

digital 55

Brand Guidelines



digital 55

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Digital 55

OUR BRAND

We are a creative marketing firm in Maumee, Ohio. We specialize in lead generation and marketing solutions. From web design and video production to full-service email marketing and social media management, we've taken on thousands of projects and we're great at delivering results.

Logo Usage



MasterLogo

PRIMARY LOGO

Our logo, consisting of the multicolored '55' logomark, is almost always accompanied by a white or gray wordmark to identify our business as a brand. This masterbrand lockup will be the face of the company, and will be used in different forms of communication, presentations, and general digital and print marketing products. Elements of this masterlogo are set and should not be altered in any way.

Logo Color Variations

MULTICOLOR & MONOCHROMATIC LOGO

In special scenarios, our multicolored logo will need to be switched out with one of our alternative monochromatic logo color variations. Notice how the gray wordmark paired with the multicolored logomark shifts to all black while on a white or bright-colored background.

These logos should be used only in the case that our masterlogo does not fit the requirements set from the project, does not fit the aesthetic of the project, or is not easily visible in color.



Lockup ClearSpace

WHITESPACE AROUND LOGO



Giving extra space to the surrounding area of a logo, the clear space allows us to eliminate clutter so that our audiences are able to quickly identify our brand without strain.

For this logo, the minimum clear space should not be below $\frac{1}{2}$ the amount of the height (Y) of the logo as shown. The recommended clearspace is equal to the height (Y) of the logo.

Logo Partners

PLACING LOGOS NEXT TO OTHERS

At times, our logo will be displayed next to additional logos through partnership or sponsorship. When placed next to another logo, our lockup clearspace should be applied.

This means, the space between our logo and our logo partner should be no less than $\frac{1}{2}$ of the logo height, which is the same as our minimum lockup clearspace.



Incorrect Usage

Incorrect Usage

HELP KEEP OUR LOGO AND LOCKUP CONSISTENT

There will be times where you are using our logo and it may consider changing the way our logo looks. DON'T. Our designers have created this identity style guide to help the digital 55 brand stay consistent and recognizable to our clients and the greater community. This included our logo, which should not be altered in any way. These restrictions are to be assumed for all variations of our logo. The examples shown are strictly for visual representation.





White text on a pure, highly saturated Orange



Black text on low saturated, tint on Yellow

Workarounds

DIFFERENT COLORED BACKGROUNDS

While working with different colored backgrounds, avoid using our multicolored logo. Best practice is to only use our multicolored logo in cases where there is a black, white, or gray background, or minimal to no use of color throughout a project, and can be easily read from an appropriate distance. Instead, use the logo that will create the most contrast for easy visibility (All White/All Black). Consider de/saturating colors or changing hues for further contrast and easy readability.

Workarounds

IMAGE AS BACKGROUND

While working with images as backgrounds, especially those that have lots of visual noise, avoid using our multicolored logo. Best practice is to avoid the use of our multicolored logo, unless there is a section of the image where the logo can be placed so that it can be easily read from an appropriate distance. Use the logo that will create the most contrast for easy visibility (All White/All Black). Consider a gradient or overlay on top of the image for further contrast.



Black to Transparent Gradient
on Top of Image



Black Overlay on Top of
Image

Typography

Owners Typeface

PRIMARY TYPEFACE

The Owners typeface is an expressive, sans-serif font designed by Jeremy Mickel through MGKL Type Foundry in 2021. Its diverse letterforms allows for the typeface to stretch and shift as needed for each desired process. For Digital 55, This type family will be used as our primary typeface throughout all communication points and publications. This can be seen as headlines, callouts, subheadings, as well as the title.

Owners X Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Owners Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Owners Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Owners Light
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Owners Medium
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Owners Black
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

ABCDEFGHIJKLM

Jost Light
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Jost Regular
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Jost Medium
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Jost SemiBold
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Jost Bold
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Jost Black
abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABCDEFGHIJKLMN

Jost Typeface

SECONDARY TYPEFACE

The Jost typeface, inspired by the well known typeface Futura, has been created to adapt into everyday life of the digital era. As the work that we do takes place primarily in a digital format, the Jost typeface has become an essential part of typography usage we use at Digital 55. Although it may not be our primary typeface, we tend to use the Jost typeface whenever the owner's typeface isn't stealing the show. This can be found in places such as body copy, captions, folios, and sometimes subheadings.

Website Examples

HEADINGS, BODY COPY & CALL-OUTS

Opposite are web examples lifted from the current Digital 55 website. Listed below are the specifications for how the typography is handled. Please refer to these specs when web application is necessary.

Headline: Owners Typeface, 400 weight (Bold), 65px,

Body Copy: Jost Typeface, 400 weight (Regular), 22px

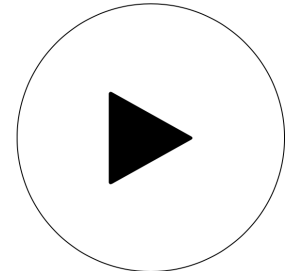
Call to Action: Jost Typeface, 600 weight (Semi-Bold), 18px, button large

Call-Out: Owners Typeface, 600 weight (Medium), 65px

We are marketers

We are a creative marketing firm in Maumee, Ohio. We specialize in lead generation and marketing solutions. From web design and video production to full-service email marketing and social media management, we've taken on thousands of projects and we're great at delivering results.

LEARN MORE



"Great company with a very knowledgeable & friendly staff. Highly recommend!"

— GABE MUELLER

Mueller Motorsports

Digital Ads can increase brand awareness by **80%**

wordstream.com

Be found with **GOOGLE ADS**

Q _____ near me

contractors
restaurants
florists

Earn **200%** return on investment using digital ads

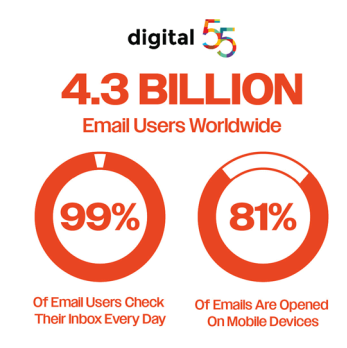
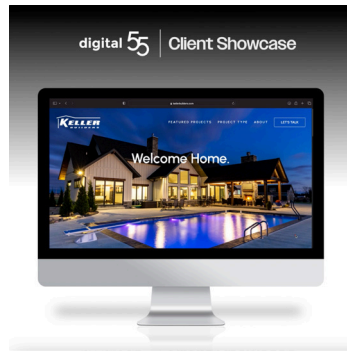
wordstream.com

Social Media Examples

SOCIAL MEDIA APPLICATION

For many, our social media pages are the first point of contact with our following and can make a great impression for first time clients. Listed below are specifications to apply to our social media posts to make everything look cohesive and consistent with our brand.

- Owners typeface of various weights
- Posts come in series of 3
- Rotate Infographic Series with Client Showcases
- Infographic series have the same content theme
- Colors are Red, White and Black



Color Palette

#ED4224



RGB: 237 · 66 · 36

CMYK: 7 · 74 · 89 · 0

PMS: Bright Red C



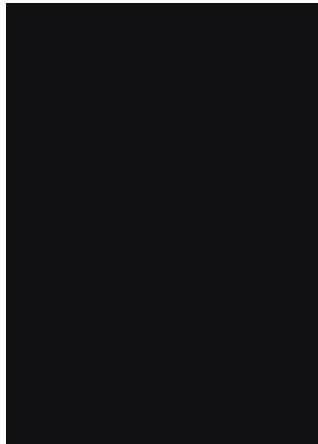
#101214



RGB: 18 · 20 · 22

CMYK: 75 · 68 · 74 · 81

PMS: Black 6 C



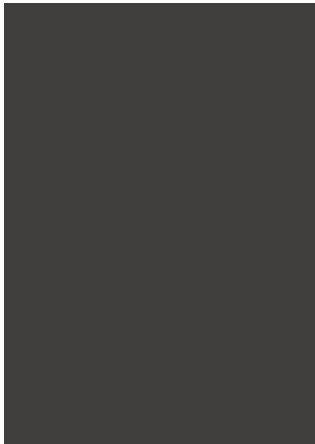
#423F3E



RGB: 66 · 63 · 62

CMYK: 66 · 61 · 61 · 48

PMS: 446 C

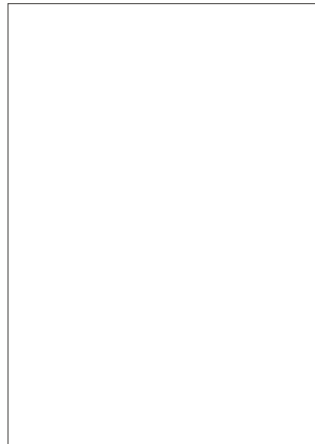


#FFFFFF



RGB: 255 · 255 · 255

CMYK: 0 · 0 · 0 · 0



Primary Color Palette

OUR MAIN COLORS

These four sets of colors will be the soul colors used for Digital 55's brand identity. For all cases requiring Digital 55 brand colors, these will be the only colors necessary to present. They should be used according to the project brief as well as the desired income for internal projects. These colors have been provided for consistency and should not be altered or changed in any way.

Best practice is to use CMYK and PMS - when applicable, for printed materials. RGB colors should be used for web materials and other digital formats.

#CC2427



RGB: 204 · 36 · 39

CMYK: 13 · 99 · 100 · 4

PMS: 1795 C

#F68B1F



RGB: 246 · 139 · 31

CMYK: 0 · 55 · 100 · 0

PMS: 1495 C

#D5E048



RGB: 213 · 224 · 72

CMYK: 20 · 0 · 87 · 0

PMS: 380 C

#6EC499



RGB: 110 · 196 · 153

CMYK: 66 · 61 · 61 · 48

PMS: 346 C

#91AA3C



RGB: 145 · 170 · 60

CMYK: 49 · 18 · 100 · 1

#339EAE



RGB: 51 · 158 · 174

CMYK: 79 · 21 · 29 · 0

#30B7EB



RGB: 48 · 183 · 235

CMYK: 66 · 7 · 0 · 0

#63418A



RGB: 99 · 65 · 138

CMYK: 74 · 88 · 11 · 2

PMS: 7678 C

Secondary Color Palette

MINIMAL USE - COLOR PALETTE

As hues pulled from our logomark, This secondary set of colors are not to be used unless additional colors are needed to compliment our primary color palette. These are to be used as accent colors and applied sparingly.

Best practice is to use CMYK and PMS - when applicable, for printed materials. RGB colors should be used for web materials and other digital formats.

Reach Us

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