

8ES BABYS



PRODUCTION

Brand Guidelines



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Brand Introduction

Who Are We?

We were babies in the 80's. We are products of the 80's. We are 8es Babys Production.

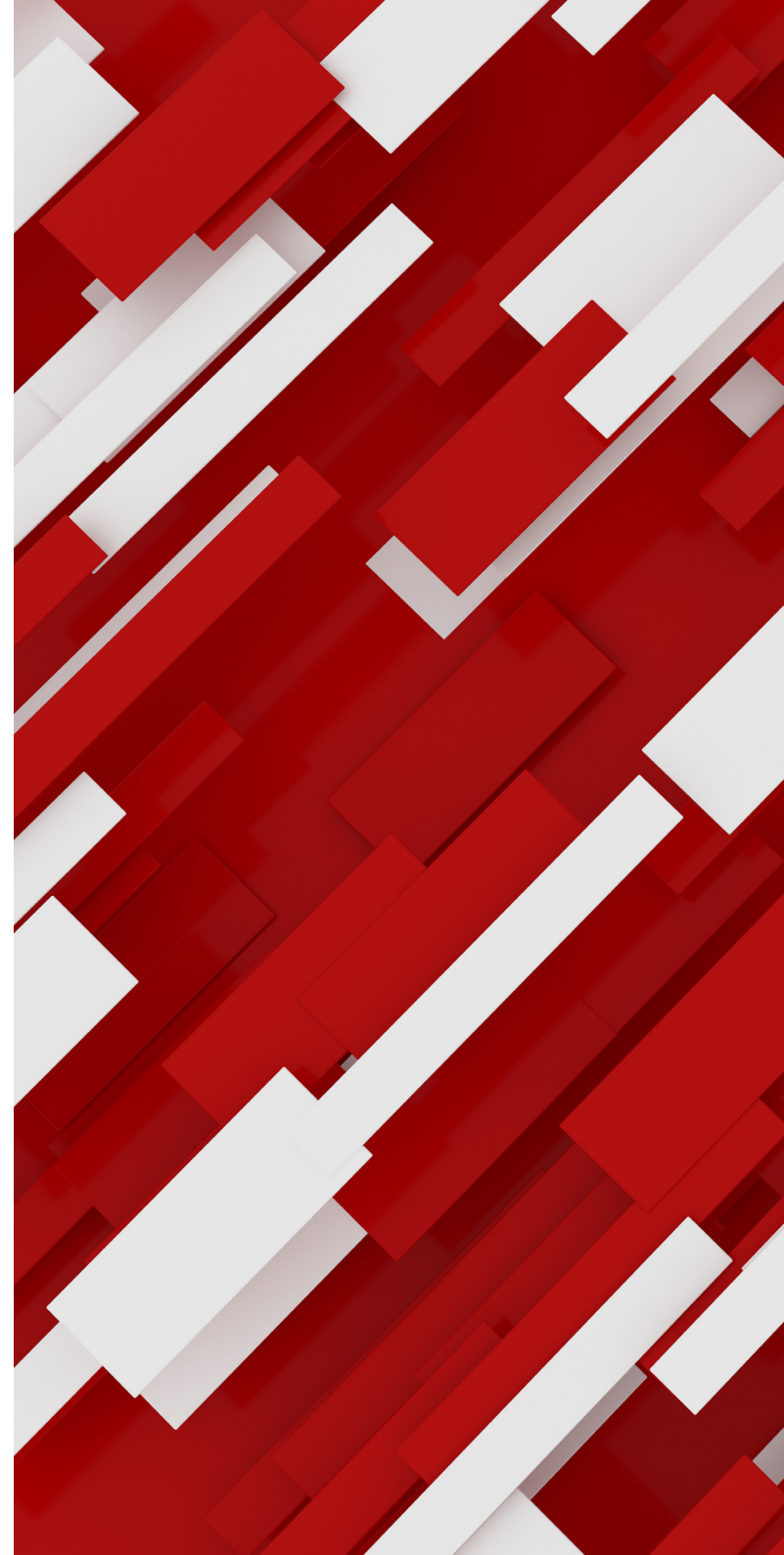
What Do We Believe?

We believe in the 3 C's. Creativity through communication and commitment. Whether we're providing services for an individual, a business or for ourselves, the process remains the same.

Our end result is quality. We're not like the others, our goal is to not only provide what is being requested, we like to put a little "wow" on top.

Our Brand Voice

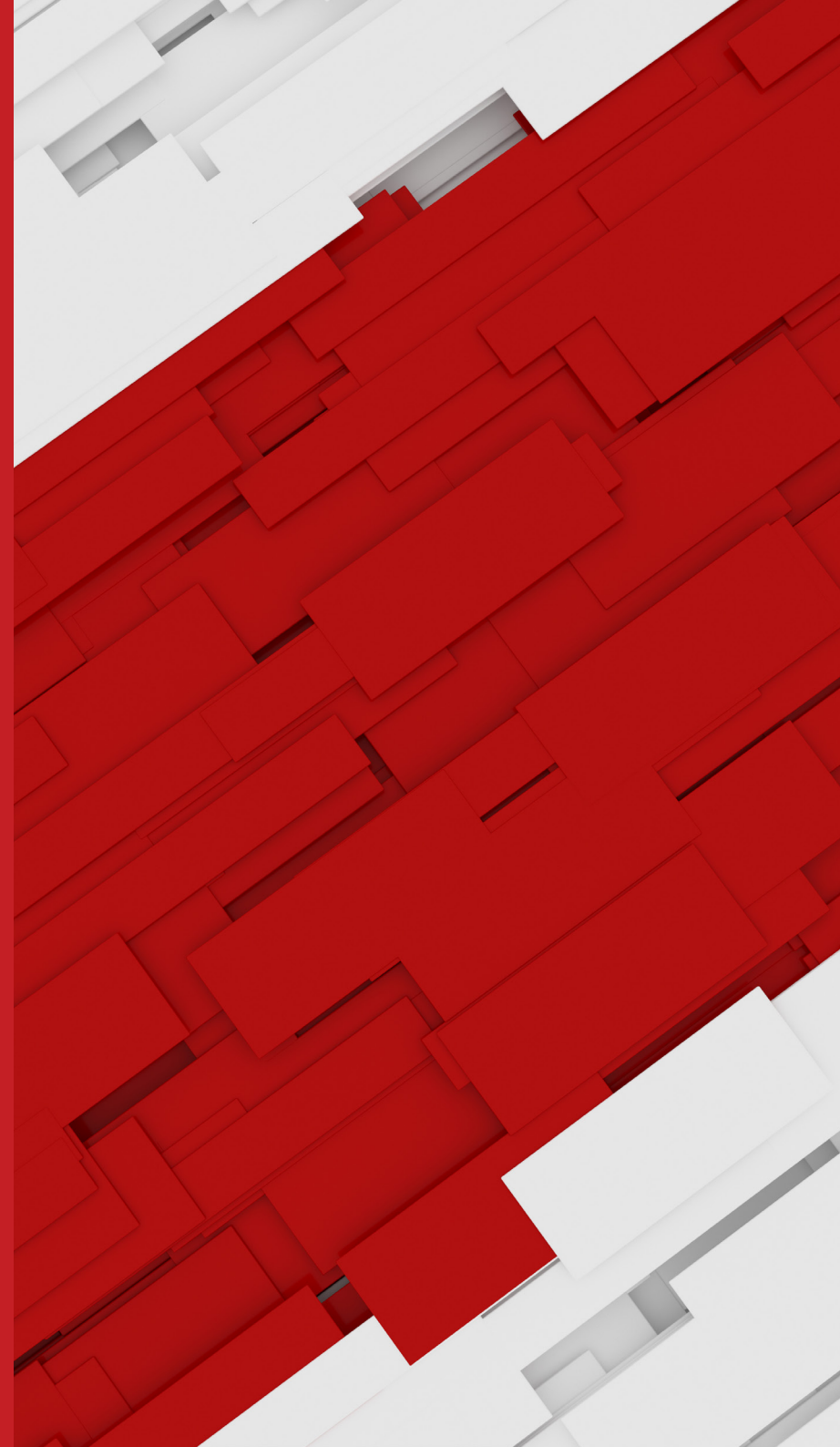
Our greatest quality is...we are real people. Though we are a business, we understand everybody ain't from the same walk of life. We have interesting backgrounds as well. With this approach our clients are comfortable being who they are and letting us enhance their vision.



The Logo

Protecting Our Brand and Image

Logos and naming are intellectual property assets. The 8es Babys Production name and logo symbol that make up the 8es Babys Brand are licensed and registered. 8es Babys uses various renditions of identity and service marks in its business. There are some basic, well-recognized best practices that should be followed when using brand identity marks. Not following them could impact our ability to maintain our individuality and otherwise enforce our intellectual property rights.



Logo Usages



Primary

White text with black outline, on a light background.



Primary Stacked

White text with black outline, on a light background.



Secondary (Inverse)

Black text with white outline, on a dark background.



Secondary Stacked

Black text with white outline, on a dark background.

Note:

Use the 8es Babys Production alternative logo only on applications where vertical space is limited and for physical mailers or canvases that do not provide enough real-estate for the original logo. Backgrounds should accommodate the logo comfortably and the logo should never feel squeezed by the shape it's placed on. Please refer to the logo's clear space requirements for the minimum amount of space required around the 8es babys productions logo.

Logo Misuse

There are specific ways in which the logo should not be used, all of which can be deemed a devaluation of 8es Babys and their branding notariety. Below are a few common examples, but are not limited to:

01.



04.



02.



05.



03.



06.



01. Do not use characters alone.

02. Do not change logo elements size.

03. Do not use alternate the logo colors.

04. Do not distort/skew the aspect ratio of the logo.

05. Do not merge or link with other brands.

06. Do not rotate or angle the logo.

Logo Margins & Sizing

Margins



Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edges of printed materials. A minimum amount of clear space must surround the logo at all times. A simple rule for maintaining optimum clear space is to use the "8es Babys" letterform from the 8es Babys Production logo to determine your margin. In general, keeping an optimum amount of clear space around the logo is preferred. This same rule of clear space applies to all versions of the 8es Babys Productions logo. This also implies the minimum distance to the margin of the composition it is being used in.

Sizing

Height
94px; 1.3"



Width
100px; 1.4"

Actual size

As there is no limitations on how large the logo can be displayed, there are constraints on how small the logo can be. In applying the 8es Babys Production logo, always consider its size in regard to visibility and legibility. A logo that is too small ceases to communicate. The absolute minimum size of the 8es Babys Production logo is 1.4 inches or 100 pixels in width and 1.4 inches or 94 pixels in height, though in most instances, the suggested size of the logo will be larger.



Color Palette

One of the key indicators of brand awareness, beyond the logo, is the sub-conscious recognition of consistent colors used by the brand. These colors have multipurpose. Two of the main factors being, emotional connection and memorability. The colors used by 8es Babys Production encompass these elements

Color Overview

There are two colors that represent the 8es Babys Production brand identity: (words) black and white; (characters) red and gold with exclusion to shading and shadows.

Primary Colors

Mars Red

Hex: #c20000

CMYK: C16, M100, Y100, K8

RGB: R194, G0, B0

Hex: #aa0f0d

CMYK: C22, M100, Y100, K17

RGB: R170, G15, B13

Hex: #730301

CMYK: C32, M100, Y99, K48

RGB: R115, G3, B1

Pure Black

Hex: #000000

CMYK: C75, M68, Y67, K90

RGB: R0, G0, B0

Snow White

Hex: #ffffff

CMYK: C0, M0, Y0, K0

RGB: R255, G255, B255

Secondary Colors

Bronze Age

Hex: #f2a550

CMYK: C2, M42, Y74, K0

RGB: R242, G165, B80

Hex: #f26c50

CMYK: C0, M69, Y66, K0

RGB: R170, G15, B13

Hex: #f28950

CMYK: C0, M56, Y71, K0

RGB: R242, G137, B80

Typography

The background of the slide features a series of overlapping, diagonal rectangular blocks in red and white, creating a sense of depth and movement. The word 'Typography' is positioned on the left side, with a thin orange line underlining the first few letters.

Typography Overview

Heading Typeface:

KARMATIC
ARCADE

1234567890
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

Professional use on printed and digital collateral titles, headlines and contact info.

Body Typeface:

Raleway Regular

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Professional use on printed and digital collateral sub-headlines and body copy.

Compliance Typeface:

Raleway Light

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Professional use on printed and digital collateral disclaimers.

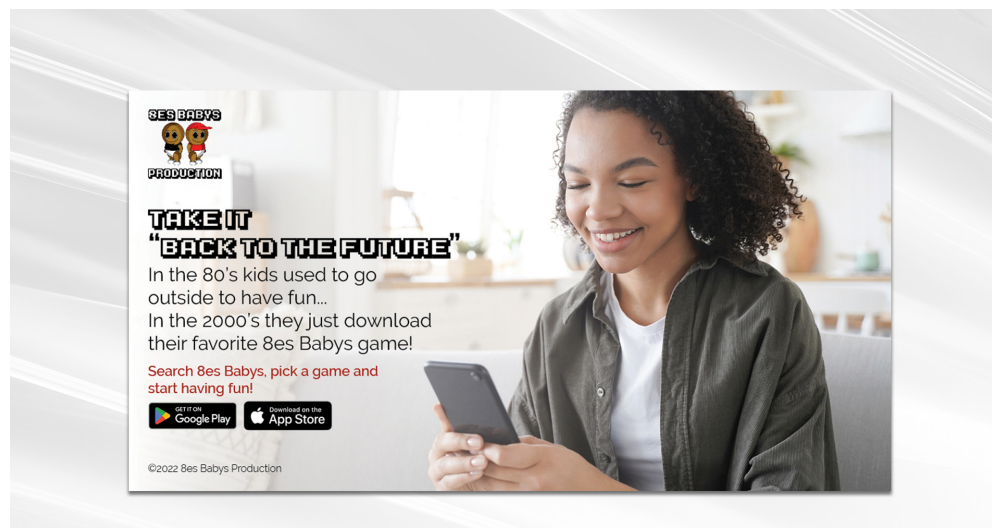


Brand Voice and Imagery

The voice of 8es Babys production is one of "corporate fun". The idea is to present themselves in a jolly yet professional manner. In addition, a considerable number of puns will be employed in the title to further push the agenda of the 80's.

Social Media Examples

The photography choice is of those seemingly not intentionally taking a picture, yet being caught in the action of having fun playing a game on a computer or mobile device. As a gaming company 8es Babys Production will always want to promote how their products will be used.



Apparel Examples

Apparel will be designed as nostalgia references to the 80's, this is the overall theme of 8es Babys Production. Video games, movies and lifestyle will be the main display of wording and imagery in apparel designs. The goal of the apparel will be to sell the brand, not the gaming products of 8es Babys Production.



Advertising Examples

When advertising the 8es Babys Production brand for their own gaming products, the 8es Babys logo should be prominently placed along with the tagline "Play. Learn. Discover." In addition to the logo and the tagline there should also be the download logos for Google and the Apple Store. Those two logos will serve two-fold as a call-to-action as well as how to find the company without the use of a URL. Along with the visual and literary aspects of advertising the brand, location of branding is included in the process. Other than cars used for business, billboard and public facing advertisements should be placed in areas that are least populated with other advertisements. This will result in a lack of competition for attention, as well as a perceived mysterious vibe, causing for the viewer to want to investigate the brand.



8ES BABYS



PRODUCTION

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