

**BRAND**

**731-ARTS**

**GUIDE**

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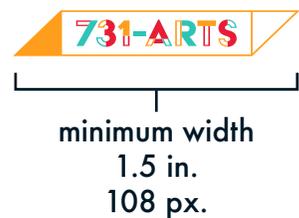
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# LOGO

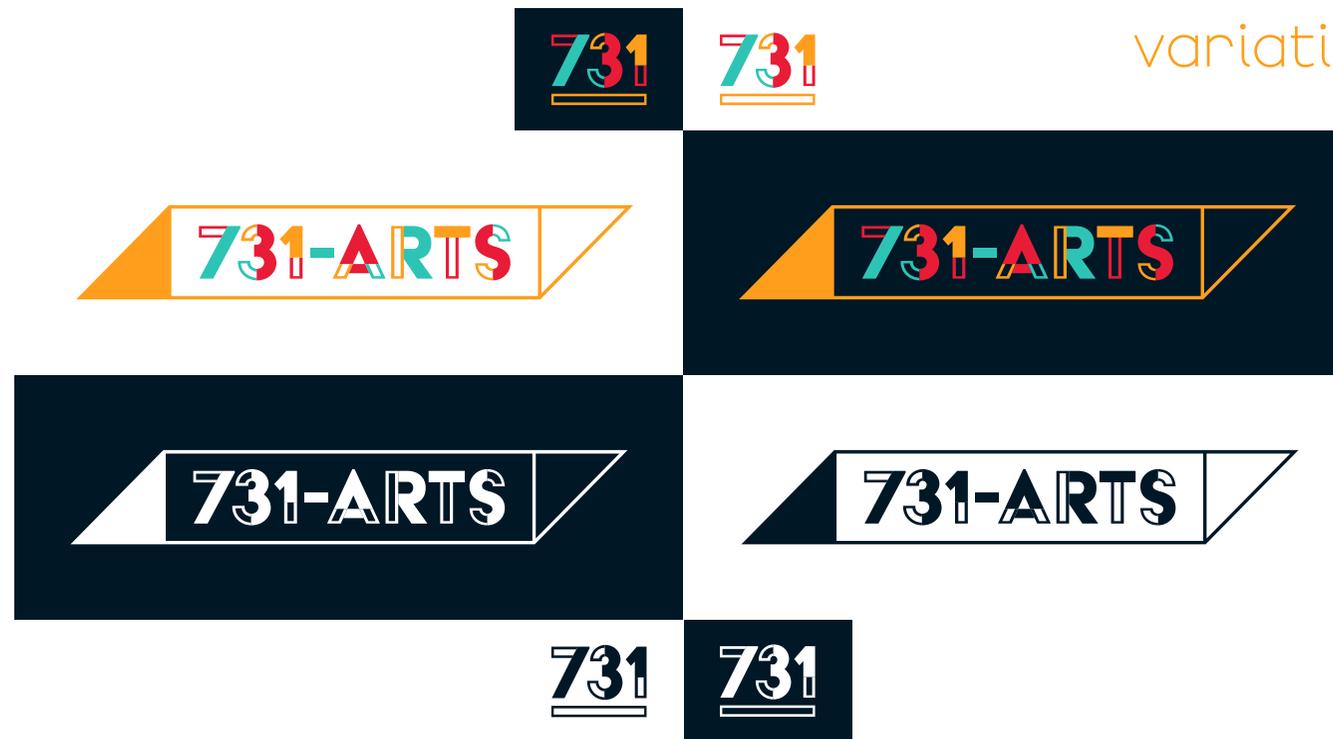
## size & spacing



sizes with width smaller than 1.5 inch or 108 pixels must use the secondary 731 logo

# LOGO

## variations



# LOGO

## don'ts



✘ **DON'T** squish or stretch



✘ **DON'T** rotate



✘ **DON'T** change the spacing



✘ **DON'T** use a one color logo in anything other than white or navy



✘ **DON'T** use the abbreviated logo without the underline



✘ **DON'T** use the logo components independently



✘ **DON'T** switch filled triangles

# LOGO

## don'ts



✘ **DON'T** switch colors around

# COLORS

primary

**Style**  
#001726  
R: 0  
G: 23  
B: 38

- backgrounds
- headings
- body copy
- design elements

**Simplicity**  
#ffffff  
R: 255  
G: 255  
B: 255

- backgrounds
- headings
- body copy
- design elements

**Energy**  
#ff9e1c  
R: 255  
G: 158  
B: 28

- subheadings
- design elements
- accents
- patterns

**Passion**  
#e81c36  
R: 232  
G: 28  
B: 54

- subheadings
- design elements
- accents

**Rhythm**  
#2ec4b5  
R: 46  
G: 196  
B: 181

- subheadings
- design elements
- accents

# COLORS

secondary

Headings

**Arbotek Ultra**

Subheadings  
Supplemental Text

Arbotek Light

Body Copy  
Labels  
Captions  
Supplemental Text

**Futura Medium**

*Futura Medium Italic*

**Futura Bold**

# HEADING

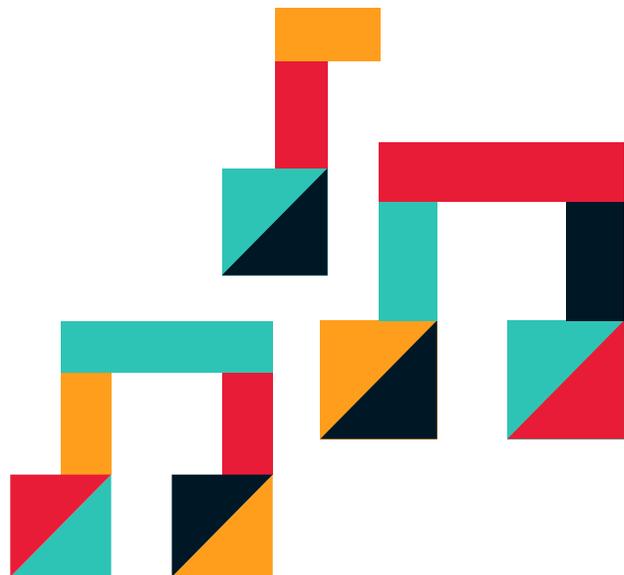
Subheading

Metus et ped molocestion excerfere pressit et volendiorro vel iur, sed quos dolores sa corehentiam volorem facea pore dipiendi sed que conecest, officimusdam imos et eatia a nonsern atusam, voluptaque nulparit eatur? Emoditatur? Onsed que es auda dus il id qui dolendiam, sit quam labor recae dit rendeleniam qui rest et dolo et quis corum am que ped quatibearia qui bea cor re et haribus. Rum escideliat et as dolum doluptatur sunt rest re ped et laut dolut velitas aut qui nitaquo dolectu scimusci facius.

# IMAGERY

## illustration

Illustrations must stick to brand colors and should be flat and iconographic, using the squares and triangles of the brand as a **tool kit**.



# IMAGERY

## photography

Photography should be primarily black and white with an overlay of Style at 20% opacity. Product photos or artist photos may be in color.



# APPLICATION

employee email signature

**731-ARTS**

name — **Lizzie LaFont**  
title — Owner

pronouns — she/her  
store phone # — 731-123-4567  
employee email address — llafont@731arts.com  
store website — [www.731arts.com](http://www.731arts.com)

    
store socials

# APPLICATION

spotify playlist covers



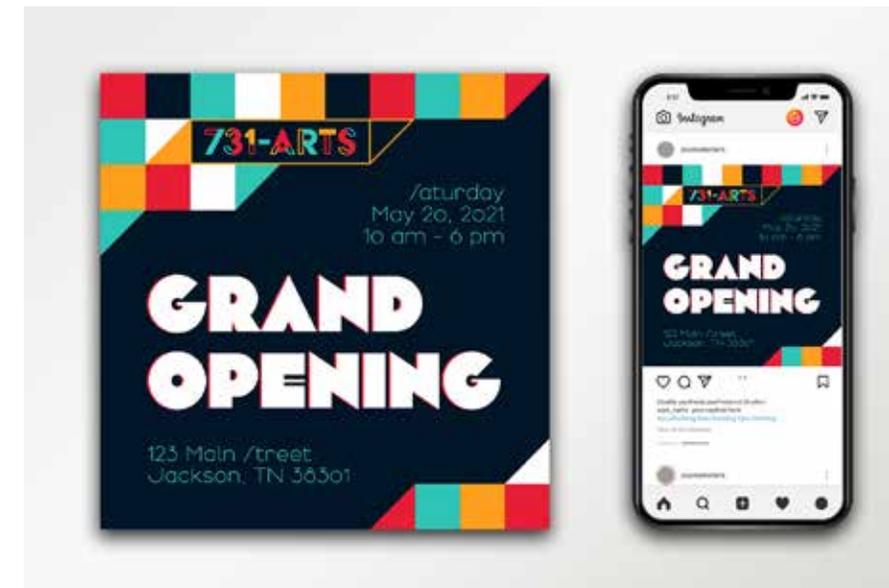
# APPLICATION

business card



# APPLICATION

instagram ad



# APPLICATION

tote bag



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