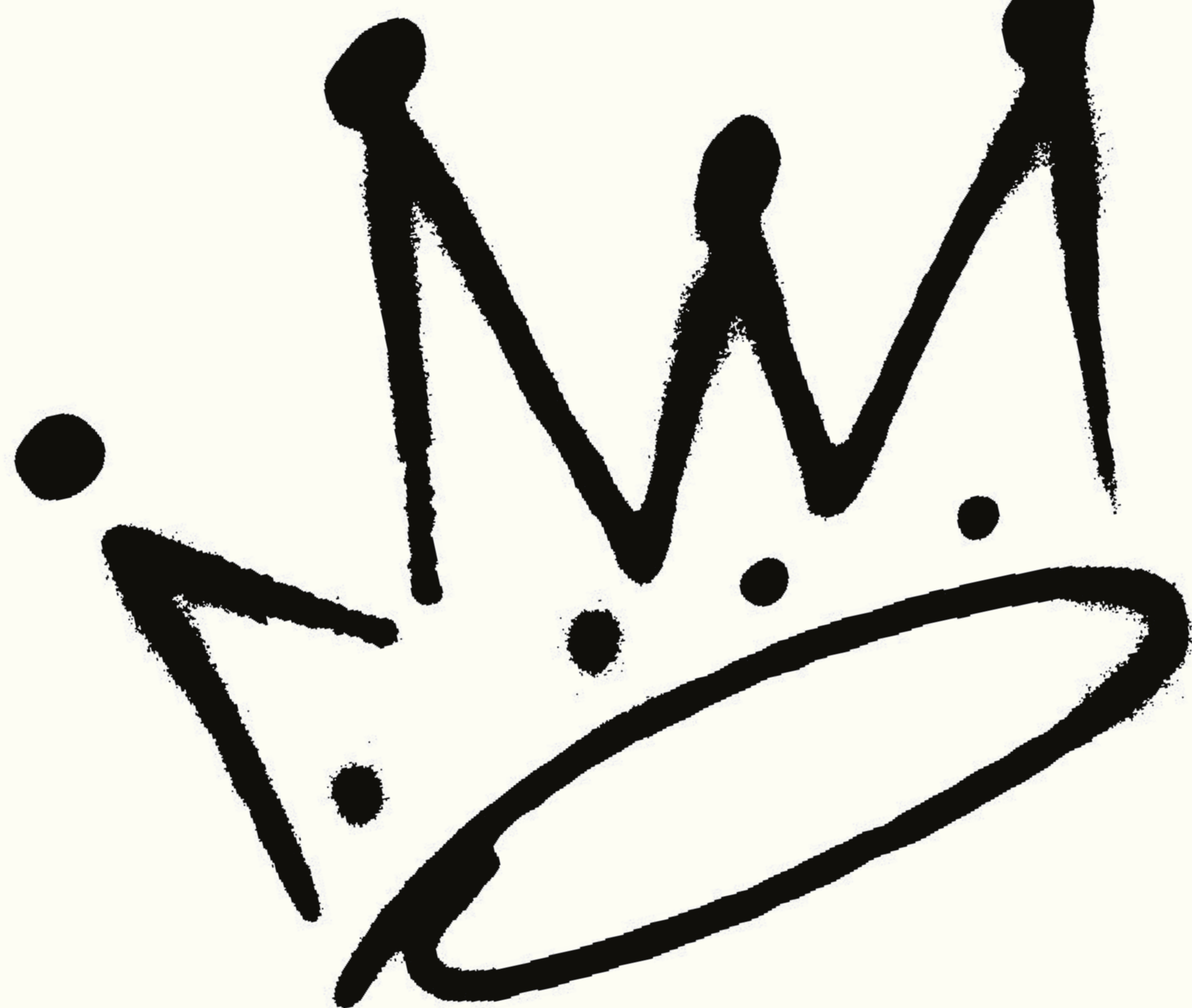


BIG  **CARTEL**

BRAND MANUAL



Brand Manual

Logo + Colors

Contact: mikef@bigcartel.com



LOGO



OUR LOGO

This is our core logo, it's bold, unapologetic and sticks close to our indie roots.

BIG  CARTEL

PRIMARY LOGO

This is our core logo, it's bold, unapologetic and sticks close to our indie roots.

It's bold typography is inspired by editorial mastheads and is born from our headline typeface. It represents everything that makes us who we are.

BIG  CARTEL



STACKED LOGO

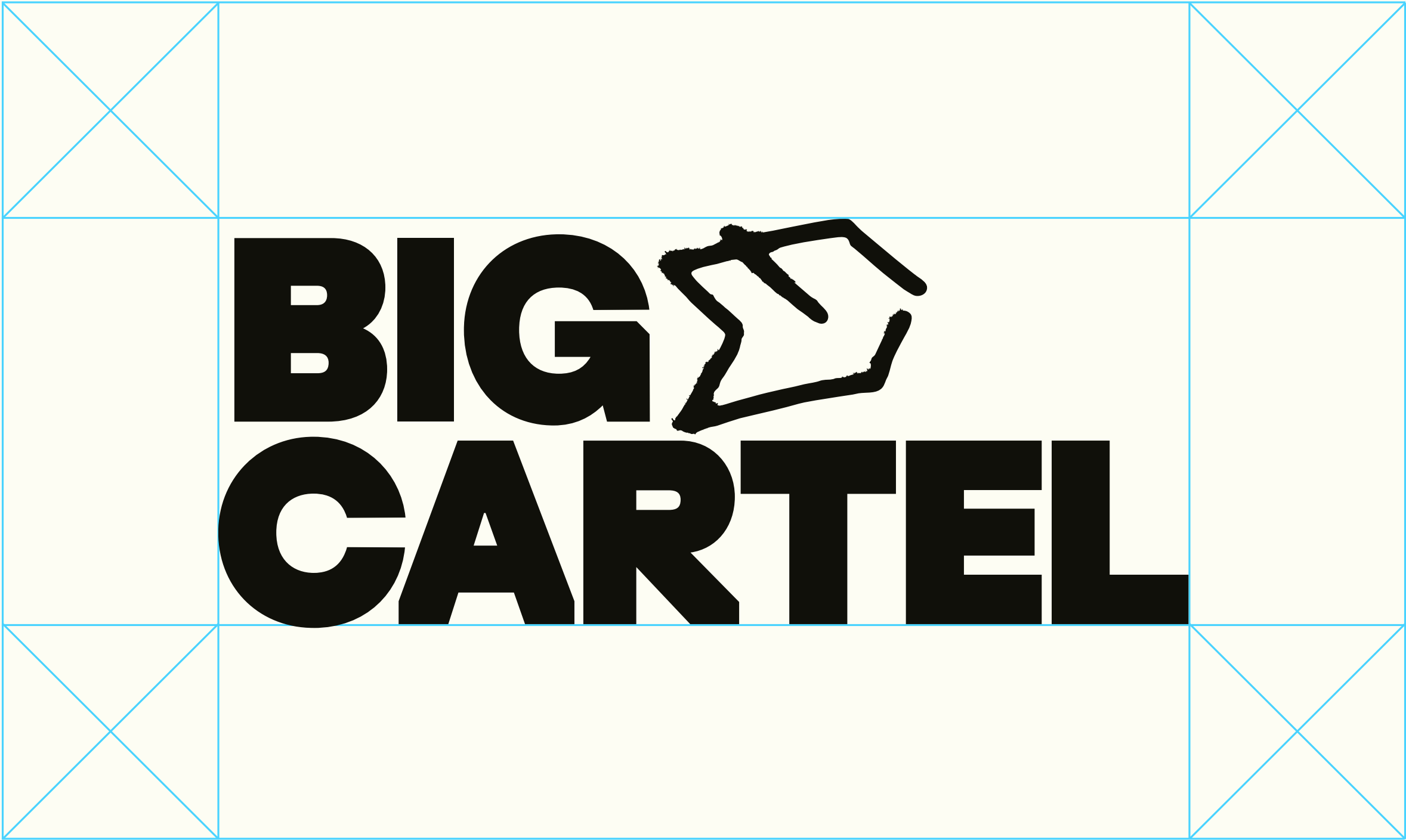
Where we are unable to use or primary logo or whenever the layout calls for it, we use our stacked logo.



STACKED LOGO CLEARSPACE

Logos need clear space to ensure visibility and impact. This space always must be clear around our logo.

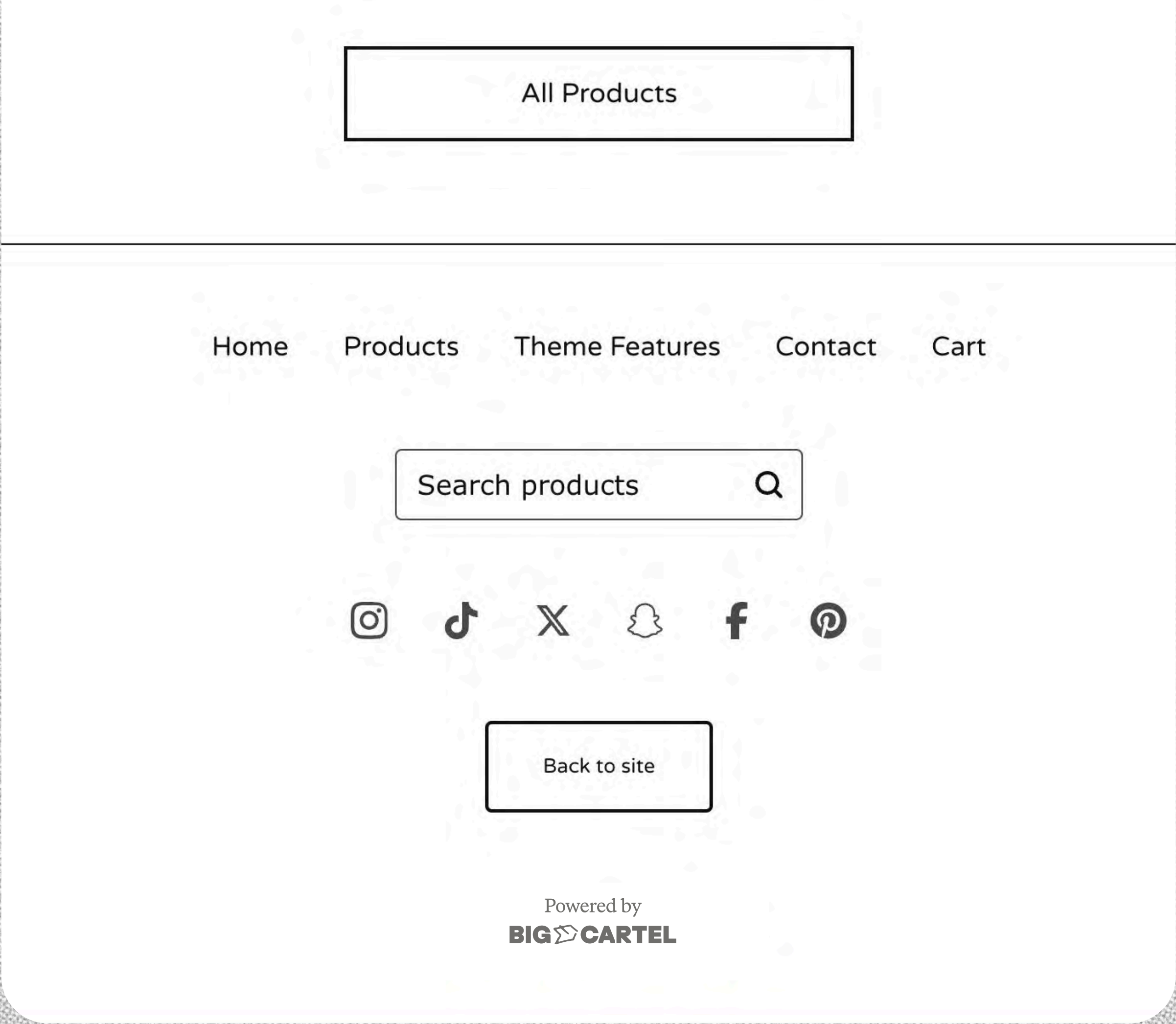
X = Height of icon
Our clear space is defined by using the height of our Icon.



SMALL SIZE LOGO

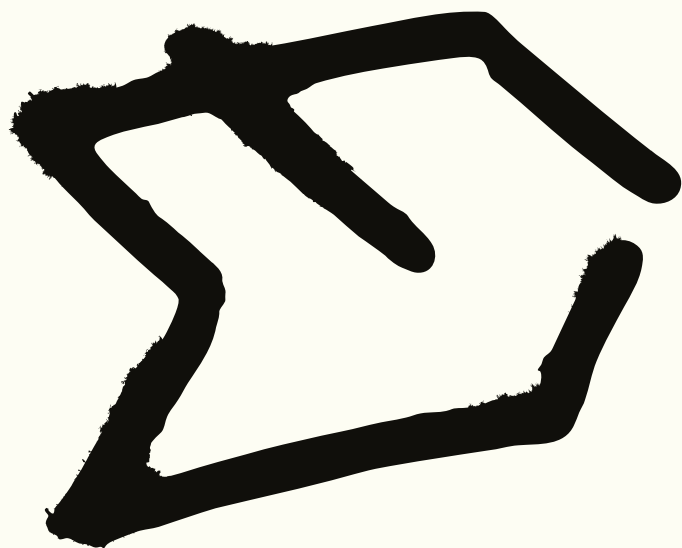
This is our small-size logo, we only use this in very limited circumstances. Mainly, this used for the watermarks on our creators sites as seen in the example.

Sizes
Maximum 25px (h)
Minimum 10px (h)



OUR ICON

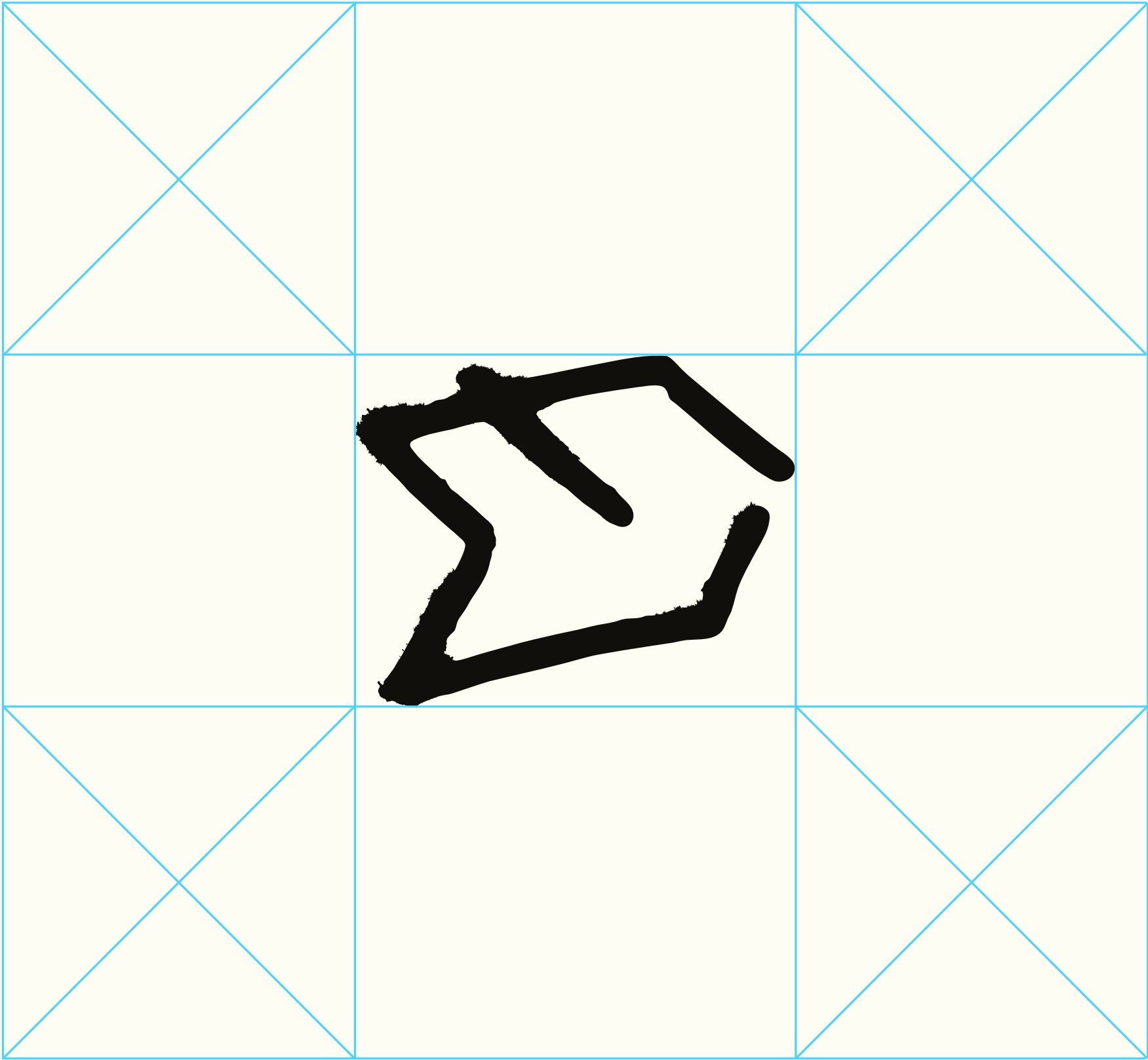
Named The Fletch, our icon is a mark of who we are and who our users are. It's bold and rebellious with it's origin firmly rooted in our indie beginnings.



OUR ICON CLEARSPACE

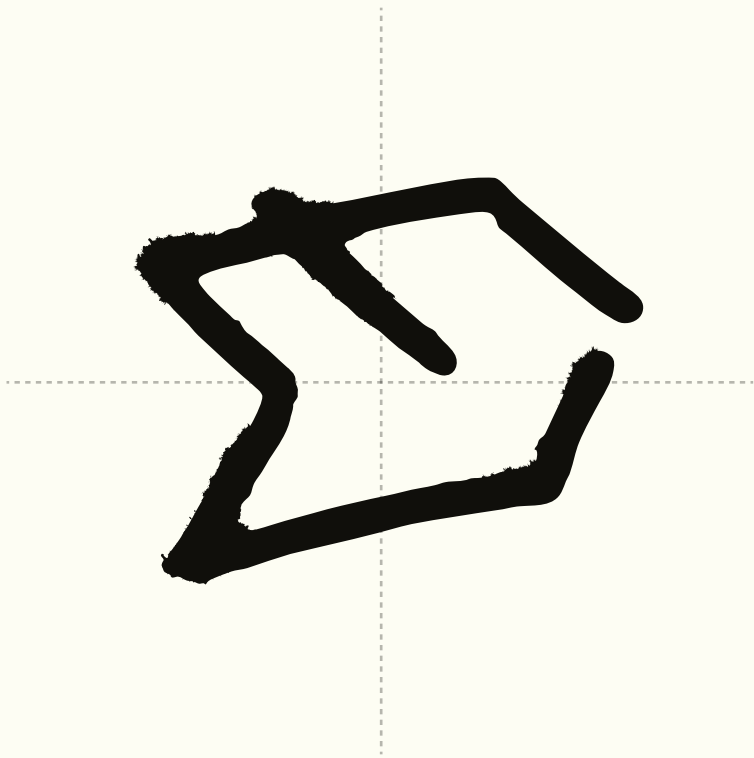
Logos need clear space to ensure visibility and impact. This space always must be clear around our logo.

X = Height of icon
Our clear space is defined by using the height of our Icon.

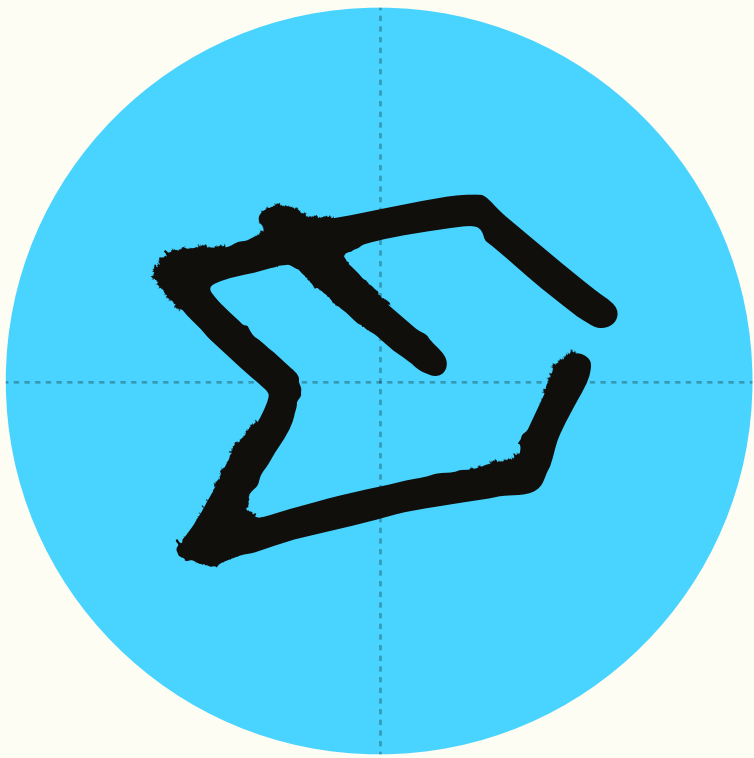


OUR ICON IN USE

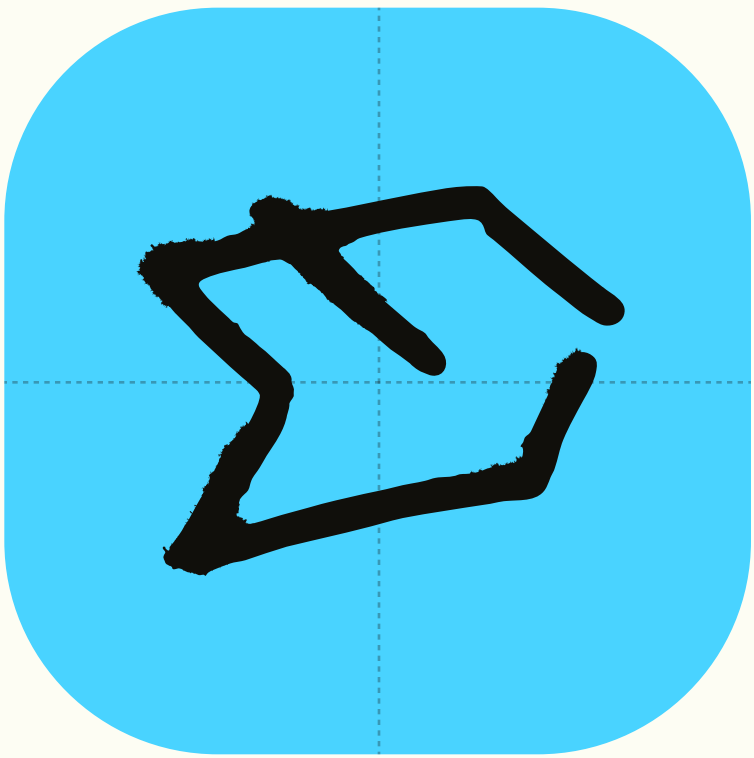
We rarely use our icon on its own.
These are the three main places we
use our icon alone, it should always
sit front and center.



Favicon 16×16px



Social Avatar

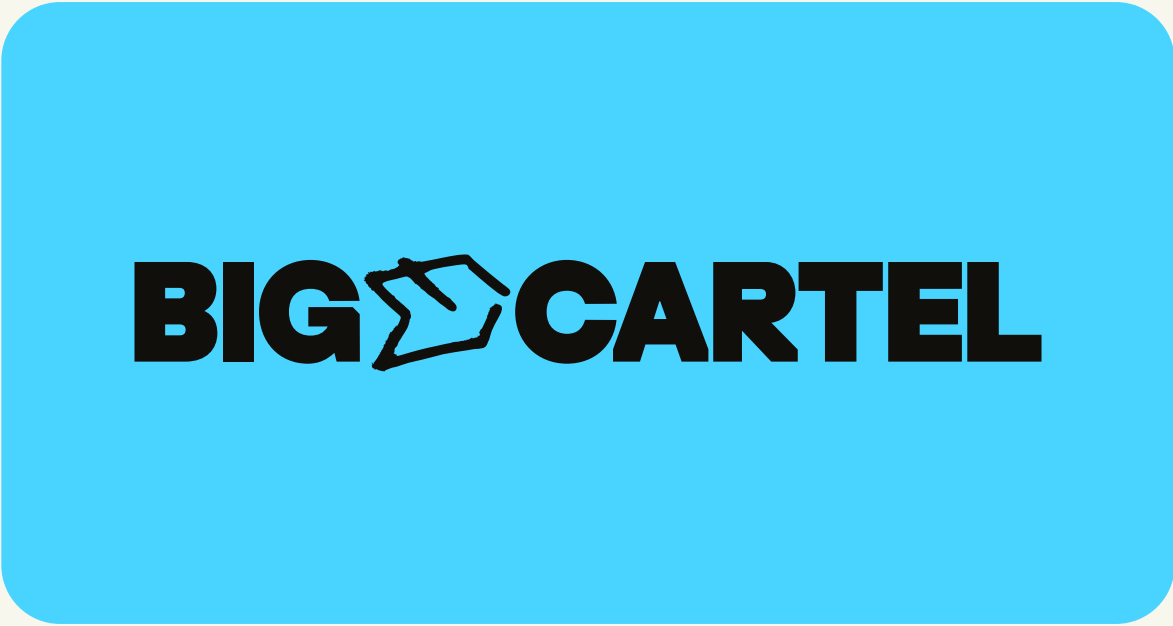
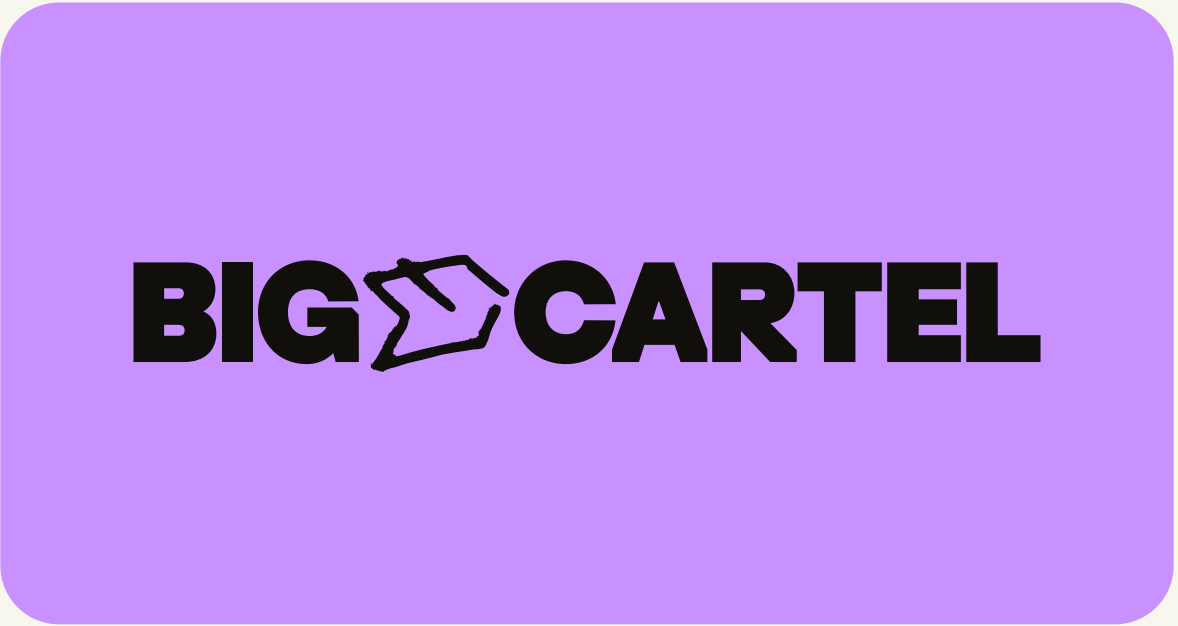


App Icon



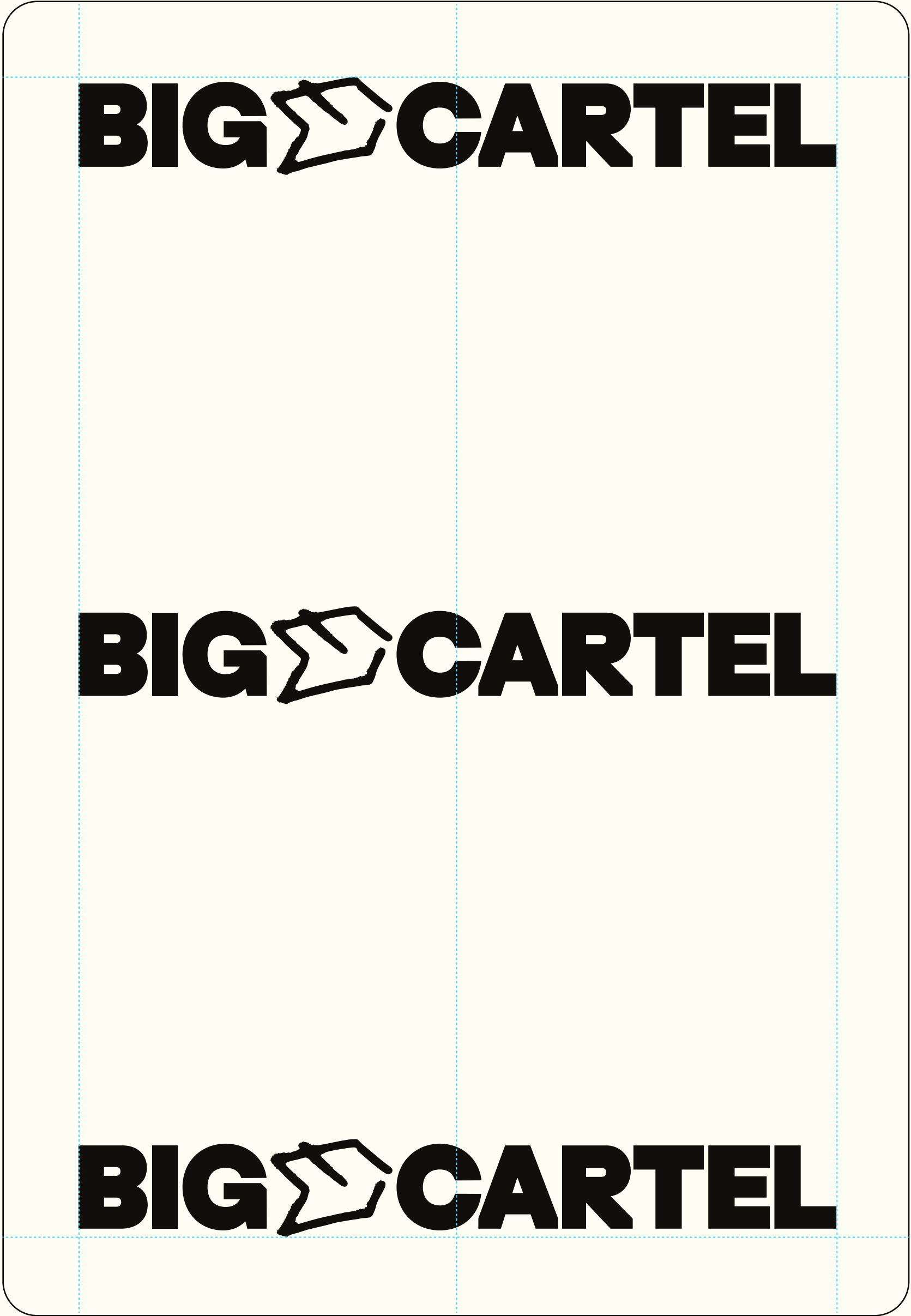
LOGO AND COLOR

The following color combinations are recommended when using our logo.



LOGO PLACEMENT

Our logo is very flexible, to a point. It can be placed in the corners of the canvas as well as centrally.



Masthead and centered



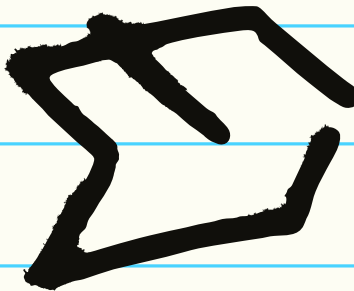

Aligned to corners

PARTNERSHIP LOCK-UP

When pairing our logo with a partners logo, optically centre the two logos so both have equal weight.

We use our X device to link both logos, the clear space between is equal to the width of the X device.

We can align the logos by capital letter height to help the balance as seen in the example below.

BIG  CARTEL  PARTNER

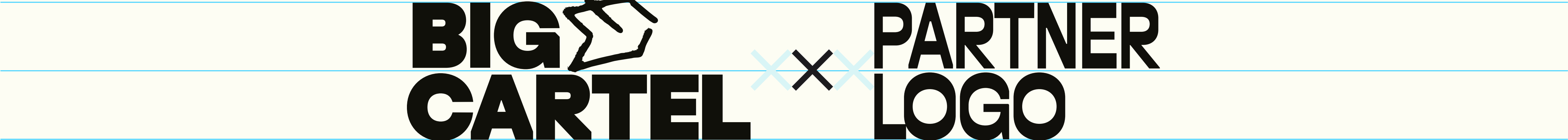


PARTNERSHIP LOCK-UP STACKED

When pairing our logo with a partners logo, optically centre the two logos so both have equal weight.

We use our X device to link both logos, the clear space between is equal to the width of the X device.

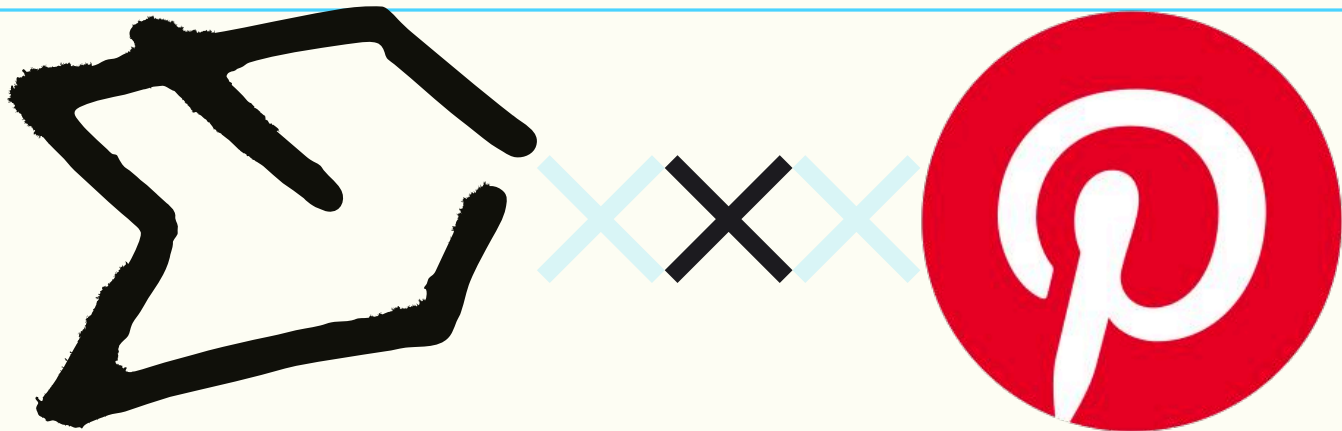
We can align the logos by capital letter height to help the balance as seen in the example below.



PARTNERSHIP LOCK-UP ICON

When pairing our icon with a partners logo, optically centre the two logos so both have equal weight.

We use our X device to link both logos, the clear space between is equal to the width of the X device.



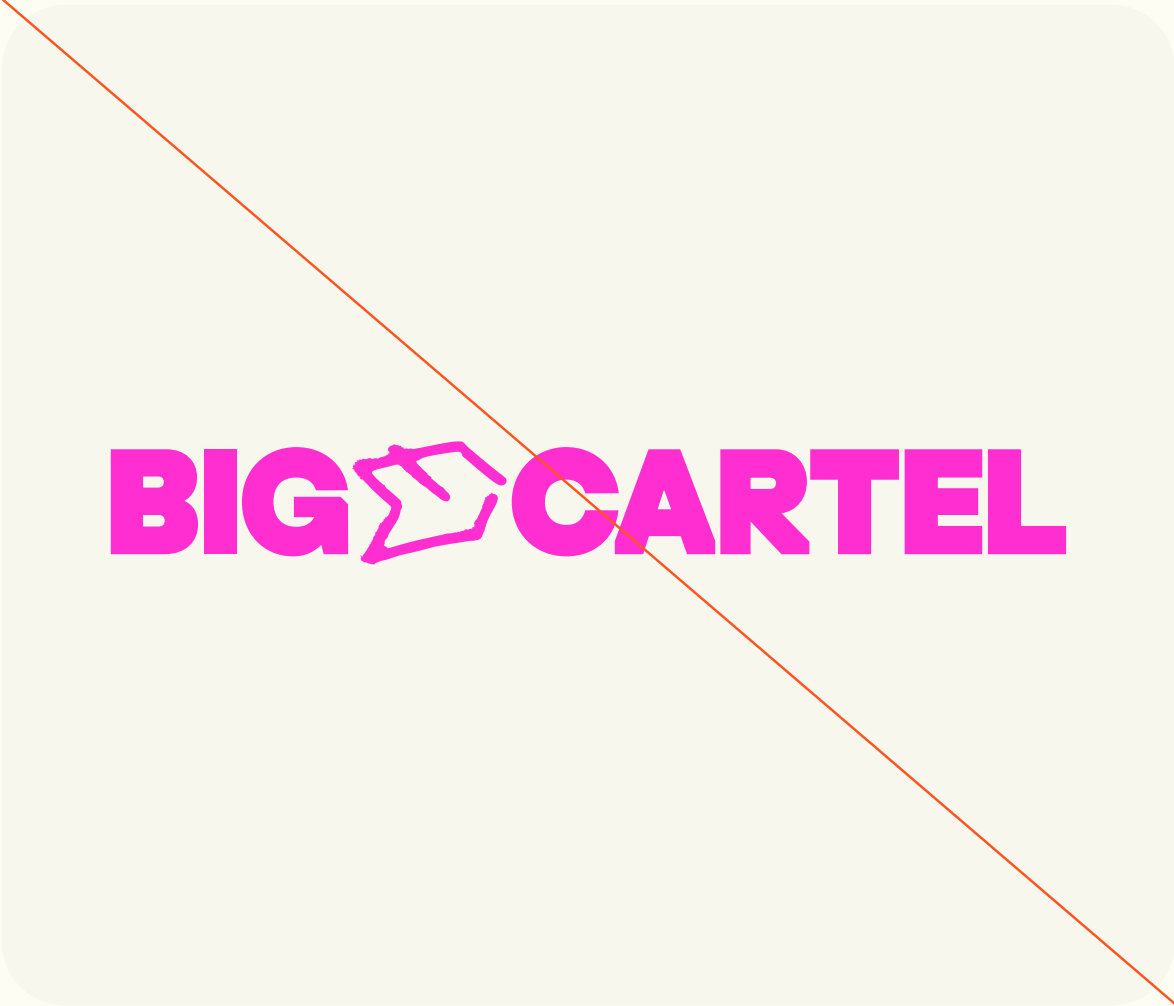
THINGS TO AVOID

These are a few no no's when
it comes to our brand.

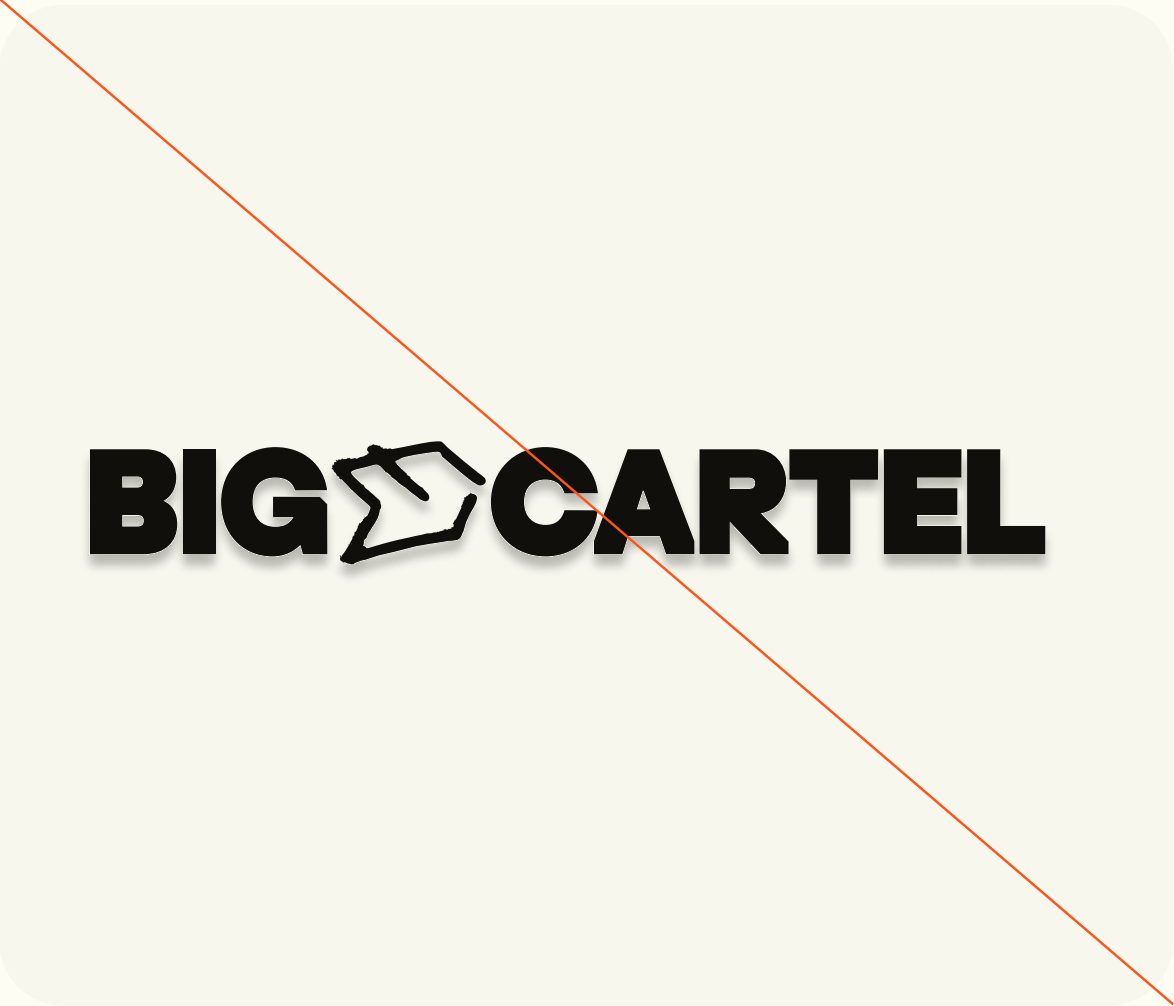
Do not change specific elements 



Do not introduce new colors 



Do not add any effects 



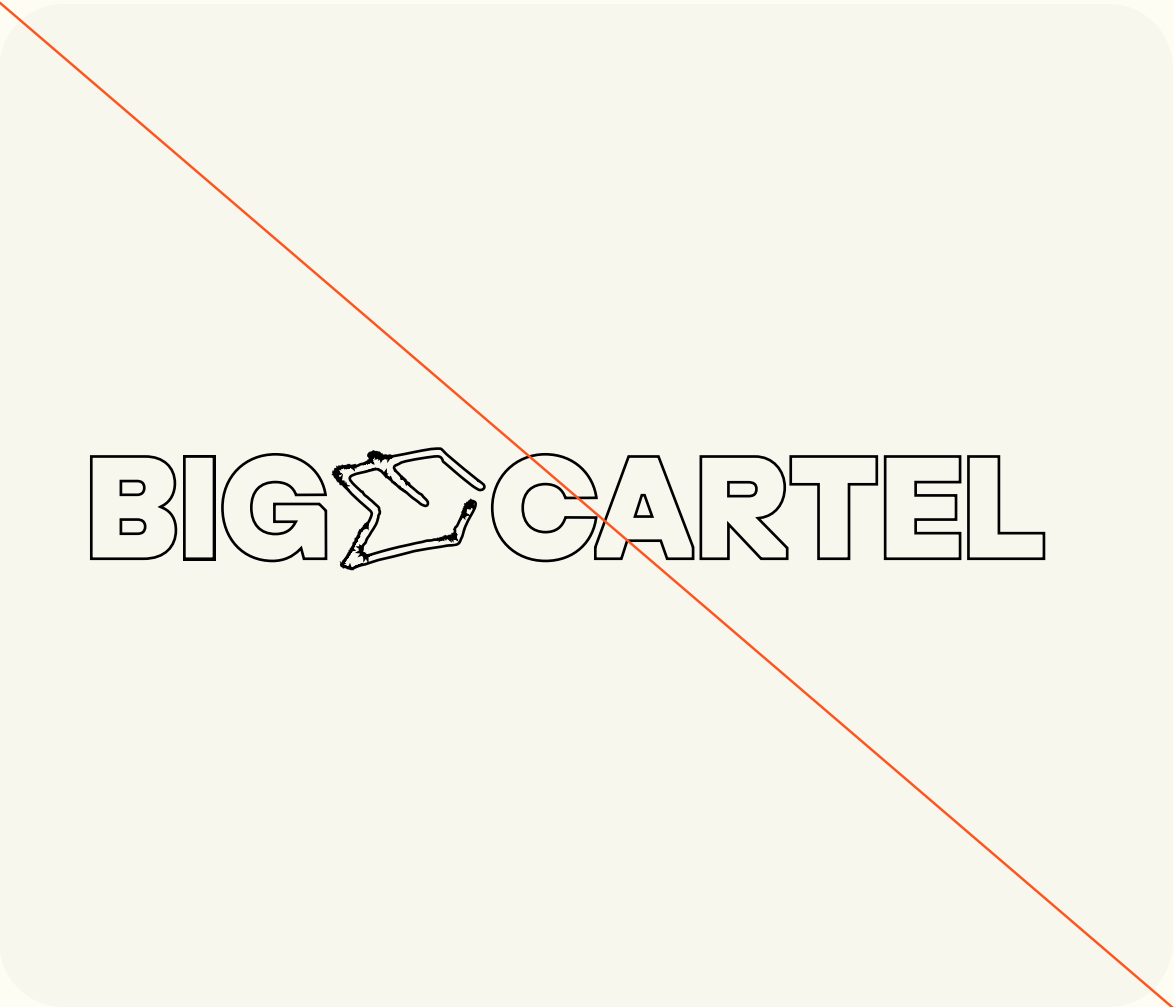
Do not change direction of the fletch 



Do not remove any elements 



Do not outline 



COLOR PALETTE

WARM BLACK

Our Warm White is the pairing to our Warm Black. It always helps our layouts feel uplifting.

WARM WHITE



WARM BLUE



PRIMARY COLOR PALETTE

We love our color palette, but at our core we are monochrome with a hint of our core blue.

Warm Black

AAA

#10100B

Warm White

AAA

#FDFDF4

Warm Blue

AAA

#4AD4FF

EXTENDED COLOR PALETTE

Our extended palette adds more depth and flexibility. We have our warm, bright and bold colors along with darker accent colors to give our brand depth.

Warm Black

AAA

#10100B

Warm White

AAA

#FDFDF4

Warm Blue

AAA

#4AD4FF

Dark Green

AAA

#283015

Dark Red

AAA

#720516

Dark Blue

AAA

#1B2A30

Dark Purple

AAA

#290F43

Dark Brown

AAA

#432007

Bright Green

AAA

#DBFF00

Bright Pink

AAA

#FFD6EE

Bright Blue

AAA

#CFFBFB

Bright Purple

AAA

#C892FF

Bright Orange

AAA

FF551F

PALETTE ACCESSIBILITY

Our palette is designed with accessibility in mind. These are the only accessible combinations and they all pass with a AAA Rating.

About Accessibility

Color accessibility ensures designs are usable by all, including those with visual impairments by using contrast. When testing we aim to have a rating of AAA or AA minimum

Brand Manual

Color Palette

Warm White
on Warm Black

Warm Blue
on Warm Black

AAA

Warm Black
on Warm White

AAA

Warm Black
on Warm Blue

AAA

Warm White
on Dark Green

Bright Green
on Dark Green

AAA

Warm White
on Dark Red

Bright Pink
on Dark Red

AAA

Warm White
on Dark Blue

Bright Blue
on Dark Blue

AAA

Warm White
on Dark Purple

Bright Purple
on Dark Purple

AAA

Warm White
on Dark Brown

Bright Orange
on Dark Brown

AAA

Warm Black
on Bright Green

Dark Green
on Bright Green

AAA

Warm Black
on Bright Pink

Dark Red
on Bright Pink

AAA

Warm Black
on Bright Blue

Dark Blue
on Bright Blue

AAA

Warm Black
on Bright Purple

Dark Purple
on Bright Purple

AAA

Warm Black
on Bright Orange

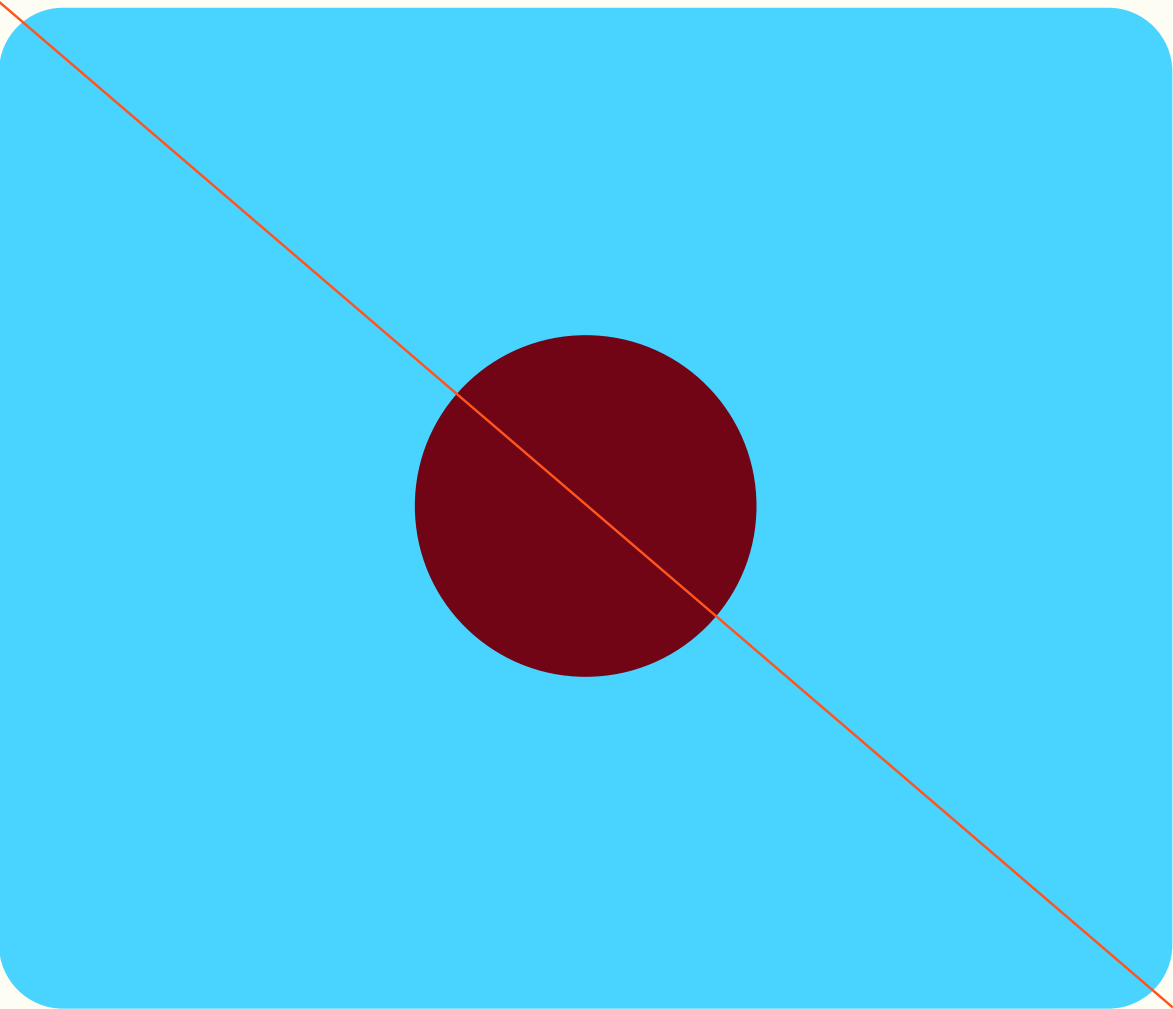
Dark Brown
on Bright Orange

AAA

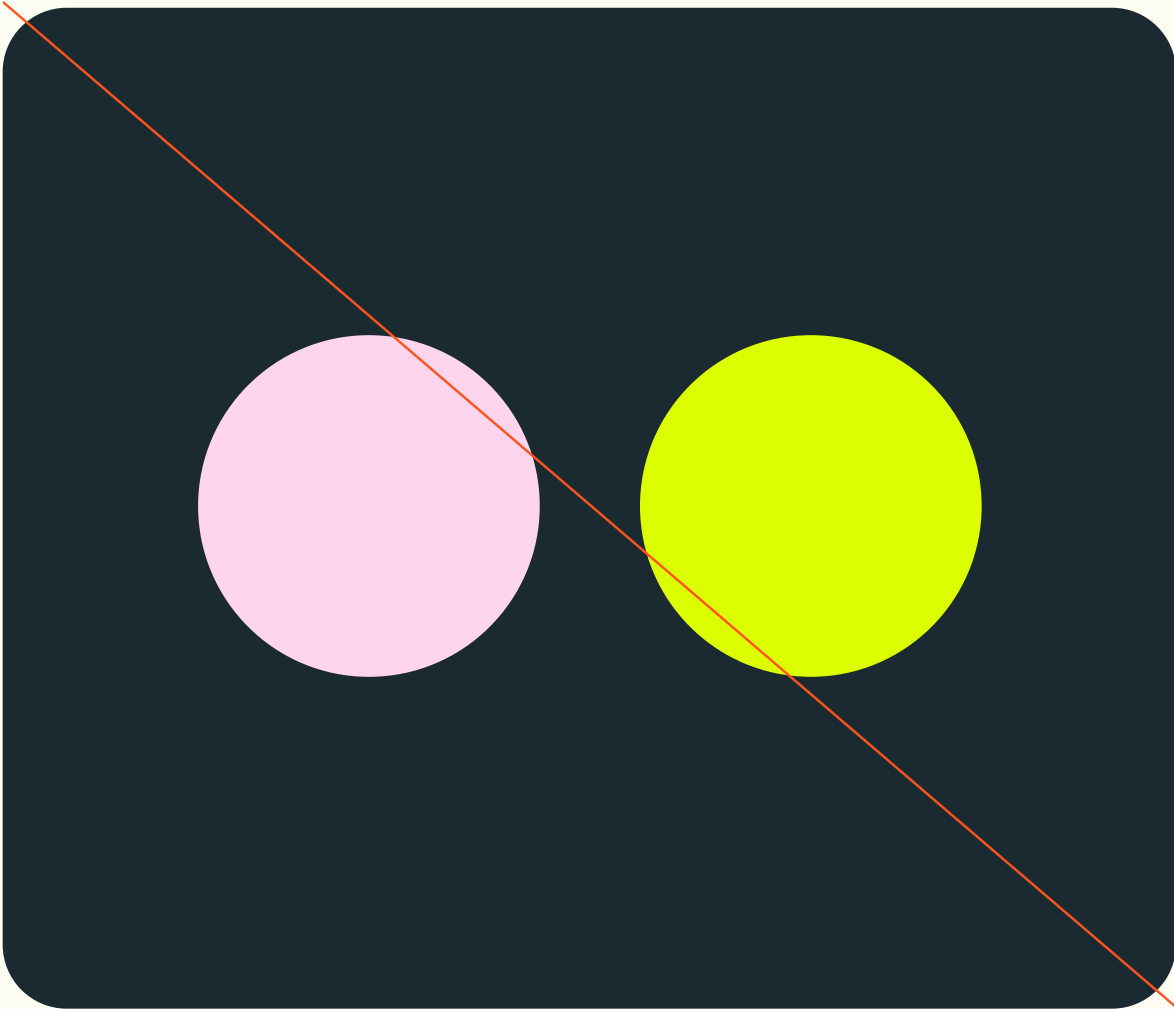
THINGS TO AVOID

These are a few no no's when
it comes to our brand.

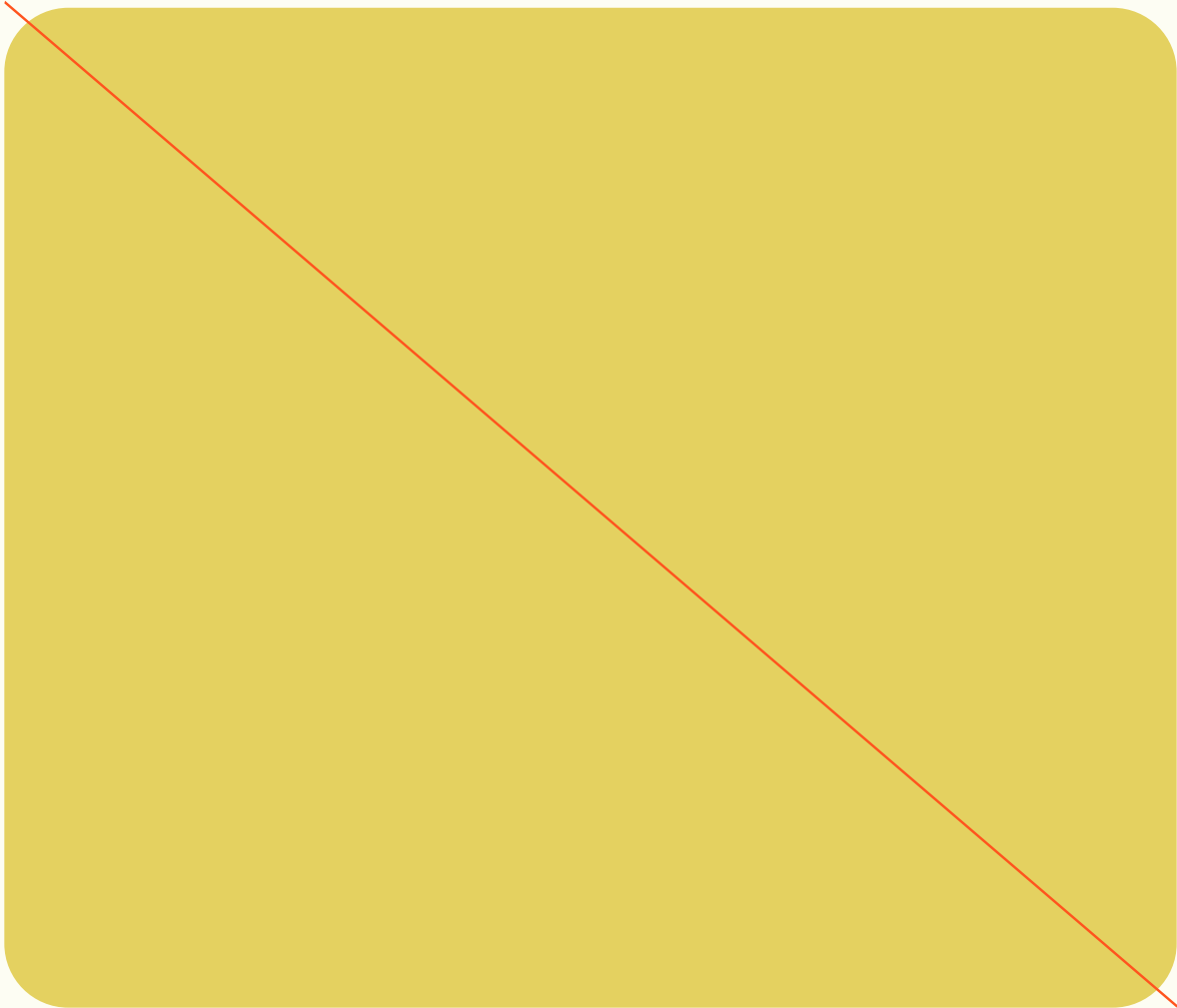
Do not use inaccessible color combos



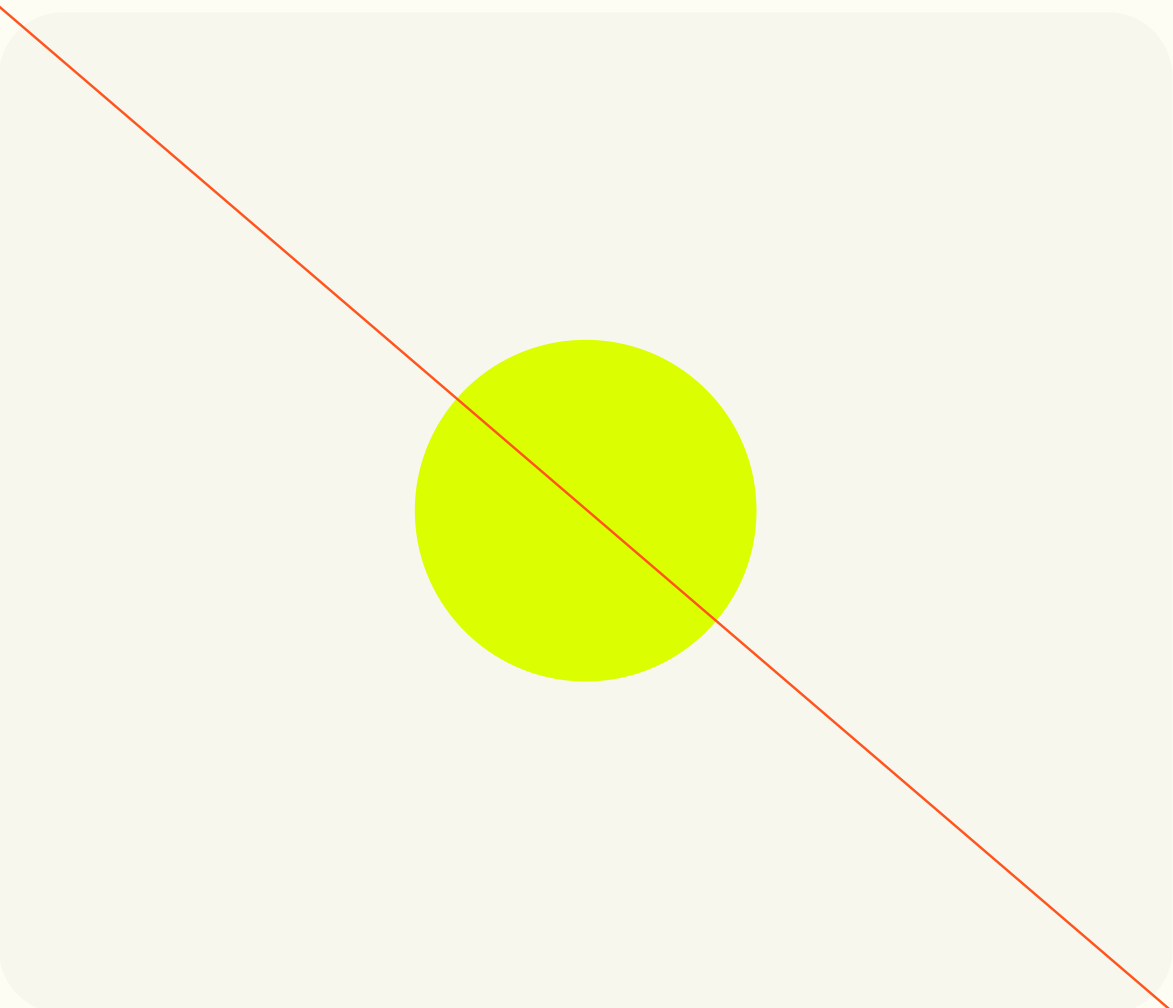
Do not use more than two colors



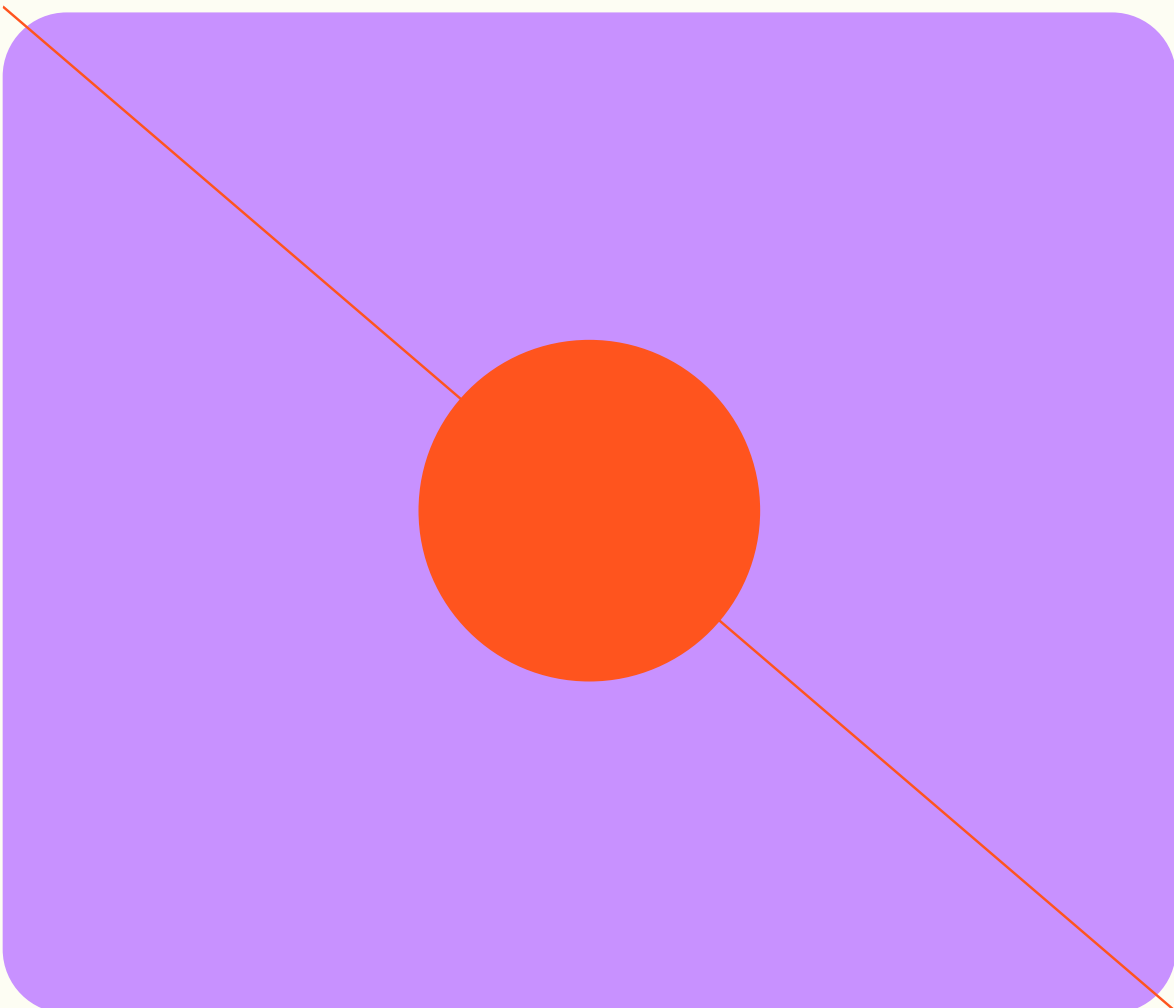
Do not introduce new colors



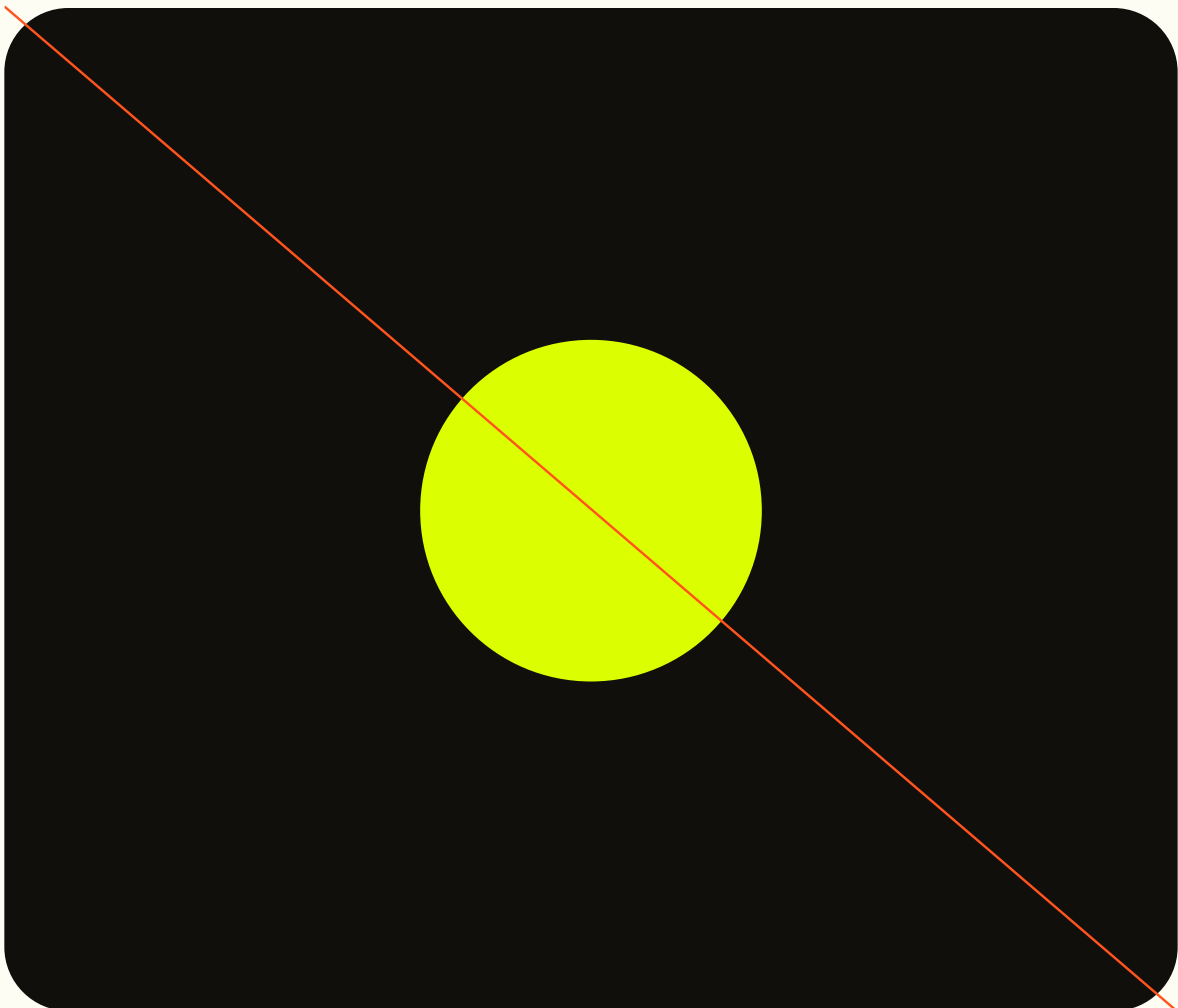
Do not use low contrast pairings



Do not mix bright colors

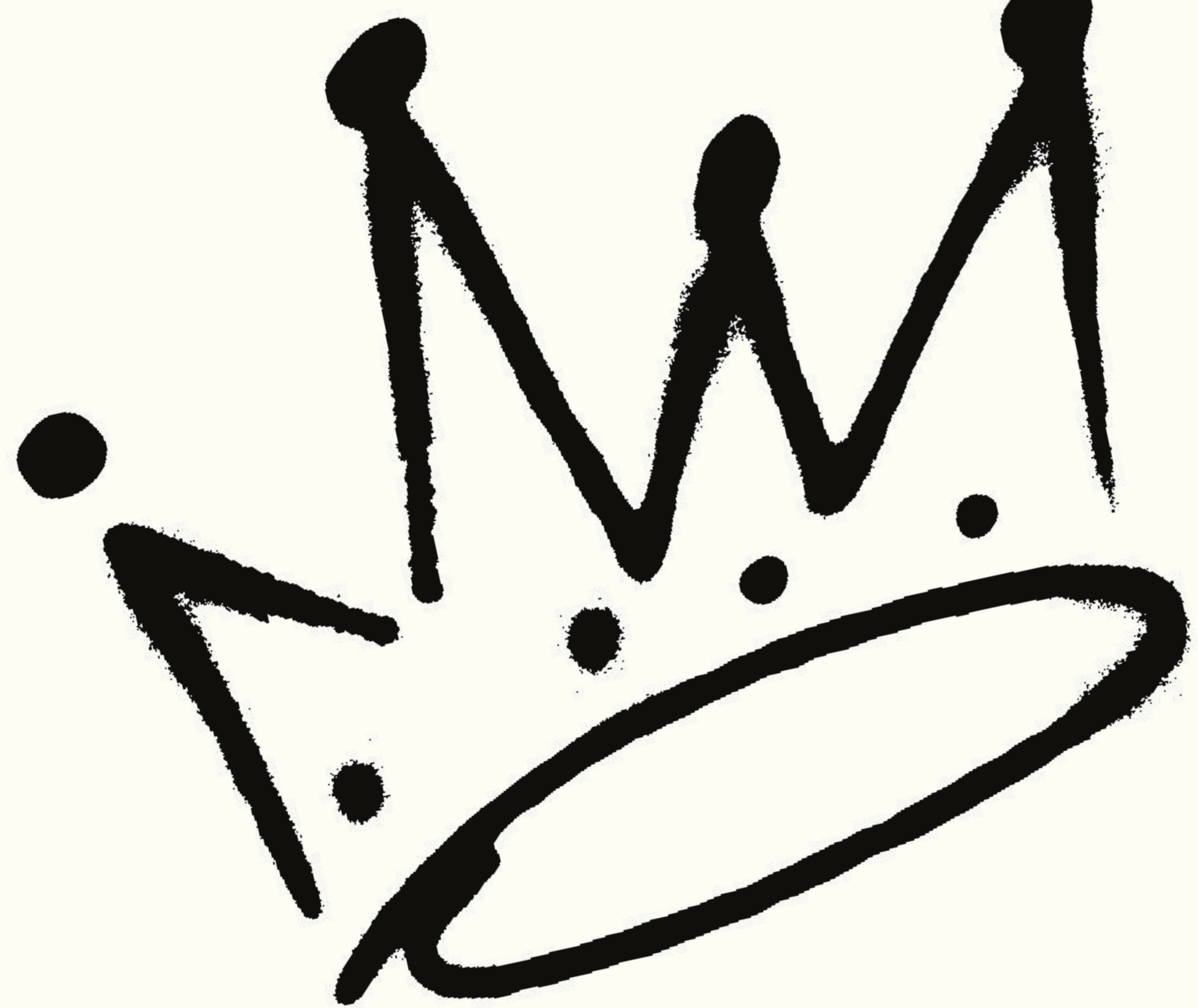


Do not use color on black except for blue



BIG  **CARTEL**

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