

# Turkey Creek Collective Style guide

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Design	Logo & Brand Identity Guidelines
Company	Turkey Creek Collective
Date	8/1/2021
Designer	David Friedman

## Turkey Creek Collective

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## Logo & Brand Identity Guidelines

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### Logo Specifics

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Clear space

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Logo variation

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background

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### Colour Specifications

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Typography in Use

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Logo Best Practices

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stationery

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Pattern

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Application

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**logomark**

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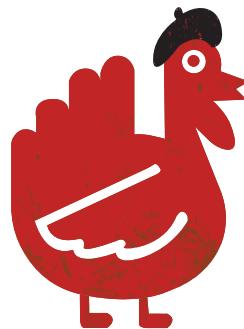
The primary Logo (Right) represents the theatre company looking forward, hence the turkey facing right, and yet remebering the theatre that came before, with the e's backwards.



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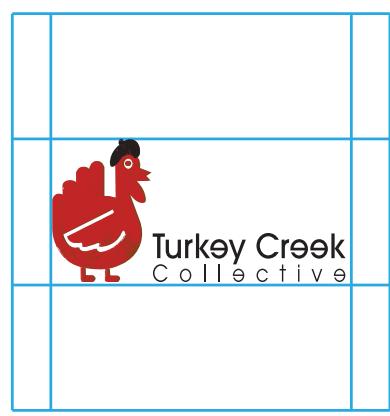
**Priamry Logomark**

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### Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter R

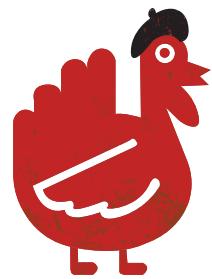


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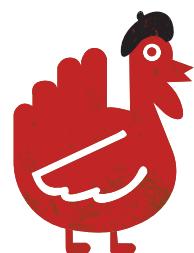
### Logo variation

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Random logo used on an application will often depend on the background and production method. When using the logo on a white background, you can use full color version or orange color logo.



Turkey Creek  
Collective



Turkey Creek  
Collective



background

Use these options sparingly



Priamary colors



CMYK      14 94 88 4

HEX      #CC3333

RGB      204 51 51



CMYK      0 39 100 0

HEX      #FBA819

RGB      251 168 25



CMYK      1 15 100 0

HEX      #FFD300

RGB      225 211 0



CMYK      36 71 100 37

HEX      #78451C

RGB      120 69 28

**secondary colors**



CMYK      35 28 29 0

HEX      #AAAAAA

RGB      170 170 170



CMYK      0 67 84 0

HEX      #F4753C

RGB      244 117 60



CMYK      0 0 0 0

HEX      #FFFFFF

RGB      225 225 225

### The Typeface Family

Only one font styles are used for the logo, typeface family: Nexa

#### When to Use:

ITC AVANT GARDE Bold is the primary font used for the logotype/logo wording.

**ITC Avant Garde Gothic Pro (Medium)**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

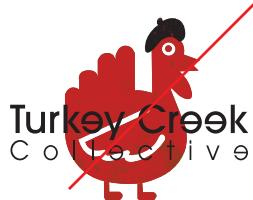
#### When to Use:

ITC Avant Garde Gothic(Book) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondance.

**ITC Avant Garde Gothic Pro (Book)**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

**Do Not:** Logomark

Do not resize or change the position of the logomark.

**Do Not:** Fonts

Do not use any other font, no matter how close it might look to Nexo

~~Turkey Creek  
Collective~~

~~TURKEY CREEK  
COLLECTIVE~~

**Do Not:** Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

**Do Not:** Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

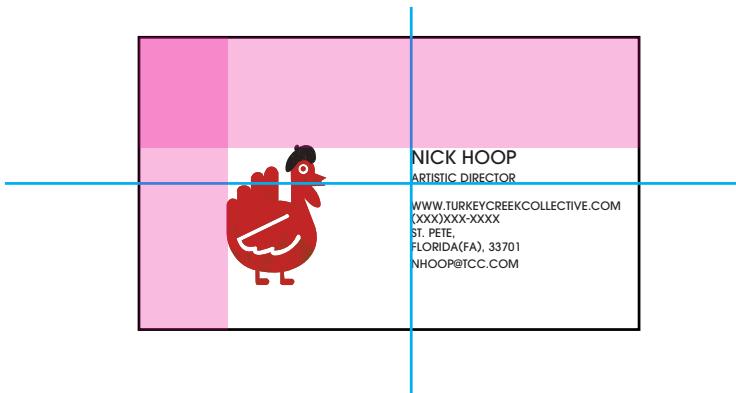


**business card**

95mm \* 55mm

**front**

- distance from top 15mm
  - distance from left 10mm
  - name 12pt
  - job title 8pt
  - details 8pt
- back**
- centred logo with black background



**front letterhead**

- Logo width 58mm
- Logo distance from left margin 20mm
- The distance between top margin and logo is equal with 2 times the logo height

**back letterhead**

- Type is centred on page and aligned bottom with the info placed on front ( 20mm from the page bottom )
- Logo detail from top is centred on the page and cut to 50% height
- The logo detail black transparency set to 16%

