

</> No Clocks, LLC

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Brand Guidelines

ABOUT

</> No Clocks, LLC

Welcome to [store name], your number one source for all things [product, ie: shoes, bags, dog treats]. We're dedicated to giving you the very best of [product], with a focus on [three characteristics, ie: dependability, customer service and uniqueness.]

Founded in [year] by [founder's name], [store name] has come a long way from its beginnings in a [starting location, ie: home office, toolshed, Houston, TX.].

We hope you enjoy our products as much as we enjoy offering them to you.

THE LOGO



</> No Clocks, LLC

Our logo is an integral part of our brand, and should be used thoughtfully and consistently. Our logo is often displayed in it's full-color format and in it's entirety.

LOGO VERSIONS

Our full-color logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or colored background, use the white or black version.



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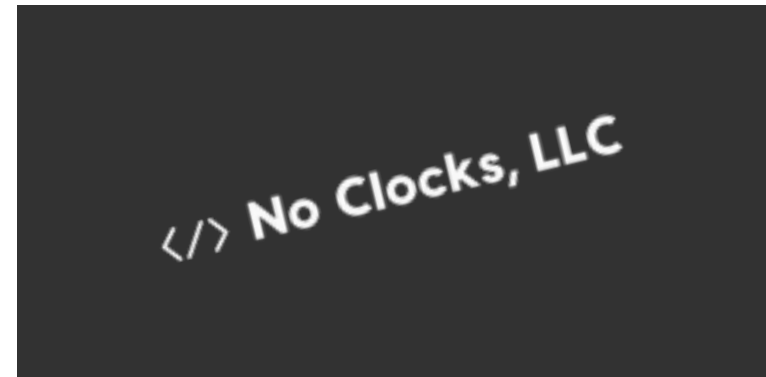
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LOGO USAGE

Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo



COLORS

Our brand is made up of the following colors. Any colors outside of this palette must be used with discretion.

rgb(50, 50, 50)

hsl(0, 0%, 20%)

#323232

rgb(255, 255, 255)

hsl(0, 0%, 100%)

#ffffff

rgb(75, 75, 75)

hsl(0, 0%, 30%)

#4b4b4b

rgb(24, 24, 24)

hsl(0, 0%, 10%)

#181818

rgb(230, 230, 230)

hsl(0, 0%, 90%)

#e6e6e6

rgb(101, 101, 101)

hsl(0, 0%, 40%)

#656565

TYPOGRAPHY

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Header Text

Open Sans

Secondary Header Text

Secondary Header Text

Slogan Text

Open Sans

APPLICATION

This is an example of how the logo and brand elements may be used in brand applications such as business cards.



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CONTACT

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