



IV
• THE FOURTH MEDIA •
IV

STYLE GUIDE 14/11/2016

“COURAGE IS BEING
SCARED TO DEATH,
BUT SADDLING UP
ANYWAY.”

- **JOHN WAYNE**



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1.0 **LOGOTYPE**
PRIMARY & SECONDARY FORMATS

• THE FOURTH MEDIA •

[PRIMARY MARK]

• THE FOURTH MEDIA •

[SECONDARY MARK]

1.1
LOGOTYPE
WITH COLOR VARIATIONS



[GOLD GRADIENT ON DARK BACKGROUND]



[COLOR LOGO ON LIGHT BACKGROUND]



[BLUE GRADIENT ON LIGHT BACKGROUND]



[DEDICATE MINIMUM 1/8 OF THE LOGO WIDTH FOR CLEARSPACE]





COLOR

DARK BLUE

CMYK: 91 75 44 38
RGB: 35 56 81
WEB: #233850

GOLD

CMYK: 25 35 85 2
RGB: 193 157 72
WEB: #C19C48

MEDIUM BLUE

CMYK: 91 65 42 25
RGB: 65 78 100
WEB: #404D63

CREAM

CMYK: 13 15 31 0
RGB: 223 209 179
WEB: #DED0B3

LIGHT BLUE

CMYK: 59 45 35 5
RGB: 115 125 140
WEB: #737C8B

GOLD GRADIENT



PALE GREY

CMYK: 28 21 19 0
RGB: 185 187 191
WEB: #B8BABF

BLUE GRADIENT



2.0

COLOR PALETTE

PRINT & WEB VALUES

3.0 TYPEFACES

TITLE & BODY

AVENIR NEXT - TITLE

SIZE: 21PT | TRACKING 75

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789(!@#%&)**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789(!@#%&)

AVENIR NEXT - BODY & SUB TITLE
SIZE: 12PT | TRACKING 0

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789(!@#%&)**

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789(!@#%&)



4.0

PHOTOGRAPHY

& USE OF IMAGES



AROUND 70%
PHOTO OPACITY
OVER DARK
BACKGROUNDS
TO CREATE
CONTRAST FOR
A WHITE TEXT
OVERLAY



A vintage bicycle is leaning against a stone wall in a city street. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. In the background, a building with a large arched doorway is visible. The overall mood is nostalgic and contemplative.

“NOT ALL THOSE WHO
WANDER ARE LOST”
- **J. R. R. TOLKIEN**