



BRAND GUIDELINES

BUZZ DESIGN STUDIO

2016

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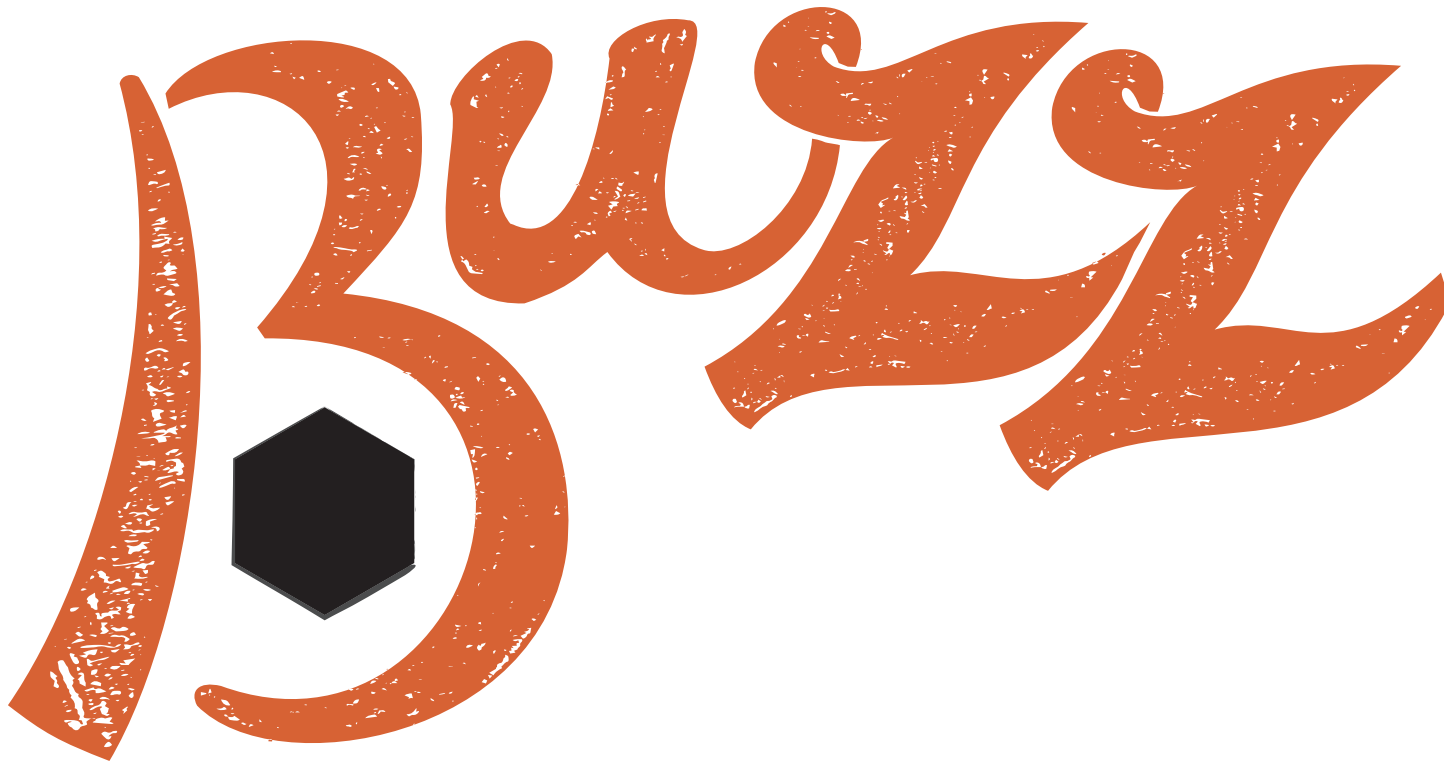
LOGO



LOGO - COLORWAYS



LOGO - COLORWAYS



LOGO - RULES OF USE

THE RULES:

Always allow a space of at least 10 mm around the perimeter of the logo.

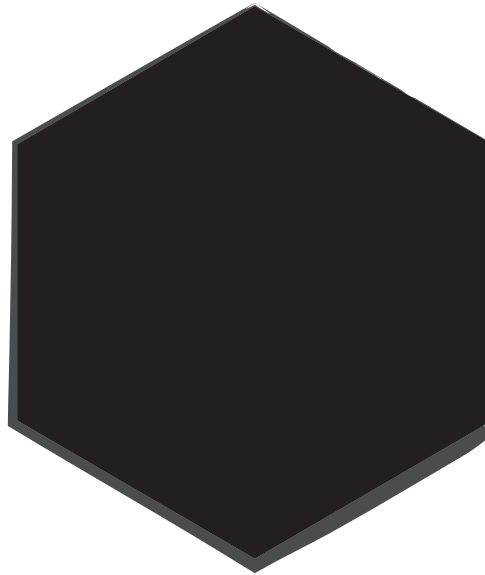
Place the logo over solid background colors or plain white.

Never place the logo over busy or patterned backgrounds, or any other background which impedes the visibility of the logo.

Do not adjust the rotation angle of the logo or dissect or edit the logo in any way besides applying the designated colorways proposed in this brand guidelines document.



ICON



ICON - VARIATIONS



TYPEFACES

For headers, titles and callouts use:

LINOTTE SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 £\$!?!@&<>”\

THE RULES:

Linotte SemiBold should always be applied in UPPERCASE

Linotte SemiBold should always have a 40/1000 em Tracking
(space between all characters in Adobe programmes)

TYPEFACES - EXAMPLE

HELLO
THERE!
HOW CAN
WE HELP
?

TYPEFACES

For all other brand communication use:

Franklin Gothic

Book - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"\

Book Italic - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"

Medium - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"\

Medium Italic - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"

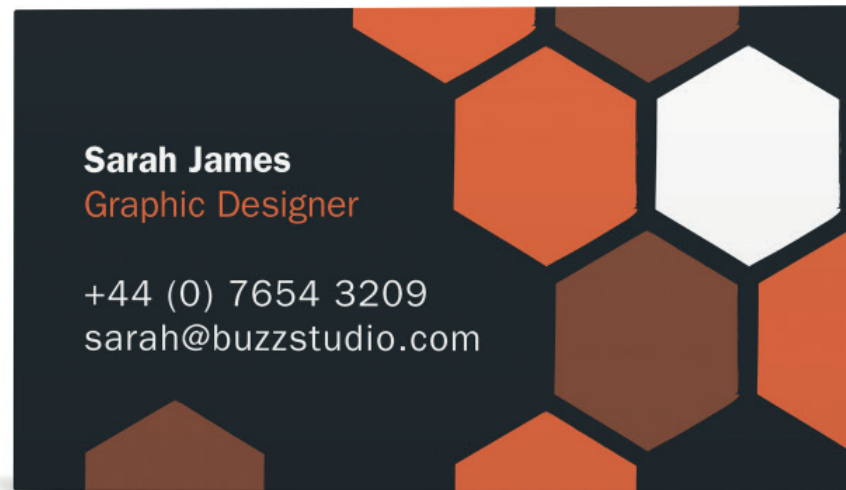
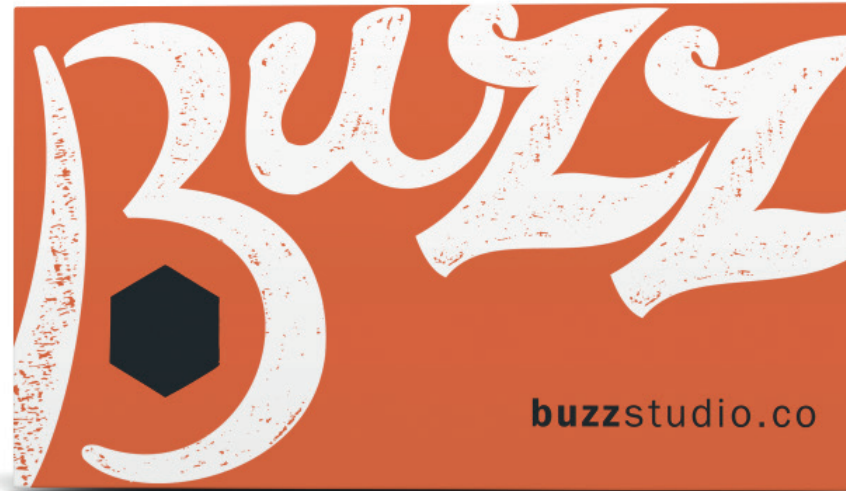
Demi - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"\

Demi Italic - abcdefghijklmnopqrstuvwxyz 0123456789 £\$!()?@&<>"

THE RULES:

Franklin Gothic should be used for all text that does not constitute a header, such as body text, web text, stationery and email signatures

TYPEFACES - EXAMPLE



COLOR PALETTE



CMYK: 9, 76, 95, 1

RGB: 218, 87, 31

PANTONE: P 37-15 C

HEX: #DA571F

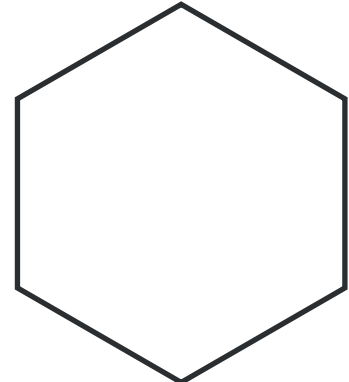


CMYK: 69, 59, 56, 65

RGB: 52, 52, 52

PANTONE: P 179-15 C

HEX: #343434



CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

PANTONE: 000C

HEX: #FFFFFF

SHAPE



GRAPHICS - PHOTOGRAPHY



THE RULES:

All photos should be black and white originally, or converted to black and white.

Photography should be optimistic, creative, youthful, outdoorsy, adventurous, non-intimidating and friendly.

All people portraits should ideally be facing the camera (not looking away), and smiling.

Informal shots look more natural and open—avoid photos that are overly posed, conservative or stiff.

GRAPHICS - RULES OF USE



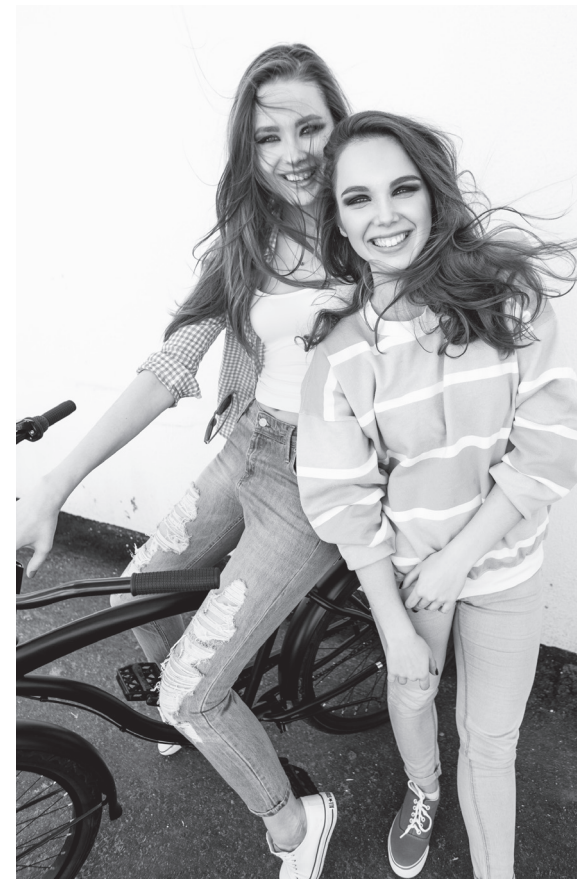
✗

Avoid stock images that are overly posed or exaggerated, and images that feel negative or depressing



✗

Avoid images that are intimidating, overly serious or very arty



✓

Look for photos with a positive, outdoorsy, youthful mood and subject matter

