



INSPIRING HUMANITY THROUGH STORYTELLING



The background is a light gray with a subtle, abstract pattern. It features a series of concentric, wavy lines that resemble ripples on water, emanating from the left side. A prominent, slightly curved diagonal line runs from the top left towards the bottom center, intersecting the ripple pattern. The overall effect is a sense of depth and movement.

THE NOBLE PURSUIT OF
THE HIGHEST GOOD

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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



LOGOS



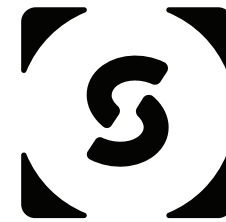
Logo Variations

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

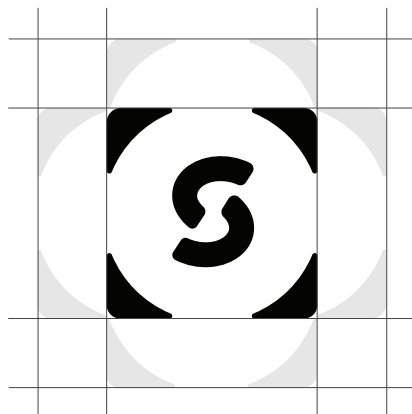
The horizontal mark can be used when the desired space to fill is long and narrow. Don't use the mark with the horizontal logo, as the 'S' from the mark is already a part of it.



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.





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 place the logo on complex imagery or backgrounds.



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



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



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



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

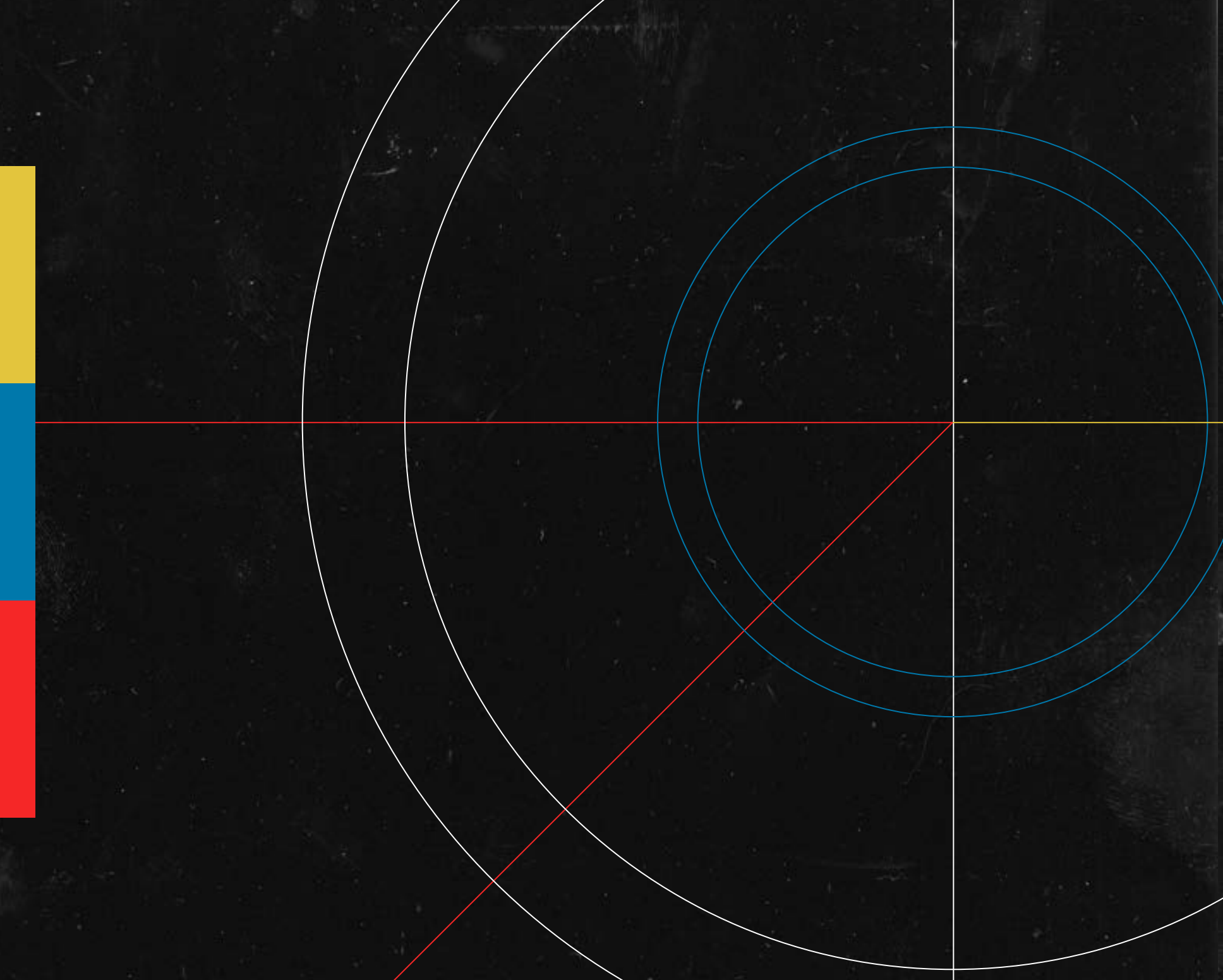
REGULAR TM



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.



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

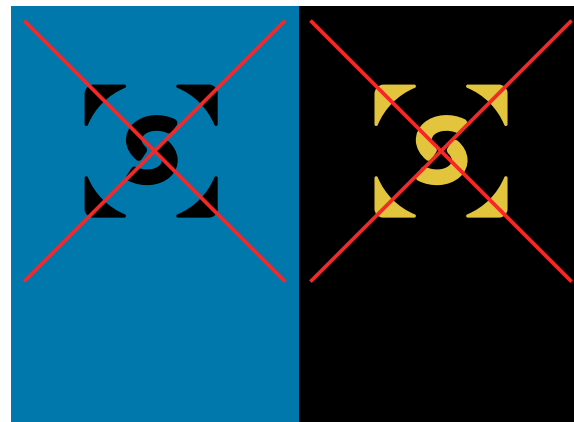
CMYK: 22, 17, 18, 0



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





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
!@#4%^&*()





PATTERNS

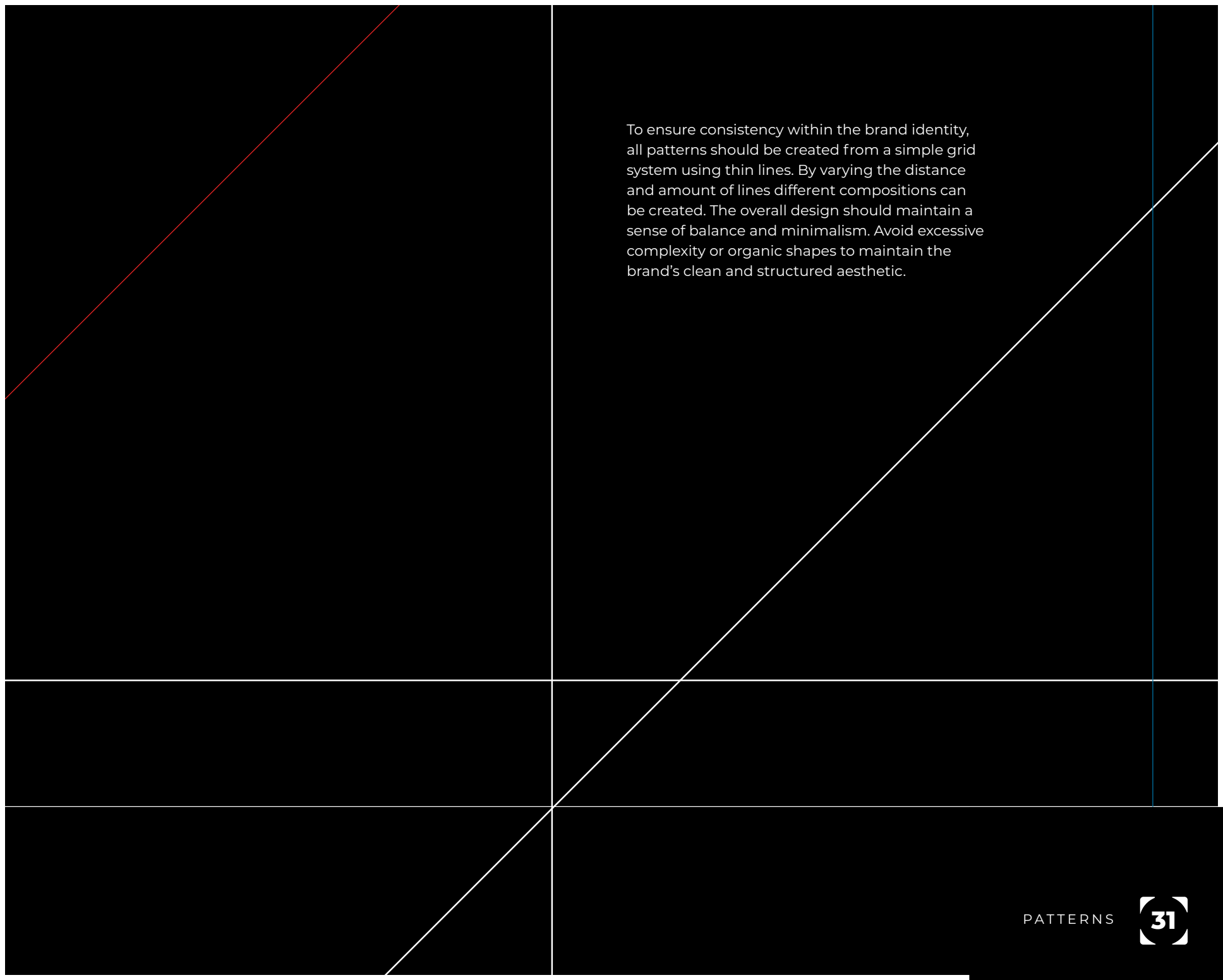
ICONS

ADDITIONAL ELEMENTS



Patterns

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

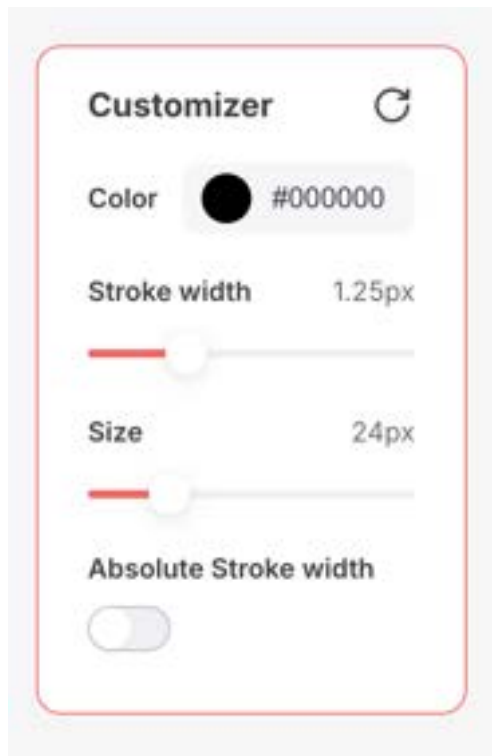


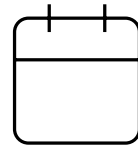
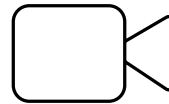
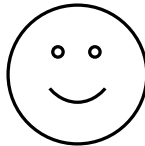
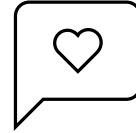
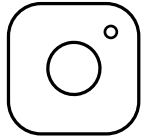
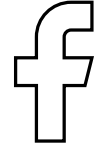
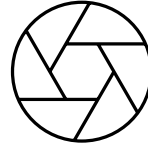
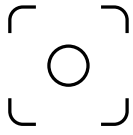
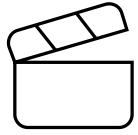
To ensure consistency within the brand identity, all patterns should be created from a simple grid system using thin lines. By varying the distance and amount of lines different compositions can be created. The overall design should maintain a sense of balance and minimalism. Avoid excessive complexity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

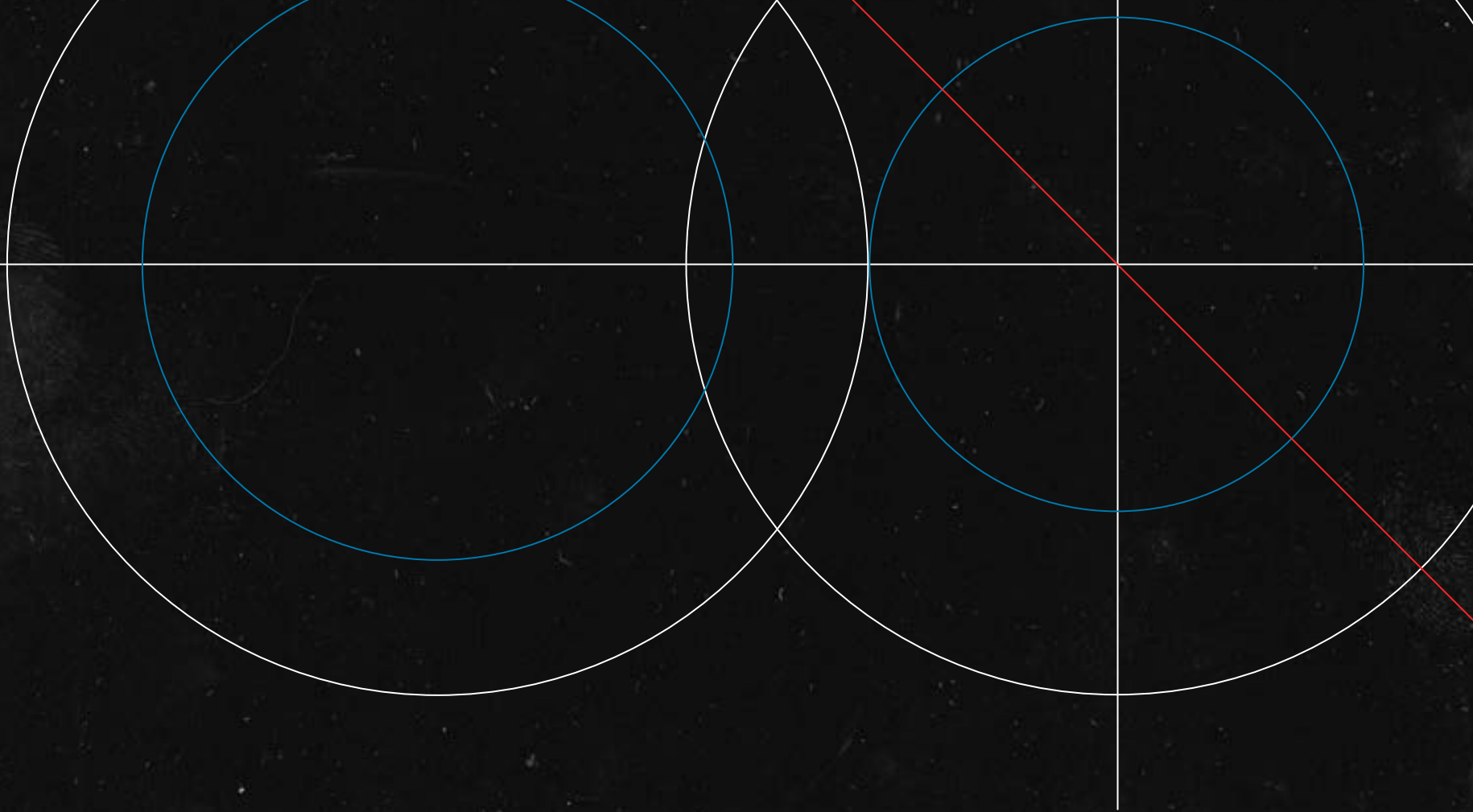


Icons

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:







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

