KING'EM COSMETICS

Official Branding Guide

MIKE SNYDER | 2020

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BRANDMARK
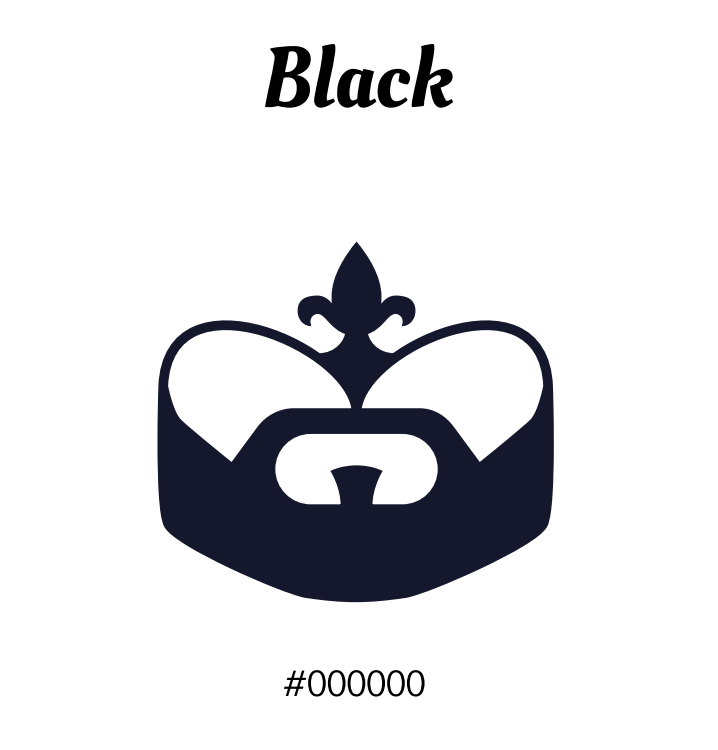
Color Options

ON **LIGHT** BACKGROUNDS

Navy on White or Gold
#15182D

Black
#000000

Gold
#FFB511

ON **DARK** BACKGROUNDS

Gold
#FFB511

Pearl
#F6F9FB

White on Overlay With Dropshadow
#FFB511

Dropshadow is black (#000000) with no shift in position, a 4px blur, at 80% opacity.

Invalid Options

White or Pearl on Light Backgrounds
With or without dropshadow

Gold on Other Colors

Insufficient Overlay

Navy or Black on Dark Background
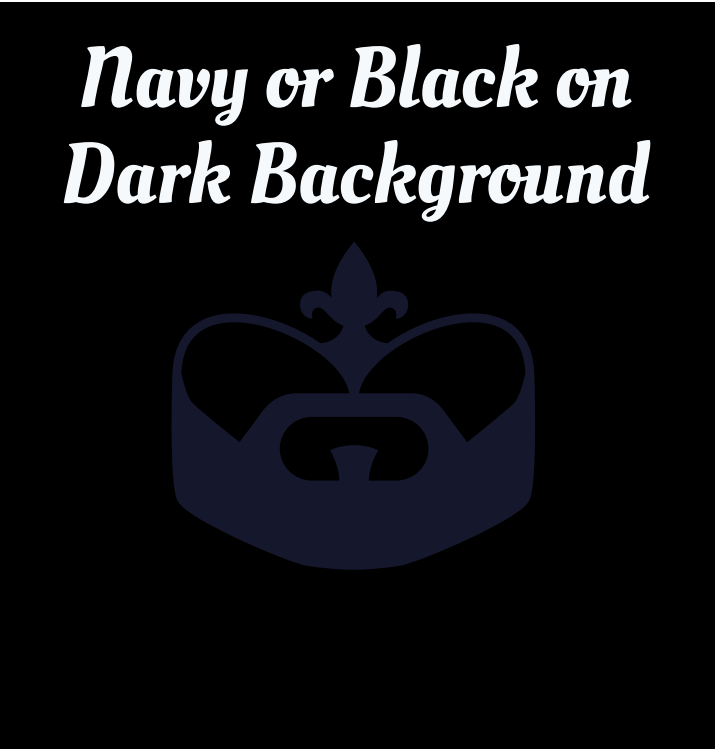
BRANDMARK
Sizes for Digital Media

ANY SIZE SMALLER OR LARGER THAN THESE BOUNDS IS INVALID FOR EVERY DEVICE.

Maximum Size
1/6th of Screen Width

Large
1/8th of Screen Width

Ideal Size
1/10th of Screen Width

Small
1/20th of Screen Width

Minimum Size
1/30th of Screen Width

VALID FOR
DESKTOP

VALID FOR
TABLET

INVALID FOR
TABLET

VALID FOR
MOBILE

INVALID FOR
MOBILE

WORDMARK

Color Options

KING'EM COSMETICS

KING'EM COSMETICS

Invalid Options

KING'EM COSMETICS

KING'EM COSMETICS

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WORDMARK
Writing KING'EM in Text

Capitalization

The brand name KING'EM should be capitalized when written in type to show the strength and confidence that we hope to offer our customers, and to encourage the enthusiasm that we hope our court members will have for the KING'EM brand.

Using Type for Small Sizes

Where applicable, KING'EM should be written using the Oleo Script typeface to emulate the style of the wordmark. The main application of this rule is for using our wordmark in extremely small sizes where "cosmetics" would no longer be legible, such as on smart watches or extra small product packaging.

Do NOT use Oleo Script in the middle of any copy that uses a different typeface. This applies to paragraphs, captions,etc.

LOCK-UPS

Horizontal vs Vertical

Horizontal Lockup

Best used to emphasize the name of the brand. Great for print or as a page header. Also good for branded email sign-offs.

Vertical Lockup

Use the vertical lockup to emphasize the prestige of our young brand or when wanting a central focal point. Better for videos produced by KING'EM at either the end or beginning as an intro card or ending credits.

LOCK-UPS
Color and Sizing Opstions

See Page 02 for Size Options

The size of the Brandmark within the Lockup should still follow the constraints on Page 2. The Wordmark should remain in the same ratio at any size.

The Vertical Lockup should use the size range set for Mobile.

The Horizontal Lockup should use the size range set for Tablet.

See Page 01 for Color Options

The color options for the Lockup follow that of the Brandmark. The Wordmark should always be the same color as the Brandmark when using a Lockup.

Invalid Options

Brandmark & Wordmark are different colors

Too Small, "cosmetics" is not legible

LOCK-UPS

Color Options

Maximum Size
1/6th of Screen Width

Large
1/8th of Screen Width

Ideal Size
1/10th of Screen Width

Small
1/20th of Screen Width

Minimum Size
1/30th of Screen Width

VALID FOR
TABLET

INVALID FOR
TABLET

VALID FOR
MOBILE

INVALID FOR
MOBILE

TYPOGRAPHY
Fonts & Alternatives

Oleo Script

Oleo Script was the basis for KING'EMs wordmark. As such it works well for titles, headers, subheads and links or interactable type because it meshes well with our brandmark, wordmark, and lockup.It only has 2 weights but for titles and headers 2 weights is enough.

MARTEL SANS

KING'EM uses Martel Sans for most type needs because it is an easily readable sans serif font that **pairs well as** with Oleo Script. It is highly versatile with seven weights. It is familiar without being instantly recognizable, something that could distract from our content.

Alternative Typefaces

Oleo Script
Georgia Italic

MARTEL SANS
OPEN SANS

THESE ALTERNATIVES SHOULD ONLY BE USED IF THE ORIGINAL TYPEFACES ARE UNAVAILABLE

TYPOGRAPHY

Font Styles for Digital Media

For Desktop

For Mobile

EYEBROW MARTEL SANS 16 LIGHT ALL CAPS

H1 Oleo Script 64 Bold

H2 Oleo Script 40 Bold

H3 MARTEL SANS 28 BLACK ALL CAPS

Body Martel Sans 20 Semi-Bold
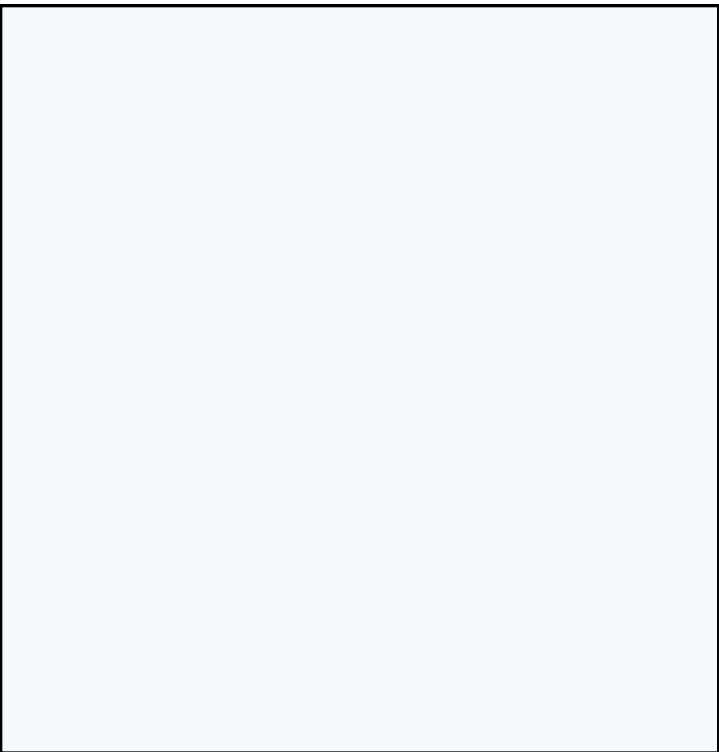
Captions Martel Sans 14 Light

EYEBROW MARTEL SANS 13 LIGHT ALL CAPS

H1 Oleo Script 40 Bold

H2 Oleo Script 32 Bold

H3 MARTEL SANS 24 BLACK ALL CAPS

Body Martel Sans 16 Semi-Bold
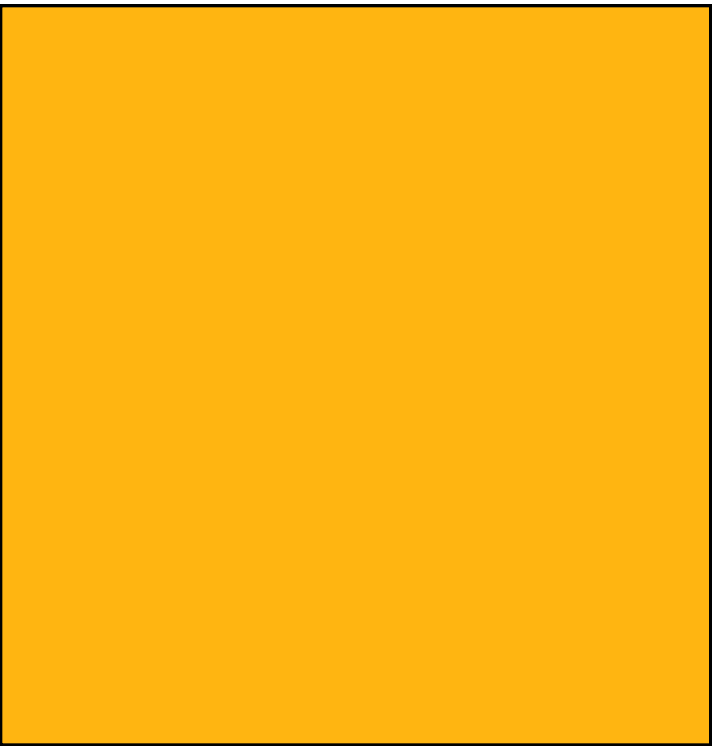
Caption Martel Sans 12 Light
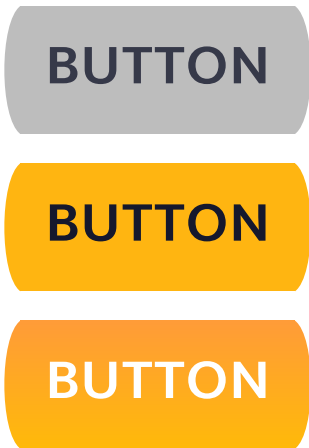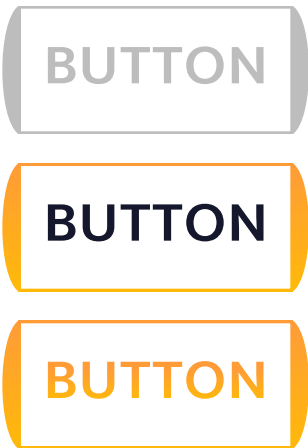
COLORS

Color Palette

Navy

Pearl

Gold

Gold Gradient

UI ELEMENTS
Button Styles

Solid Buttons

BUTTON

BUTTON

BUTTON

Stroke Buttons

BUTTON

BUTTON

BUTTON

Decorative Buttons

INACTIVE

ACTIVE

HOVER

UI ELEMENTS

Icon Styles

Shopping Cart

Close / Exit

Sandwich Menu

Search

UI ELEMENTS
Cards and Decorations

Decorative Content Frame
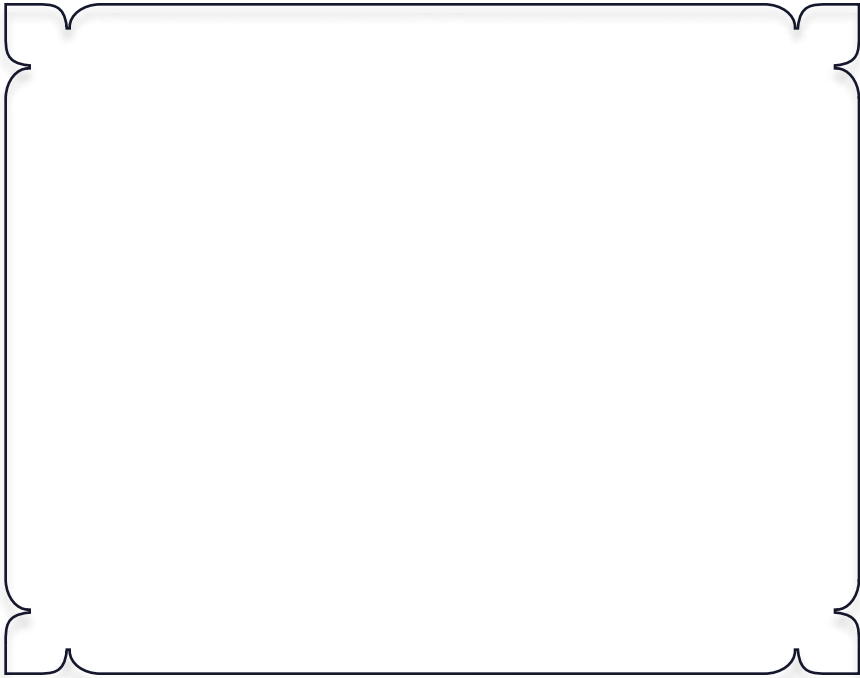
Cards / Overlay Popup

Decorative Bars

KING'EM

COSMETICS

Thanks for Using Our Brand Responsibly and Respectfully

MIKE SNYDER | 2020