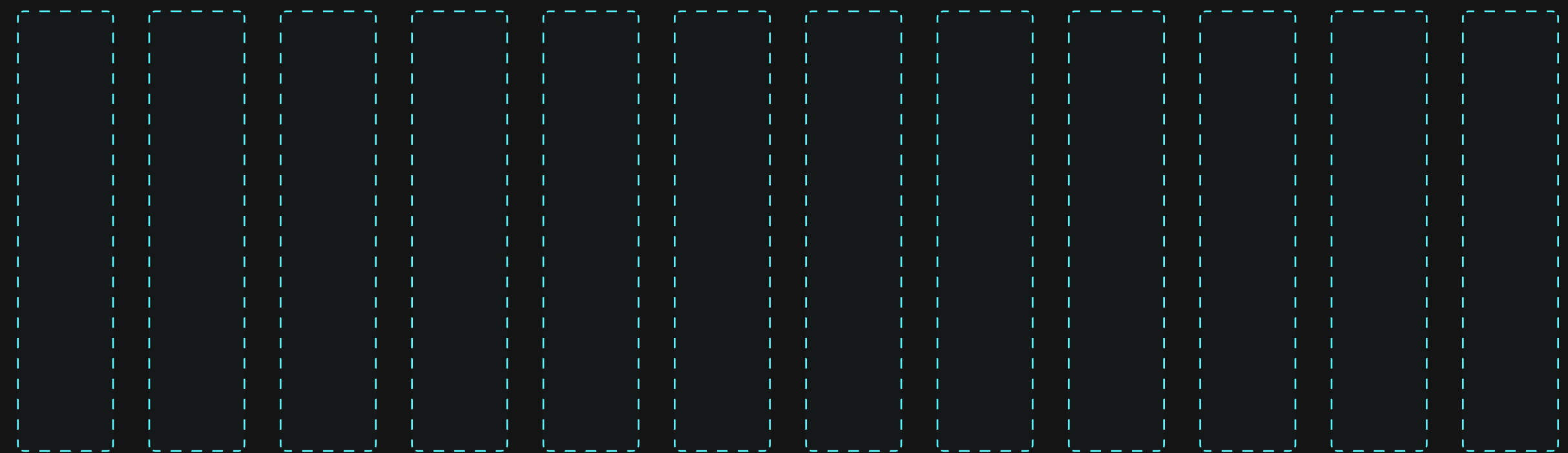
When building interfaces, work in multiples of 4 for spacing, as it produces a natural looking rhythm.

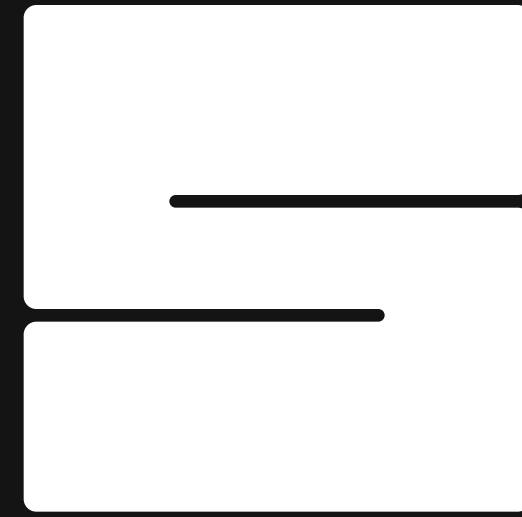


Layout

12 / 24 fluid columns

Use either 12 or 24 columns for page layouts, which gives enough breathing room and flexibility to place content.





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Dan Gold