

SPIRITED MEDIA

LOGO STYLE GUIDE

LOGO SPECIFICATIONS

 **CHARCOAL**
C: 69 M: 63 Y: 62 K: 58 | R: 51 G: 51 B: 51 | HEX: 333333



PROPER SPACING AROUND LOGO



In order for the logo to stand out in its surroundings, it is important to not crowd the logo with other objects too close. Using the "A" as a form of measurement, you can see how the proper buffer space is determined.

ICON USE



WITHIN A DEFINED CONTAINER

If the circle is divided into thirds, that third determines the spacing around the icon



DEFINING THE SHAPE

If the shape is defined by a line, the line should be the same charcoal color at 50% opacity. The shape should use radius corners when possible.



REVERSING THE ICON

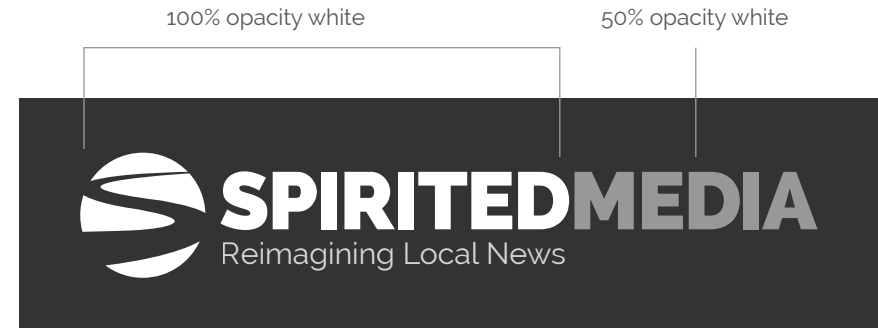
The shape can be defined by the standard charcoal, and have the icon appear pure white.

PROPER CONFIGURATIONS



The logo may appear with or without the tagline. If the logo is fitting into a narrow space, it may be stacked. In that case, all the text is center aligned. Please note that none of the logo elements change proportion to one another. These proportions should never be altered.

SPECS & PROPER USE / BLACK & WHITE PRINTING



Space is added between the "D" and the "M" to differentiate the two words.



The logo may appear all pure white on a black or charcoal background. When doing so, the two words "Spirited" and "Media" have to be separated by a space

PROPER USE



The charcoal is to be used as the official logo color.
The logo, in its official use, either appears on a white or charcoal background.

PROPER USE / COLOR BACKGROUNDS



There may be circumstances where the logo needs to appear on a colored background. If the color background is medium to dark, the logo will appear in all pure white.



If the color background is very light and/or pastel, the logo will appear in all black. If colorful, darker, vibrant color can be used for a background (ex. to left) that is preferable over the light pastel background shown above.

IMPROPER USE / COLOR



If a background panel is a light color, never attempt to use the pure white logo on it. This doesn't have enough contrast to be acceptable use.



If a background panel is a dark, rich color, never attempt to use the charcoal gray or pure black logo on it. This doesn't have enough contrast to be acceptable use.



The logo can not be changed to another color. It must appear in charcoal color scheme, pure white, or pure black.

SCALING DOWN

When the logo needs to appear in very small spaces, the tagline will not appear.
Below are all acceptable setups.

