



BRAND DESIGN +
GUIDELINES

Antwone
Stigall & co.

logo guidelines





THE LOGO | LETTER SPACING

To accurately achieve the proper spacing of the typeface, use the logo as an object. Not as text. If scaling is needed, scale the logo vector or high resolution jpeg.

Antwone
Stigall & co.



THE LOGO

LOGO VARIANTS

The logo can only be transcribed as shown below.
Linear or Stacked are the two variants for the logo.

PRIMARY
"STACKED"

Antwone
Stigall & co.

SECONDARY
"LINEAR"

Antwone
Stigall & co.

100%

ntwone
AS **tigall & co.**

50%

ntwone
AS **tigall & co.**

25%

ntwone
AS **tigall & co.**

10%

ntwone
AS **tigall & co.**

**THE
LOGO**

**MINIMUM
SIZING**

Never scale the logo to the point where "ntwone + tigall & co." is no longer legible.

100%

ntwone *AS* **tigall & co.**

50%

ntwone *AS* **tigall & co.**

25%

ntwone *AS* **tigall & co.**

10%

ntwone *AS* **tigall & co.**



icon guidelines





THE ICON

ICON USE

This Icon is a stand-alone asset to be used for graphic content and creation. Icon should be used along with the logo obeying “lock-up” standards.





**THE
ICON**

**ICON
VARIANTS**

The icon can be used with the following color variants.



lock-up guidelines



**LOCK-UP
GUIDE**

**ICON &
LOGO**



PRIMARY
"STACKED"



SECONDARY
"LINEAR"



LOCK-UP GUIDE

COLOR USAGE

For color variations, either change the lower half of the icon to one of the brand colors and/or change the "& co." to the complementary brand color.





typography



**THE
TYPE**

**PRIMARY
TYPEFACE**

FONT: Demos Next Pro

WEIGHT: Bold & Cn Light

AaBbCc
AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-=;,. {}[]



**THE
TYPE**

**SECONDARY
TYPEFACE**

FONT: Acumin Pro Condensed

WEIGHT: Bold * Light

AaBbCc
AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()-=;, {} []



**THE
TYPE**

**TYPE
TOGETHER**

**HEADER
TEXT**

Demos Next Pro

**BODY
TEXT**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

color guidelines





COLOR GUIDE

COLOR PALETTE

R177 G177 B178
HEX#B1B1B2

GONNA WORK GRAY

R33 G40 B55
HEX#212837

TENOR BLUE

R27 G194 B233
HEX#1BC2E9

SHADY BLUE

R239 G56 B36
HEX#EF3824

FOXY RED

R253 G225 B18
HEX#FDE112

COIN YELLOW

R78 G26 B61
HEX#4E1A3D

PURPLE GATHERING



ICON COLORS



COLOR GUIDE | COLOR USAGE

The only acceptable color variations for the logo and icon. Note that for the logo, the color should always be "Tenor Blue", Black or White. The "& co." can be one of the other brand colors.

LOGO COLORS





COLOR | BLACK & GUIDE | WHITE

When a dark or black background is needed, use the logo in white. For the Icon, the brand colors on the circle can remain, but the "AS" must go to white with a black stroke.

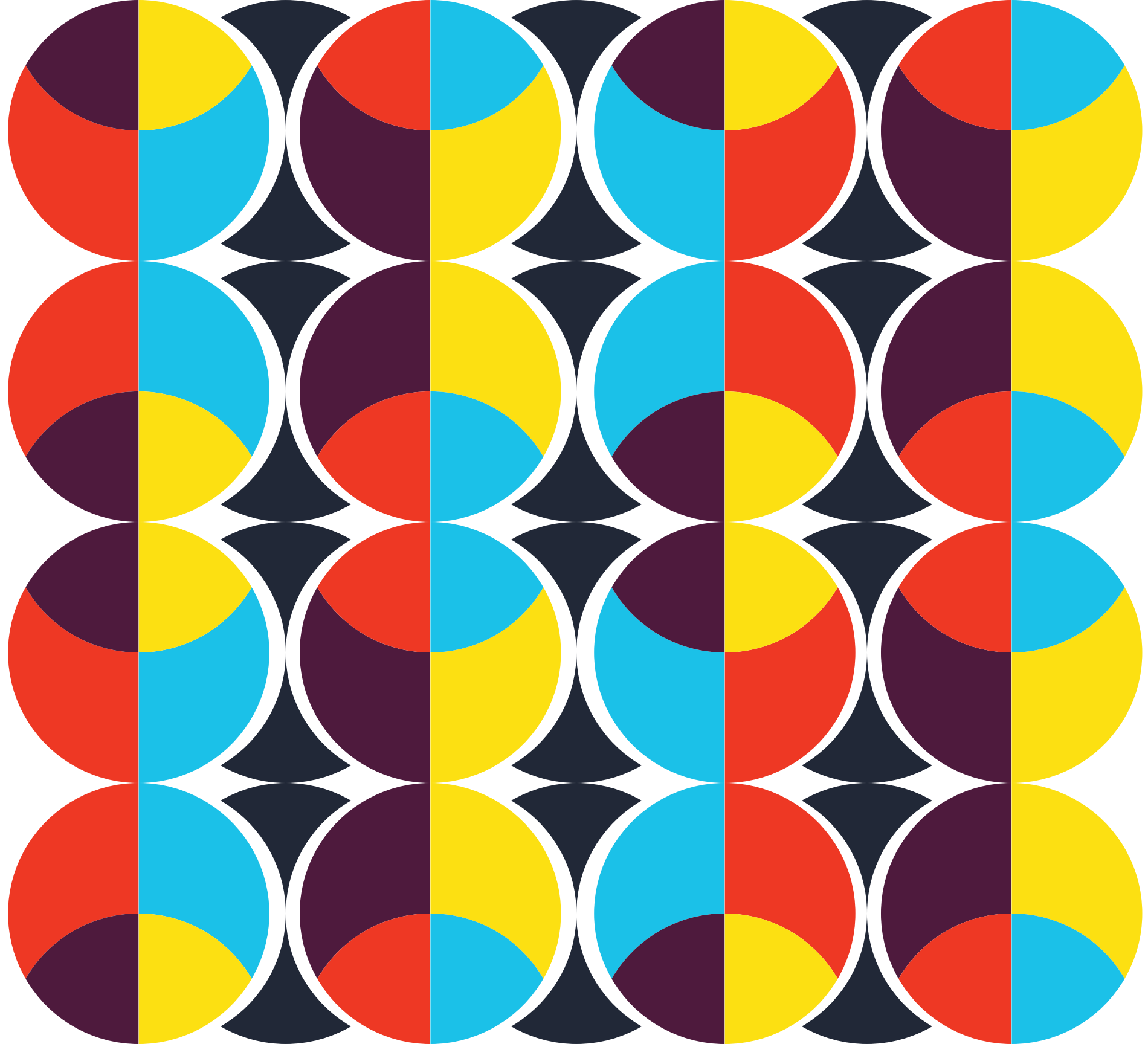


brand patterns



BRAND PATTERN | PRIMARY

Brand pattern to be used to give texture or visual interest to graphic assets. Pattern always to be used on top of white background, or one of the brand colors

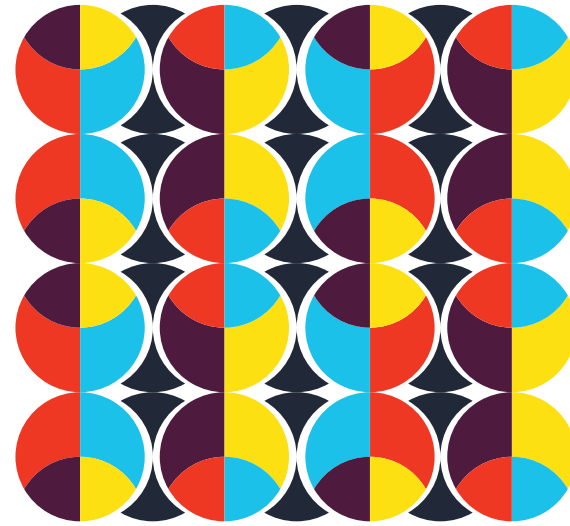


BRAND PATTERN

PRIMARY

Brand pattern can be used as needed for graphic impact. Scale pattern proportionately. Use the variations to the right for simple texture treatments.

SQUARE



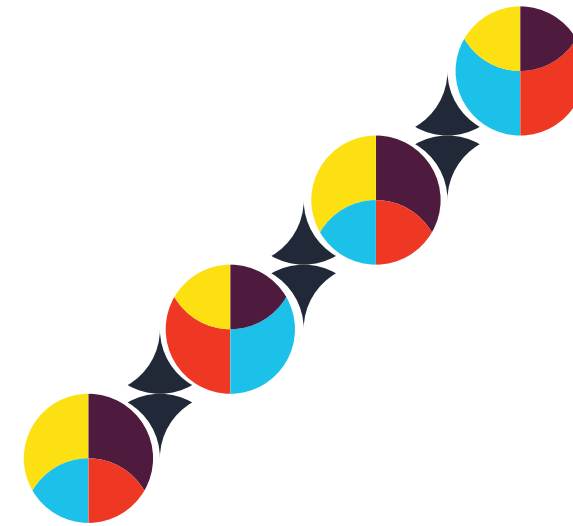
DIAGONAL RIGHT



VERTICAL



DIAGONAL LEFT

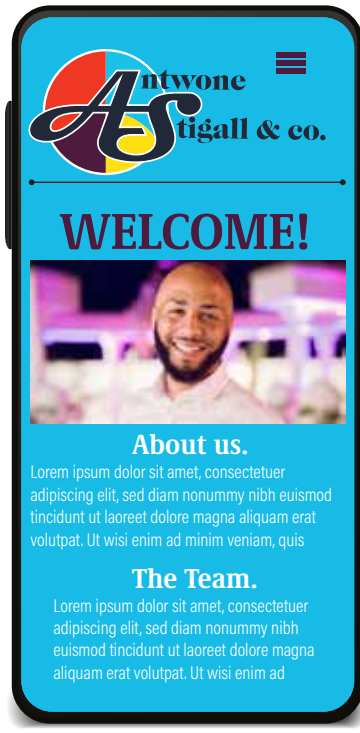
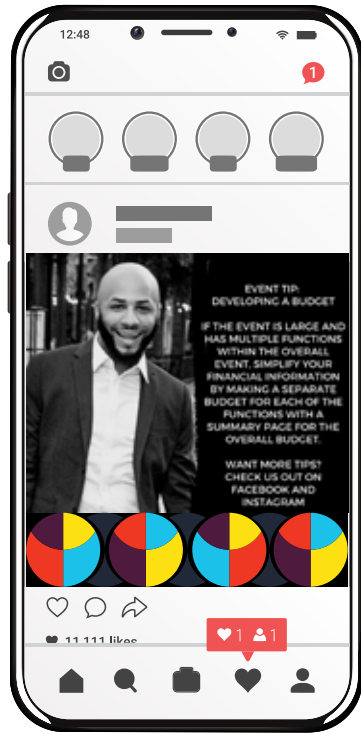
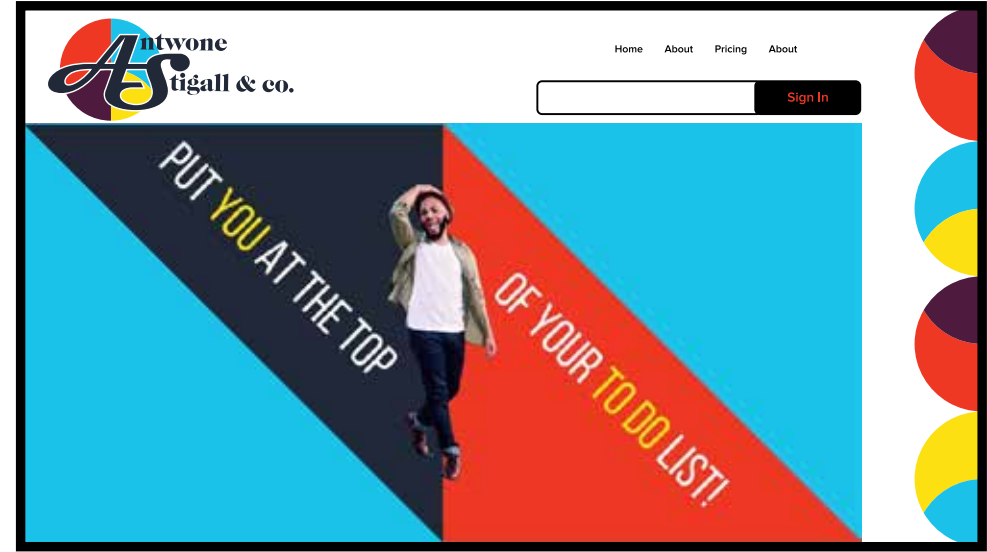
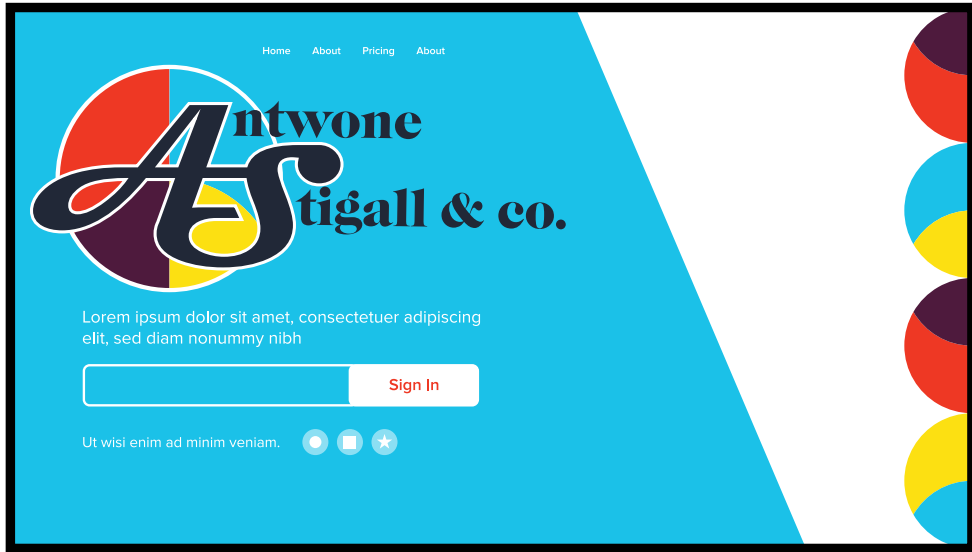


HORIZONTAL



brand design





BRAND DESIGN

DIGITAL DIRECTION





It's a
NO
for me



**BRAND
DESIGN**

**MERCH.
DIRECTION**



Antwone
Stigall & co.



BRAND DESIGN +
GUIDELINES





PA

Planner
Approved

Planner
Approved

Planner
Approved