



Brand Style Guide

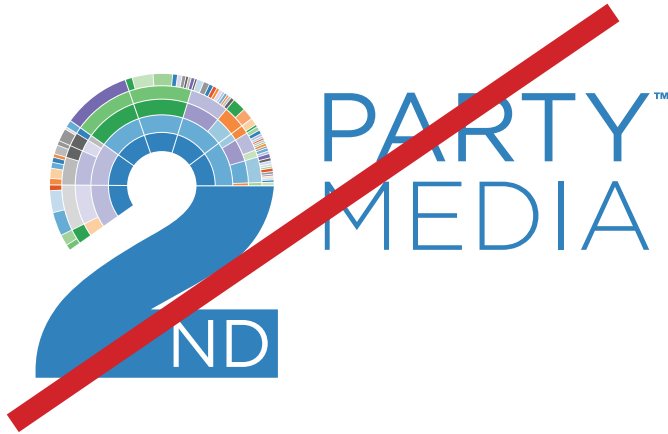
NOVEMBER 2019

LEGAL MARK

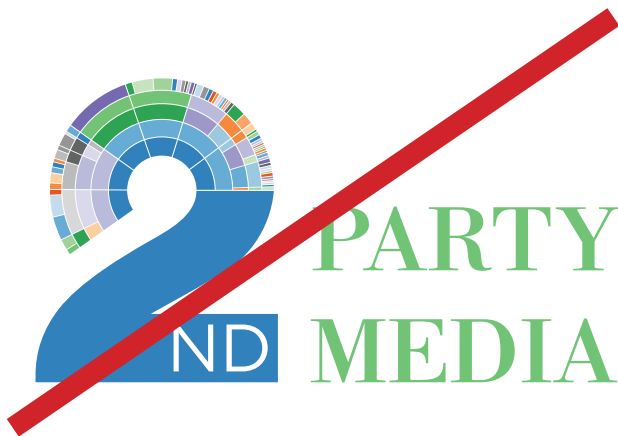
The TM trademark icon should be included in every usage of the 2ND PARTY MEDIA logo.



LOGO DON'TS



DO NOT move or slide the relation of the “2nd” and “PARTY MEDIA”



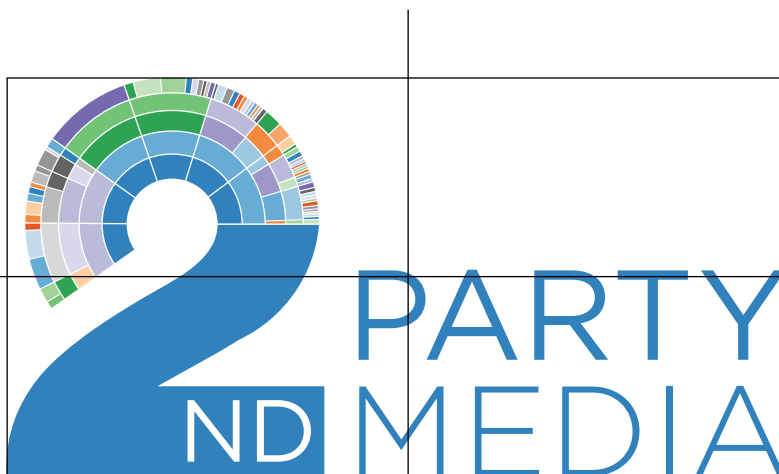
DO NOT change font or text colors of the logo

LOGO CLEARANCE AND ALIGNMENT



CLEARANCE

The outline box indicates the clearance area. It is determined using the X-height of the "M". Please keep this area free of any other graphics



DO NOT include the trademark in the bounding box when aligning the logo.

CENTERING THE LOGO

The centerpoint of the @nd PARTY MEDIA logo is determined WITHOUT including the TM trademark icon. Please keep this in mind when applying the logo in a centered position.

COLOR PALETTE - PRIMARY COLORS

The primary color are Hero Blue (Pantone PMS 7689C). The different color modes of the palatte are designed for use on specific mediums (IE Pantone or Process CMYK for printed matter and RGB or HEX for scrren/web). They will not look the same when displayed on the same medium because the colors are tailored for different uses. The list below describes the accent color recipe foer the medium they will be used.

PRINT



PANTONE SPOT COLOR (PMS)

Use for professional print jobs (stationary, business cards etc.)

Pantone PMS 7689C

SCREEN & WEB



SCREEN COLORS (RGB)

Prefered use for all on-screen applications (motion, ppt, etc.)

36/141/193



WEB COLORS (HEX)

Use for all on-screen applications (device, app, web, etc.)

#248dc1

COLOR PALETTE - SECONDARY COLORS

The different color modes of the palette are designed for use on specific mediums (IE Pantone or Process CMYK for printed matter and RGB or HEX for screen/web). They will not look the same when displayed on the same medium because the colors are tailored for different uses. The list below describes the accent color recipe for the medium they will be used.

PRINT - PANTONE SPOT COLOR (PMS)

Use for professional print jobs (stationary, business cards etc.)



Pantone Cool Grey 10C



Pantone PMS 7676C



Pantone PMS 542C



Pantone PMS 7577C

SCREEN COLORS (RGB)

Preferred use for all on-screen applications (motion, ppt, etc.)



99/99/99



117/108/173



107/173/213



246/137/60

WEB COLORS (HEX)

Use for all on-screen applications (device, app, web, etc.)



#636363



#756cad



#6badd5






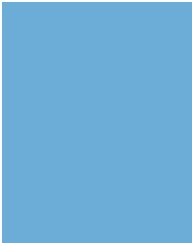

#f6893c

COLOR PALETTE - SECONDARY COLORS

Brand colors should be used in accordance to the three levels of importance. Primary brand colors acting always as the preferred colors, complimented by the secondary colors. Tertiary colors should be used sparingly.

2nd PARTY MEDIA FULL COLOR PALETTE

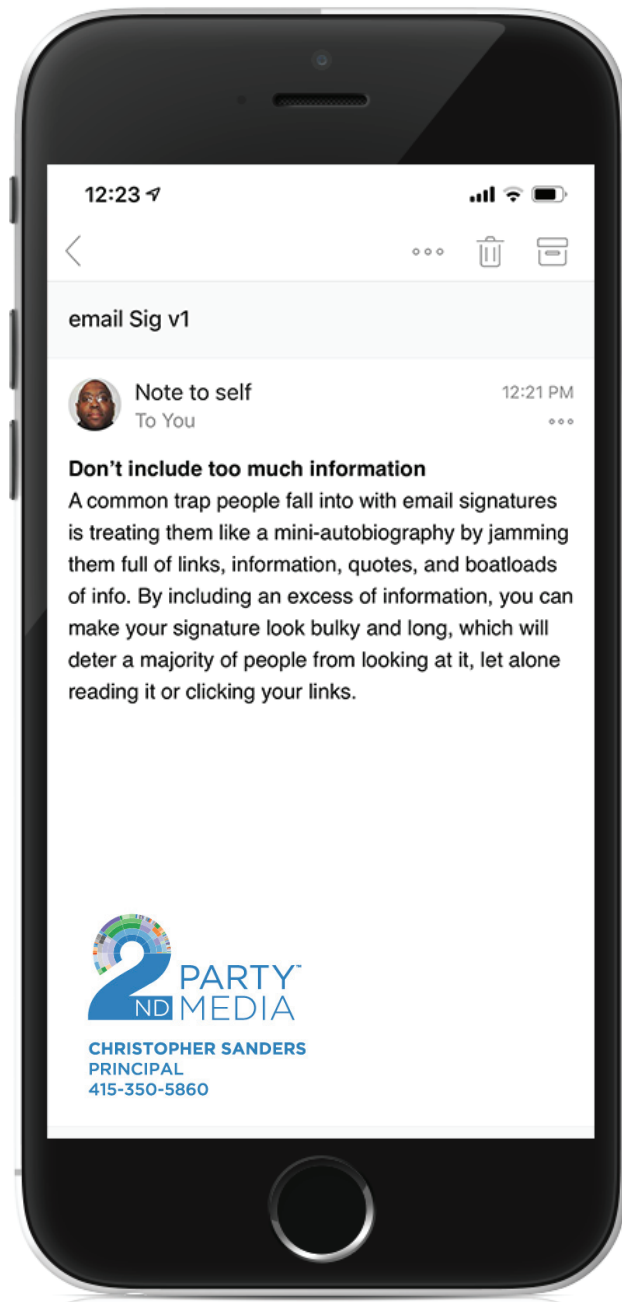
Colors should be used according to importance

Primary	Secondary		Tertiary	
				
Pantone 7689C	Pantone Cool Grey 10C	Pantone 7676C	Pantone 542C	Pantone 7577C

EMAIL SIGNATURE



CHRISTOPHER SANDERS
PRINCIPAL
415-350-5860



TYPOGRAPHY

The 2ND PARTY MEDIA Hero font is “Gotham” designed by the Hoefler & Frere-Jones Foundry. (typography.com). Different weights and styles (italics) can be used as needed throughout the brand. This styleguide calls out the type styles and sizes used for all collateral.

GOTHAM BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/?.,@#\$\$&**

GOTHAM BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/?.,@#\$\$&**

GOTHAM MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/?.,@#\$\$&**

GOTHAM BOOK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/?.,@#\$\$&**

GOTHAM LIGHT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/?.,@#\$\$&**

GOTHAM THIN

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/?.,@#\$\$&**