



Official Branding Guide - 2019

Brand Voice

Curious
Relateable
Colorful
Relaxed

Color Palette

Pure White	CMYK: (0% 0% 0% 0%) RGB: (255, 255, 255) HEX: #FFFFFF
Off Black	CMYK: (0% 0% 0% 94%) RGB: (54, 54, 54) HEX: #363636
Pure Red	CMYK: (0% 100% 100% 0%) RGB: (255, 0, 0) HEX: #FF0000
Silver	CMYK: (0% 0% 0% 24.7%) RGB: (192, 192, 192) HEX: #c0c0c0

Fonts Used

Bahnschrift

Used for branded marketing materials, B2C communications

Ubuntu

Used for website copy

Logo Usage



Primary Logo

For use on neutral and dark backgrounds. Not to be scaled down smaller than 100x100 pixels



Primary Logo - Dark

Use the primary dark logo on light colored backgrounds for better contrast. Not to be scaled down smaller than 100x100 pixels



Secondary Logo

For use on neutral or dark backgrounds at 100px x100px and smaller, or for situations where palette is limited



Secondary Logo - Dark

For use on light backgrounds at 100px x100px and smaller, or for situations where the palette is limited

Writing Style

Inspired by the colorful, lyrical, writing of Beowulf and Homer – as well as the metaphor-laden rants of comedian Dennis Miller, among others – my writing philosophy is based on the thought that using a relateable, conversational style, mixed with powerful visual imagery, is the easiest way to engage and connect with the reader.

Design Style

Colorful, bold, and sharp. My style definitely takes cues from the scores of comic books I read as a kid.

I love designs that show activity and illicit emotion: sweeping curves, sharp angles, and strong contrasts, combined with just the right amounts of restraint and rebellion.