36|86 LAUNCHTN

Brand Guidelines - Updated 2.21.19
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BRAND SPECIFICS

Logo Construction
There are a few ways to display and use the logo mark. They are outlined here.

1. Icon (with zigzag) and typography
2. Icon (with zigzag)
3. Icon
4. Typography
BRAND SPECIFICS

Logo Clear Space
Outside the blue box is the safe zone. Other graphical and visual elements can be safely positioned up to the blue line.

Inside the blue box is the clear space. The blue area must be kept free of all other graphical and visual elements.

The minimum required clear space is defined by the measurement ‘X’ (equal to 2x typography cap height OR at least half the width of the solo icon). The clear space width/height are equal.

Entrepreneurship Festival
Nashville
August 28-29
**TYPEFACE DETAILS**

**Bayle Medium,**
All caps (Tracking 100)

*When to use:*
Header 1 display font. This use is very limited.

**Bayle Medium,**
Sentence case (Tracking 0)

*When to use:*
Block text (pull quote) font.

**Visby CF Demi Bold,**
All caps (Tracking 75)

*When to use:*
Header 4 display font.

**Visby CF Demi Bold,**
(Tracking 0)

*When to use:*
Header 5.

**Visby CF, Regular**

*When to use:*
Body font.

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**BAYLE, MEDIUM 35PT:** "YOU ONLY LIVE ONCE, BUT IF YOU DO IT RIGHT..." – MAE WEST

Bayle, Medium 15pt: “From things that have happened and from things as they exist and from all things that you know and all those you cannot know, you make something through your invention that is not a representation but a whole new thing truer than anything true and alive, and you make it alive, and if you make it well enough, you give it immortality.” – Ernest Hemingway

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**VISBY CF, DEMI BOLD 16PT:** "YOU ONLY LIVE ONCE..." – MAE WEST

Visby CF, Demi Bold 12pt: “The truth is: Belonging starts with self-acceptance. Your level of belonging, in fact, can never be greater than your level of self-acceptance, because believing that you’re enough is what gives you the courage to be authentic, vulnerable and imperfect.” – Brené Brown

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Visby CF, Regular 10pt: “It did not really matter what we expected from life, but rather what life expected from us. We needed to stop asking about the meaning of life, and instead to think of ourselves as those who were being questioned by life—daily and hourly. Our answer must consist, not in talk and meditation, but in right action and in right conduct. Life ultimately means taking the responsibility to find the right answer to its problems and to fulfill the tasks which it constantly sets for each individual.” – Viktor E. Frankl
1. Logo Typography
DO NOT change, alter, modify any part of the logo.

2. Header Typography
When using Bayle, replace the capital G in all instances. Be careful to adjust kerning of letters so that there isn't a large gap after the G.

Entrepreneurship Festival
Nashville August 28-29

Entrepreneurship Festival
Nashville August 28-29

CHARGING KIOSK
UPCOMING

G
LOGO STYLES

Color
The primary logo should include color, except for limited exceptions below.

Grayscale
The grayscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.

Solid Black/White
The solid black version is to be used in some forms of black/white commercial printing applications, such as newspapers, zines etc, where course halftones screen is used.

Social Media
Either the icon or initials branding can be used in social media avatars. Feel free to experiment with colors.
COLORS

Primary
Color is as significant to a graphic identity as images, symbols, and marks.

Blue is used in the logo and in various text treatments.

Yellow and Pink are used as background colors. Yellow is used most often.

As you may know, precise color matching can be difficult depending on the medium, art, or special effects being used.

When printing, we recommend the following Pantone colors for their proven versatility, long history of use, and quality consistency across multiple print mediums.

Hex and RGB are perfect to use when creating for web and video.

Blue
Pantone 300C
Print C:81 M:62 Y:0 K:0
Digital R:10 G:99 B:255
HEX #0A63FF

Yellow
Pantone 108C
Print C:3 M:1 Y:96 K:0
Digital R:255 G:237 B:18
HEX #FFED12

Light Pink
Pantone 698C
Print C:5 M:18 Y:8 K:0
Digital R:237 G:211 B:215
HEX #EDD3D7
COLORS

Gradient
These are the only colors that can be used in the zigzag gradient elements.

Blue
C:81 M:62 Y:0 K:0
R:10 G:99 B:255
HEX #0A63FF

Dark Pink
C:0 M:94 Y:61 K:0
R:240 G:48 B:82
HEX #F03052

Dark Orange
C:0 M:84 Y:100 K:0
R:242 G:79 B:27
HEX #F24F1B

Light Blue
C:52 M:0 Y:9 K:0
R:99 G:214 B:235
HEX #63D6EB

Pink
C:0 M:34 Y:3 K:0
R:252 G:186 B:207
HEX #FCBACF

Light Orange
C:0 M:43 Y:74 K:0
R:247 G:161 B:87
HEX #F7A157

Grey
C:8 M:6 Y:6 K:0
HEX #E8E8E8

Yellow
C:3 M:1 Y:96 K:0
R:255 G:237 B:18
HEX #FFED12
COLORS

Gradient Examples
Color pairings are important. These are examples of pairings that are used in the gradients for this brand.
BRAND ASSETS
PHOTOGRAPHY & LAYOUT

Photos must be in black and white.

Photos can be placed inside squares or circles but the main way photos are used are inside a polygonal shape on the edge of the canvas with a 22° angle on the interior side.

UPCOMING

9:00-10:00  Event Item  Location Goes Here

10:00-12:30  Event Item  Location Goes Here

10:00-12:30  Event Item  Location Goes Here

SPEAKER

Speaker Name
Job Title, Business Name

22° Angle
BEST PRACTICES

To ensure the brand logo is not the victim of aesthetic vandalism, please abide by the following rules.

Modification
DO NOT change, alter, modify any part of the logo.

Sizing
DO NOT re-size, rotate or change the position of the logo mark.

Fonts
DO NOT use any other fonts.

Stretching
DO NOT squish or squash the logo. Any resizing must be in proper proportion.

Pattern & Image
DO NOT obscure the logo elements when placing them on patterns or images. Use proper coloring to ensure adequate contrast.