



UNDERDOG MEDIA GROUP

Brand Identity Guidelines

Brand Standards

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Brand Standards

About

Underdog Media Group

Underdog Media Group is a collaborative design firm. Our purpose is to serve entry-level designers and the clients that work with them. Through our service early professionals can receive supplementary income and develop a professional portfolio. In turn, our clients can expect to pay a lower rate than they might find elsewhere and they will also receive project submissions from multiple designers. This provides them with variation in project ideology and reinforces the final product.

www.underdogmedia.com

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Brand Standards

Master Logo



Main Logo

Brand Standards

Logo Variations



Acceptable Banner Variant



On a Splash Page



White

Brand Standards

Logo Use

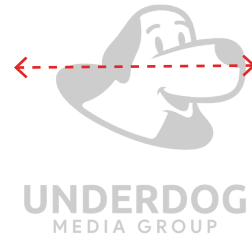
Minimum Logo Size

The minimum acceptable size for our logo is 90px or 32mm. There is no maximum size defined for this logo.



Logo Angle

The bottom of the nose of our dog should always remain parallel to the top of the pop-out hole.



Logo Splash

When using the splash variant of our logo be sure that the white background exceeds double the thickness of the main logo's line weight.

This is the preferred logo over the single color variant when placing on a background.

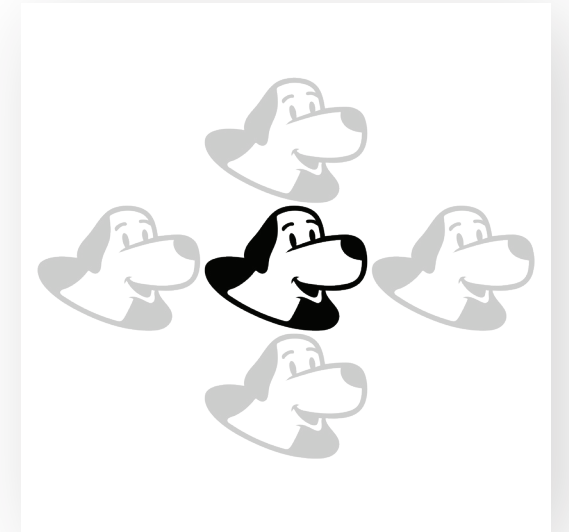


Brand Standards

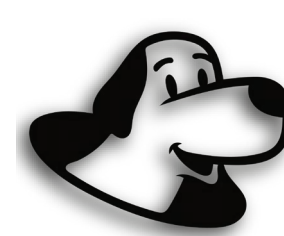
Logo Use

Logo Exclusion Zone

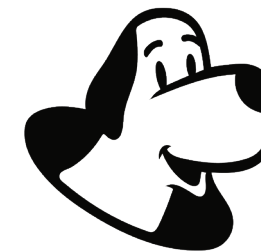
The master logo should never be in conflict with any other elements of design. We recommend using our logo mark for correct spacing, but the minimum spacing around our logo is 45px or 16mm (excluding our wordmark).



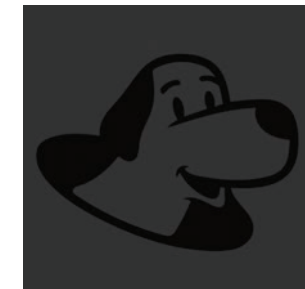
Unacceptable Logo Use



No Drop Shadows on the Logomark



Do Not Stretch or Skew the Logomark



Do Not Place Over Dark Colors



Do Not Use Unaffiliated Colors

Brand Standards Typography

Display Font

Ubuntu

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?><

Regular

**The quick brown fox jumps over
the lazy dog**

Italics

***The quick brown fox jumps over
the lazy dog***

Bold

**The quick brown fox jumps over
the lazy dog**

Brand Standards Typography

Text Font

Product Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?><

Regular

The quick brown fox jumps over
the lazy dog

Italics

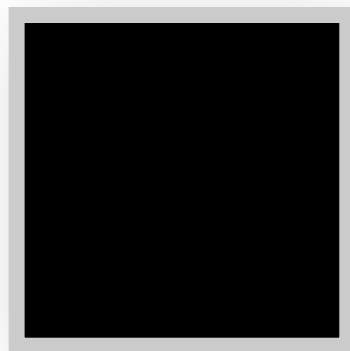
*The quick brown fox jumps over
the lazy dog*

Bold

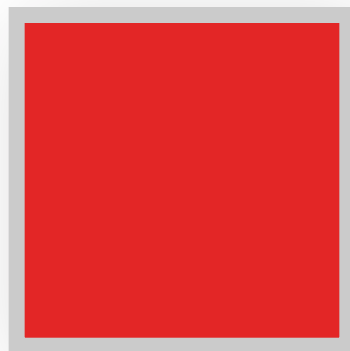
**The quick brown fox jumps over
the lazy dog**

Brand Standards Color Palette

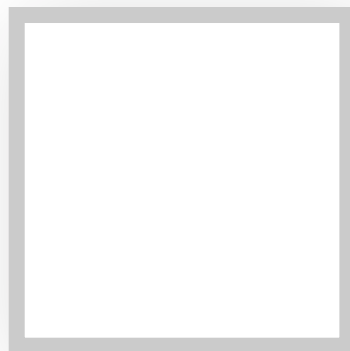
Primary



HEX 000000
R0 G0 B0
C100 M100 Y100 K100

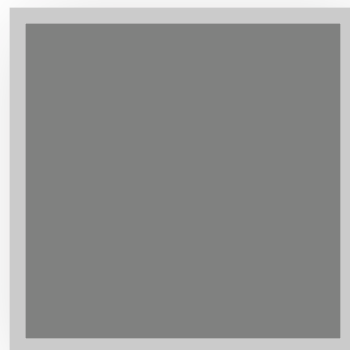


Pantone 485 C
R225 G39 B39
C6 M98 Y100 K0

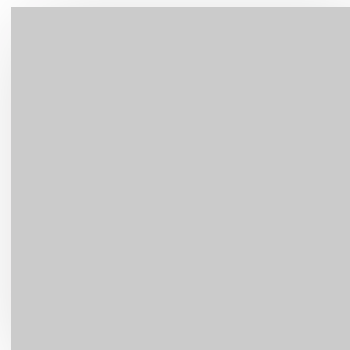


HEX FFFFFFFF
R225 G225 B225
C0 M0 Y0 K0

Secondary



HEX 808080
R128 G128 B128
C52 M43 Y43 K8



HEX CCCCCC
R204 G204 B204
C20 M15 Y15 K0

Brand Standards Brand Application

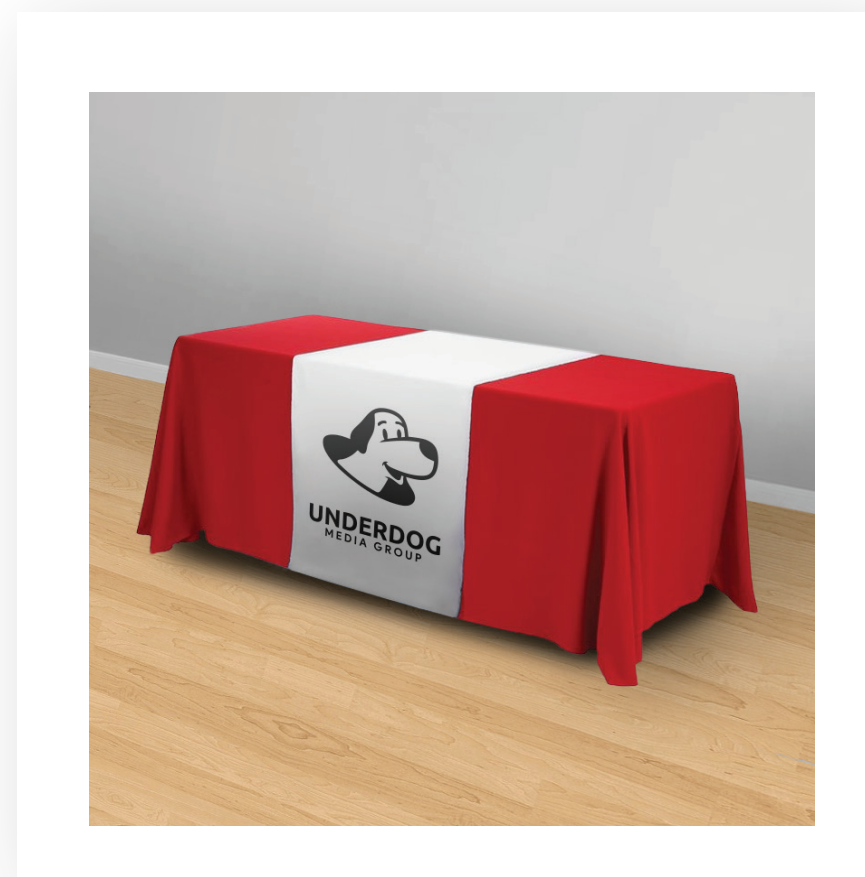
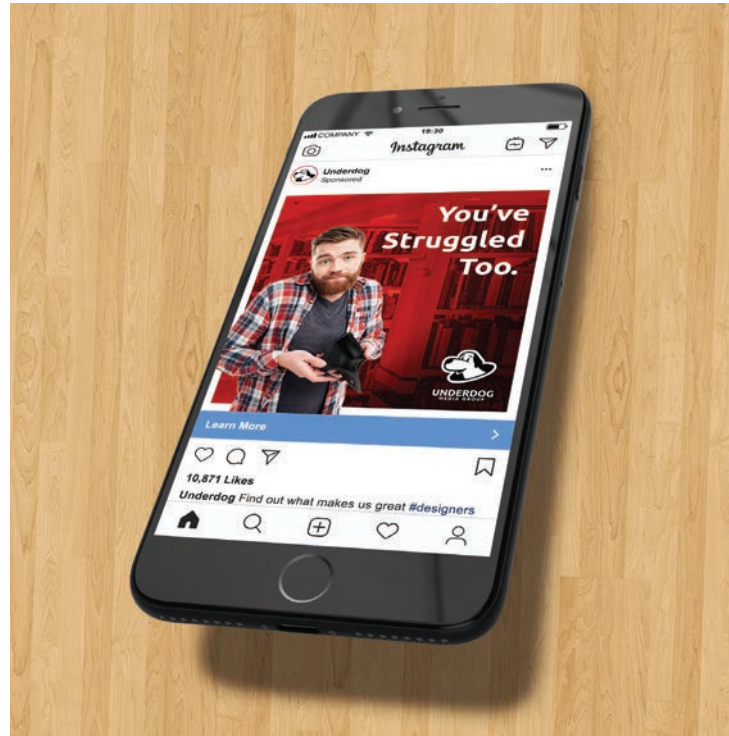


Table Mockup

Brand Standards Brand Application



Advertisement Mockup

Brand Standards Brand Application



Shirt Mockup



ADAM MOSS
GRAPHIC DESIGN

Senior Thesis Project

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