

# LOGO

variations



1. Formal use. Business cards, signage, advertising, trades shows, trade advertising etc.



2. Formal use in landscape. Presentations, letterhead, signage, advertising, trades shows, trade advertising etc.



3. Formal use when space is limited



4. Informal use when space is limited



5. swag and other cases when used on the same page as #4.

# LOGO

background usage



Full Color | No Background



Full Color | With Background



Single Color | Black Background



Single Color | Photo Background



Single Color | Color Background

# LOGO

lockup & spacing




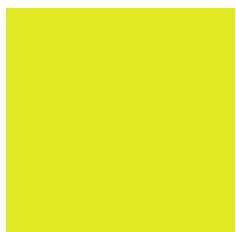


# LOGO




partner lockups



# COLORS

## Primary

French Fuchsia		r:222 g:70 b:153 #DE4699
Chartreuse		r:224 g:233 b:34 #E0E922
Plum		r:87 g:28 b:89 #571C59
Eggplant		r:59 g:20 b:61 #3B143D

Purple		r:145 g:59 b:149 #913B95
Coral		r:236 g:122 b:107 #EC7A6B
Dark Coral		r:204 g:81 b:96 #CC5160

## Gradients



# FONTS

## Font sizes

Font sizing will vary depending on format and content. Headlines should be in all caps while body copy and sub-heads should be sentence case. Headlines should be all the same size with the exception of when it's a three lined headline in which case the first line should be all caps Brandon Grotesque regular and half the size of the other two lines. Summer Lovin should only be in sentence caps, never all caps.

## Font colors

When using color in headlines, headlines can be all plum, or two-toned using french fuchsia for the top line and plum for the second line. Headline should always have the same size font on both lines. Body copy can be either plum or black for larger bodies of type.

HEADLINES

**BRANDON**  
**GROTESQUE BLACK**

SUBHEADS

**Brandon grotesque bold**

BODY COPY

Brandon grotesque regular

Additional

*SUMMER LOVIN SOLID*

# FONTS

## Headline treatment 2

Treatment 2 uses Brandon Grotesque Black Italic and is always set over a chartreuse rectangle that extends approximately half a letter past either side of the longest word and is centered vertically covering about 55% of each line.

## Font sizes

Font sizing will vary depending on format and content. Headline 2 should be in all caps while body copy and sub-heads should be sentence case. Headline should be all the same size with the exception of when it's a three lined headline in which case the first line should be all caps Brandon Grotesque regular and half the size of the other two lines.

HEADLINE  
**TREATMENT 2**  
**LEFT JUSTIFIED**

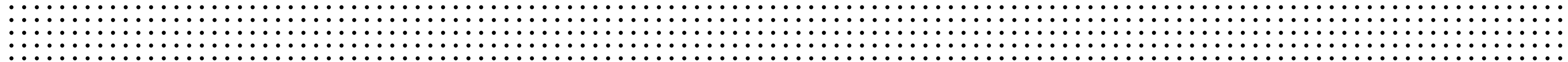
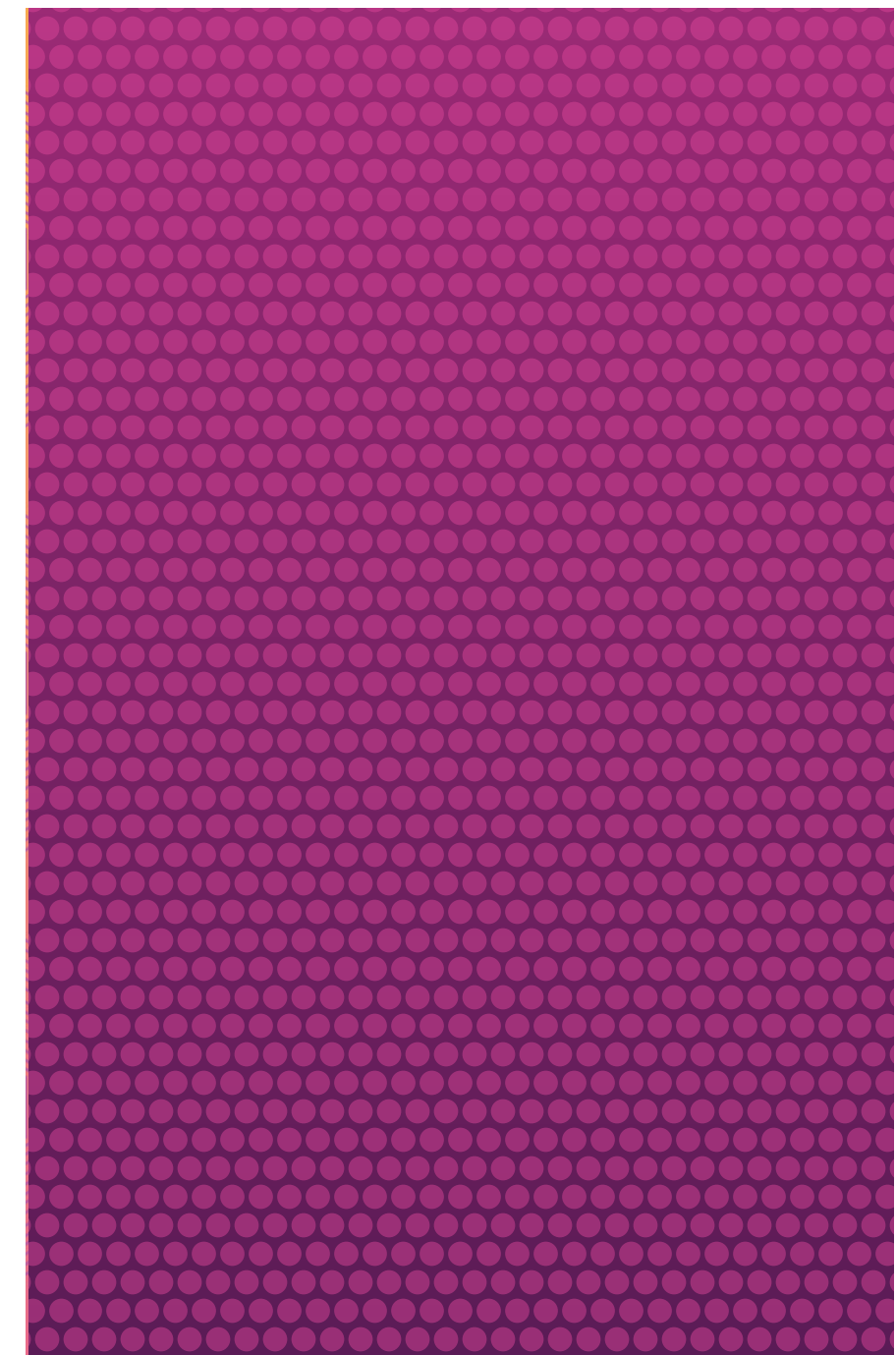
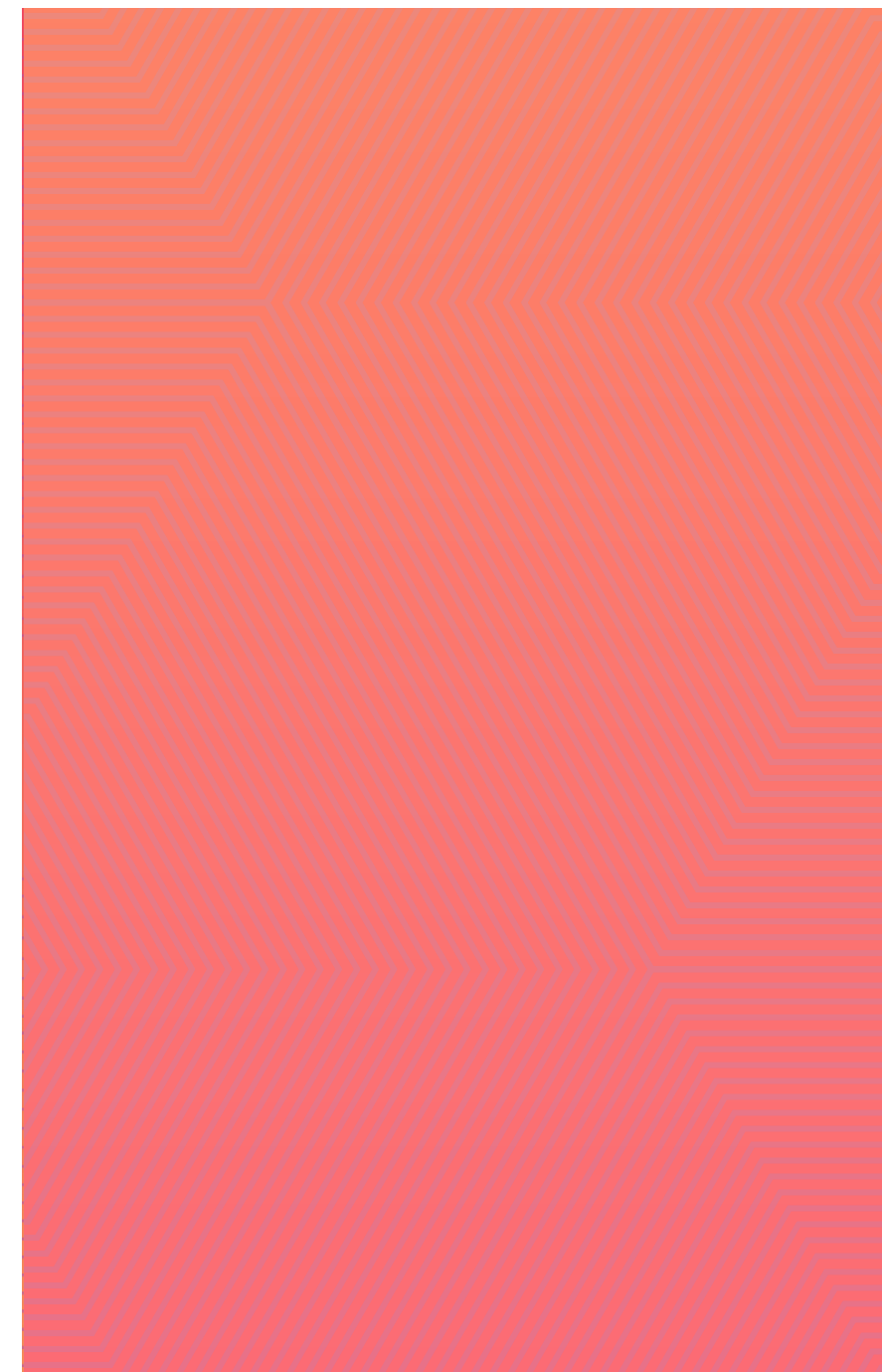
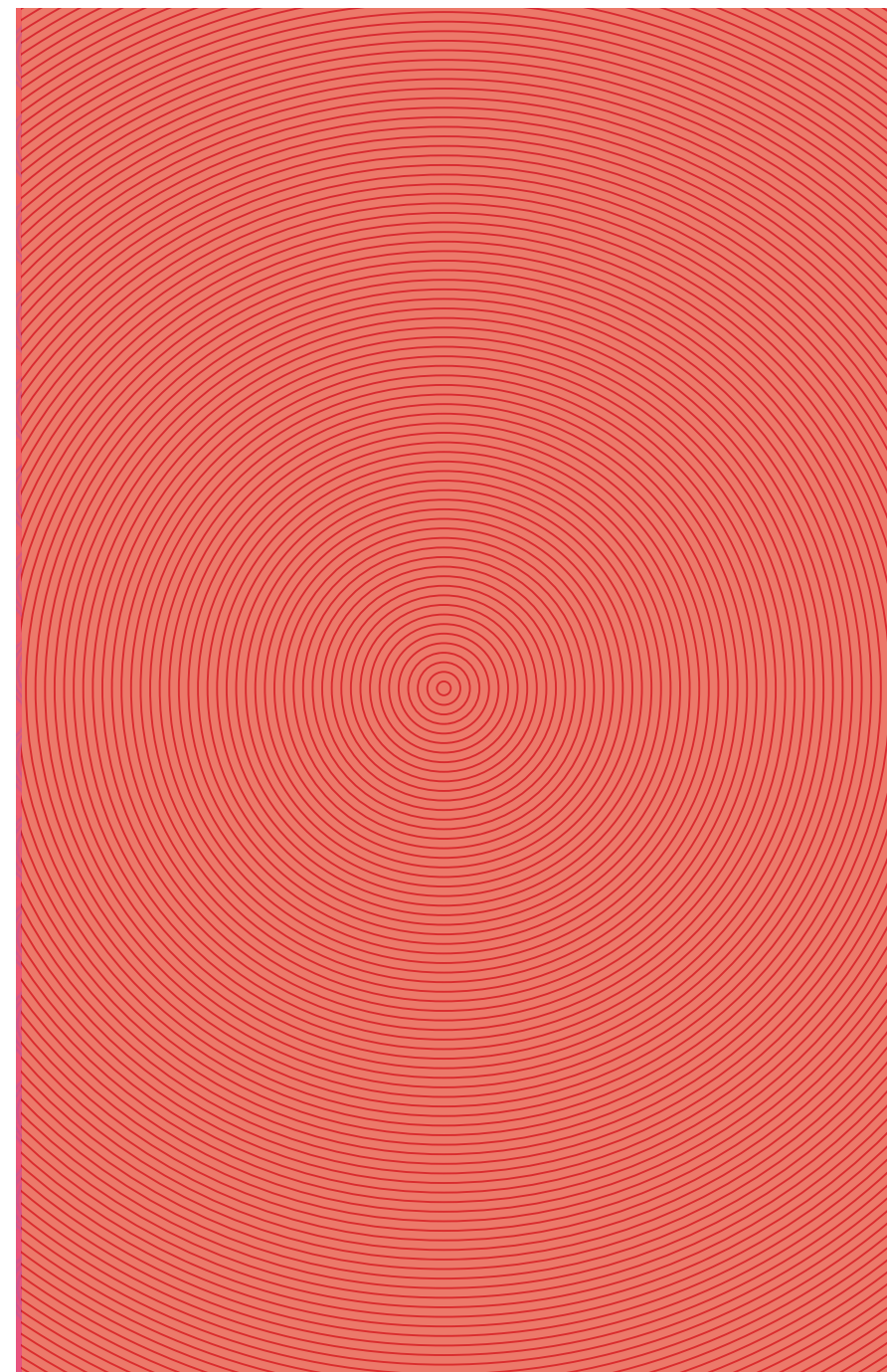
HEADLINE  
**TREATMENT 2**  
**CENTER JUSTIFIED**

## Font colors

When using color in headlines, headlines can be all plum, or two-toned using french fuchsia for the top line and plum for the second line. Headline should always have the same size font on both lines. Body copy can be either plum or black for larger bodies of type.



# PATTERNS



# ICONOGRAPHY



Icons are enclosed in a round-ended gradient stroke that comes just short of a full circle. The icons themselves are minimal, slightly chunky and always one color: plum. The full library of icons is available on zoomifier in the Presentation Assets presentation.

# BUSINESS CARDS



**GREGGLENDAY**

chief executive officer

o 646.367.5309

c 917.733.7807

e [greg@lightboxooh.com](mailto:greg@lightboxooh.com)

**Lightbox OOH Video Network**

99 Park Avenue, Suite 310

New York, NY 10016

[lightboxooh.com](http://lightboxooh.com)

