Media Garcia

BRAND IDENTITY GUIDELINES

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01
BRAND PHILOSOPHY

MISSION

Our business mission is to improve the survival rate of businesses and lengthen their life expectancy

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ESSENCE WORDS

GROWTH
STRATEGY
ANALYTICS
INNOVATION
INTEGRITY

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WHAT WE DO

We support companies with their Go-To-Market Strategies so we can see what drives revenue in their business.

- Consulting

 - Administration

 - Development

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OUR STORY

Media Garcia is more than just a growth agency, they're a team of small business owners who understand the struggles that come with entrepreneurship. They started as a website development company and soon realized that many small business owners were in dire need of help with their marketing and sales processes. So in 2017, they transformed into a growth agency with a mission to liberate small business owners from the stress and confusion that comes with inefficient marketing and sales processes.

Through their use of data-driven insights, innovative strategies, and a focus on processes, Media Garcia helps their clients drive growth and achieve their goals. As a Hubspot Gold certified partner and certified in Six Sigma and Scrum, they bring a wealth of expertise and a history of results to the table, especially in the retail and technology industries.

Join the small business revolution with Media Garcia and take your business to the next level. Their focus on business processes and technology integrations will save you time and help you scale your business with ease. Experience the freedom of being a liberated business owner with the help of Media Garcia.

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02
CORE BRAND

PRIMARY LOGOMARK

The primary logo is meant to be used whenever possible. This mark is the best way to represent the brand.

There are 2 variations of the primary logo. Although these may all look like the same logo,there are two different versions.

The logo should never be placed over any of the gradients or any patterns, only the listed brand colors in this document.

01 + 02. This logo is labeled "Media Garcia Full Logo - Over Black or White. PNG" These logos are meant to only go over solid pure black or solid pure white. Even though you can't see it, they have an outline around them to give the illusion that it is the same logo when used on black or white.

03. If you are putting the logo over any other color, use the two-toned logo labeled "Media Garcia Full Logo on Color.PNG"

04. Only use the Full logo in white or black when used on gray (The intensity of the gray will determine if you use white or black). Do not use the two-toned or outlined logo on gray.

01.

02.

03.

04.

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SECONDARY LOGOMARK

The secondary logomark is only meant to be used when the primary logo can not be used. For example, if there is an instance where the primary logo is so small where its legibility is impacted. Or if the logo needs to fit into a certain shape, such as the circle of a social media profile, the secondary logo would be a better fit.

The color applications rules are the same from the primary logomark.

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LOGO CLEAR SPACE

It is important to have a defined
clear space around the logo to make
sure it doesn't have to compete with
surrounding information. The logo's
clear space is defined by the size of
the "G". This rule should be applied to
all logo variations.

01. The logo's clear space is defined
by the size of the "G".

02. Secondary logo's clear space is
also define as the size of the "G".

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01.

M'G.

02.

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LOGO DON'TS

Do not alter, edit or use the logo in any of the following ways.

01. Do not change color of logo.

02. Do not squish or squeeze logo.

03. Do not rotate logo.

04. Do not contain logo into a shape.

05. Do not add any effects to logo, such as a drop shadow.

06. Do not round any points of the logo. Nor use the outlined version of the logo without prior authorization.

01.

02.

03.

04.

05.

06.

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03
BRAND ASSETS

PRIMARY COLOR USAGE

The main colors within the brand are pure black and pure white and at least one should be used in every branding opportunity. Use the green, neon purple, and orange-red as supporting and accent colors in branding materials.

**Note that colors displayed on a screen and in print will appear slightly different. Use the proper color codes to get the colors as close as possible and to assure the most consistent branding.

PURE BLACK

PMS
Black 6 C

CMYK
100 / 61 / 32 / 96

RGB
0 / 0 / 0

HEX
000000

PURE WHITE

PMS
11-0601-TPX

CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
FFFFFF

TEAL

PMS
2414 U

CMYK
72 / 1 / 66 / 0

RGB
59 / 183 / 130

HEX
3BB782

NEON PURPLE

PMS
914 U

CMYK
17 / 53 / 0 / 0

RGB
238 / 130 / 240

HEX
EE82F0

ORANGE-RED

PMS
172 XGC

CMYK
1 / 88 / 100 / 0

RGB
238 / 130 / 240

HEX
EC4724

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SECONDARY COLOR USAGE

The secondary colors are meant to be used as accent color and to support the primary color pallet. These colors should never be used as the main color on any branding material.

These colors would best be used for buttons or link colors on a website or within a supporting illustration or graphic element on any branding material.

*Note that colors displayed on a screen and in print will appear slightly different. Use the proper color codes to get the colors as close as possible and to assure the most consistent branding.

LIGHT NEON PURPLE

PMS
2365 U

CMYK
7 / 27 / 0 / 0

RGB
245 / 192 / 249

HEX
F5C0F9

MINT

PMS
351 U

CMYK
41 / 0 / 39 / 0

RGB
59 / 183 / 130

HEX
86F2BC

LIGHT ORANGE

PMS
172 U

CMYK
0 / 73 / 68 / 0

RGB
249 / 106 / 83

HEX
F96A53

CREAM

PMS
P 7-1 U

CMYK
1 / 4 / 15 / 0

RGB
252 / 241 / 217

HEX
FCF1D9

SKY BLUE

PMS
629 U

CMYK
42 / 0 / 5 / 0

RGB
141 / 208 / 222

HEX
88CEED

LIGHT BLUE-PURPLE

PMS
2122 U

CMYK
47 / 31 / 0 / 0

RGB
143 / 164 / 227

HEX
869DEF

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TYPOGRAPHY

Having a clear type system within a brand is an essential way for consumers to create a habit of how to recognize and interact with the brand.

All typography used within the brand is in the Roboto font family: Roboto, Roboto Condensed or Roboto Mono.

You may use other weights from the fonts listed, as long as they are treated in a similar way.

Do not place any colored text over complicated backgrounds.

01. Title

02. Header

03. Sub header

04. Body Copy

05. Captions

*The color of the typography in this guide is only meant to be used as a hierarchy reference. The layout provided would be the most ideal way to set up copy focused branding materials. Such as a quote, a manual or bulk text areas on the website.

01.
Roboto Black 40 pt
ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()

02.
ROBOTO CONDENSED BOLD 20 PT ALL CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

03.
Roboto Medium 14 pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

04.
Roboto Mono Light 12 pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

05.
ROBOTO REGULAR 9 PT ALL CAPS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

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04
GRAPHIC ELEMENTS

PRIMARY GRADIENTS

These primary gradients are fine to use in large shapes, overlay over images, and have a larger presence within the brand. Always keep the Teal in the upper right corner. There are two primary gradients that should be used within the brand:

01. Neon Purple to Teal
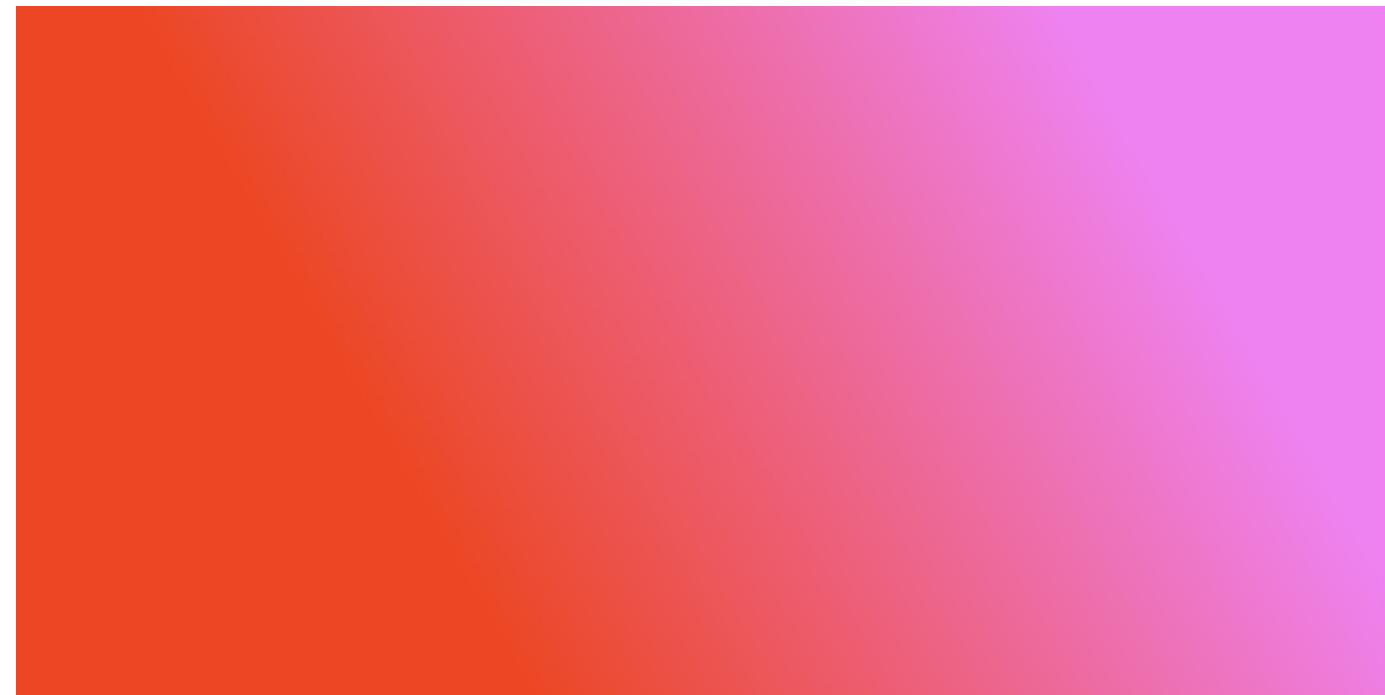
02. Orange-Red to Neon Purple

All the gradients should have one primary color, or two primary and one secondary, green+red, green+blue, Green+Purple.

01.

02.

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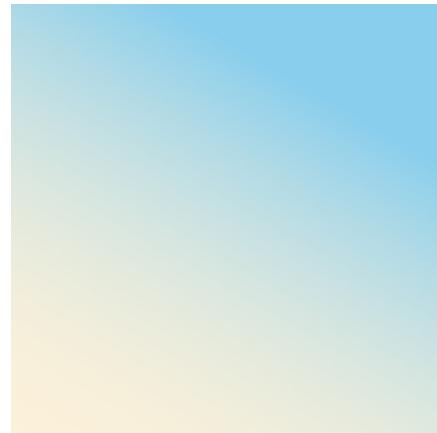
SECONDARY GRADIENTS

The secondary gradients are made up from the secondary color pallet. They should be used in a similar way as the secondary colors. That means these gradients should only be used in small, accent shape or should be used to enhance a more complex illustration. The secondary gradients should never be used alone, only to compliment the primary brand elements.
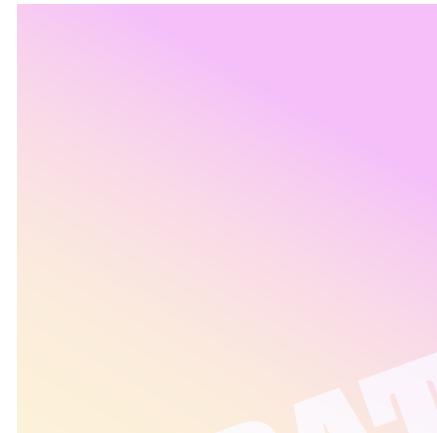
01. Cream to Sky Blue

02. Cream to Light Neon Purple

03. Mint to Cream

04. Mint to Sky Blue

05. Light Blue-Purple to Sky Blue

06. Light Blue-Purple to Light Neon Purple

All the gradients should have one primary color, or two primary and one secondary, green+red, green+blue, Green+Purple.

01.

02.

03.

04.

05.

06.
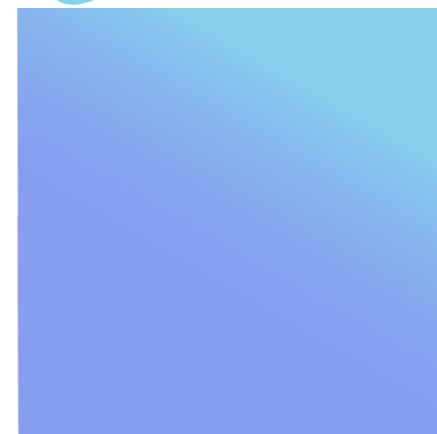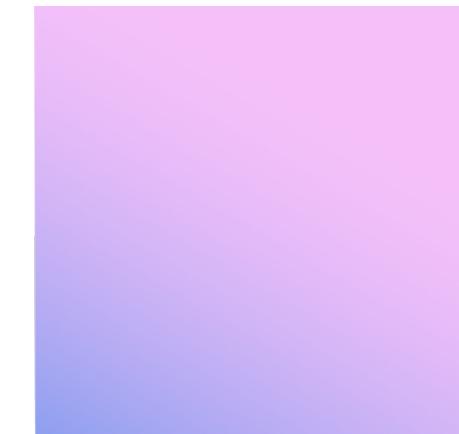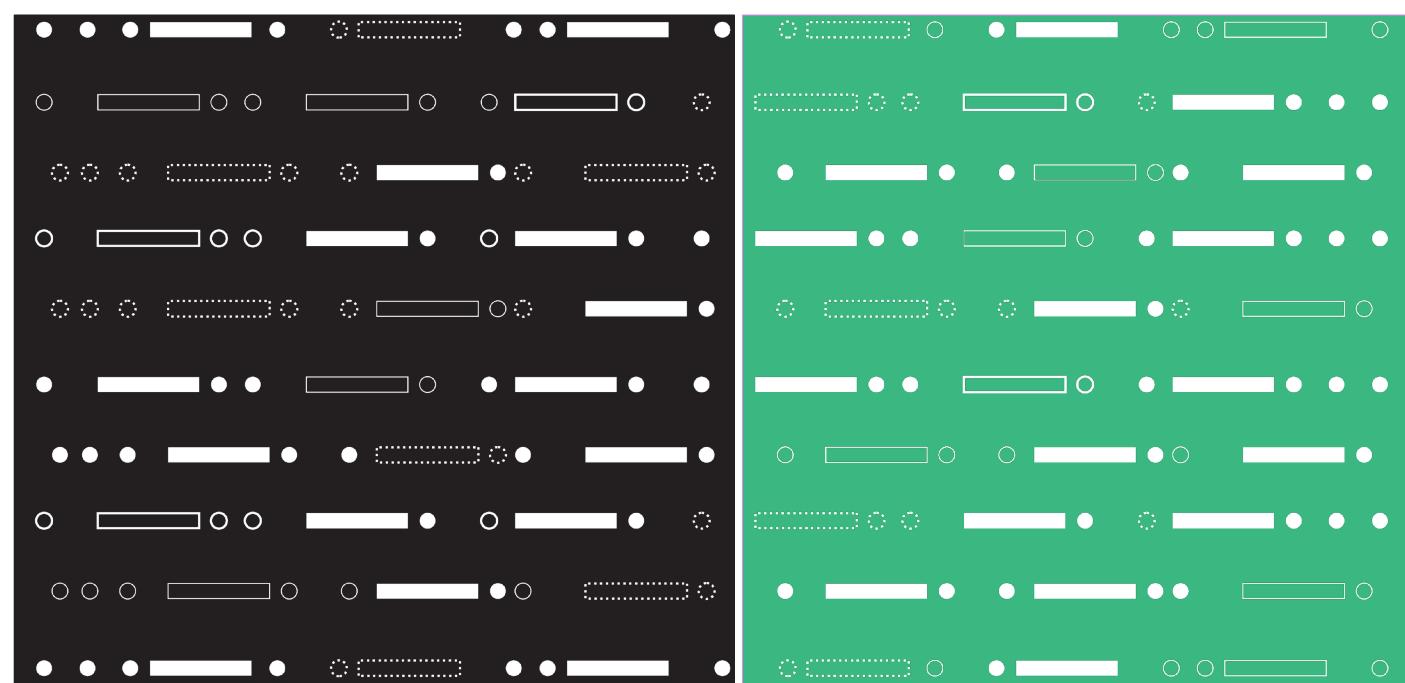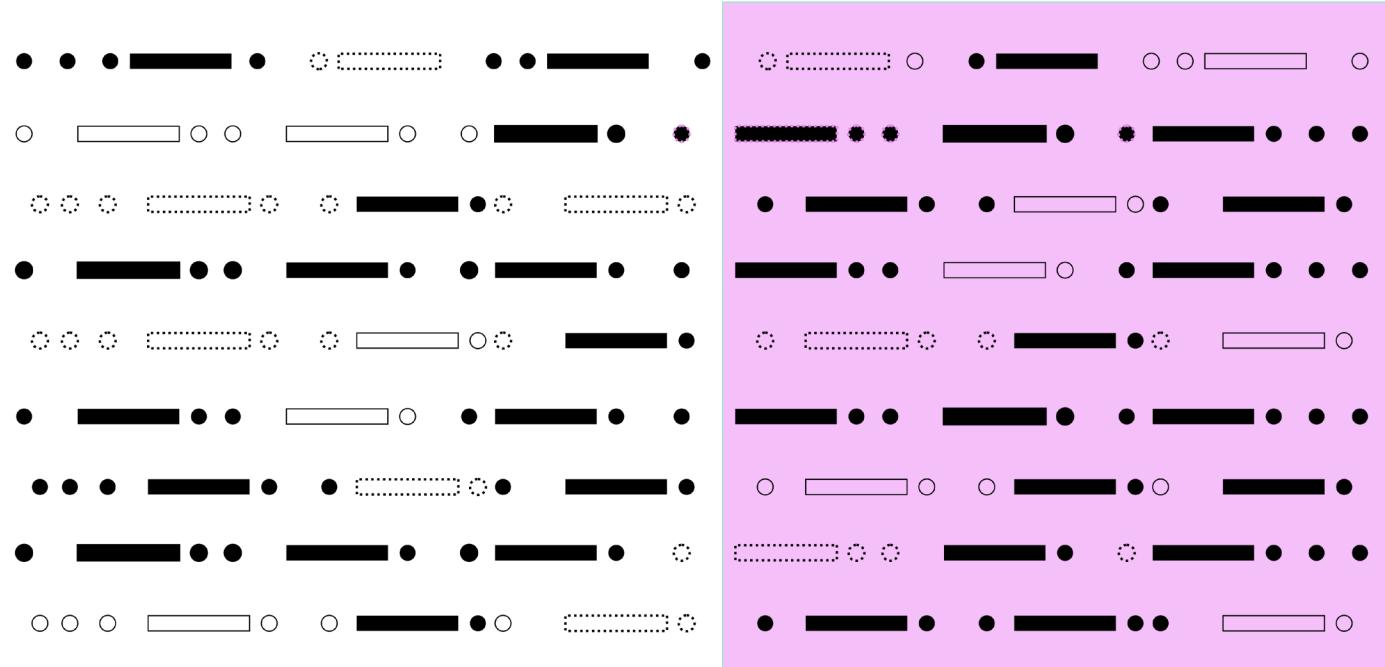
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PATTERNS

This pattern is made up from the recognizable "i" in the Media Garcia logo.

This pattern should only be used in black or white. Do not change the color of any of the dots or dashes. The saved files of the black and white versions of the pattern have a transparent background and can be put over any of the brand colors or primary gradients listed.

This pattern can only be used horizontally and vertically. It should never be used at any angle.

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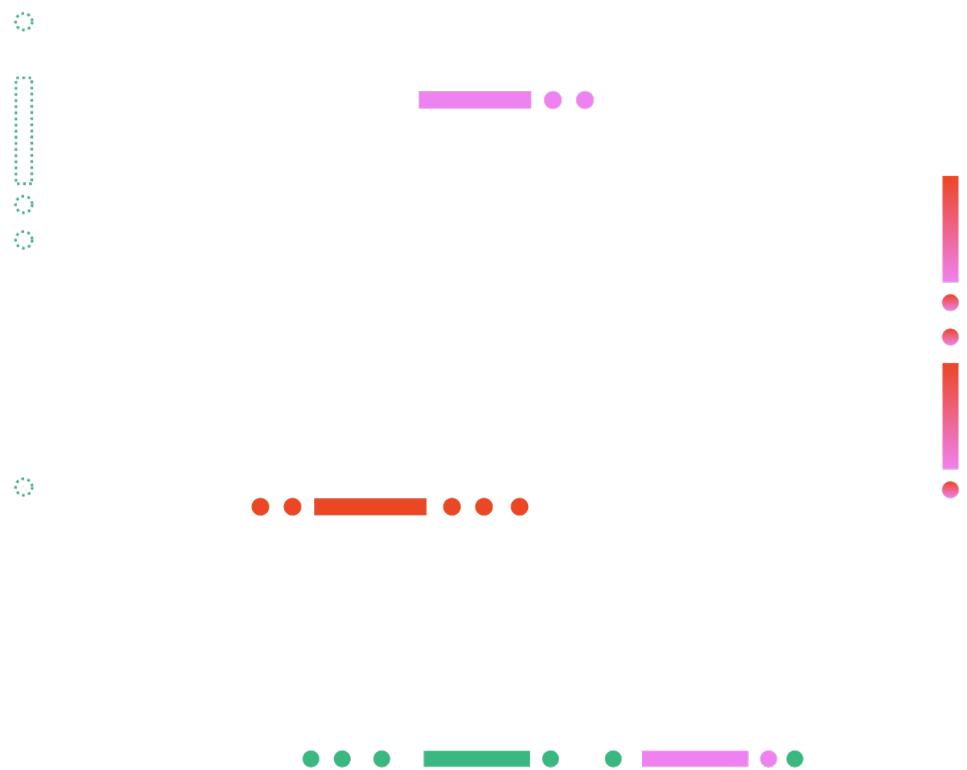
PATTERNS ELEMENTS PULLED OUT

You can also pull out elements form the pattern to break up copy or add variety to a page.

When using a pattern element, it is OK to apply a brand color or gradient to them, as long as the element is placed over a black or white background.

The pattern elements should only be used vertically and horizontally, and should never be rotated.

SHAPES
3 Sides Contained

The shapes used within the brand should be contained within a space. This means the straight sides of these should never be free standing. These shapes should always be connected to the edge of the space it's in.

In the Brand Look & Feel section, you will see examples of how this can be applied.

It is important to have shapes that still have structure to them to communicate that Media Garcia is organized, analytical and strategic. The shapes being contained mixed with the growth and innovation aspect to these shapes show that Media Garcia is also Strategic, Analytical, and has integrity, as well as flexibility without looking too childish or silly.

The shapes can be any of the brand colors or gradients. Do not layer shapes or put the pattern inside of the spaces.

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SHAPES
2 Sides Contained

This is an example of what these shapes
could look like when contained on only
2 sides.

The shapes in this document are merely
a reference guide on the character
and energy that these shapes need to
embody.

The shapes are limitless to any of the
brand colors or gradients and are meant
to be layered and used together.

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05
BRAND LOOK & FEEL

GRAPHIC ELEMENT COMBINATIONS

Using a combination of the graphic
elements together is when the full
picture comes together. Here are some
examples of how these elements can be
used together.

For example, on the right, it uses 3
of the 3 sided contained shapes. The
middle one being one of the primary
gradients. Sandwiching it between the
colors it's made up from gives a unique
look.

WE DEVELOP GROWTH STRATEGIES FOR BUSINESS OWNERS.

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GRAPHIC ELEMENT COMBINATIONS

This shows how you can use a small
element from the pattern as a divider
between copy. It's a small touch that
reinforces the brand look.
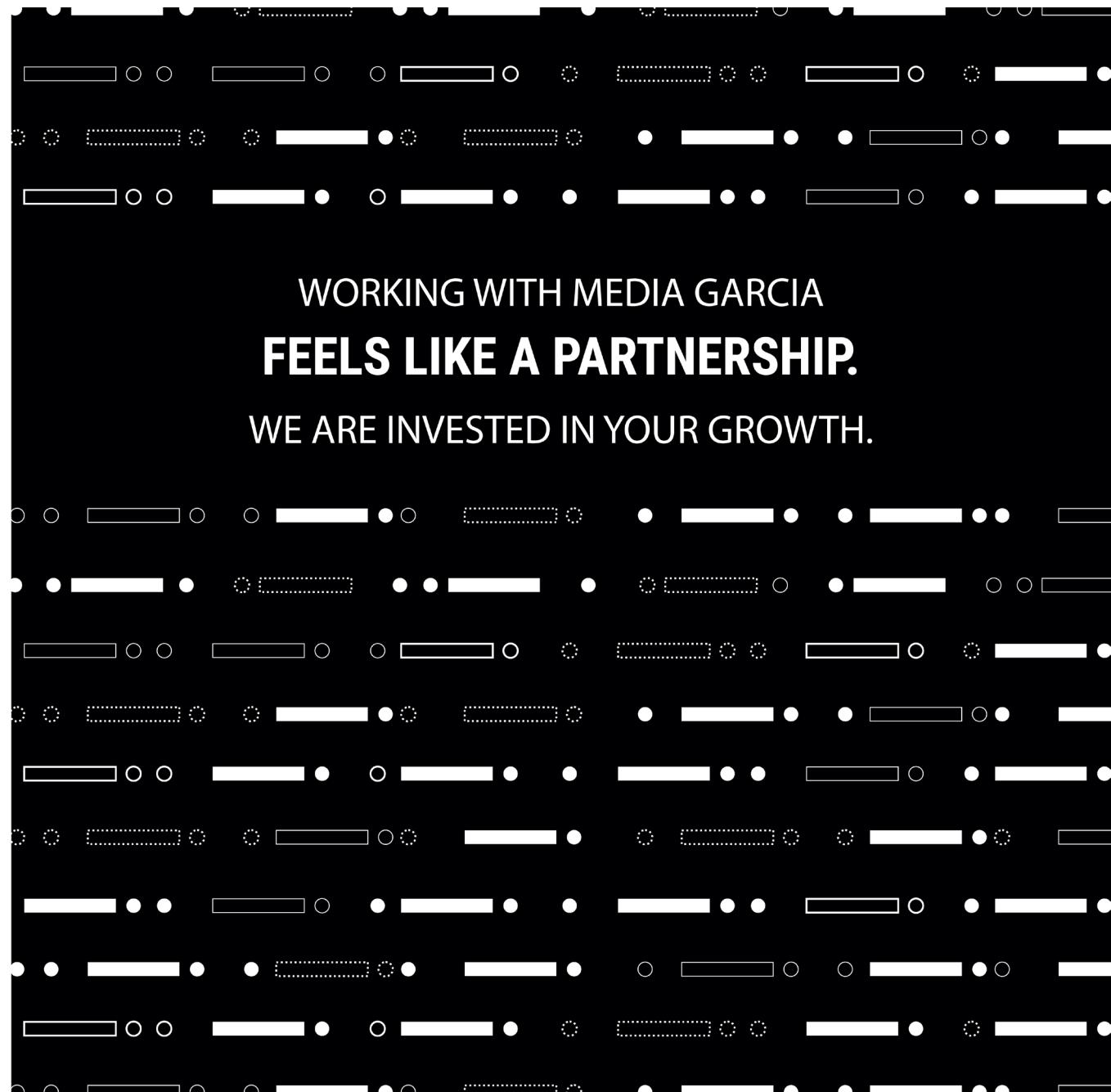
GROW YOUR
RETAIL BUSINESS.

OUR MISSION IS TO BRING ENTERPRISE-LEVEL
AGENCY EXPERTISE TO SMALL BUSINESSES AT
AN ACCESSIBLE SCOPE AND BUDGET.

Media Garcıa

GRAPHIC ELEMENT COMBINATIONS

This is an example of how the copy can
be implemented within the pattern.

WORKING WITH MEDIA GARCIA
FEELS LIKE A PARTNERSHIP.
WE ARE INVESTED IN YOUR GROWTH.

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GRAPHIC ELEMENT COMBINATIONS

This is a great example of how you can use multiple brand elements in one situation. Here we see the shape coming from the top, one of the secondary gradients used within the shape, and a section from the pattern used to divide the copy up and also used vertically to create movement and variety to the page.

SET UP A DISCOVER CALL

Set up a half-hour strategy call that centers around you, your business and your growth challenges.

We'll ask questions to identify your pain points and whether our agency would be a good fit to solve them.

LEARN MORE

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05
BRAND APPLICATIONS

Promotional Items

These are just a few samples of brand usage for promotional items.

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Digital Applications

These are a few samples of brand application for digital (social and website) usage.

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