

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

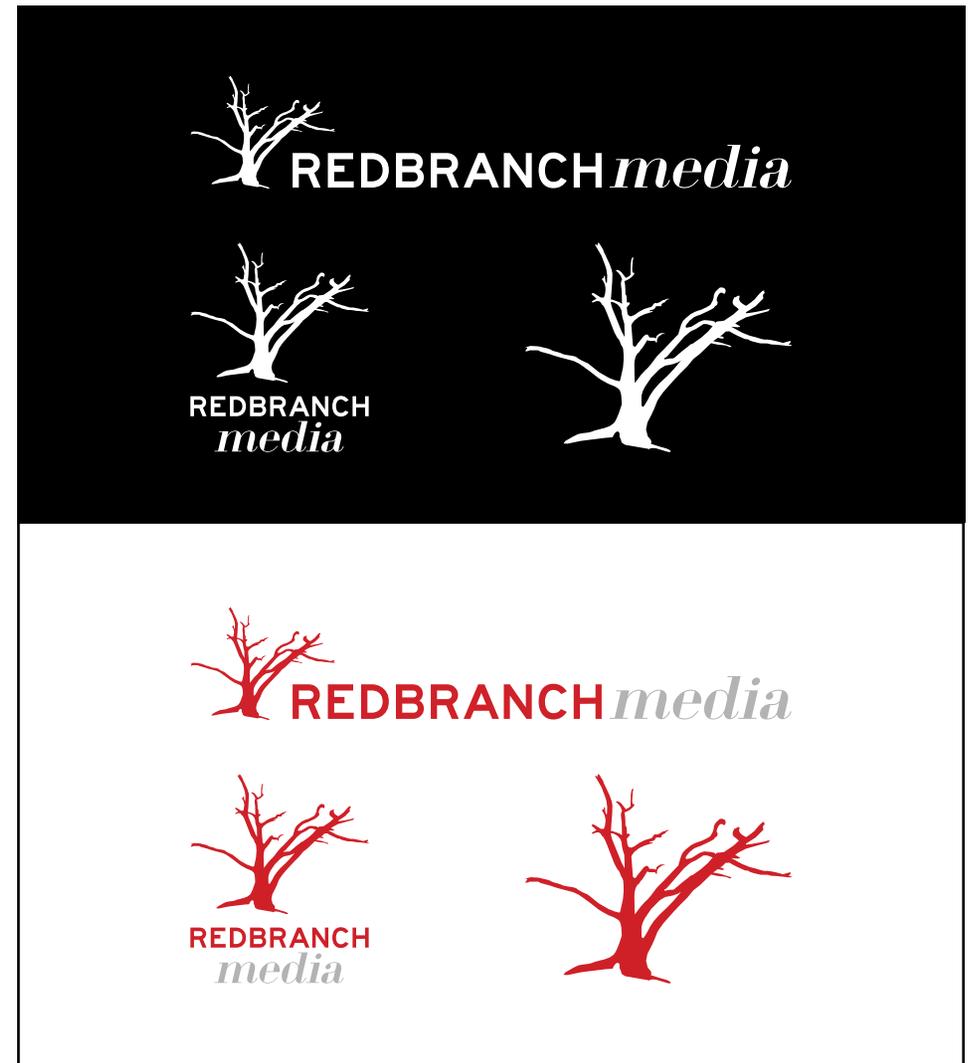
using our logo on *backgrounds*

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



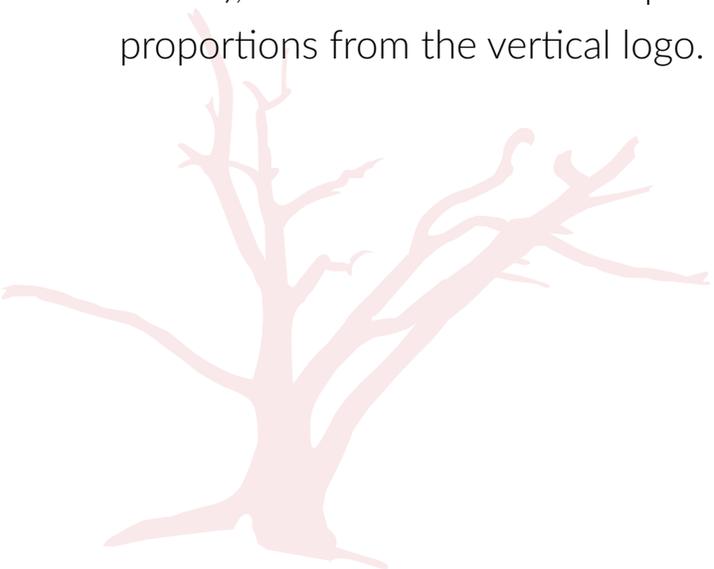
LOGOS & USAGE

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.

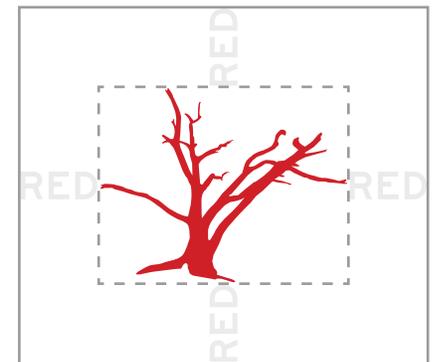
For the tree logomark (if permitted to use), follow the same clear space proportions from the vertical logo.



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

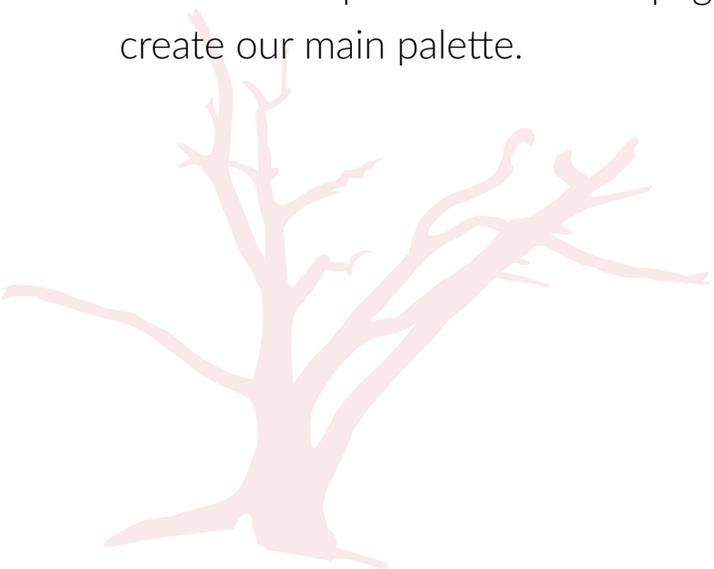
COLOR PALETTE

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



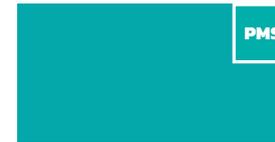
RBM Red

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



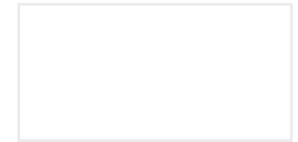
RBM Pink

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

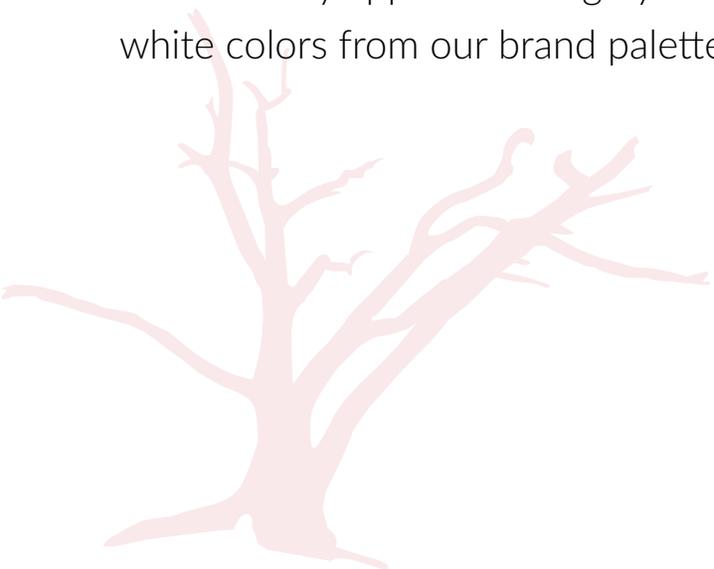
BRAND TYPOGRAPHY

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 a 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.

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.

supporting icons



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

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.

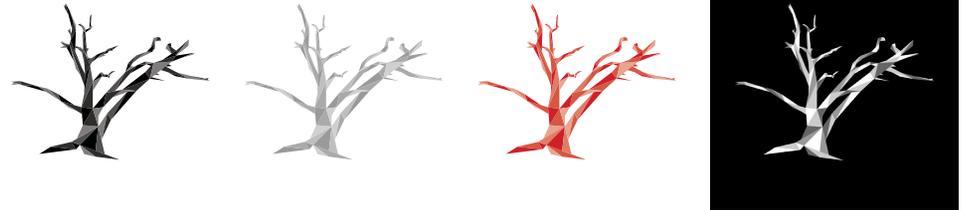
GRAPHICS

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



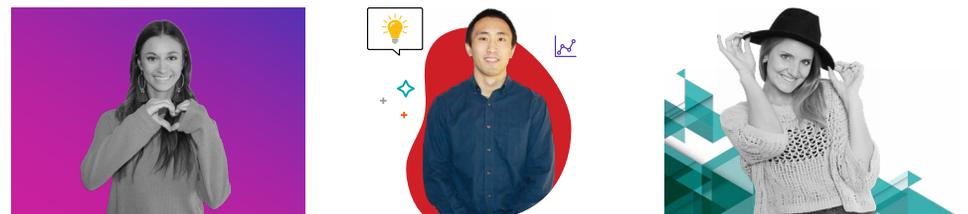
Header images are grayscale, with an 85% opacity gradient overlay.

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