



INSPIRING HUMANITY THROUGH STORYTELLING





THE NOBLE PURSUIT OF
THE HIGHEST GOOD



Table of Contents

INTRODUCTION

7 Mission & Vision

LOGOS

11 Logo Variations
13 Clear Space
15 Logo Do's & Don'ts
17 Trademark

COLORS

21 Colors
23 Logo Color Variations

TYPOGRAPHY

27 Typography

ADDITIONAL ELEMENTS

31 Patterns
33 Icons

SHOW BRANDING

37 The Service Cycle
39 Stories of Africa
41 How to Be a Humanitarian



Our content will tap into universal human yearnings:
Love, Acceptance, Inclusion, Personal Spirituality,
Family, Community, Authentic Service, Personal
Growth, Human Connection and Deeper Belonging.

SUMMUM

OUR MISSION

Our core mission is to craft and disseminate high-quality television and film content that fosters the human spirit's potential for goodness, unity, growth and connection. We stand at the intersection of art and altruism, leveraging the power of narrative to galvanize individuals toward their best selves and, collectively, toward a more compassionate world.

OUR VISION

In essence, Summum Bonum Studios is an enterprise of hope, a conduit for shared human values, and a testament to the power of storytelling as a force for global uplift and transformation.

BONUM

MISSION & VISION

LOGO VARIATIONS

CLEAR SPACE

LOGO COLOR VARIATIONS

LOGO DO'S & DON'TS

TRADEMARK

The background features a minimalist geometric composition on a black surface. It includes a vertical yellow line, a white crosshair, and several overlapping circles: one large red circle and two smaller white circles. The word "LOGOS" is positioned in the bottom right corner.

LOGOS



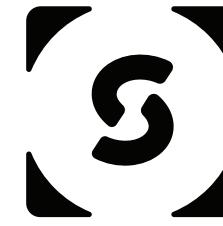
Logo Variations

The logo features a circle within a square, symbolizing global reach and the dynamic energy of a film countdown. The typography embodies connection, with linked letters and a unique 'S' that resembles a ripple and a link, suggesting upward movement and connectivity. The ligatures in the words symbolize connection.



PRIMARY LOGO

This is the primary logo for representing Summum Bonum. It is to be used the majority of the time when size permits.



BRAND MARK

The brand mark can be used in instances when the audience is already familiar with Summum Bonum. It is designed for clarity and impact. It should be used in cases when the primary mark can't be used due to size constraints.

SUMMUM BONUM

S T U D I O S

HORIZONTAL MARK

The horizontal mark can be used when the desired space to fill is long and narrow. Don't use the mark with the horizontal logo, as the 'S' from the mark is already a part of it.





Clear Space

Make sure there is adequate clear space around the logo and mark to maintain the visual impact. Clear space is the area surrounding the logo that must remain free of any other graphic elements, text, or images.

The minimum clear space is defined by the height of the logo's "O". For the mark, it is the width of the corner piece on all sides. Always maintain this clear space on all sides of the logo.



SUMMUM BONUM
STUDIOS





Logo Do's & Don'ts

The logo features a circle within a square, symbolizing global reach and the dynamic energy of a film countdown. The typography embodies connection, with linked letters and a unique 'S' that resembles a ripple and a link, suggesting upward movement and connectivity.

LOGO DO'S



Do make sure the scalability is readable and has adequate clear space.



Do use approved brand colors.



Do place the logo on a high contrasting background with approved color variations.

LOGO DON'TS



Don't distort the logo. Avoid stretching, squishing, or altering the proportions of the logo.



Don't rotate the logo. It should always be displayed in its original orientation.



Don't place the logo on complex imagery or backgrounds.



Avoid adding shadows, gradients, or other effects that alter the logo's appearance.



Don't combine the logo with other graphics or text in a way that alters its integrity.



Don't change the logo colors. Always use the approved color palette.



Trademark

The trademark (TM) symbol helps protect the integrity of the brand name and maintain legal protection. There are specific instances when you should use brand logos with the TM symbol, and instances where it isn't necessary:

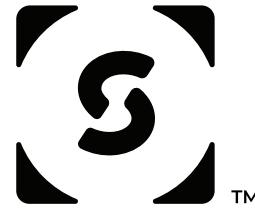
USE LOGO WITH TM

- Marketing materials
- Websites
- Promotional items
- Official communications

USE LOGO WITHOUT TM

- Informal communications
- Internal documents

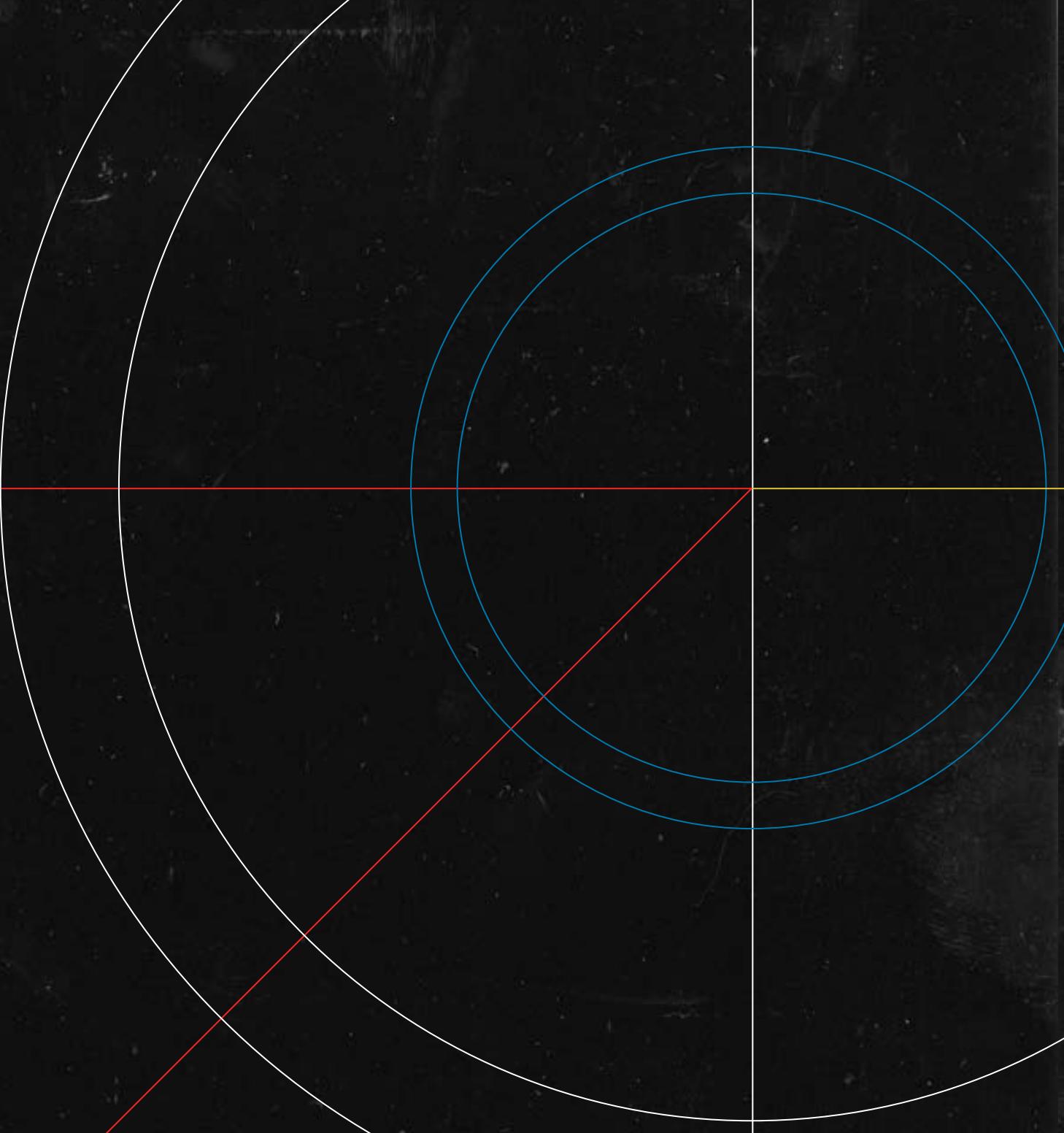
REGULAR TM

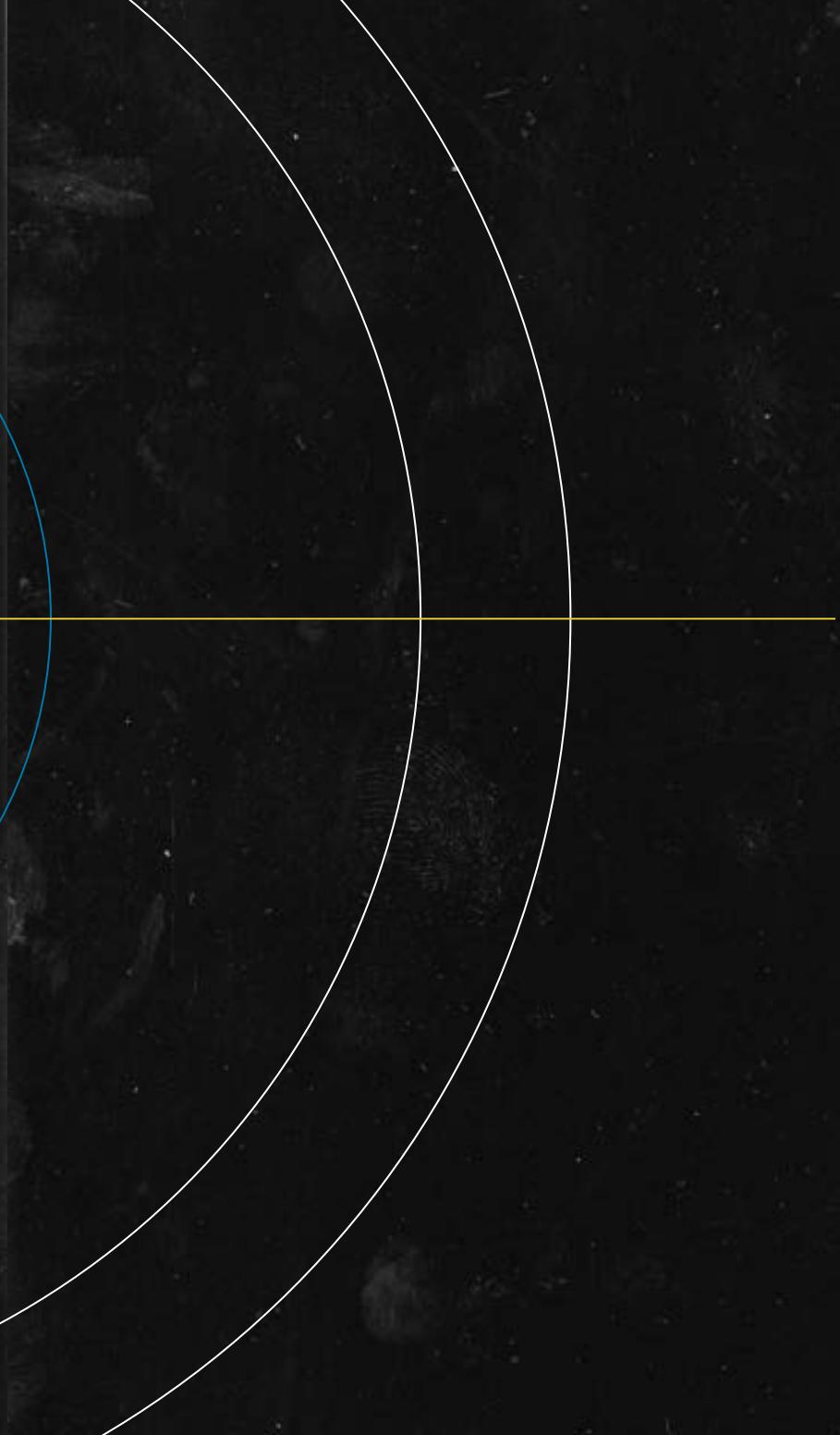


SMALL TM



There are versions of the logo with a larger TM symbol. These are to be used in cases where the logo is at a scale that is smaller than 1 inch printed. This should be a rare case that these versions will be used.



The slide features abstract geometric elements on the left side. A large white circle is positioned in the upper-left quadrant, intersected by a thin horizontal yellow line. To the left of the circle, there is a partial blue circle and a thin vertical white line.

COLORS

LOGO COLOR VARIATIONS

COLORS



Colors

Black and white serve as the foundational colors—timeless and bold. When dimension or additional contrast is needed, a light gray can be used. Primary hues, when used, should be subtle, sparing, and purposeful, appearing only in small details such as buttons. They should enhance designs without disrupting them. The logo itself should be strictly black or white.



BLACK

RED

#f52727
RGB: 245, 39, 39
CMYK: 0, 96, 94, 0

BLUE

#0078ab
RGB: 0, 120, 171
CMYK: 88, 46, 14, 1

YELLOW

#e3c53d
RGB: 227, 197, 61
CMYK: 13, 18, 91, 0

LIGHT GRAY

#f0f0f0
RGB: 240, 240, 240
CMYK: 4, 3, 3, 0

MEDIUM GRAY

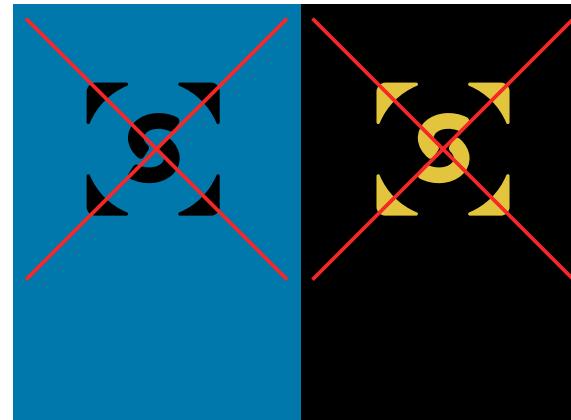
#c7c7c7
RGB: 199, 199, 199
CMYK: 22, 17, 18, 0



Logo Color Variations

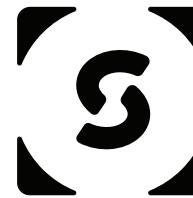
The logo background color variations are straightforward. Always use black, white, and approved grays from the color palette. Use color sparingly when displaying the logo. The logo itself should remain monochromatic, but it can appear in white on a colored background. Approved low-contrast grays may be used on a gray background to achieve a subtle effect if desired.

Don't use display the logo itself in color, or use the black logo on a colored background.



SUMMUM BONUM

S T U D I O S



**SUMMUM
BONUM**
STUDIOS

LOGO COLOR VARIATIONS

TYPOGRAPHY



Typography

The logo features a circle within a square, symbolizing global reach and the dynamic energy of a film countdown. The typography embodies connection, with linked letters and a unique 'S' that resembles a ripple and a link, suggesting upward movement and connectivity.

Aa

Montserrat Regular

Title

Montserrat Semi bold

Heading

Montserrat Semi bold

SUBHEADING

Montserrat Bold (CAPS)

Body Copy

Montserrat Regular

ACCENT TYPE

Montserrat Medium (CAPS)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890
!@#%&*()



PATTERNS

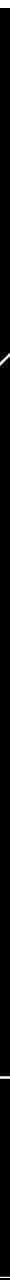
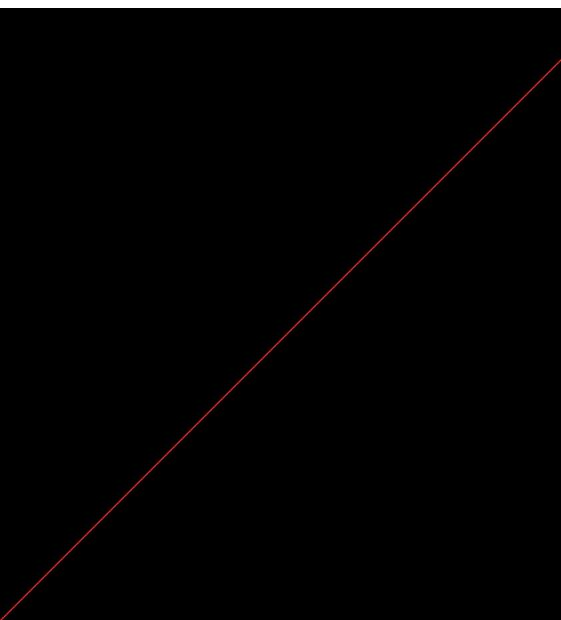
ICONS

ADDITIONAL ELEMENTS



Patterns

The brand's signature pattern is a geometric grid composed of intersecting lines that create a simple minimalistic composition.

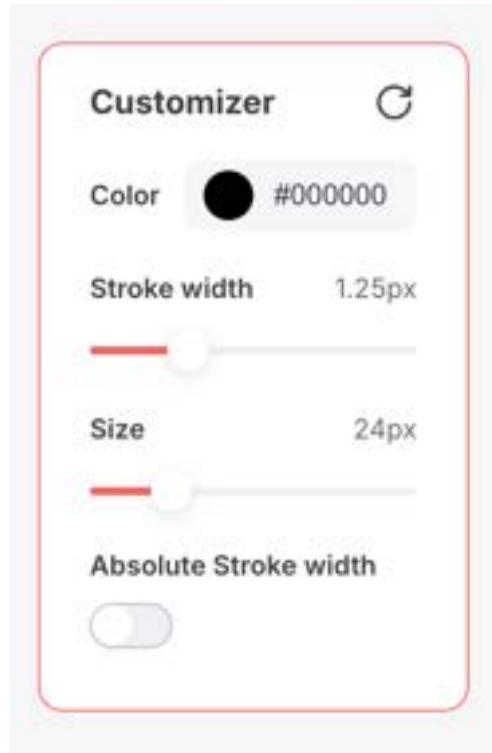


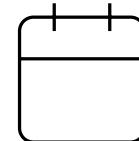
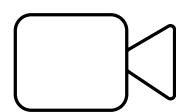
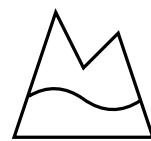
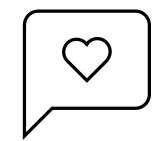
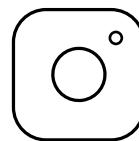
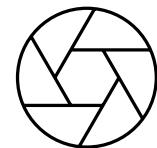
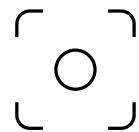
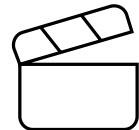
To ensure consistency within the brand identity, all patterns should be created from a simple grid system using thin lines. By varying the distance and amount of lines different compositions can be created. The overall design should maintain a sense of balance and minimalism. Avoid excessive complexity or organic shapes to maintain the brand's clean and structured aesthetic.



Icons

When icons are required for the brand, they can be sourced from lucide.dev/icons. They can be downloaded in a variety of file types. Please follow these settings for consistency and appearance:





The background features a dark gray or black textured surface. Overlaid on it are several abstract geometric elements: two large overlapping circles, one light blue and one white, positioned in the upper left; a smaller white circle overlapping the blue one; a red diagonal line extending from the top right towards the bottom left; and a vertical white line intersecting the red line. These elements create a sense of depth and overlap.

SHOW BRANDING



The Service Cycle

The Service Cycle is a compelling reality TV series documenting the cross-country motorcycle journey of a father and son from New York to Los Angeles. With a blend of adventure, community service, and storytelling, each episode showcases their impact on towns through which they travel through service projects, seasoned with father-son antics and moments of deeper appreciation and healing. On their two-wheeled quest, they encounter fascinating local characters and uncover obscure local history while rallying support for both local service initiatives and the ultimate goal: funding the construction of a community center in Los Angeles, which becomes the focus of the season finale.

PRIMARY LOGO



MARK





Heading Aptos Extra Bold

SUBHEADING APTOS EXTRA BOLD ITALIC

Body Aptos Regular



RED

#de4242
RGB: 222, 67, 67
CMYK: 7, 89, 77, 1

LIGHT GRAY

#f0f0f0
RGB: 240, 240, 240
CMYK: 4, 3, 3, 0

MEDIUM GRAY

#c7c7c7
RGB: 199, 199, 199
CMYK: 22, 17, 18, 0



Stories of Africa

Stories of Africa is a convergence of a growing DNA collection and a massive oral history collection project that have created new breakthrough opportunities for Americans of African diaspora to trace their roots back to the very village of their ancestry. We take a journey of discovery with several African Americans who trace their roots to the plantations in the south, the slave ships and then back to the small village where their family originated.

PRIMARY LOGO



MARK





HEADING BAHINA REGULAR
Subheading Candara Bold
Body Candara Regular

BROWN

#591d1d
RGB: 89, 29, 29
CMYK: 38, 87, 78, 57

BLUE

#4196a5
RGB: 65, 160, 165
CMYK: 74, 26, 31, 1

YELLOW

#fcb54a
RGB: 252, 181, 74
CMYK: 0, 32, 81, 0

CREAM

#f3e1c3
RGB: 243, 225, 195
CMYK: 4, 10, 24, 0



How to Be a Humanitarian

How to Be a Humanitarian is a documentary or docuseries chronicling the stories of everyday people whose lives are transformed by selfless service. The stories highlight service projects happening all over the world and include collaborations with the LDS church, Catholic Charities, UNICEF and many other NGOs. Projects include vaccinating children in Africa, giving relief after natural disasters. We see the lives of those served being blessed but the primary focus of the production is the powerful impact on those rendering the service.

PRIMARY LOGO





Heading Filson Soft Black

Subheading Filson Soft Regular

Body Source Sans Pro Regular

MARK



RED

#f04946
RGB: 240, 73, 70
CMYK: 0, 87, 74, 0

YELLOW

#efcd43
RGB: 239, 205, 67
CMYK: 7, 16, 86, 0

BLUE

#82cad6
RGB: 130, 202, 214
CMYK: 47, 3, 15, 0

