



STUDIOS
absolüte

Brand Etiquette Guide 2024

Absolüte Studios • Creative That Clicks® • Fargo, ND



Creative That Clicks®

What's the Point?

The purpose of this Brand Etiquette Guide is to provide Absolûte Studios, its affiliates and vendors with a useful tool for achieving a consistent look across all communications. We believe consistency in branding helps signify a high quality brand experience. Your careful compliance with this Brand Etiquette Guide will help us reach our full potential of communications excellence.

What is a Brand?

A brand is the unified image we present to our clients, partners, suppliers, colleagues and the general public. It is made up of a strategic look, color scheme and pattern of speech that uniquely connects with these audiences in a concise, consistent way.

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Logo Usage

What does a Logo Truly Represent?

The logo symbolizes the nature and key messaging we want to evoke through the Absolüte Studios. Maintaining the integrity of our brand starts with the appropriate use and consistency of the logo, color schemes, textures, fonts, stylescape, and animations.

A logo is more than a graphic. It's a strategic visual representation of our product. It was carefully created to communicate comfort, closeness, maturity, and the nature of our product. Your compliance with the Absolüte Studios brand etiquette guide will help us to reach our full potential as a unique, interesting, and thriving brand in Fargo-Moorhead but also as an online entity. We thank you for your support.

[Download the Logo Package Here](#)

Company's Officially Approved Logo

Whenever possible, present the Absolüte Studios logo with preferred format ONLY. The logo may be black, reversed, or of any color approved in the brand colors section. See page 4 for details. This gives the logo the ability to adapt to the product it's on as well as allowing it to change over time, trends, and future marketing initiatives.



Other Permitted Logo Variations

These approved color and non-color variations may be used in situations where the preferred full-color logo is not possible. The black version should be used when the background is white or light. If the background is black or darker in color the logo should be presented in white (reverse) on the solid color background.



Just... Don't

Non-Permitted Logo Variations

The Absoluté Studios logo or symbol must be accurately used at all times. Alterations to this weakens our message of consistency, accuracy and reliability. Strengthen our brand by avoiding these improper uses.



Do NOT

Distort the logo



Do NOT

Change the lettering or fonts of the logo



Do NOT

Change the logo's colors



Do NOT

Place the logo over loud/ distracting patterns



Do NOT

Reconfigure the logo

Color Break-downs

Approved Colors and Color Breakdowns

There are two basic categories of color types: print and on-screen. For now, it's important to understand that the digital and print mediums render color very differently from one another.

[Download the Color Swatches](#)

The four of the most popular color types are **PMS**, **CMYK**, **RGB**, and **Hex**. These types all fall into one of the two basic categories. PMS and CMYK are for print. RGB and HEX are for on-screen.

CMYK – CMYK stands for Cyan, Magenta, Yellow, and Key (or Black): those are the colors used in the printing process. A printing press uses dots of ink to make up the image from these four colors.

RGB – RGB stands for Red, Green and Blue, which is the baseline for color produced on a computer monitor or television screen. RGB color is different than CMYK, as it's produced with light versus ink, notice when your screen is off it's black, when it's on it's adding color. It is advised to not use RGB color formats in print applications as colors shift.

HEX – A color hex code is a hexadecimal way to represent a color in RGB format by combining three values – the amounts of red, green and blue in a particular shade of color. This format, although it produces RGB color, is primarily utilized in web development to establish style sheets within the back end of the website build.

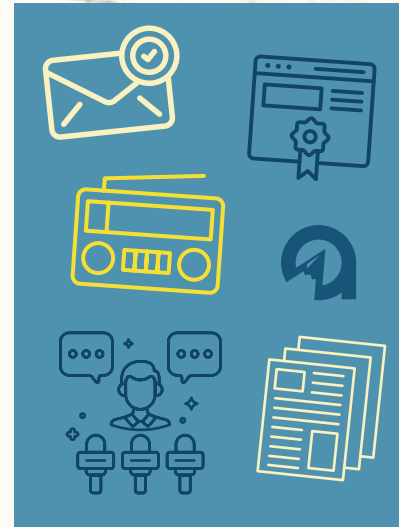
SPOT – Pantone Matching System (PMS), colors are slightly different than CMYK colors because they are mixed before they are applied to a surface. The pure spot color, or PMS color, is a mixed ink that allows for a wider range of reproduced colors than the CMYK spectrum. Use only when requested by print vendor.

C 1 M 0 Y 3 K 0 R 252 G 251 B 245 HEX #fcfbf5	C 10 M 7 Y 20 K 0 R 229 G 226 B 205 HEX #e4e1cc	C 1 M 0 Y 3 K 0 R 58 G 121 B 148 HEX #3a7994	C 6 M 6 Y 90 K 0 R 246 G 223 B 52 HEX #f5df33	C 74 M 67 Y 59 K 65 R 39 G 40 B 45 HEX #27282d
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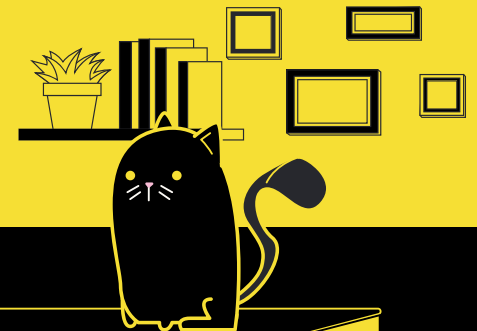
Image Styling

Approved Image Treatments + Accent Elements

The following color treatments, textures, and design elements have been approved for the development of marketing tools and building brand initiatives. We aim to achieve a feeling of comfort, intimacy, and quality care and product through these designs.



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Fonts

Approved Typography + Fonts

Keep our product's tone by adhering to the typography and fonts selected. These play a crucial role in telling the story of our product.

[Download the Fonts](#)

Rubik Black (Headings)

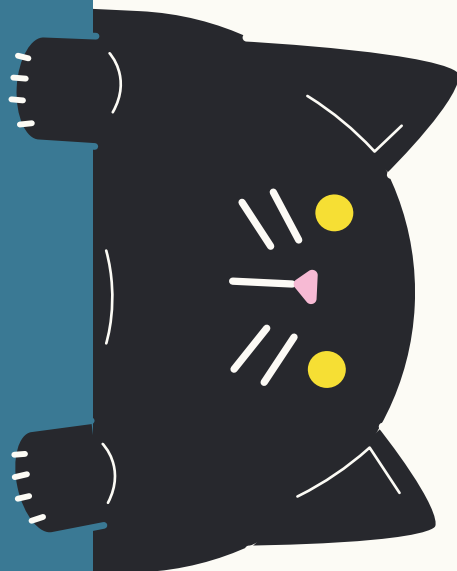
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Rubik Semibold (Sub-Headings)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Krub (Body Copy)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



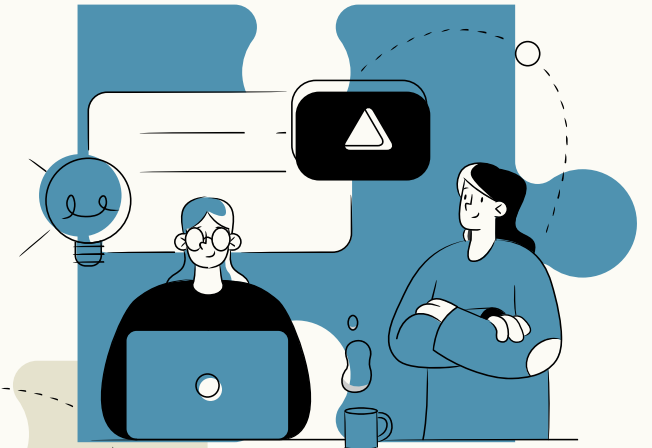
Text Layout Heading Example Sub-Heading Example

Ita delentior acersperi to quia
menti as eatem qui di blaboris
arci omni vellacius ut etum venit
remodio et omnis explab is volum
fugia dolo et ommosaera this is a
text copy example.

Graphics + Animation

Approved Animation Styles

Through animation in graphics and videos we can achieve a unique ambiguity, inclusivity, and set a lighthearted and fun tone to our marketing initiatives. To keep a consistent theme, only include animation that features this style of line work, tone, and color usage.



Email Signatures

Google Email Signature

The following email signature is setup utilizing the tools and capabilities found within Google Business Tools Suite. The following signature was developed utilizing Google Docs and its host of graphic and text formatting tools, along with utilizing Google Fonts, which are permitted for us within this brand guide.



MacDALTON BERNES CEO

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mac@absolutestudios.com

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absolutestudios.com

IT'S TIME FOR ALL ACCESS



Open Sans Bold 12pt

Open Sans Regular 10pt

Open Sans Bold 11pt

Create Your Signature

Copy/paste into your Gmail settings.





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