



VISUAL GUIDE

Typography & Color



Headers/Titles

All Round Gothic:
-Bold (Logotype Only)
-Semibold Extended
-Regular Extended

All Round Gothic

Title Case

Bold Title **Medium**

ALL CAPS

DEEMPHASIZED TITLE Book

Start
Outcloud!

Body/Subtext

Use any typeface variation of the Avenir NEXT font family.

Avenir Next

ALL CAPS

USE ALL CAPS FOR H1

H1

Title Case

Title Case Can Be Used For Bullets

Bullets

Sentence case

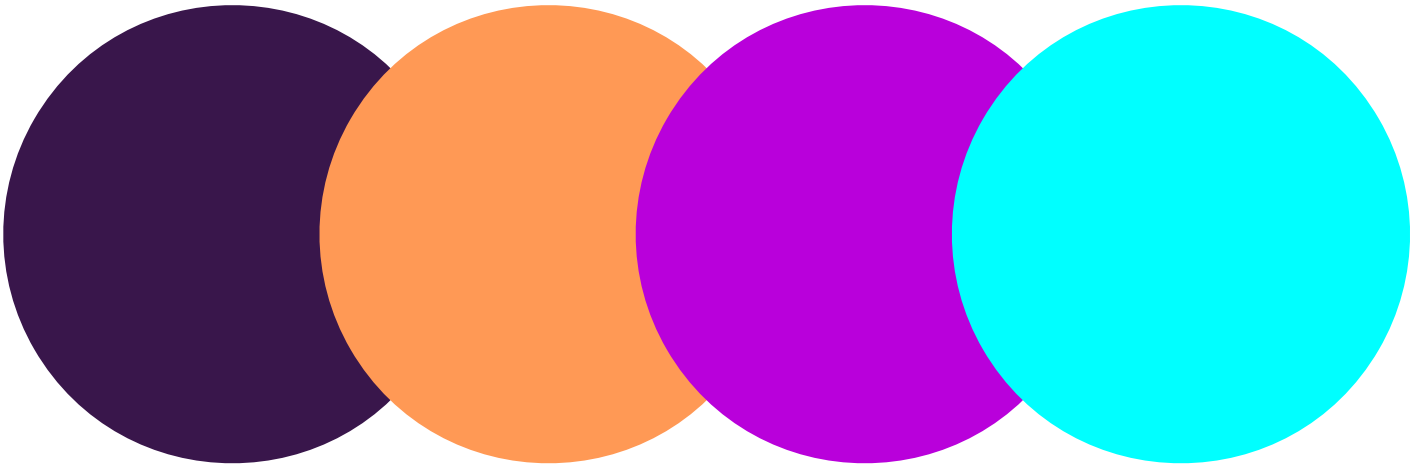
Use sentence case for body.

Body

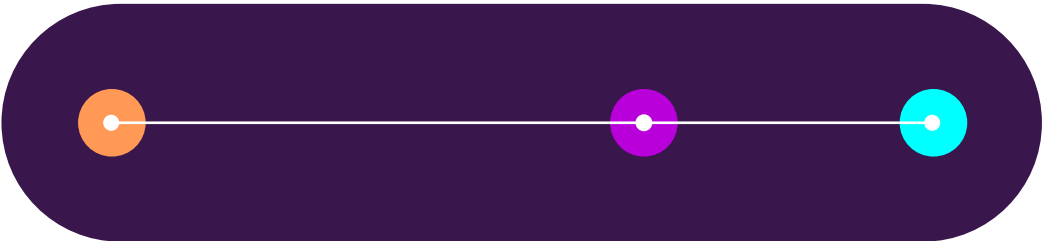
STUDIO
STUDIO

SECTION 1

BRAND COLORS



-  **Still**
39164b / CMYK - 84, 100, 36, 39
-  **Playblaze**
ff9955 / CMYK - 00, 48, 72, 00
-  **Quantum Violet**
b900db / CMYK - 46, 86, 00, 00
-  **Sonic Cyan**
00ffff / CMYK - 52, 00, 13, 00



Gradient consists of the Playblaze, Quantum Violet, and Sonic Cyan.

VISUAL GUIDE

Brand Identity







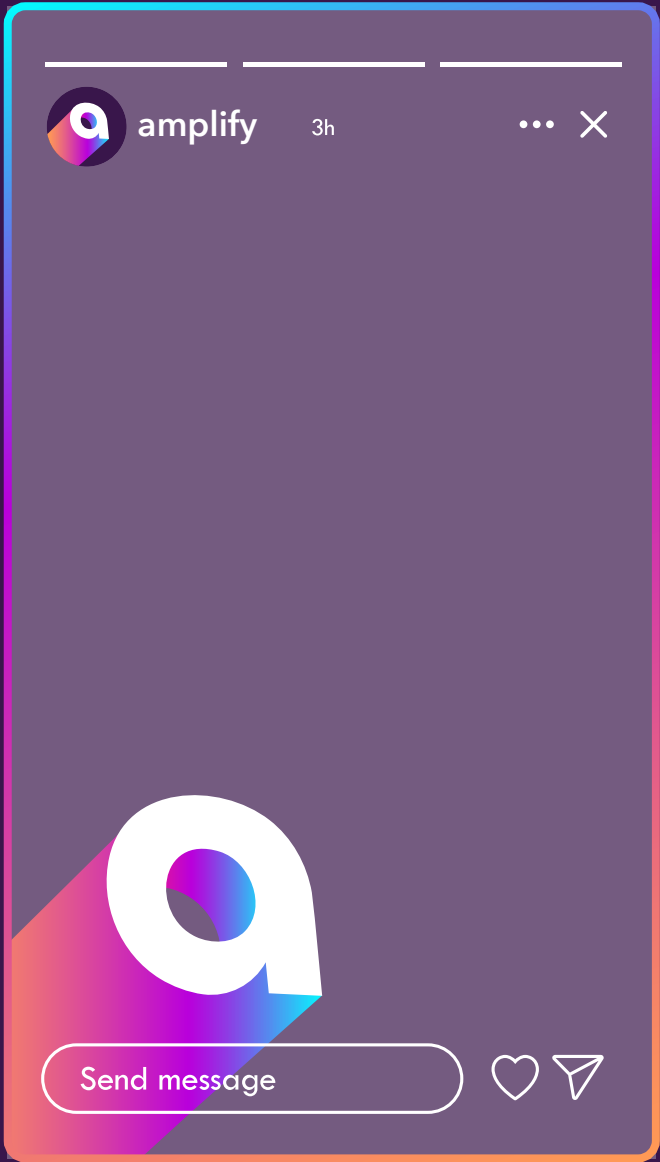
40px Min.



60px Min.



40px Min.



1080 x 1920 Story Example



- Framing With Video:
- Website
 - Social Posts
 - Digital Ads

VISUAL GUIDE

Merch





THANK YOU

Start Outloud!