



BRAND GUIDELINES

2017

TABLE OF CONTENTS

03 TYPOGRAPHY

- Font Variations
- Text Guidelines
- Additional Text Variations

06 LOGOS

- 24G Logo
- Additional Brand Logos

08 COLOR PALETTE

09 GRAPHIC ELEMENTS

- Brush Stroke + Paint Texture
- Gradient
- Loop Pattern

12 ICONOGRAPHY

13 BUTTONS

14 PHOTOGRAPHY

- In-House Photography
- Stock Photography

16 COMMUNICATIONS

- Email
- Letterhead, Business Cards + Swag

TYPOGRAPHY

Font Variations

BRANDON GROTESQUE

Brandon Grotesque should be used in all print and web documents, excluding selectable text in html emails. Brandon Grotesque Medium is preferred for headers/titles and emphasized content. Brandon Grotesque Light is preferred for all copy, but Brandon Grotesque Regular may be used in place of Brandon Grotesque Light when necessary for readability.

TRACKING

- Headers: +100
- Subheaders: +50
- Body copy: +25

NO. SEVEN

No. Seven is intended for accent text and standout taglines. It should be used for no more than four consecutive words. Never use No. Seven for extensive copy or in all-caps form. No. Seven has several glyph options available for each letter and thus should be customized in every use.

CENTURY GOTHIC

Century Gothic is intended for email copy only, and should not be used in web, print, or other promotional materials.

BRANDON GROTESQUE MEDIUM / Character Tracking +50

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDON GROTESQUE LIGHT / Character Tracking +25

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BRANDON GROTESQUE REGULAR / Character Tracking +25

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

NO. SEVEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Text Guidelines

CAPITALIZATION

24G uses a combination of all-caps, sentence case, and lowercase capitalization in communications.

- Business style: All-caps headers
- Party style: Sentence case headers

PUNCTUATION

Follow standard punctuation guidelines. 24G is team Oxford comma—deal with it. Use em dashes rather than semicolons when possible.



CAR-NET

24G's work on Car-Net proves that sometimes reorganization is crucial to success – especially if you can't find the content you need. 24G helped create a stronger user interface to make sure drivers get the most relevant information at a quick glance.

Car-Net:

- Helps users locate their last parked location.
- Checks to see if users locked the door.
- Can call for help if there's an emergency.

TYPOGRAPHY

Additional Text Variations

There are several premade text graphics that can be used in place of No. Seven font for regularly used accent text (i.e. "Welcome to 24G", "thank you", "cheers!", etc.)

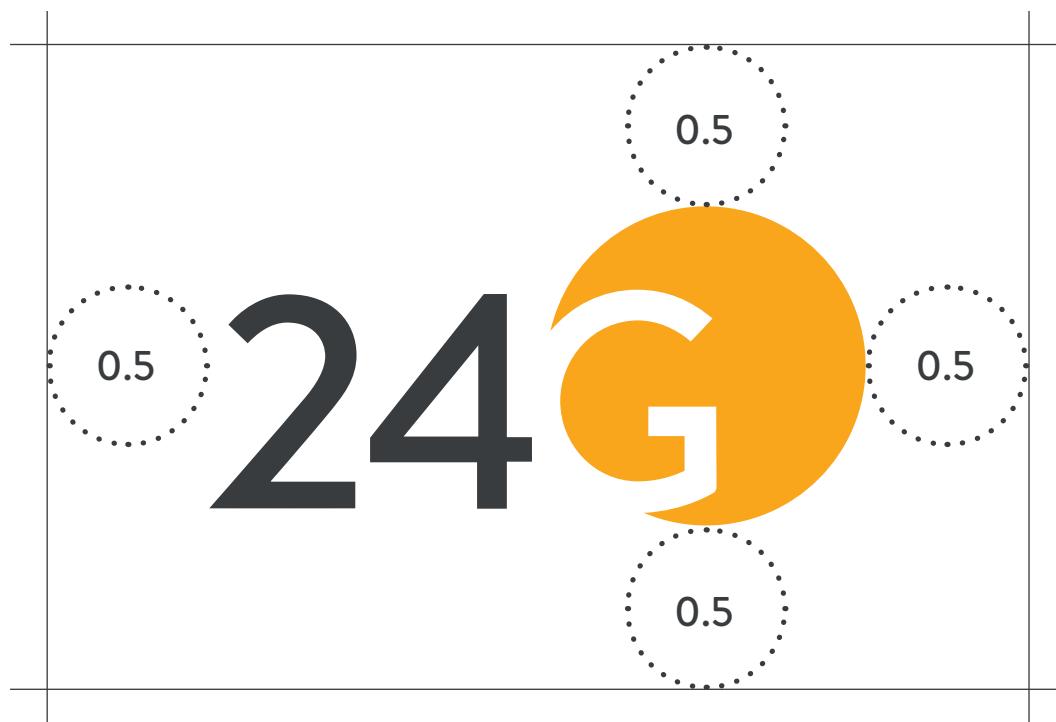


LOGOS

24G Logo

The 24G logo can be represented by three separate color options: Full Color, White Monochrome, and Midnight Monochrome. The “twentyfour:group” caption is intended for internal documents and external use when the written logo is appropriate. The “the digital experience agency” caption is intended for....

The “powered by 24G” logo should act as a footer for appropriate 24G products or communications.



FULL COLOR
Logo for standard use



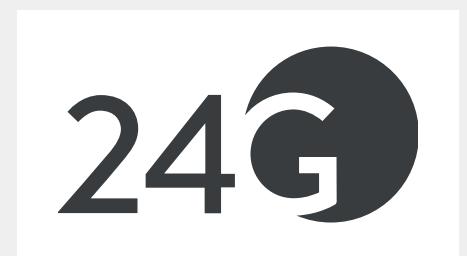
WHITE MONOCRHOME
For use on dark backgrounds



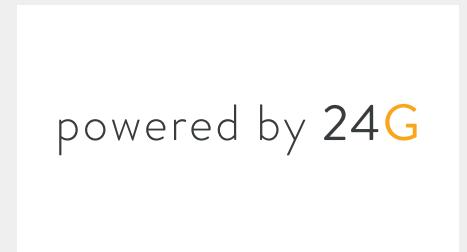
WHITE FOOTER
For use on dark backgrounds



FULL COLOR
Logo for standard use



MIDNIGHT MONOCRHOME
For use on light backgrounds



FULL COLOR FOOTER
For use on light backgrounds

LOGOS

Additional Brand + Product Logos



social-gen™

timesplice®

 dropzone

track360™

thread**360**™

 email**tester**

KNACK

viewcaster▶

 bowling**league** campaign**manager** | marketing**services**

COLOR PALETTE

The 24G color palette is represented by five dominant colors: Midnight Gray, Moonglow, 24G Orange, Moonlight Blue, and Limesplice Green. The four accent colors should be used in combination with their dominant color to lend depth and clarity to visual content.



GRAPHIC ELEMENTS

Brush Stroke + Paint Texture



GRAPHIC ELEMENTS

Gradient



GRAPHIC ELEMENTS

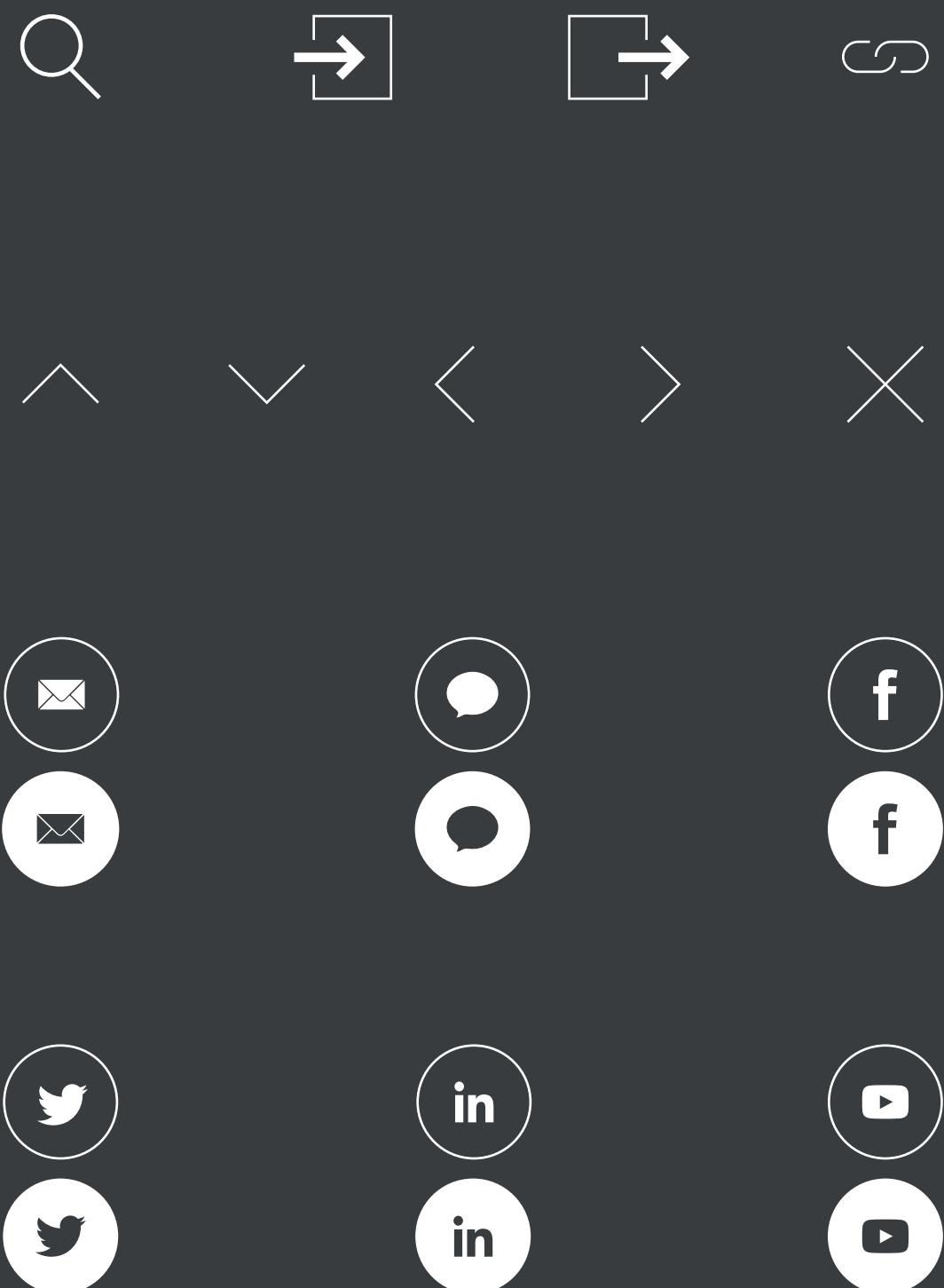
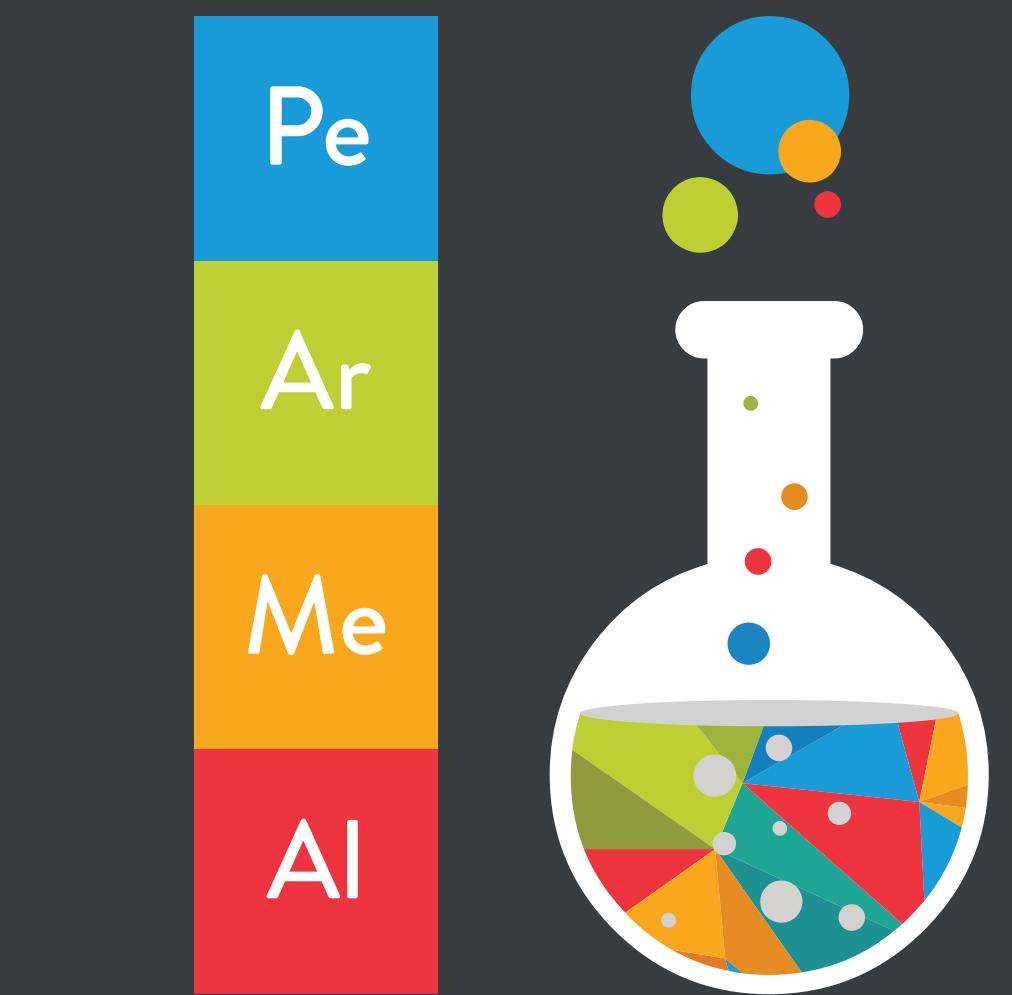
Loop Pattern

The transparent white loop pattern should be used in combination with brand colors or as an overlay on photography.



ICONOGRAPHY

Use of clean, simple iconography is encouraged in all 24G communications.



BUTTONS

Business in the front. Party in the back.

Business Style

Used on 24G.com, Bowling iPad, etc.

If on a color background, button hover state should be white. Button text on hover should match background color.

If on a white or gray background, button hover state should be one of our 3 primary colors. Green is preferred.

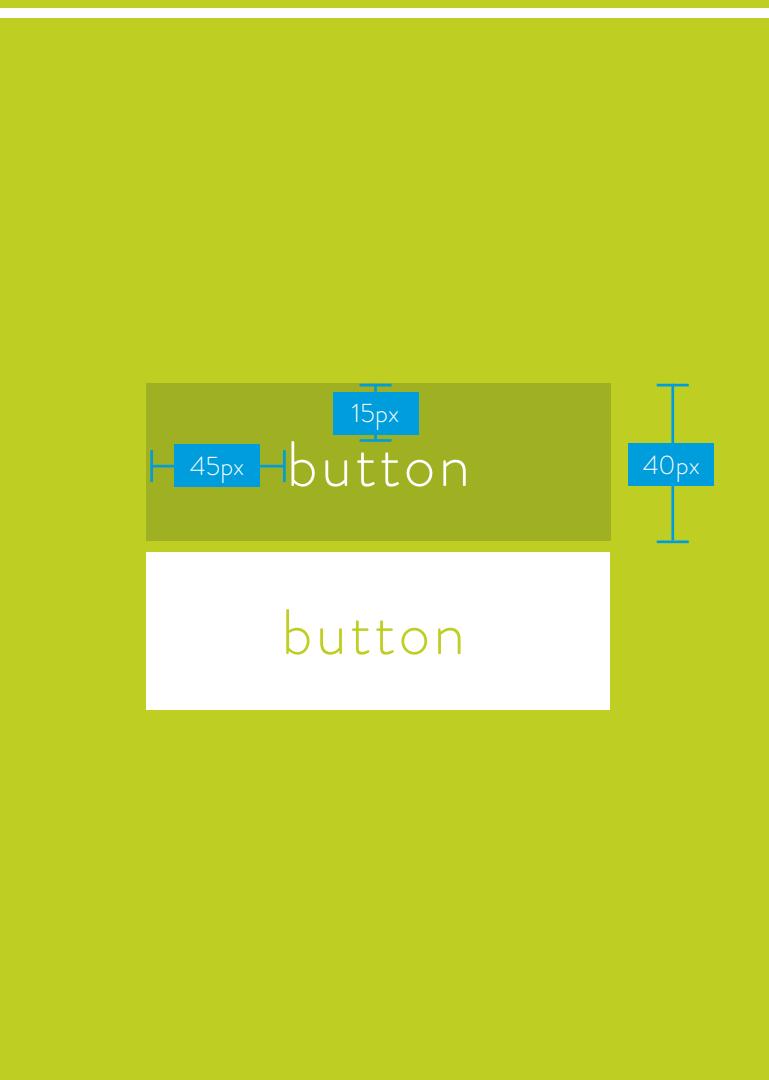
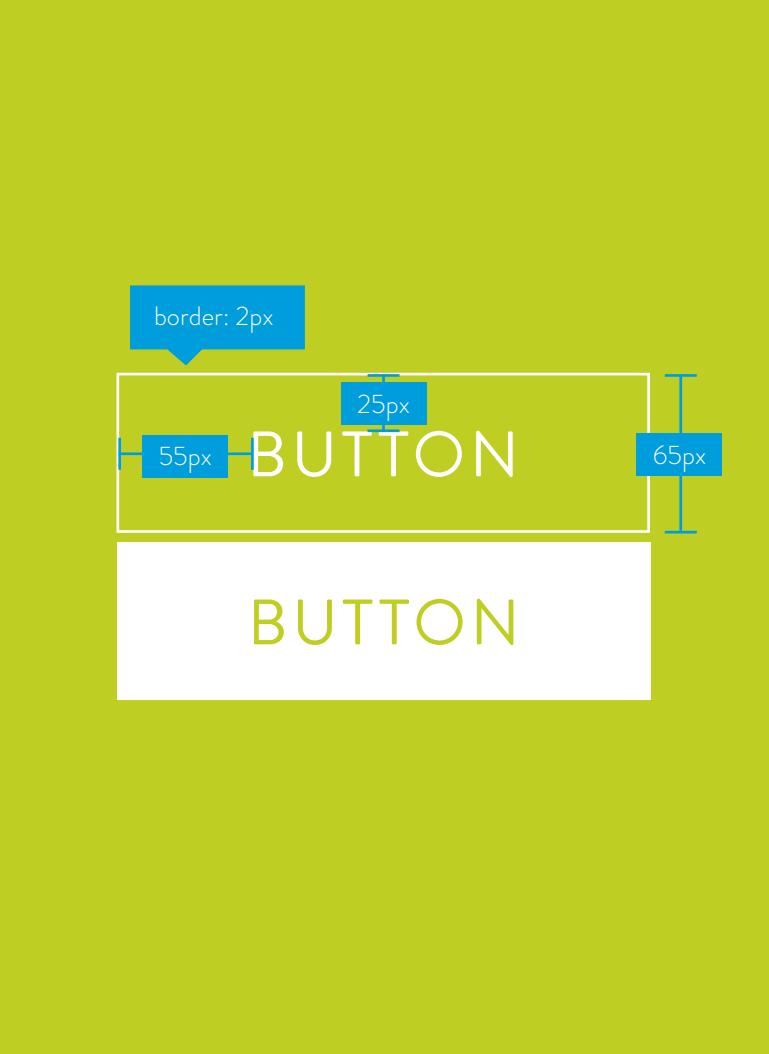
The padding to the left/right of the button text can vary, but should not be less than 55px whenever possible.

Party Style

Used on Dropzone, Admin sites, etc.

If on a color background, button should be darker accent color and button hover state should be white. Button text on hover should match background color.

If on a white or gray background, button should be moonglow gray or one of our 3 primary colors. Hover state should be the respective darker accent color.



PHOTOGRAPHY

In-House Photography

All photography should be tailored to meet the needs of its intended audience. Different projects will require unique photographic styles; however, they should always match the brand spirit.

Photos should highlight the energy and ingenuity of 24G and should be retouched of flaws and undesirable details that do not add to the subject of the image. A mix of stock photography and house images can be used.



PHOTOGRAPHY

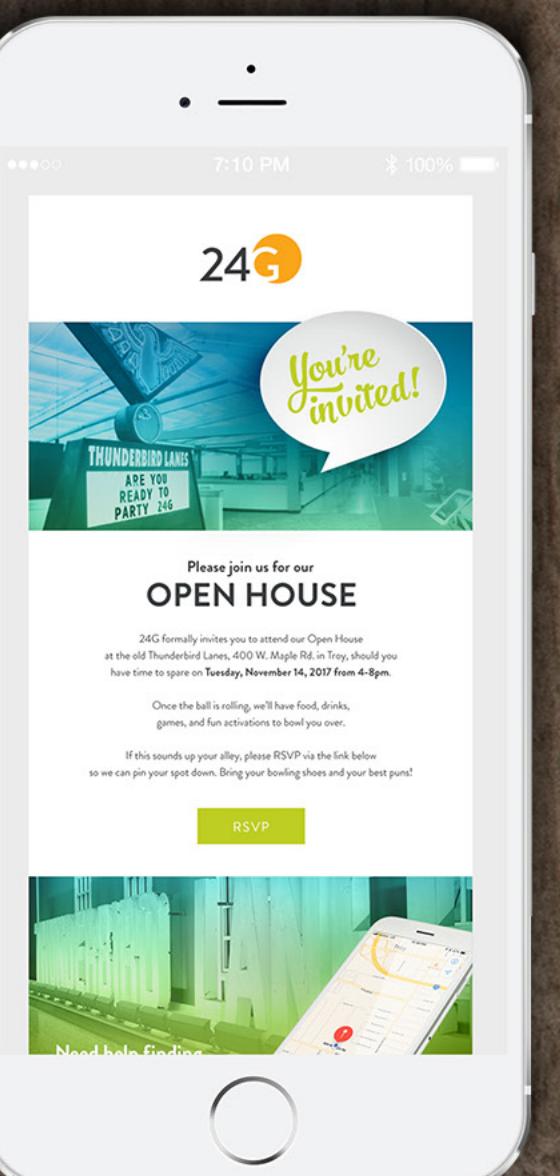
Stock Photography



COMMUNICATIONS

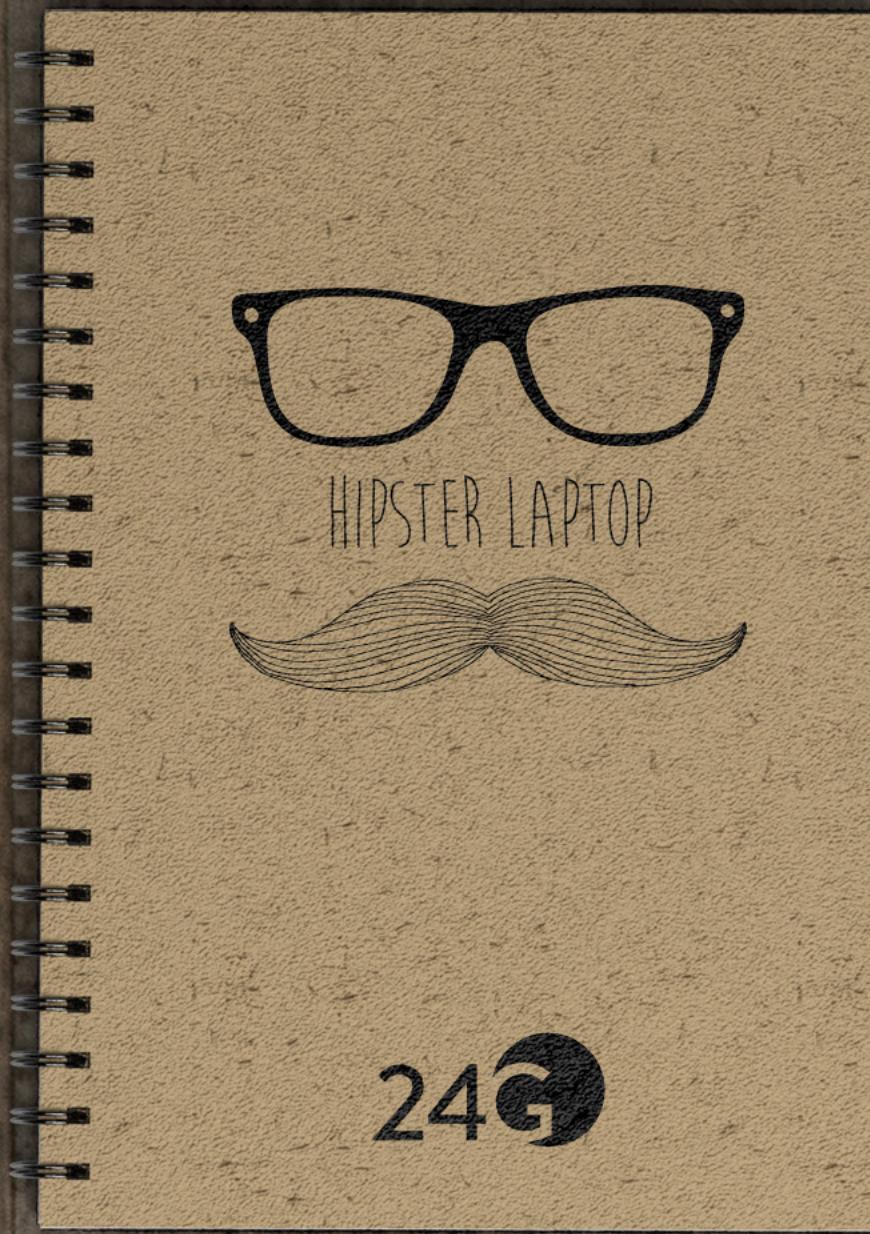
Email

24G email communications can be adjusted to fit the needs of the content included in the email. However, all emails should follow a similar format for layout and color.



COMMUNICATIONS

Letterhead, Business Cards + Swag



24G

November 15, 2017

Hello World,

lorem ipsum

sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Sincerely,

James Scott Wiemels

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