

# SPIRIT HALLOWEEN

BRAND GUIDE

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# SPIRIT HALLOWEEN



As we move further into the 21st century, logo designs have moved into a more simplistic style in order for it to be clear, consise and readable. Spirit Halloween, a titan in the Halloween Industry, has become well attached to the holiday. Young parents making up a good portion of sales. Thus, a redesign to make the franchise more inviting and child friendly mascot was put in motion.

This new design is sleek, simple, and continues to catch the audience's eye as well as get them in the spirit for Halloween.

# Logos - B/W



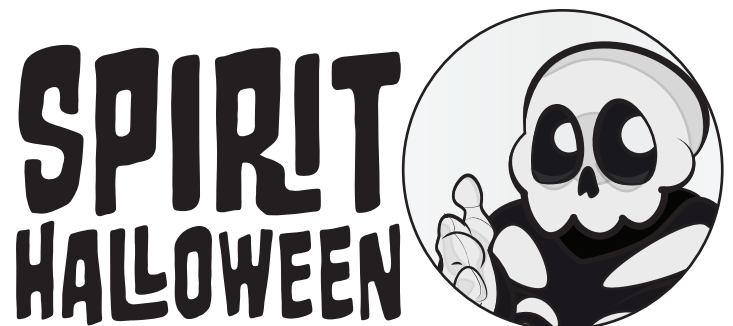
## Character Brand



## Wordmark

**SPIRIT  
HALLOWEEN**

## Combination Mark





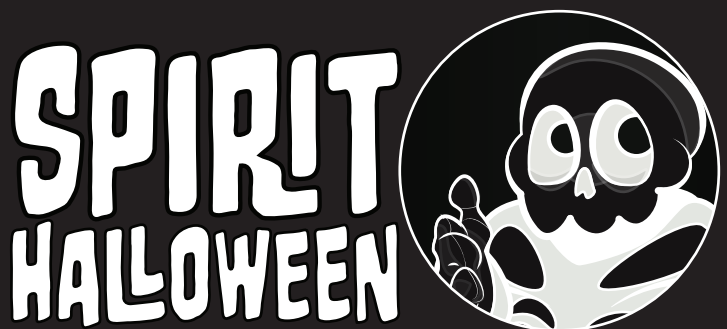
## Character Brand



## Wordmark

**SPIRIT  
HALLOWEEN**

## Combination Mark





## CMYK Color Values



C=7 M=8 Y=99 K=0



C=0 M=69 Y=100 K=0



C=74 M=70 Y=61 K=75



C=66 M=59 Y=58 K=40



C=13 M=12 Y=2 K=0

## Character Brand



## Wordmark

**SPIRIT**  
**HALLOWEEN**

## Combination Mark



# Logos - CMYK Reverse



## CMYK Color Values



C=7 M=8 Y=99 K=0



C=0 M=69 Y=100 K=0



C=74 M=70 Y=61 K=75



C=66 M=59 Y=58 K=40



C=13 M=12 Y=2 K=0

### Character Brand



### Wordmark



### Combination Mark



# Color Values



CMYK Color Values

# SPIRIT HALLOWEEN



C=7 M=8 Y=99 K=0

Used mainly within font and the background. Briefly used on character design for eyes.



C=74 M=70 Y=61 K=75

Used as a mixture of some outlines on the white parts of the character design. Also used as main color for clothing.



C=0 M=69 Y=100 K=0

Used mainly within font and the background. Briefly used on character design for the outline of eyes.



C=66 M=59 Y=58 K=40

Used as an outline for shapes against dark colors. Also used as outline for text in logo.



C=13 M=12 Y=2 K=0

Used for cell shading against white color of character design.



Logo marks and lockups have been carefully designed as elements to be visually balanced and represent the brand appropriately.

*Logo*  
*Monsterific BB*  
*Top: 130 pt*  
*Bottom: 74 pt*

**SPIRIT**  
**HALLOWEEN**

*Main Headline*  
*Monsterific BB*  
*45 pt*

**MAIN HEADLINE**

*Sub-Headline*  
*Benguiat Pro ITC*  
*29 pt*

*Sub-Headline*

*Body*  
*Bahnschrift*  
*19 pt*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.





## Unacceptable Uses

Logo marks and lockups have been carefully designed as elements to be visually balanced and represent the brand appropriately.

This includes:

- Distortions or special effects
- Changing relative size and positioning of elements.
- Using non-approved colors.
- Filling the logo with patterns.
- Substituting fonts.





*Creation of*  
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