




**CREATIVITY
CONVERSATIONS**

BRAND GUIDE

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The Creativity Conversations logo is how the brand gets noticed. It embodies our brand values, conveys the mood we want to be seen in, and is integral to the brand.

The following pages will show you how to most effectively utilize our logo as well as best practices.

THE LOGOS

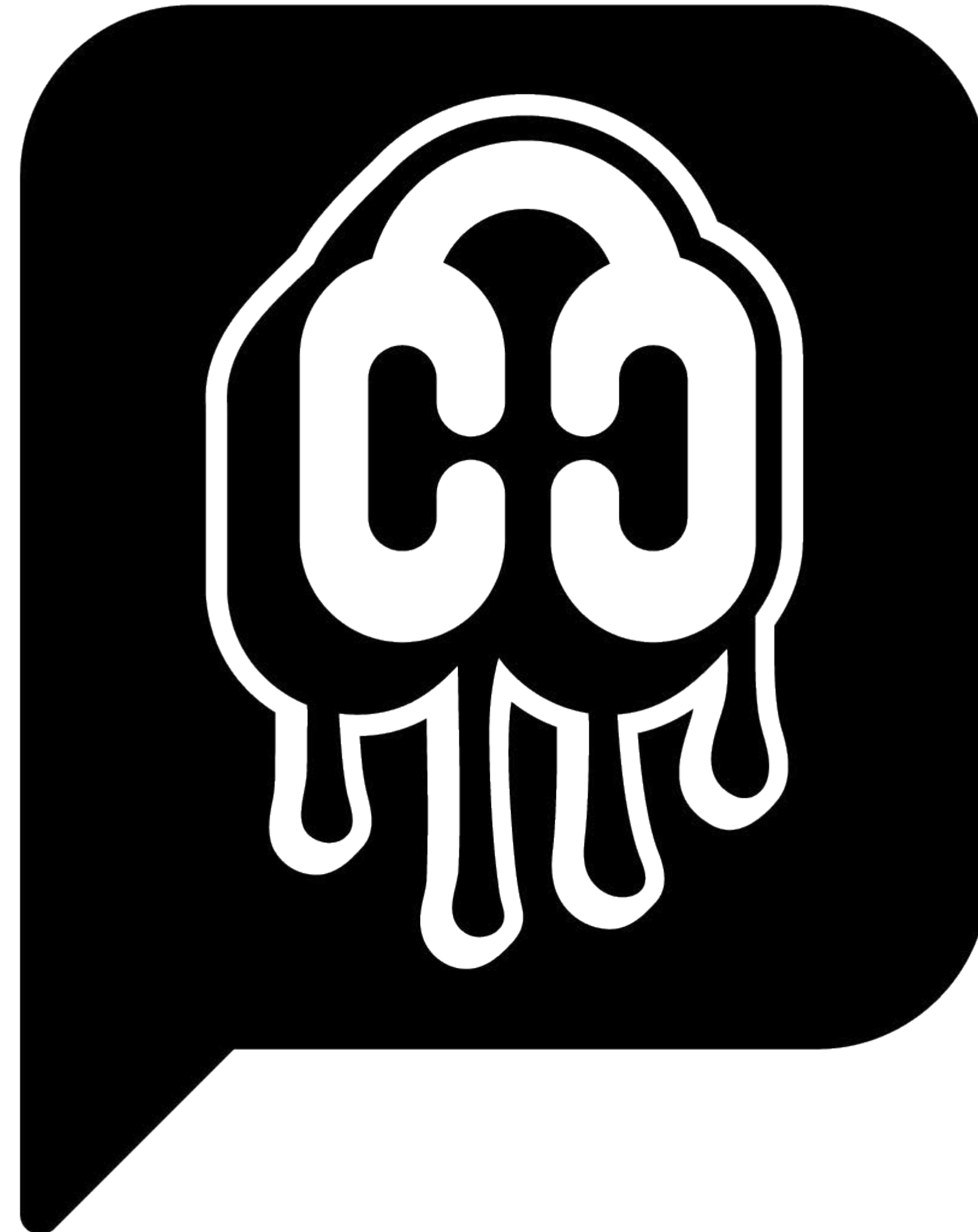
The Logos

Logo Mark

Our brand utilizes a headphone motif

This brand directly reflects the podcast in every element. The headphone motif serves dual purposes: it evokes the podcast medium while forming the podcast's initials. The drips descending from the headphones reference urban street art tags, capturing creativity's spontaneous nature. The speech bubble enclosing the entire mark represents the creative conversations at the podcast's core.

These elements should remain consistent across all logo applications, with exceptions outlined later in this document.



The Logos

Word Mark

Juicy, retro, and clean

The word mark uses the Atelia typeface, whose bold weight maintains legibility against grunge textures while reinforcing the brand's aesthetic. The line spacing is calibrated to balance with the logo mark's weight and must remain consistent.

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The Logos

Lockups

A logo that can adapt

To maintain logo integrity across applications, several lockups are provided. Each lockup optimally pairs the logo mark and word mark for specific contexts, ensuring consistent brand recognition.

Below are some outlines for how these lockups could be best used:

Badge Logo

Optimal Uses:

Splash Screens | 1:1 Ratios | Social Media | Apparel

Horizontal Logo

Optimal Uses:

Websites | Large Signage | Letterheads | Stationery

Badge Logo



Horizontal Logo



The Logos

Logo Usage

Always leave space around our logo mark and word mark

It is important to let the logo and its word mark breathe. Use these helpful guidelines to ensure that our identity maintains a proper amount of space around it.

In order to preserve the fine detail of the “drips,” be careful when scaling down the logo mark. The main logo mark should only be scaled down to as small as 100px in height. Any smaller applications should use the favicon variant, down to 25px.

Logo Mark Clear Space



Smaller Applications



Word Mark Clear Space



The Logos

Logo Usage

The logo lockups should also be given space to breath

The lockups use quick and easy reference spaces just as the logo and work marks do.

Logo Lockup Clear Space



Badge Clear Space



The Logos

Logo Usage

The logo adapts to its environment

Depending on the application, different lockups will work better than others. Use the spacing guidelines to determine which one to use.

Example 1

Main Logo Mark - YouTube Profile

Example 2

Badge Lockup - Hat Apparel

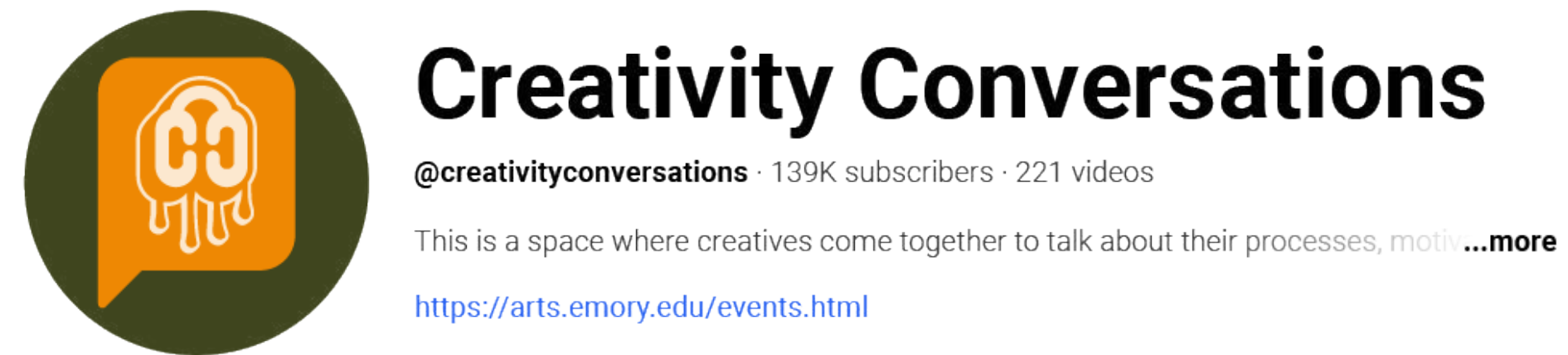
Example 3

Favicon Social Media Post

Example 4

Favicon Browser Icon

Example 1



Example 3



Example 2



Example 4



The Logos

Our logo means a lot to us. Please treat it with respect.

How not to use our logo

✗ Do not rotate logo



✗ Do not add a gradient



✗ Do not add a hard/extreme shadow



✗ Do not stretch/skew



✗ Do not separate



✗ Do not use monotone colors for logo mark



✗ Do not use two colors for word mark



✗ Do not add a stroke



TYPOGRAPHY

Typography

Logo Font

Atelia

**This is the logo
font, use it wisely!**

This is our logo font. It is great for large display applications, such as splash screens, posters, billboards, and more.

Take care when using this font next to our word mark in order to retain its integrity.

Typography

Supporting fonts

Our two supporting fonts are Source Code Variable and Source Serif Variable.

As a Google font, Source Variable offers near-universal accessibility and native support across many applications. Presented here are two variants, with different applications:

Source Code Variable

Use this font anytime you need body copy or headers. Its a well-rounded font with a large family that can be utilized in many different applications.

Source Code Variable

This font can be used anywhere that Source Code is, but it is best reserved for times when Emory University is mentioned or represented, such as the tag line: “an Emory Arts podcast.”

Source Code Variable

Light

Regular

Medium

Semibold

Bold**Black**

- Body Copy
- Headers
- Sub-Headers

Source Serif Variable

Light

Regular

Medium

Semibold

Bold**Black**

- Body Copy
- Headers
- Sub-Headers

Typography

Hierarchy

How we scale and size our typography is important to ensure we are telling the right message effectively.

The Atelia font is powerful and bold. Use it to draw a readers attention, and then quickly lead into Source Code Variable.

Black, Bold, Regular, and Light are the preferred weights for the various applications that the font will be used in. Regular should always be used for body copy, and Light should only be used as a supporting tag line font, such as the word “Typography” above “Hierarchy” on this page.

Display

Atelia

DISPLAY**Headline**

Source Code Black

Headline**Sub-header**

Source Code Bold

Sub-header**Body Copy**

Source Code Regular

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt.

Axillary Copy

Source Serif Regular

brought to you by emory arts

Typography

Color Usage

How we display our type on color is important to ensure we are telling the right message effectively.

Our colors contrast in a very specific way. In general, our Horchata color is a great option when text is placed against a dark background and Asphalt should be used when text is placed against a light background.

True black and white can also be used, but lean towards bright colors when you can.

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Typography

Examples



COLOR

Color

Overview

LEGEND

SLICE

ASPHALT

HORCHATA

OXIDE

JELLY

Color

Hierarchy

Introduce color hierarchy with a small sentence here

Our primary colors are LEGEND and SLICE. One or both of these colors should lead any design across all applications.

Our secondary colors, HORCHATA and ASPHALT, can be used to fill large areas of space, providing a good spot for content or to be used with text.

OXIDE and JELLY are our accent colors. OXIDE should be used more than JELLY, as JELLY should be reserved for specific highlights. It's bright nature cuts through all the other colors, and should always be accompanied by them.



Primary

Primary



Secondary

Secondary



Accent

Accent

Color Details

LEGEND

Legend is a grounded color with retro vibes.

SLICE

Slice is a powerful hue that grabs attention.

ASPHALT

Asphalt is something to cool off the palette without contrasting too hard.

HORCHATA

Horchata is an off-white that fits with the brand.

OXIDE

Oxide warms up the palette without being too hot.

JELLY

Jelly contrasts every color to help grab your attention.

LEGEND #3b410b C:66 R:59 M:51 G:65 Y:100 B:11 K:53	SLICE #ee8803 C:4 R:59 M:55 G:65 Y:100 B:53 K:0
ASPHALT #1e2f30 C:81 R:30 M:61 G:47 Y:63 B:48 K:62	HORCHATA #fce8cf C:1 R:252 M:9 G:232 Y:18 B:207 K:0
OXIDE #e24c37 C:6 R:226 M:855 G:76 Y:87 B:55 K:0	JELLY #f2cc29 C:6 Y:94 M:17 K:0 R:242 G:203 B:42

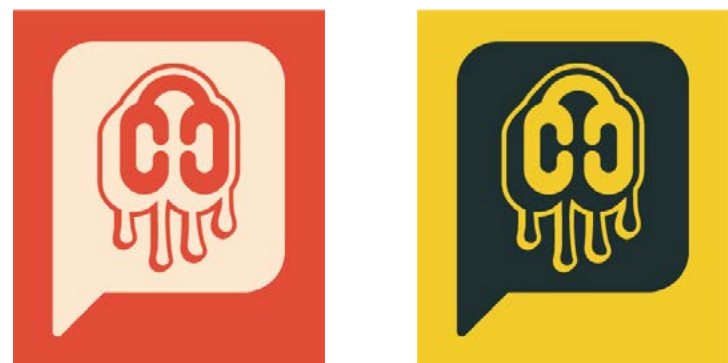
Color

Usage

Our color palette should be used carefully to ensure our brand is legible

Use these elements as a guide for how to color our logo. In general, the “main treatment” will suffice for most applications, but other treatments can be used as well, so long as they stay within the primary and secondary colors.

Do not use OXIDE or JELLY to create the “CC” or the speech bubble. The logo may be placed onto these colors with transparency enabled to allow them to bleed through the strokes, as seen below:



MAIN TREATMENT



ASSETS

Assets

Overview

Our creative assets help us communicate our identity without our logo mark

Texture is Everything

Physical media textures are a cornerstone elements to our brand. They can be subtly added to backgrounds, graphics, and more. The textures best suited for our brand are in the grunge, half-tone, and paper categories.

Spray Paint Elements

Specifically in the “grunge” category, spray paint elements are favored. They are reminiscent of spontaneous urban art that represent the brand well.



Assets

Usage

Our creative assets should be bold and vibey.

Seen here in the YouTube title card, the half-tone aesthetic perfectly blends with the grunge and spray paint elements. The choppy stroke behind the Atlanta skyline hints to a paper-like texture as well. Use this as a general guideline for how you can use these elements to your advantage in creating new works.



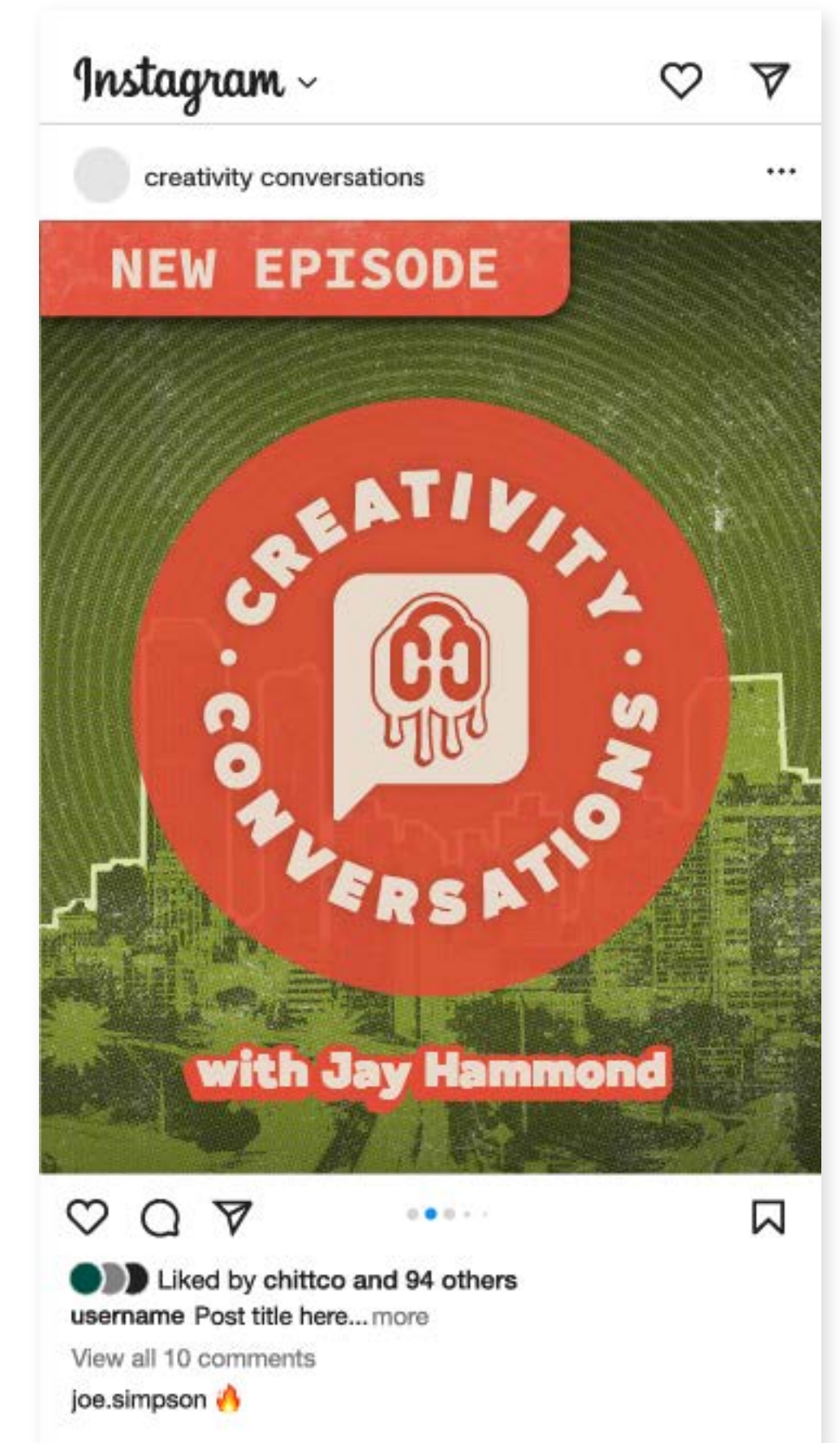
Assets

Podcast Thumbnail



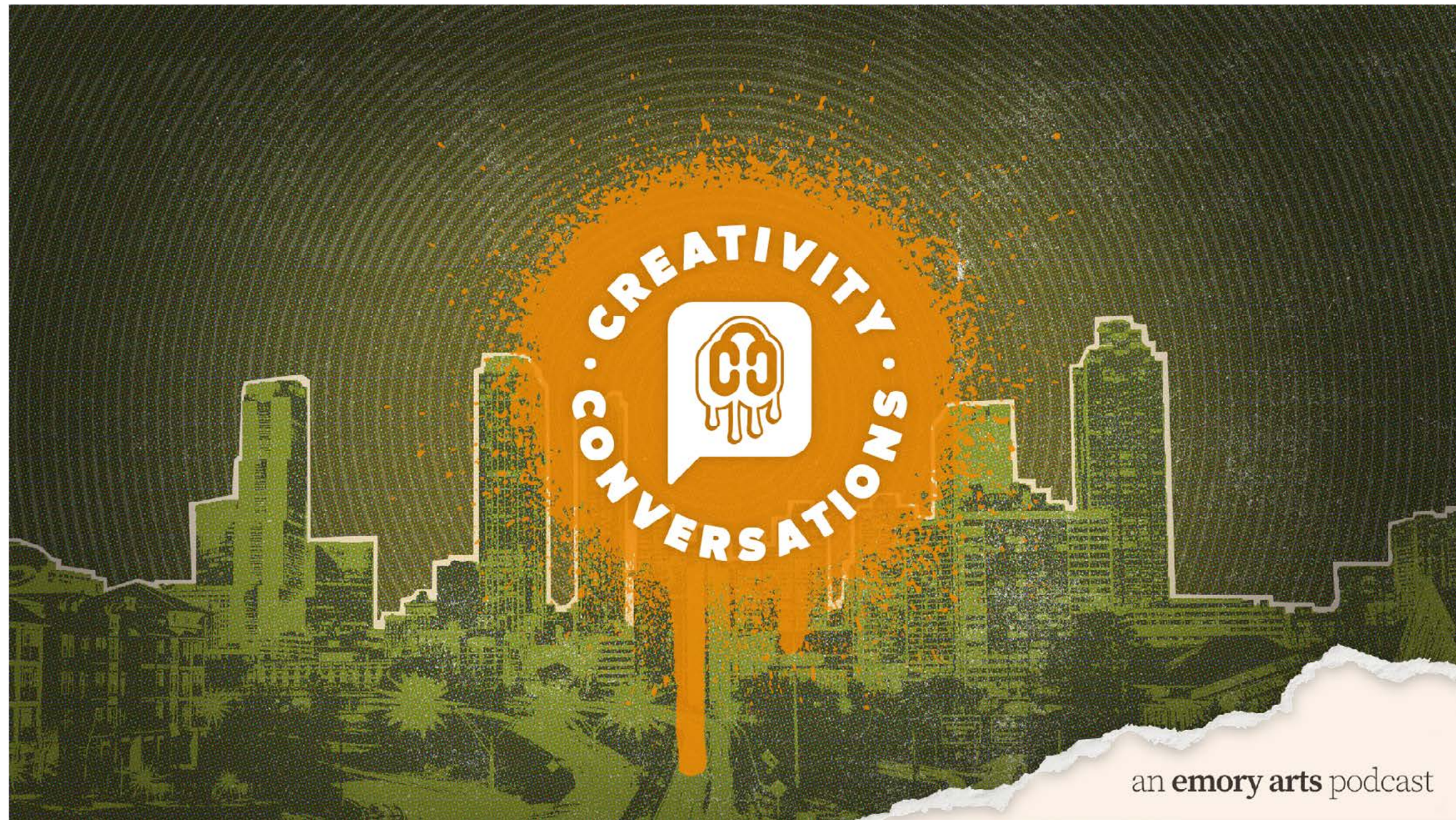
Assets

Social Media Examples



Assets

YouTube Title Card and End Screen



Assets

Speaker Graphic Handling



thank you