

## BRAND GUIDELINES

---



## WELCOME

---

# the *sweetest little* marketing agency in the world

We help companies all over the world, and of all shapes and sizes create better marketing campaigns; from website development to laser-focused digital campaigns, we're the not-so-secret weapon of companies like ClearCompany, CareerBuilder, Allegis Group, Mya, Eli Lilly, eharmony, and more.

Red Branch Media gives companies the power to create marketing that exceeds their needs. Whatever the goal is, we'll smash it. Whatever the hurdle, we'll jump over it. No matter the industry, we'll conquer it.



# **OUR LOGO & USAGE**

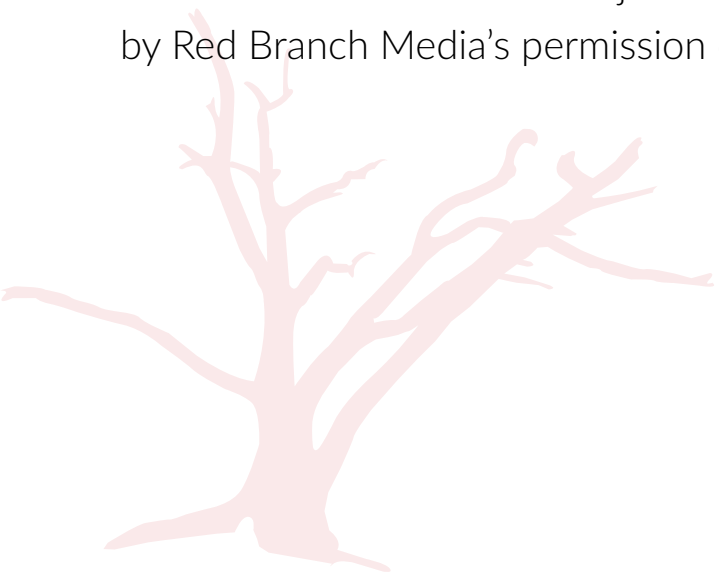
## LOGOS & USAGE

---

### our *globally* recognized logo

The Red Branch Media logo is made up of the tree (logomark) and text (logotype). Combined they make the full logo lockup.

Our main logo is the logo to be used in all applications. Only if needed, such as square spaces, the vertical logo may be used. The isolated tree is subject to use by Red Branch Media's permission only.



*main* logo (horizontal)



*alternate* logo (vertical) & *tree* (logomark)



## LOGOS & USAGE

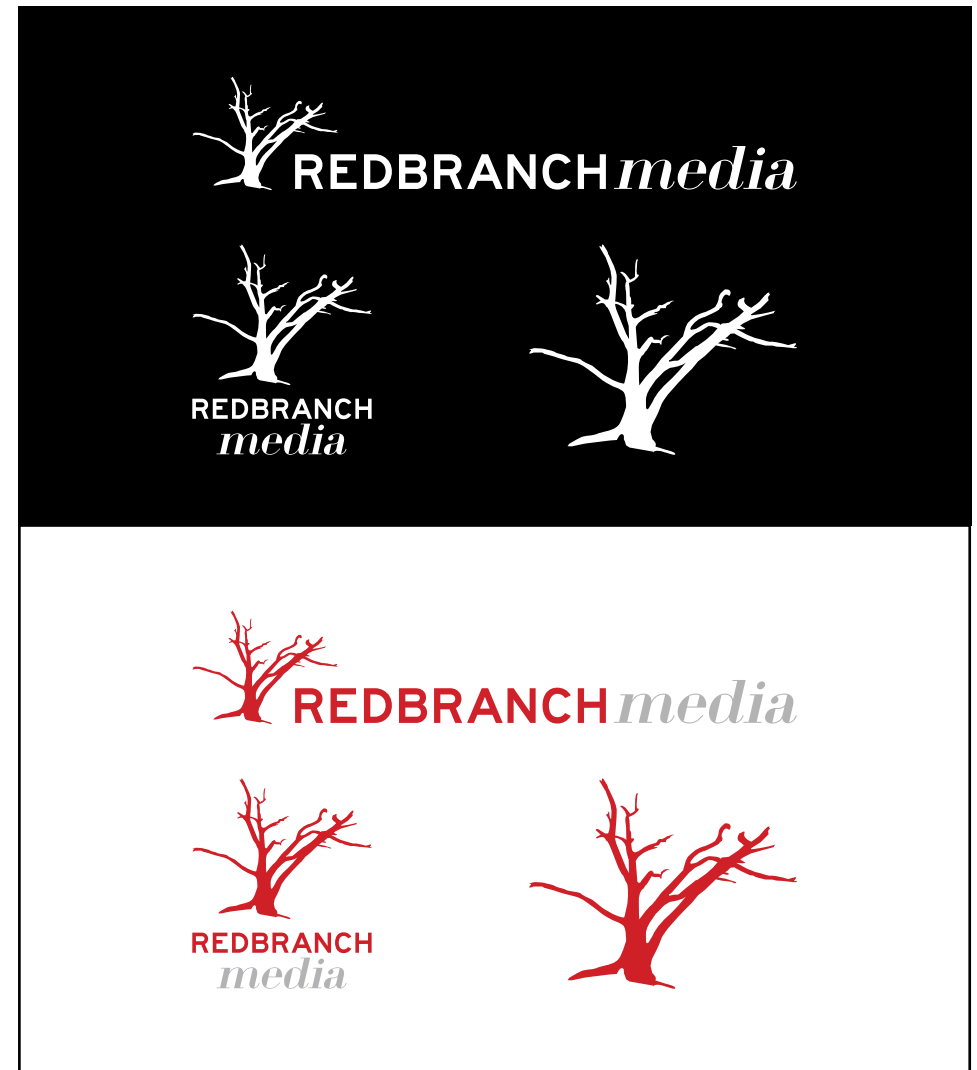
### using our logo on *backgrounds*

When using our logo on dark backgrounds, our logo should be completely white. On light backgrounds, we prefer that our full-color logo should be used.

If grayscale or 100% black versions need to be used, please see the next page for more details.



usage with dark & light *backgrounds*



## LOGOS & USAGE

### *alternate colors* of our logo

For grayscale or 100% black versions of our logo need to be used, they should match the versions presented on this page. Please ask us if you would like to use these logos.



#### *100% black & grayscale logos*



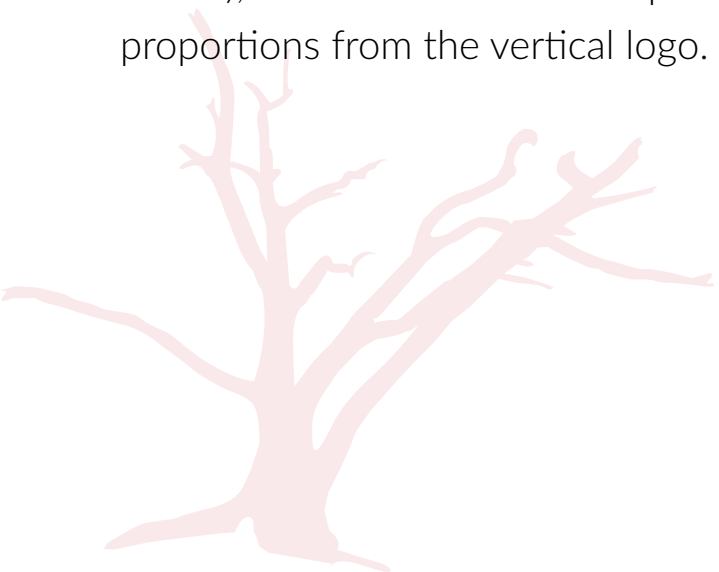
## LOGOS & USAGE

### our logo's *clear space*

To properly use the Red Branch Media logo, we require a minimum clear space.

The clear space for our logo should be proportional to the word “RED” found in it’s corresponding logotype.

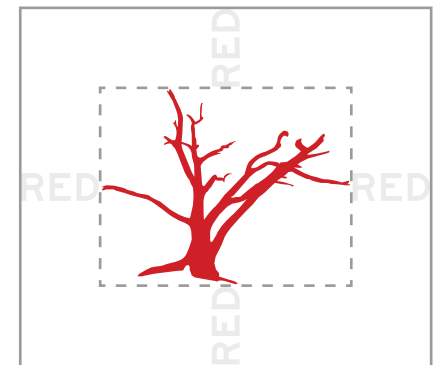
For the tree logomark (if permitted to use), follow the same clear space proportions from the vertical logo.



#### *main horizontal logo clear space*



#### *vertical logo & tree clear space*



## LOGOS & USAGE

### *incorrect use* of our logo

When using the Red Branch Media logo, it's vital to understand and abide by the correct usage.

Here are some examples of how not to use the Red Branch Media logo.



#### *incorrect usage*



Do not stretch, distort, or rotate the logo.



Do not turn our logo to outlines or alter any colors.



Do not alter the typeface or change the position and size of the tree.



Do not alter the opacity of the logo or crop it.



## LOGOS & USAGE

### using our logo *with photography*

When placing the Red Branch Media logo on photography, it's important to follow these simple procedures.



#### *incorrect usage*



Do not place .jpg versions of our logo over photos, as it creates a white background.

#### *correct usage*



Place a white .png or vector version of our logo over photos, as the white text & transparent background work well for a harmonious result.

# **COLOR PALETTE**

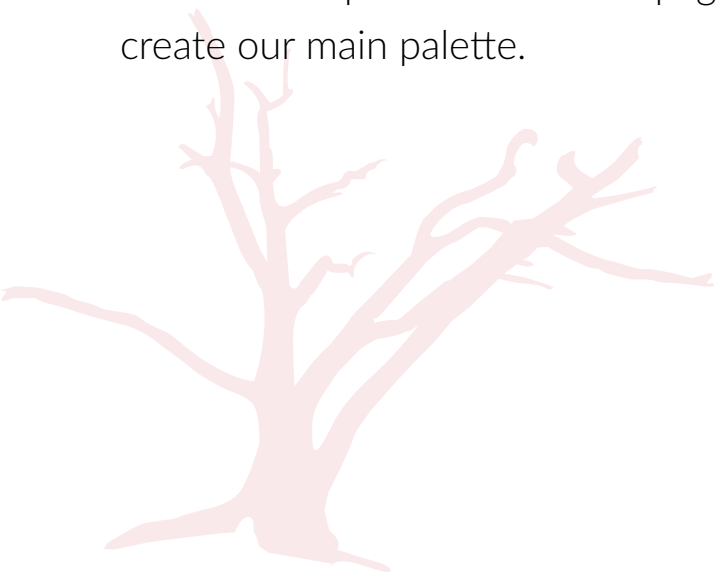
## COLOR PALETTE

### main colors that *represent us*

There are nine colors that represent the Red Branch Media brand, and are divided into 3 categories (main, secondary, and tertiary).

All brand colors should be used for all general purposes.

The colors represented on this page create our main palette.



### *main color palette*



RBM Red

**Hex:** #D02027

**CMYK:** 12, 100, 98, 3

**RGB:** 208, 32, 39

**PMS:** 186 C



RBM Teal

**Hex:** #05A8AA

**CMYK:** 78, 11, 37, 0

**RGB:** 5, 168, 170

**PMS:** 326 C



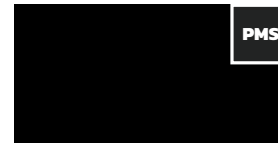
RBM Gray

**Hex:** #9B9B9B

**CMYK:** 42, 34, 35, 1

**RGB:** 155, 155, 155

**PMS:** Cool Gray 7 C



Black

**Hex:** #000000

**CMYK:** 0, 0, 0, 100

**RGB:** 0, 0, 0

**PMS:** Black C

## COLOR PALETTE

### secondary colors that *represent us*

The colors represented on this page  
create our secondary palette.



### *secondary color palette*



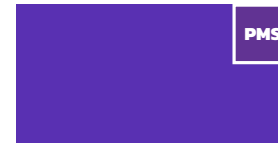
RBM Pink

Hex: #C9209E

CMYK: 23, 94, 0, 0

RGB: 201, 32, 158

PMS: 240 C



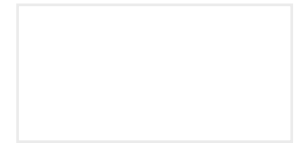
RBM Purple

Hex: #5930B2

CMYK: 78, 88, 0, 0

RGB: 89, 48, 178

PMS: 267 C



White

Hex: #FFFFFF

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

PMS: N/A



RBM Orange

Hex: #FF5400

CMYK: 0, 81, 100, 0

RGB: 255, 84, 0

PMS: Orange 021 C



RBM Yellow

Hex: #FFBD00

CMYK: 0, 28, 100, 0

RGB: 255, 189, 0

PMS: 7548 C

## COLOR PALETTE

---

### tertiary colors that *represent us*

The colors represented on this page  
create our tertiary palette.



### *tertiary* color palette



RBM Green

**Hex:** #6CEB28

**CMYK:** 54, 0, 100, 0

**RGB:** 108, 235, 40

**PMS:** 7488 C



RBM Dark Blue

**Hex:** #011875

**CMYK:** 100, 96, 22, 18

**RGB:** 1, 24, 117

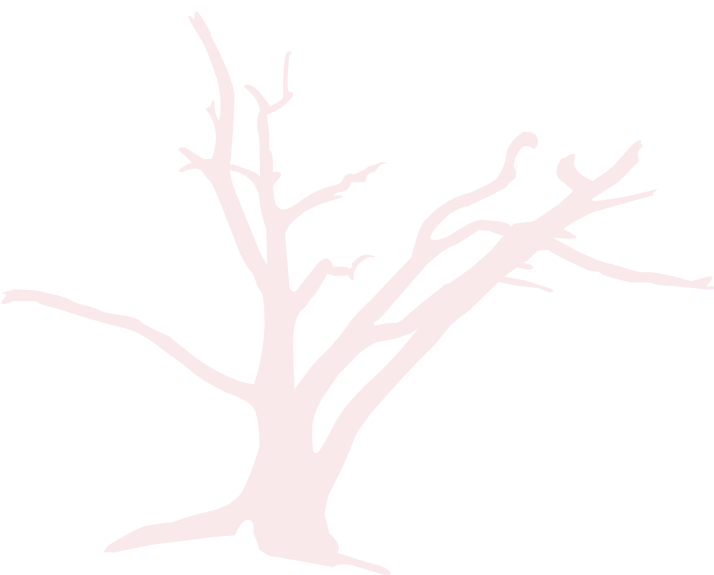
**PMS:** 280 C

## COLOR PALETTE

### the gradients that *represent us*

There are ten gradient variations that represent the Red Branch Media brand.

These gradients should be used in general designs, per Red Branch Media approval only.



### *full* gradient palette



Pink to Red  
**Linear Diagonal:**  
#C9209E to #D02027



Yellow to Orange  
**Linear Diagonal:**  
#FFBD00 to #FF5400



Orange to Yellow  
**Linear Diagonal:**  
#FF5400 to #FFBD00



Red to Pink  
**Linear Diagonal:**  
#D02027 to #C9209E



Purple to Teal  
**Linear Diagonal:**  
#5930B2 to #05A8AA



Teal to Purple  
**Linear Diagonal:**  
#05A8AA to #5930B2



Red to Purple  
**Linear Diagonal:**  
#D02027 to #5930B2



Pink to Purple  
**Linear Diagonal:**  
#C9209E to #5930B2



Purple to Pink  
**Linear Diagonal:**  
#5930B2 to #C9209E



Purple to Red  
**Linear Diagonal:**  
#5930B2 to #D02027

# **BRAND TYPOGRAPHY**

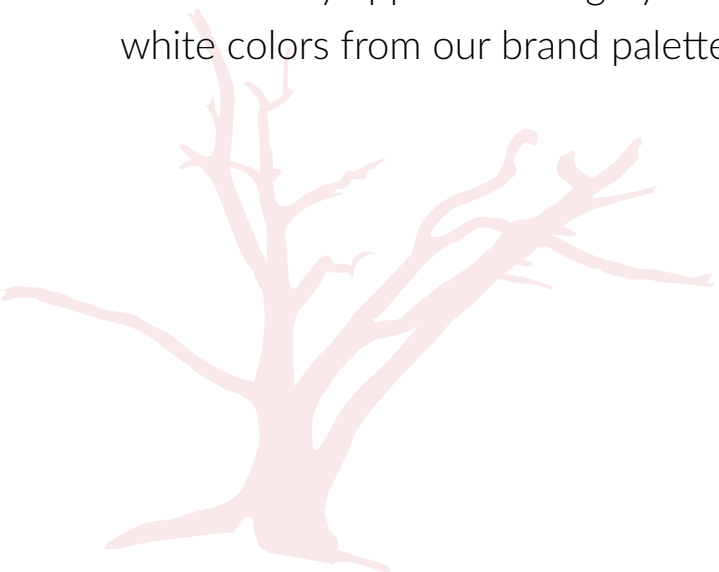
## BRAND TYPOGRAPHY

---

### the primary fonts that *represent us*

The main font we use is Kanit (ExtraBold). This is used in headers, appears in all caps, and can appear in any solid color from our brand palette.

The secondary font we use is Playfair Display (Bold & Bold Italic). This is used in subheaders, appears all lowercased, and can only appear in the gray or white colors from our brand palette.



main typeface (*all caps*)

**KANIT**

ExtraBold (800)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ( ) ? /**

secondary typeface (*all lowercase*)

playfair display

Bold (700)

**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ( ) ? /**

Bold Italic (700)

***a b c d e f g h i j k l m n o p q r s t u v w x y z***  
***0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ( ) ? /***



## BRAND TYPOGRAPHY

### the body copy font that *represent us*

The body copy font we use is Lato (Light & Semibold). This is used in all places where body copy is presented, appears in sentence case, and can only appear in the black or white colors from our brand palette.



body copy typeface (*all caps*)

#### Lato

Light (300)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&()?/

Light Italic (300)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&()?/

Semibold (600)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&()?/

Semibold Italic (600)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%&()?/

## BRAND TYPOGRAPHY

---

### how we use *our typography*

Though our brand typography consists of the fonts that represent us, there are two core layouts we've structured in using them that can be followed for a maximum on-brand appearance.



the “*stack*” layout

#### **SMALL HEADER**

---

### large *subheader text*

This layout features a smaller header with our Kanit font in all caps, a divider line, and a larger 1-2 line subheader in playfair display bold & bold italic. This layout must be left aligned. The subhead must be indented on the website. The header can appear in red, teal, purple, orange, yellow, or pink from our brand palette. The subheader must appear in the gray color from our brand palette. When on a gradient background, all text must be white, and the divider must appear in either red, teal, purple, orange, yellow, or pink from our brand palette.

the “*center divide*” layout

#### **SMALL HEADER**

### large *subheader text*

This layout features a smaller header with our Kanit font in all caps, a divider line, and a larger 1-2 line subheader in playfair display bold & bold italic. This layout must be centered. The header can appear in red, teal, purple, orange, yellow, or pink from our brand palette. The subheader and divider must appear in the gray color from our brand palette. When on a gradient background, all text, including the divider must be white.

## BRAND TYPOGRAPHY

---

### settings for *h1* & *h2*

To properly represent our brand through typography, we have created a detailed hierarchy you can follow.

Here are the settings you should use for H1 and H2 stylings.



*h1* (using the “*stack*” layout)

### **SMALL HEADER**

Kanit ExtraBold (All Caps)

25 px / Line Spacing N/A (Should Only Be One Line)

#FFFFFF

*subheader text*

Playfair Display Bold & Italic (All Lowercase, 1-2 Words Italicized)

55 px / line spacing 65 px

#FFFFFF

*h2* (using the “*center divide*” layout)

### **SMALL HEADER**

Kanit ExtraBold (All Caps)

20 px / Line Spacing N/A (Should Only Be One Line)

Any Brand Color

*subheader text*

Playfair Display Bold & Italic (All Lowercase, 1-2 Words Italicized)

30 px / Line Spacing 35 px

#9B9B9B

## BRAND TYPOGRAPHY

---

### settings for *h3* & *h4*

Here are the settings you should use  
for H3 and H4 stylings.



#### *h3 (forms)*

### *form* subtitle

Playfair Display Bold & Italic (All Lowercase, 1-2 Words Italicized)  
30 px / Line Spacing 35 px  
#9B9B9B

#### *h4 (playfair display font)*

### *subheader* text

Playfair Display Bold & Italic (All Lowercase, 1-2 Words Italicized)  
20 px / Line Spacing N/A (Should Only Be One Line)  
#9B9B9B

#### *h4 (kanit extrabold font)*

## HEADER

Kanit ExtraBold (All Caps)  
30 px / Line Spacing 30 px  
Any Brand Color

## BRAND TYPOGRAPHY

---

### settings for *h5*, *h6*, & *body*

Here are the settings you should use  
for H5 and H6 stylings.



#### h5

##### **HEADER**

Kanit ExtraBold (All Caps)  
25 px / Line Spacing 23 px  
Any Brand Color

#### h6

##### **HEADER**

Kanit ExtraBold (All Caps)  
18 px / Line Spacing 19 px  
Any Brand Color

#### body text

##### Body **Text**

Lato Light or Semibold (Sentence Case)  
18 px / Line Spacing 19 px  
Any Brand Color

## BRAND TYPOGRAPHY

---

### settings for *buttons & quotes*

Here are the settings you should use  
for button and quote stylings.



#### button text

##### **BUTTON**

Kanit ExtraBold (All Caps)  
20 px / Line Spacing N/A (Should Only Be One Line)  
Any Brand Color

#### quotes (*text*)

##### **QUOTE TEXT**

Kanit ExtraBold (All Caps)  
28 px / Line Spacing 27 px  
#000000

#### quotes (*name attribution*)

##### **NAME ATTRIBUTION**

Kanit ExtraBold (All Caps)  
18 px / Line Spacing 19 px  
Any Brand Color

#### quotes (*company attribution*)

Company Attribution  
Lato Light (Sentence Case)  
12 px / Line Spacing N/A (Should Only Be One Line)  
#000000

# ICONS & GRAPHICS

## ICONOGRAPHY

### many styles for a big *company culture*

There are four styles of iconography that represent our brand. We chose a diverse range of iconography because we wanted to represent our big company culture, filled with great diversity. The four styles can be used as follows.

#### *cutout icons*



All cutout icons should be thin lined and only appear with brancher cutouts. Icons may have some objects filled in if necessary.

#### *supporting icons*



All supporting icons should be mostly-filled and have a monochromatic, geometric circle background. These icons are used for general purposes.

#### *culture icons*



All culture icons should be mostly-filled and have a solid, circle background with a supporting pattern. These icons are used in conjunction with our company benefits.

#### *blog & services icons*



All blog and services icons should be thin lined and only appear in conjunction with our services. This style is also used on our blog.



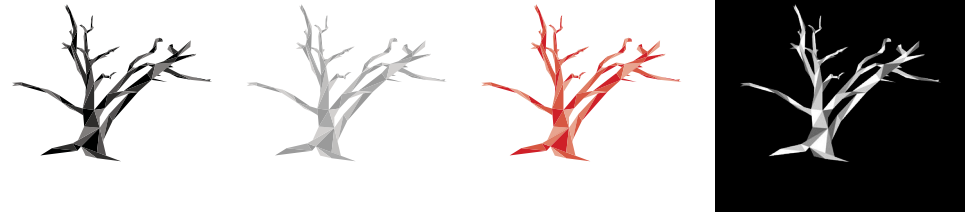
## GRAPHICS

### geometric graphics *for days*

Some of our website accents are in the geometric style. These accents consists of a recreated Red Branch Media logomark in geometric form, as well as a triangle array.

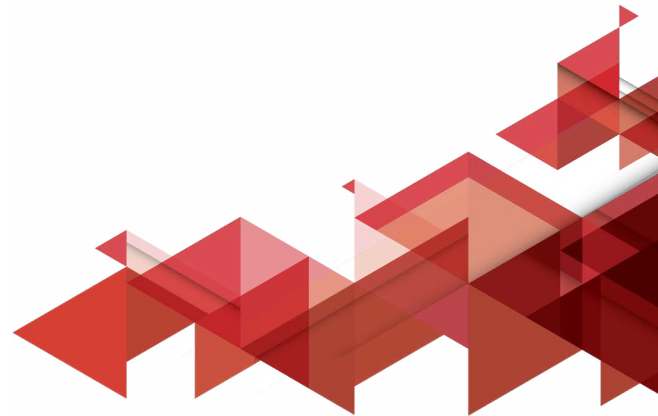


#### *geometric rbm tree*



This geometric Red Branch Media logomark tree is mainly used for the homepage header and website footer. Any other use of this graphic must be approved by the Red Branch Media team.

#### *geometric triangle array*



These triangle arrays are used for header and call-to-action accents. They can appear in any color from our brand palette, in monochromatic shadings.

## GRAPHICS

### fluid shapes *for days*

These shapes are meant to highlight full-color images of branchers as background elements. They have a fluid, amorphous shape to them and can be designed in any color from our brand palette. These shapes should be accented by cutout icons on hover.



*fluid shapes (icons appear on hover)*



## BUTTONS

### buttons that *make an impact*

Our buttons are unique and memorable, like us. They're slanted rectangles, with copy in Kanit (ExtraBold).

There are a few styles, and must be presented on white or dark/gradient backgrounds as follows.

Please note that the alternate button style may only be used by Red Branch Media approval only.

#### *primary* button style

Normal



Hover & Click



#### *secondary (inverted)* button style

Normal



Hover & Click



#### *alternate* button style

Normal



Hover & Click



# **IMAGERY & STYLE**

## IMAGERY

# our brand is our *branchers*

We love our branchers, so it's no surprise we've made them our brand ambassadors.

When using branchers for photography, these can be full images or cutouts.

Full-body cutouts must be presented in grayscale. Half-body cutouts must be presented as full color stills or animated GIFs in grayscale.

The only time we don't use brancher photos are for the industries, who we help, and blog pages on our website.

### main imagery (*branchers*)



### alternate imagery (*non-branchers*)



## IMAGERY STYLE

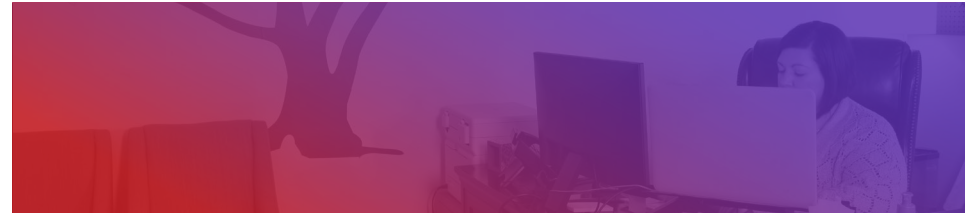
# we present ourselves *with style*

We've designed a few different styles that compliment our amazing team.

These styles use gradients, cutouts, and graphics to highlight branchers.



### *header image style*



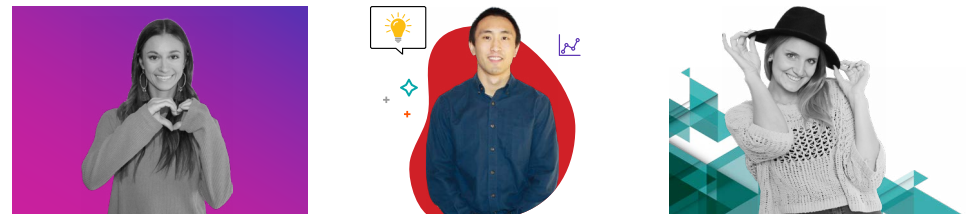
Header images are grayscale, with an 85% opacity gradient overlay.

### *full-body cutout image style*



Full-body cutout images appear over gradient backgrounds. These should be grayscale.

### *half-body cutout image style*



Half-body cutout images appear as GIFs with gradient backgrounds, static images or GIFs with fluid shapes, and as GIFs with geometric triangle array backgrounds. These should be in grayscale, unless over a fluid shape (which can be full color).

# **LEGAL DISCLAIMER**

## DISCLAIMER

---

*we love being your favorite agency,  
we just ask for your respect*

The Red Branch Media logo, the Red Branch Media name, along with all materials covered in this brand book are the elements that make us who we are.

We ask that you do not modify anything found in this book, use them in a way that's not permissible, or use any of our materials to present them as your own.

Please do not distribute or make any materials covered in this book (or on our media kit page) available to anyone, as this is not permitted.

*questions?*

feel free to call or email us at (402) 249-2828 or [info@redbranchmedia.com](mailto:info@redbranchmedia.com)