governor™

BRAND STYLE GUIDE

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ABOUT THIS STYLE GUIDE

A memorable and effective identity takes years to build, yet it can quickly erode if we fail to protect the elements that define it. This is one of the principal reasons we created these graphic standards.

In this document you will find the basic guidelines for using Governor identity tools. Significant time has been spent refining the multiple expressions of the Governor brand. These new visual tools, used with care and imagination, will ensure that Governor image will retain its power and consistency for years to come.

I. LOGO

This logo is the primary graphic used for the Governor identity. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the wordmark in all applications.

I. LOGO STANDARDS

This logo is the primary graphic used for the Governor identity. When used make sure to give the Governor logo a proper amount of surrounding space. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the wordmark in all applications.

Do not attempt to make the logo any smaller than .25" tall

This is the approved amount (.5") of space needed for the Governor logo

I. LOGO USAGE

This logo is the primary graphic used for the Governor identity. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the wordmark in all applications.

Full Color Light Background

Full Color Dark Background

Image Layout. Background black set to 85% over image
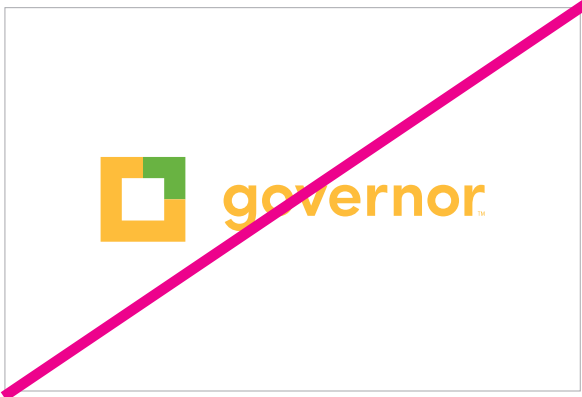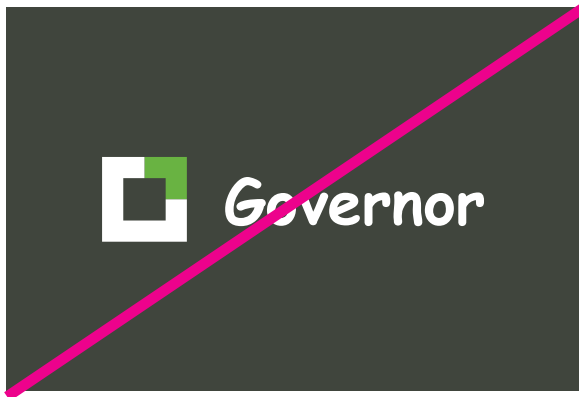

Black and white

One Color Logo

Image Layout. Background white set to 85% over image
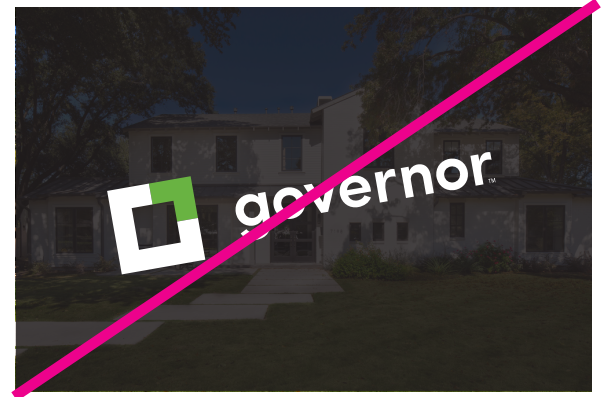
I. LOGO DON'TS

This logo is the primary graphic used for the Governor identity. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the wordmark in all applications. Also do not do the below.
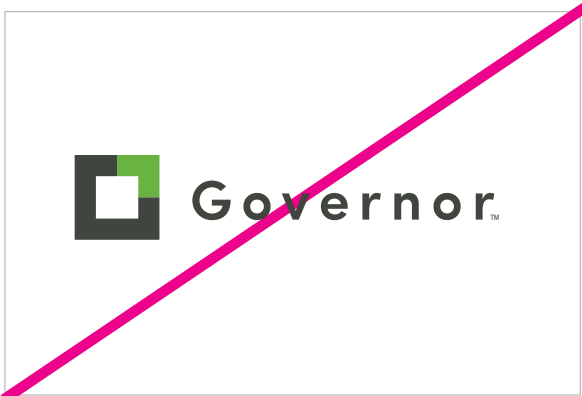

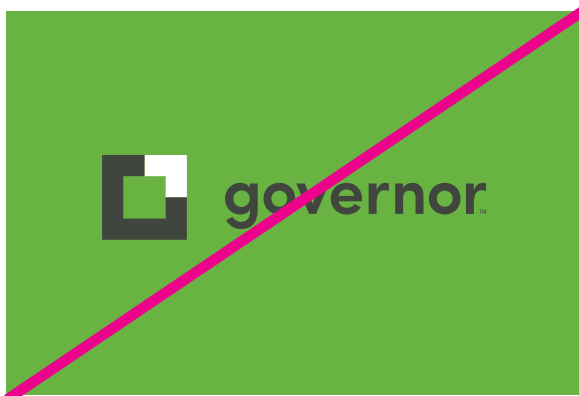Don't use two unapproved colors for the wordmark

Don't change typeface or use sentence case for wordmark

Don't rotate logo.

Don't change the kerning for wordmark or capitalization
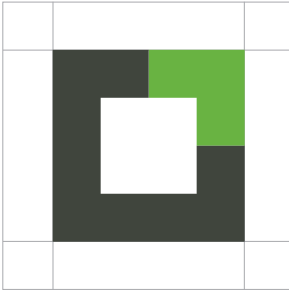

Do not distort.

Don't change opacity.
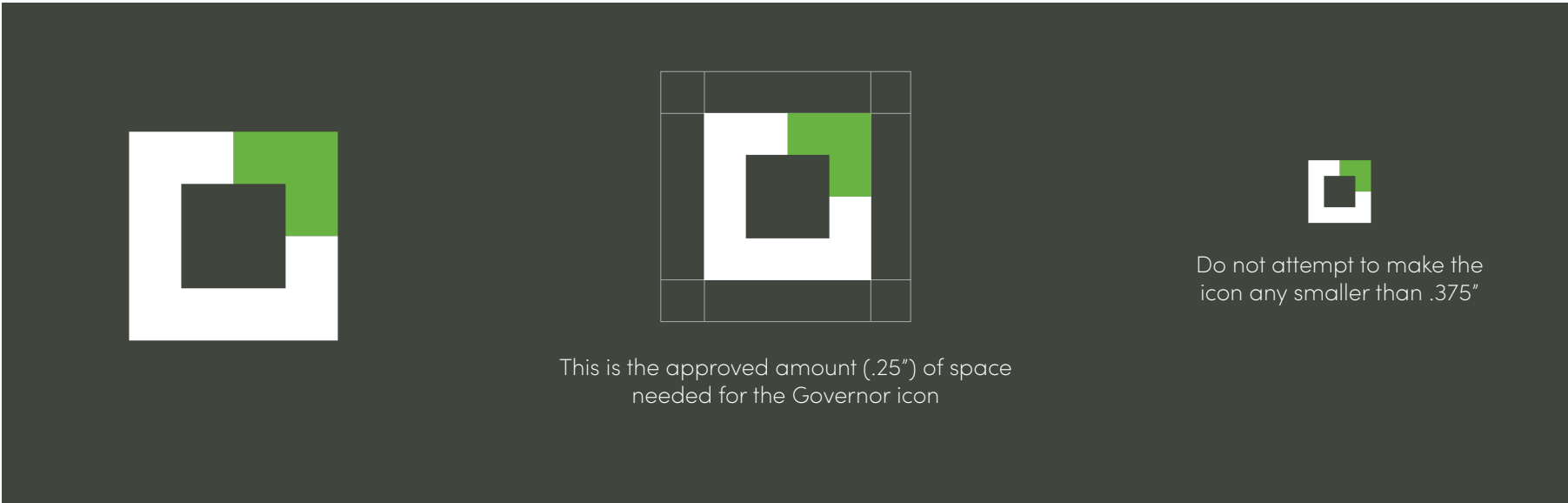
II. ICON STANDARDS

This icon is the secondary graphic used for the Governor identity. The icon can be used by itself or in conjunction with the wordmark. Always use approved artwork. Do not attempt to create your own. This will ensure the consistent use of the icon in all applications.

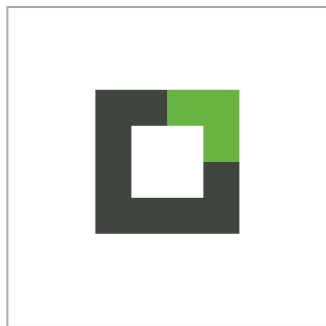This is the approved amount (.25") of space needed for the Governor icon

Do not attempt to make the icon any smaller than .375"

This is the approved amount (.25") of space needed for the Governor icon

Do not attempt to make the icon any smaller than .375"

II. ICON USAGE

This icon is the secondary graphic used for the Governor identity. The icon can be used by itself or in conjunction with the wordmark. Always use approved artwork. Do not attempt to create your own. This will ensure the consistent use of the icon in all applications.
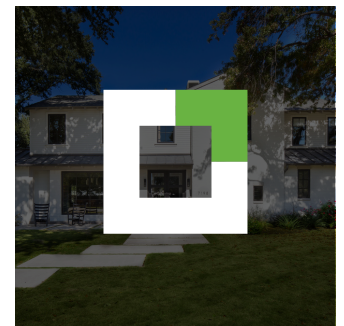

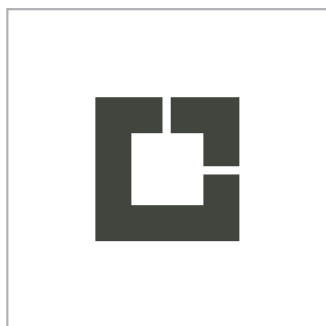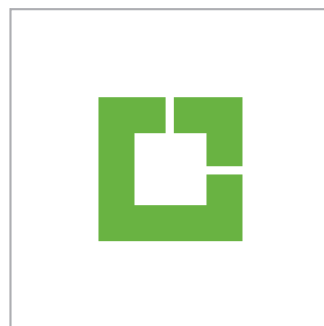Light Background

Dark Background

Green Background

Transparent Background
Black

One Color

One Color

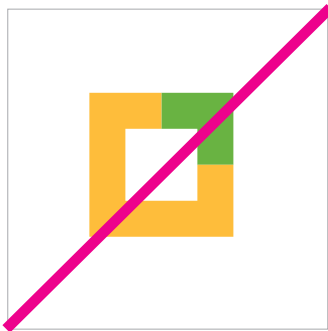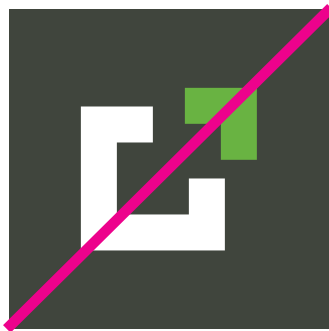
One Color Tranparent
Background
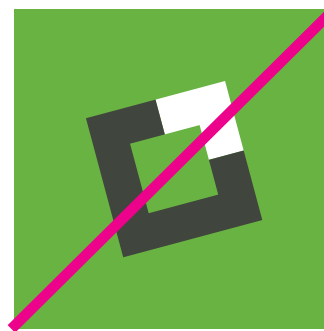

One Color Tranparent
Background

II. ICON DON'TS

This icon is the secondary graphic used for the Governor identity. The icon can be used by itself or in conjunction with the wordmark. Always use approved artwork. Do not attempt to create your own. This will ensure the consistent use of the icon in all applications.

Don't use unapproved colors or gradients.

Don't deform in anyway.

Don't rotate.

Do not distort.

Don't apply unapproved transperancies.

Don't apply unapproved transperancies.

III. APPROVED VERTICAL LOGOS

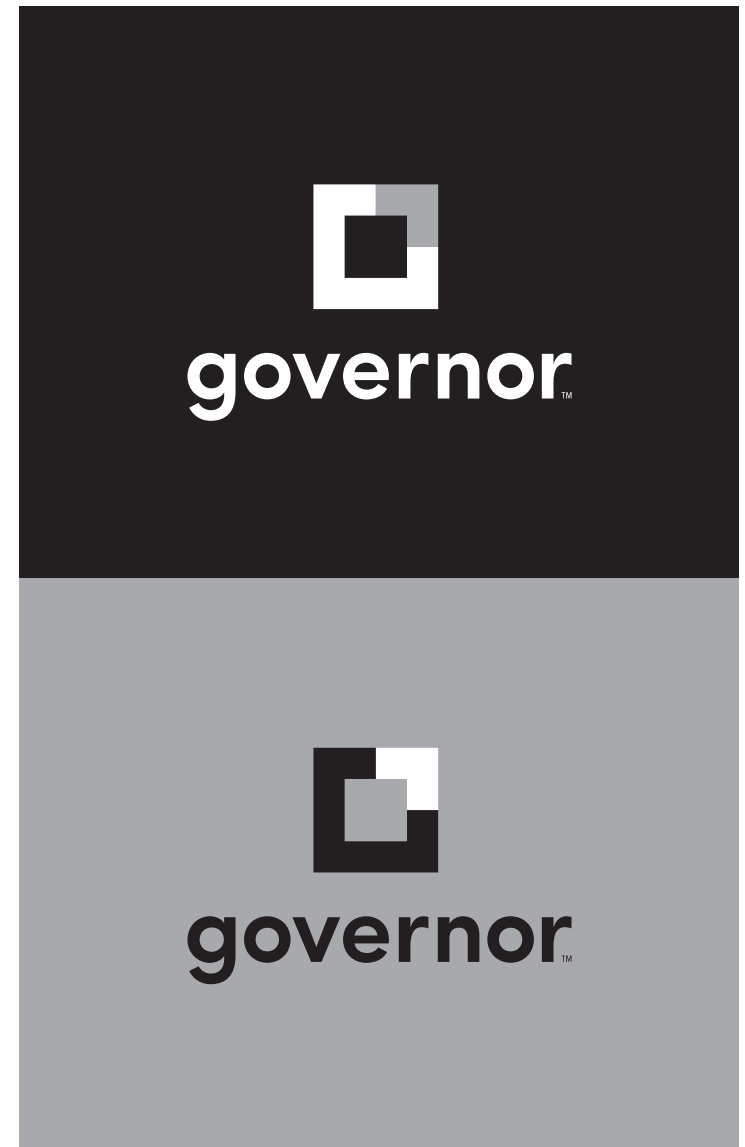The Governor logos below are to be used when a vertical treatment is needed for any medium.

III. APPROVED HORIZONTAL LOGOS

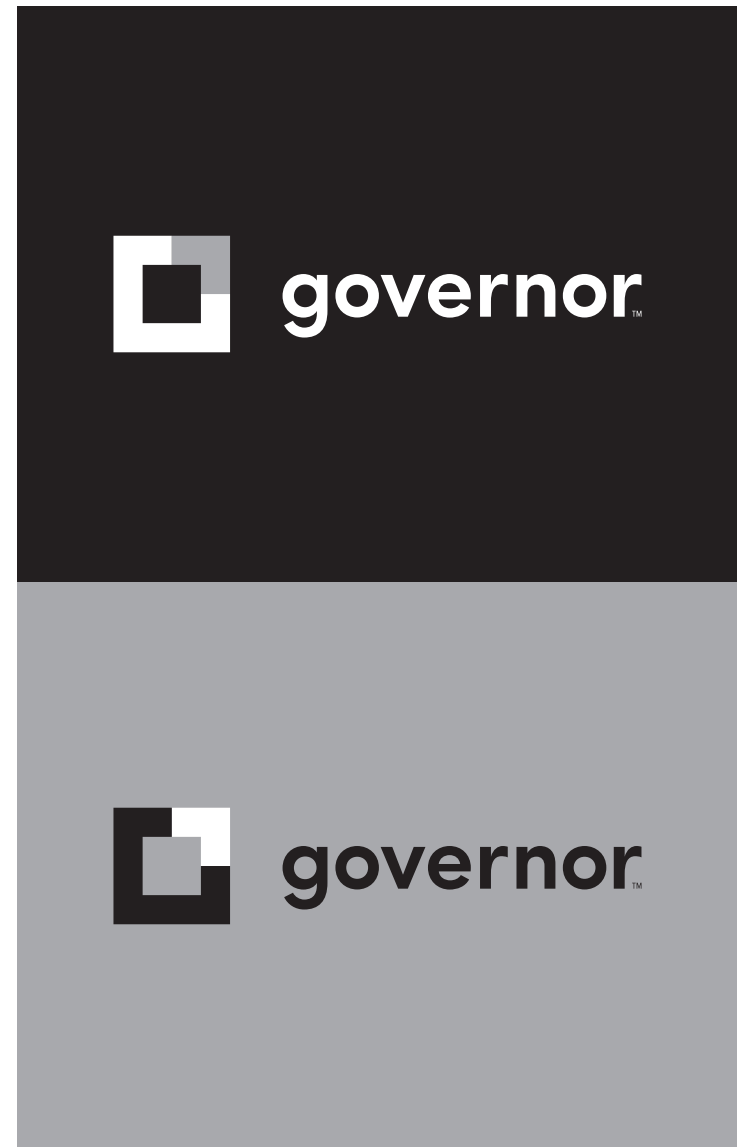The Governor logos below are to be used when a vertical treatment is needed for any medium.

III. APPROVED VERTICAL B&W LOGOS

The Governor logos below are to be used when a vertical treatment is needed for any medium.

III. APPROVED HORIZONTAL B&W LOGOS

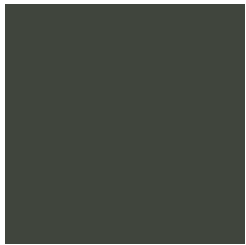The Governor logos below are to be used when a vertical treatment is needed for any medium.

III. COLORS

The official corporate colors of Governor are listed below.

PRIMARY COLORS

PMS 418 C
CMYK: 38, 26, 40, 72
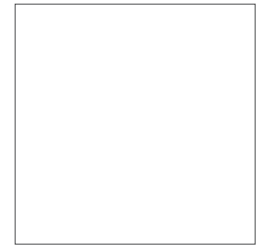Hex Code: #51534a

PMS 7737 C
CMYK: 60, 0, 98, 7
Hex Code: #6ba539

PMS 414 C
CMYK: 13, 8, 17, 26
Hex Code: #a8a99e

PMS 418 C
CMYK: 38, 26, 40, 72
Hex Code: #51534a

WHITE
CMYK: 0, 0, 0, 0
Hex Code: #ffffff

III. TYPOGRAPHY

The designated san-serif font typeface for Governor is Brandon Grotesque. This face can be used as a display face in other official communications and print collateral in all Brandon Grotesque weights. These are to be used as the main body text of documents, print collateral and web pieces.

PRIMARY FONT
https://typekit.com/fonts/sofia

SOFIA PRO LIGHT
abcdefghijklmnopqrstuvwxyz
1234567890

SOFIA PRO REGULAR
abcdefghijklmnopqrstuvwxyz
1234567890

SOFIA PRO SEMIBOLD
abcdefghijklmnopqrstuvwxyz
1234567890

SOFIA PRO BOLD
abcdefghijklmnopqrstuvwxyz
1234567890

SUPPORTING FONT
https://fonts.google.com/specimen/Source+Sans+Pro

SOURCE SANS PRO LIGHT
abcdefghijklmnopqrstuvwxyz
1234567890

SOURCE SANS PRO REGULAR
abcdefghijklmnopqrstuvwxyz
1234567890

SOURCE SANS PRO BOLD
abcdefghijklmnopqrstuvwxyz
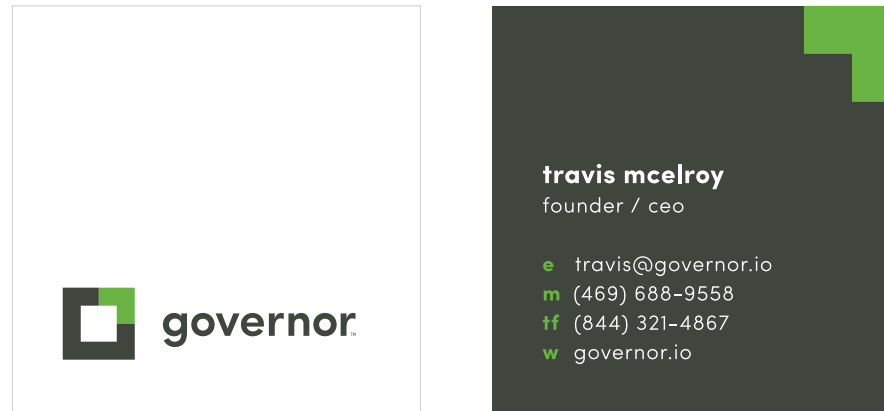**1234567890**

SOURCE SANS PRO BLACK
abcdefghijklmnopqrstuvwxyz
1234567890

IV. BUSINESS CARD

The layout for the Governor business card is shown here at actual size. The size, placement and configuration of wordmark, icon and typography should not be changed.

travis mcelroy
founder / ceo

e   travis@governor.io
m   (469) 688-9558
tf (844) 321-4867
w   governor.io

IV. LETTERHEAD

The layout for the Governor letterhead is shown here at 50% actual size. The size, placement and configuration of wordmark, icon and typography should not be changed.

IV. #10 ENVELOPE

The layout for the Governor #10 envelope is shown here at 80% actual size. The size, placement and configuration of wordmark, icon and typography should not be changed.