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
901-967-5364
contact@underdogmedia.com
Brand Standards

Master Logo

Main Logo

Logo Variations

Acceptable Banner Variant

On a Splash Page

White
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

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.

Logo Angle

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

Minimum Logo Size

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

Typography

Display Font

Ubuntu

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

Text Font

Product Sans

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 FFFFFF
  - 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