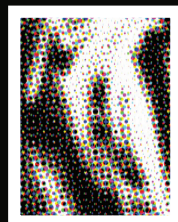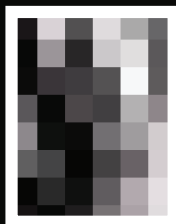# DARK

ROOM

LOGO & ICONOGRAPHY

LOGO & ICONOGRAPHY

That aromatic smell you are hit with when you open the second door, and enter a darkroom made for development. All of your wonderful ideas and moments captured are about to be birthed. Dev. Stop. Fix.

The iconography itself is derived from the final product. Once you take your print out of the Archival Mix, you can stand back and look at it's beauty, before sending it through the dryer. We all love the white border too, don't lie.

LOGO

Do's & Dont's

Do :

Give adequate breathing room for logo and iconography.

Use high contrasting logo and iconography per-background.

Use high DPI versions of logo and iconography.

15pt spacing

DARKROOM

15pt spacing

Don't :

*Overlap images, logos, text or **anything** on our logo and iconography.*

Use poorly contrasting backgrounds with our logo and iconography.

Change the colorway, shape, size, or alter our logo and iconography.

Change the direction, orientation, or readability of our logo and iconography.

Use low DPI versions of our logo and iconography.

Waste the developer, stop bath, or fixer.

Please wash your film canisters.

FONTS

TYPEFACE

OPEN SANS

Open Sans Regular 12pt

Please wash out your film canisters. Remember to shut off the film dryer. Wash your hands. Close the first door behind you when entering the dark room, and lastly. Don't drink the fixer.

Open Sans Italic 12pt

Please wash out your film canisters. Remember to shut off the film dryer. Wash your hands. Close the first door behind you when entering the dark room, and lastly. Don't drink the fixer.

Open Sans Extra Bold 12pt

Please wash out your film canisters. Remember to shut off the film dryer. Wash your hands. Close the first door behind you when entering the dark room, and lastly. Don't drink the fixer.

Open Sans Extra Bold 12pt

Please wash out your film canisters. Remember to shut off the film dryer. Wash your hands. Close the first door behind you when entering the dark room, and lastly.

Body Copy - Open Sans Regular - 12pt
Descriptions - Open Sans Italic - 12pt
Headers - Open Sans Bold - 60pt

COLORWAYS

PALETTE

#f2f2f2   Anti-Flash White - Used for: Typefaces, Accents.

#0b0a0a   Darkroom Black - Used for: Backgrounds, Accents.

#98080c   Safelight Red - Used for: Accents only.

#5dc1a0   Fresh Green - Used for: Accents only.