MOD a-go-go

Style Guide
2013

MOD a-go-go

Logo Usage

All collateral should feature the Mod a-go-go logo. The following examples demonstrate correct uses of the logo.

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All collateral should feature the Mod a-go-go logo. The following examples demonstrate incorrect uses of the logo.

Incorrect Logo Usage

1. Don't change the logo's orientation.

2. Don't bevel or emboss the logo.

3. Don't place the logo on a busy photo-graph pattern.

4. Don't change the logo colors.

5. Don't crop the logo in any way.

6. Don't add "glow" efects of the logo.

7. Don't present the logo on "vibrating" colored background.

8. Don't present the logo in "outline only" fashion.

9. Don't outline the logo in any color.

10. Don't add "drop shadow effects to the logo.

11. Don't put a white box around the logo when placed on a dark or busy background.

12. Don't reconfigure or change the size or placement of any logo elements.

13. Don't stretch or squeeze the logo to distort proportions.

14. Don't recreate elements or replace with something else.

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Logo Placement on Photography

When and where possible, all images should contain the Mod a-go-go logo for branding purposes.

In most cases, the logo should be placed in a corner of the image. For busy images, the logo should be placed in the least-busy corner so as to remain visible without detracting from the quality of the logo.
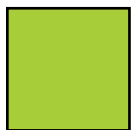
All images of merchandice should be taken in a bright environment with plenty of natural light so as to accommodate the presence of the logo.

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Color Palette

R: 166
G: 206
B: 58

C: 40%
M: 0%
Y: 99%
K: 0%

#A6CE3A

R: 0
G: 173
B: 239

C: 69%
M: 15%
Y: 0%
K: 0%

#00ADEF

R: 255
G: 204
B: 3

C: 0%
M: 19%
Y: 100%
K: 0%

#FFCC03

R: 237
G: 0
B: 140

C: 0%
M: 99%
Y: 1%
K: 0%
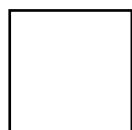
#ED008C

R: 237
G: 112
B: 27

C: 3%
M: 69%
Y: 100%
K: 0%

#ED701B

R: 0
G: 0
B: 0

C: 75%
M: 68%
Y: 67%
K: 90%

#000000

R: 255
G: 255
B: 255

C: 0%
M: 0%
Y: 0%
K: 0%

#FFFFFF

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Fonts

The primary font is "Aller," which can be downloaded at Font Squirrel.

http://www.fontsquirrel.com/fonts/Aller

Normal
The quick brown fox jumps over the lazy dog.

Bold
The quick brown fox jumps over the lazy dog.

Italic
The quick brown fox jumps over the lazy dog.

Primary Header
The quick brown fox jumps over the lazy dog.

Sub-Header
The quick brown fox jumps over the lazy dog.

Additional typefaces can be used when deemed appropriate in a secondary font capacity.

Titania-Regular (downloadable at http://www.dafont.com/titania.font)
The quick brown fox jumps over the lazy dog.

EastMarket (downloadable at http://www.fontsquirrel.com/fonts/EastMarket)
The quick brown fox jumps over the lazy dog.

Garamond (Standard MS Word font)
The quick brown fox jumps over the lazy dog.