

Ken Garff

**BRAND
GUIDELINE
BOOK**

1.3.22



Logo

LOGO LOCKUP



WORDMARK

Ken Garff

BRANDMARK



REVERSED OUT



CLEAR SPACE REQUIREMENTS

Maintain the minimum space around the logo. Avoid surrounding the logo with other imagery, type, or textures. The clear space is equal to 1/2 of the height of the logo.



Logo

DO'S & DON'TS

Do not alter the logo in any way, shape, or form. To the right are examples of DO's & DON'TS with the logo.

DO



Place the logo on white, light gray, or minimal backgrounds



Use approved reversed versions and solid background color



Use approved treated photography with solid logo knockout

DON'T



Do not modify the logo



Do not change the color of the logo



Do not use additional words with the logo



Do not change the typeface of the logo



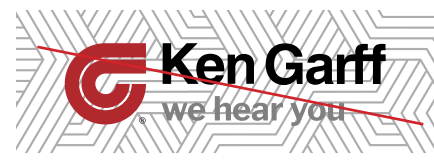
Do not distort the logo in any way



Do not add any effects to the logo



Do not add or combine shapes to the logo



Do not use the logo over complex images or patterns

Tone

The Ken Garff tone is fun, witty, clever, and at times a little off-beat. We like to be playful without being crass or offensive, and we don't paint our competitors in a negative light. We prefer to keep things lighthearted and avoid anything politically divisive, morally questionable, or negative toward a specific group.

Font

PRIMARY FONT

LIBRE FRANKLIN

AaBbCcDdEeFfGgHh
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Libre Franklin Thin
Libre Franklin Extra Light
Libre Franklin Light
Libre Franklin Regular
Libre Franklin Medium
Libre Franklin Semibold
Libre Franklin Bold
Libre Franklin Extra Bold
Libre Franklin Black

Colors

COLOR PALETTE

Primary colors should be used as the principal color theme on all Ken Garff communications.

When appropriate, Garff red, dark gray, and black should be the dominant colors used in the Ken Garff materials. Secondary colors should be used as an accent or highlight color.

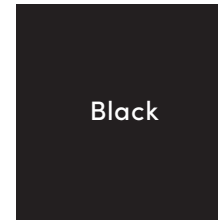
Primary



CMYK: 19, 100, 100, 12
RGB: 182, 31, 36
HEX: B70000

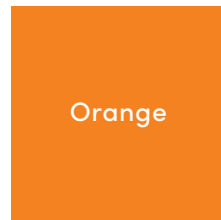


CMYK: 0, 0, 0, 50
RGB: 147, 149, 152
HEX: 939598

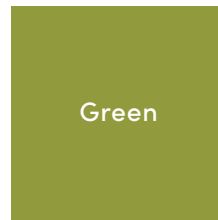


CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231F20

Secondary



Pantone: 151 C
CMYK: 60, 60, 100, 0
RGB: 255, 131, 0
HEX: FF8300



Pantone: 7495 C
CMYK: 47, 27, 96, 5
RGB: 143, 153, 62
HEX: 8F993E



Pantone: 284 C
CMYK: 55, 22, 0, 0
RGB: 106, 170, 228
HEX: 6AAAE4



Pantone: TBD
CMYK: 0, 0, 0, 25
RGB: 199, 200, 202
HEX: C7C8CA

Tagline

Font used: Libre Franklin Bold

WORDMARK

Vertical

**we
hear
you**

Horizontal

we hear you

Kerning

-31 -20 40 -47 -5

we hear you

REVERSED OUT

**we
hear
you**

we hear you

Tracking

23
24

**we
hear
you**

