



DIGITAL MEDIA | PUBLISHING | TRADE SHOWS

## BRAND GUIDELINES



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VOICE

“Hello.”

### what we do

At Coyle Media Group, we provide cutting-edge multimedia solutions to help your business thrive. Not only do we dominate the luxury, fifty-five plus, and wedding markets, we offer the most effective platforms to build your brand and reach your target audiences online, in print and in person. We help you make the connections that count.

### our services

- Digital Media Campaigns
- Social Media Marketing
- Publishing
- Trade Shows
- Content Management
- Brand Awareness
- Ad Design
- Strategy & Execution

### brand mantra

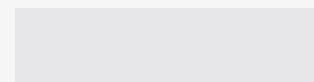
We provide cutting-edge multimedia solutions to help your business thrive.

WE HAVE  
BEEN IN  
THE MEDIA  
INDUSTRY  
SINCE 1988.

8



DESIGN



primary usage



The Coyle Media Group gold logo – pictured above – is our primary logo colourway, and it should only be used on a white background. Avoid using the logo over busy images as the text portion will be hard to see. Use the *Digital Media | Publishing | Trade Shows* text whenever possible.

**Please note:** The Coyle Media Group gold logo should only be used on a white background, for any other background you should use a monochrome logo. Do not seperate the CMG portion from the rest of the logo. The logo is both the CMG and text together as shown above.



A spacing of the *m* in *media group* is required around the logo at all times. The *m* at the bottom is from the box, not the bottom of the *g* or *p*.

minimum size

The Coyle Media Group logo should never be smaller than 108px in digital or 38.1mm in print.



alternate usage

monochrome logos



The white (left) logo should be used on dark coloured backgrounds. Add a 20% black filter for better visibility when using the white logo. The black logo (right) should be used only on light coloured backgrounds.

logo misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document—there are no exceptions.



**NO**  
Do not outline the logo.

**NO**  
Do not add a gradient of any kind, anywhere to the logo.

**NO**  
Do not rotate the logo.



**NO**  
Do not change the logo colour or tone from the original.



**NO**  
Do not change the *Coyle Media Group* text colour from the original unless it's to #414042 for digital use.



**NO**  
Do not distort the logo in any way.



**NO**  
Do not use the wordmark without the icon or the icon without the wordmark.



**NO**  
Do not stack or re-arrange the wordmark or icon.



**NO**  
Do not change the typeface, or recreate the wordmark and the icon.



print use

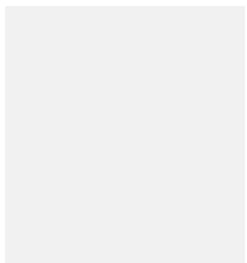
Transparency of any colour should not be used for printing purposes. Transparency is acceptable for digital or web use only. Percentage tints for any of the print-use colours are acceptable for print except for the logo. The pantone colours must be used for the logo when printing.



PANTONE  
465 CP

C 7  
M 27  
Y 55  
K 22

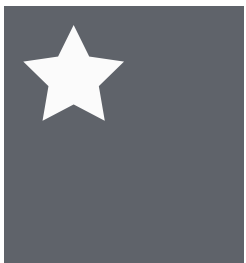
#B98C51



LIGHT GRAY

C 4  
M 3  
Y 3  
K 0

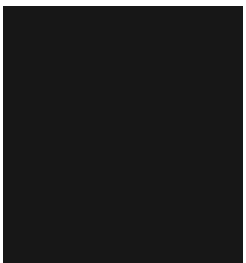
#F1F1F1



PANTONE  
COOL GRAY 9 CP

C 29  
M 23  
Y 16  
K 51

#5F6369



BLACK

C 29  
M 23  
Y 16  
K 51

#171717



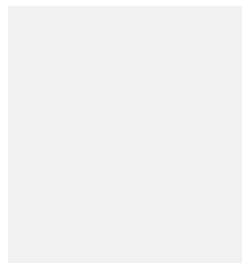
USE THE COLOUR OPTIONS WITH THE STAR FOR THE LOGO WHEN PRINTING.

digital & web use



#B98C51

R 184  
G 139  
B 80



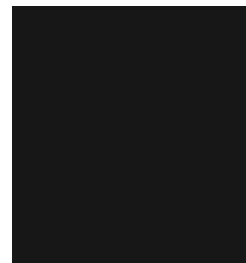
#F1F1F1

R 241  
G 241  
B 241



#5F6369

R 95  
G 99  
B 105

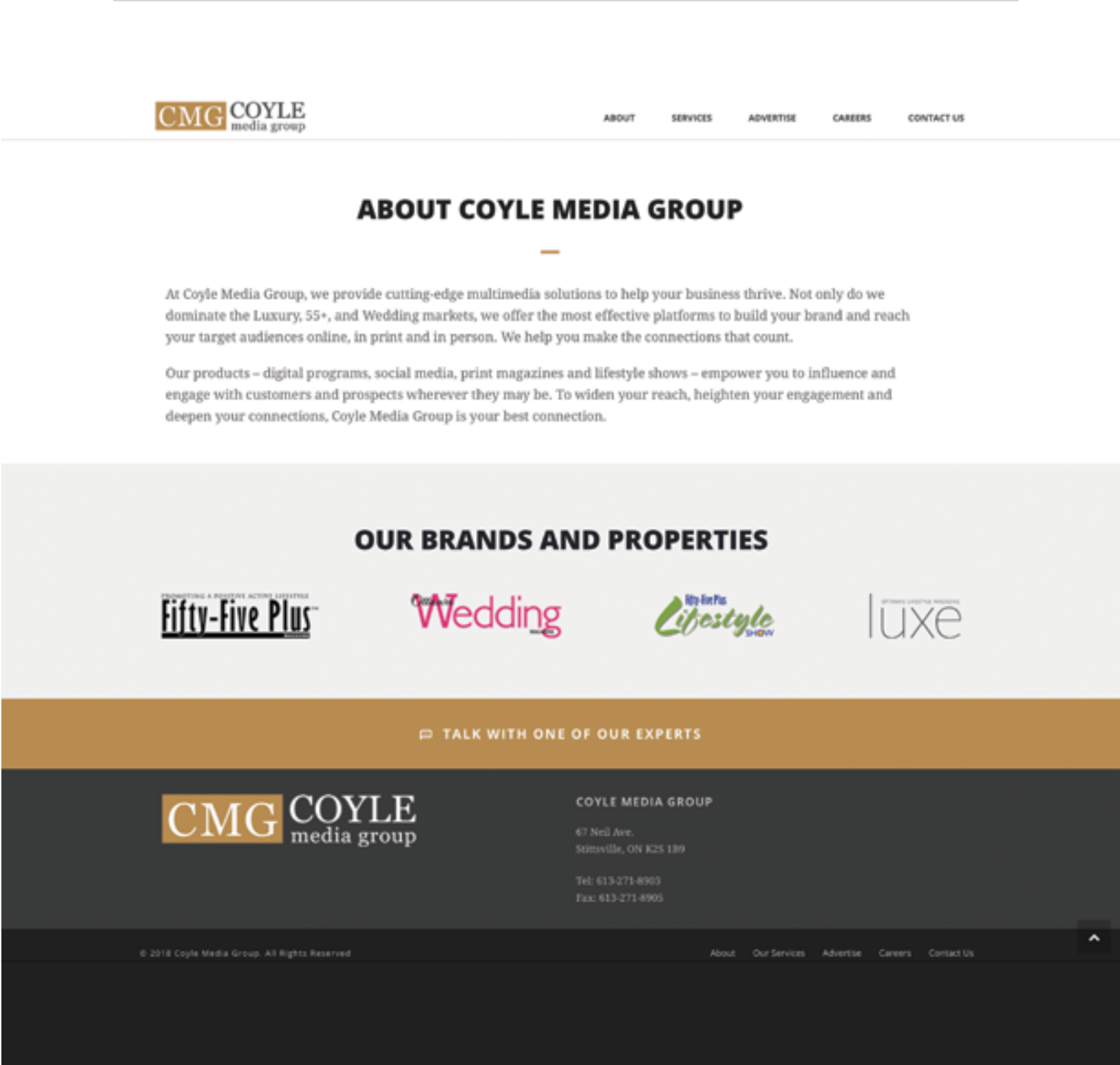


#171717

R 23  
G 23  
B 23

EXAMPLE

COYLEMEDIAGROUP.COM



primary usage

The typographic hierarchy should be consistent from a larger heading, to a smaller subheading, followed by an even smaller body copy size. Body copy should remain between 9 and 12 points for print. Body copy should not exceed 12 points for print use. Subheadings should be a minimum of 6 points larger than body copy. Headings should remain 12 points larger than subheadings at all times.

Futura PT Demi  
Aa THIS IS A HEADING EXAMPLE.

Futura PT Medium  
Aa THIS IS A SUBHEADING EXAMPLE.

Light	<i>Light Oblique</i>
Book	<b><i>Book Oblique</i></b>
Medium	<i>Medium Oblique</i>
Demi	<b><i>Demi Oblique</i></b>
Bold	<b><i>Bold Oblique</i></b>

Aa	Georgia Regular	
	This is a body copy example.	
	Regular	<i>Regular Italic</i>
	Bold	<b><i>Bold Italic</i></b>

web usage

Body copy should remain between 13and 19 pixels for web use. Body copy should not exceed 19 pixels for web use. Subheadings should be a minimum of 8 pixels larger than body copy. Headings should remain 8 pixels larger than subheadings at all times.

Open Sans Bold  
Aa THIS IS A HEADING EXAMPLE.

Open Sans Semibold  
Aa THIS IS A HEADING EXAMPLE.

LIGHT	<i>LIGHT ITALIC</i>
REGULAR	<i>REGULAR ITALIC</i>
SEMIBOLD	<b><i>SEMIBOLD ITALIC</i></b>
BOLD	<b><i>BOLD ITALIC</i></b>

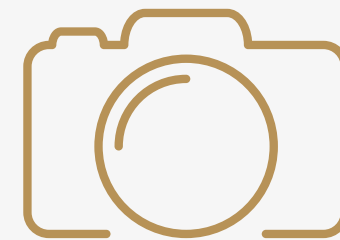
Aa	Georgia Regular	
	This is a body copy example.	
	Regular	<i>Regular Italic</i>
	Bold	<b><i>Bold Italic</i></b>



# 16

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PHOTOGRAPHY



### primary use

Coyle Media Group's use of photographic assets is focused on reflecting the company brand mantra. To remain aligned with the branding, the section of photography must reflect the following guidelines:

- Embrace the lifestyle of Coyle Media Group's consumer profile and interests.
- Have a professional look to embody the expertise and passion associated with the product and brand.
- Colour photography is used primarily over black and white photography.
- Images must be a minimum of 300dpi for print and use CMYK colour space.
- Colour overlays are permitted for web use only, and if in Coyle Media Group's brand colours.



### web use

Images are not to exceed a resolution of 72ppi for web and digital use. They should retain as much quality as possible, starting with a high resolution image and then optimizing for screen-viewing. All images should use RGB colour space.



