



BRENTON PRODUCTIONS

Style & Design Guide (v. 2020)



BRENTON
P R O D U C T I O N S

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OUR MISSION

The mission of Brenton Productions is to create enthusiast-centric, how-to programming in an educational and entertaining format. We do this with high quality production values that delight our clients and deliver solid ratings performance for our network partners. We are trusted experts in branded storytelling, true to the core with authenticity, and cost effective.



BRAND PERSONALITY_{TRUSTED}

Fun	Easy to work with
Reliable	Problem solvers
Authentic	On Time
Creative	On budget
Collaborative	Time efficient
"Can do" attitude	Strong relationships
Upbeat	Experienced
Friendly	
Resourceful	
Thorough	
Not afraid to get our hands dirty	
Consistent	

TYPOGRAPHY

Fonts for use on our websites, marketing & sales videos, PowerPoint presentations, etc.
Oswald and Montserrat are our globally used fonts.

Minimum Font Size: 10

Primary Fonts:

Headline / Title 1:	(Oswald Bold)
Headline / Title 2:	(Avenir Next Bold)
Headline / Title 3:	(Avenir Next Condensed Bold)

(Avenir Next Bold / Condensed Bold) or Oswald Bold.

- Most often used in **bold** typeface for the heading of a document / page.

Body 1 (Avenir Next Condensed)

Body 2 (Avenir Next Regular)

Body 3 (Montserrat Regular)

(Avenir Next Regular / Next Condensed) or Montserrat Regular

- Most often used in regular typeface for the body of a document / page.
- Often use **bold** or **demi bold** to highlight/emphasize words in a body of text.

"BRENTON" LOGO USE

THE BRENTON PRODUCTIONS LOGO, INDIVIDUAL LETTERS, AND/OR COLORS MAY NOT BE CHANGED OR MODIFIED IN ANY WAY.

COLORS: Pantone 1935C (Red), Pantone Neutral Black C (Black), Pantone 663 C (White)

AREA:	MODE:	C: CYAN	M: MAGENTA	Y: YELLOW	K: BLACK	MODE:	R: RED	G: GREEN	B: BLUE
RED	CMYK	0	100	66	13	RGB	209	18	65
BLACK	CMYK	0	0	0	0	RGB	35	31	32
WHITE	CMYK	0	0	0	100	RGB	255	255	255

Minimum Clear Space:

The minimum clear space around the logo is equal to **one-fourth** the height of the logo, measured from the top of the word "BRENTON" to the bottom of the surrounding box for the word "PRODUCTIONS". To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Allow minimum clear space as shown in this example:



Improper Clear Space Examples:



"BRENTON" LOGO USE - CONTINUED

Minimum size:

The minimum logo size should be used only when layout space is extremely limited. Use the logo at a larger size whenever possible. For all "Brenton Productions" logo uses, the minimum size is 200px x 59px @150ppi for business cards, email, etc., or 34mm x 10mm (33.87 mm x 10.16 mm @150 ppi) or 17mm x 5mm (17.02mm x 5.08mm @ 300 ppi) in print.

Logo use on color spaces:

Do not add additional text effects to the Brenton Productions Logo, use the proper color logo associated with a specific background color. Do not add strokes, bevels, inner or outer shadows to the logo. A standard drop shadow is okay to add.



"BRENTON" LOGO USE - CONTINUED

One Color Logos:

White for use on black background (only if one color is needed).
Please use full color logo when possible.



Black for use on white background (only if one color is needed).
Please use full color logo when possible.



"TWO GUYS GARAGE" LOGO USE

THE TWO GUYS GARAGE LOGO, INDIVIDUAL LETTERS, AND/OR COLORS MAY NOT BE CHANGED OR MODIFIED IN ANY WAY.

Do not add additional text effects to the Two Guys Garage Logo. Do not add strokes, bevels, inner or outer shadows to the logo. A standard drop shadow is okay to add.

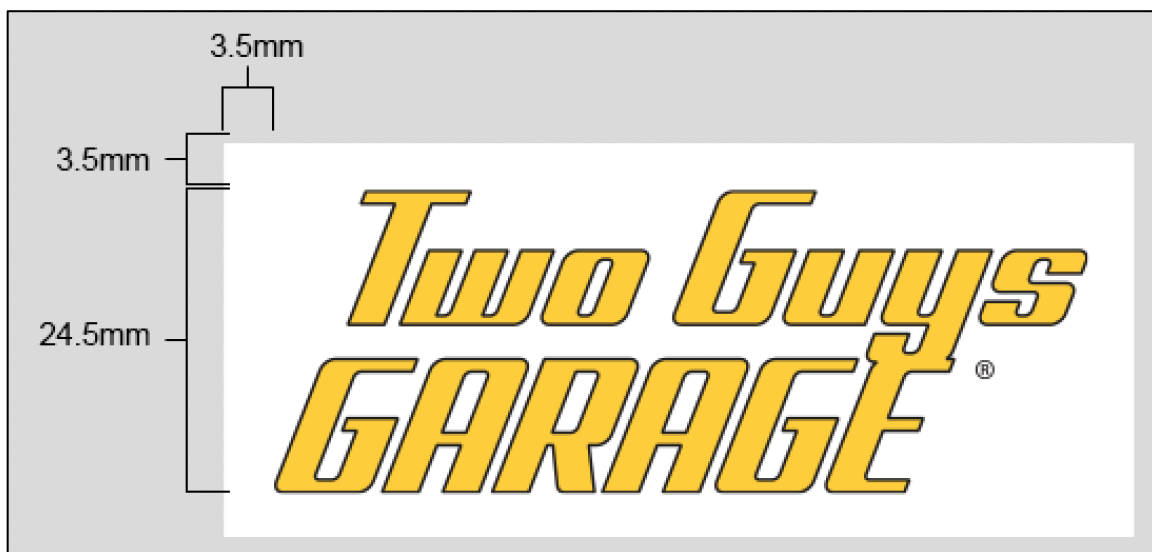
COLORS: PANTONE+ Solid Coated
YELLOW: PANTONE 122C BLACK: PANTONE Neutral Black C

AREA:	MODE:	C: CYAN	M: MAGENTA	Y: YELLOW	K: BLACK	MODE:	R: RED	G: GREEN	B: BLUE
YELLOW	CMYK	0	18	85	0	RGB	255	207	64
BLACK	CMYK	0	0	0	100	RGB	35	31	32

Minimum Clear Space:

The minimum clear space around the logo is equal to **one-seventh** the height of the logo, measured from the top of the letter "T" or "G" on "Two Guys" to the bottom of the word "Garage". To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Allow minimum clear space as shown in this example:



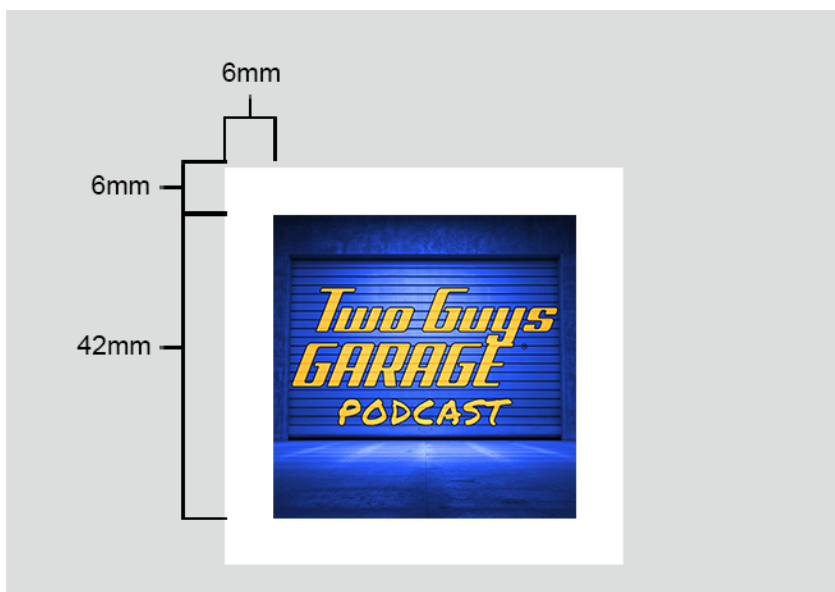
"TWO GUYS GARAGE PODCAST" LOGO USE

THE TWO GUYS GARAGE PODCAST LOGO, INDIVIDUAL LETTERS, AND/OR COLORS MAY NOT BE CHANGED OR MODIFIED IN ANY WAY. THE IHEART LOGO IS PROPERTY OF IHEARTMEDIA AND CANNOT BE CHANGED, MODIFIED OR ADJUSTED IN ANY WAY. EMAIL BRAND@IHEARTMEDIA.COM FOR SPECIAL USAGE PERMISSION.

Minimum Clear Space:

The minimum clear space around the logo is equal to **one-seventh** the height and width of the logo, measured from all sides. To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Allow minimum clear space as shown in this example:



"TRUCK U" LOGO USE

THE TRUCK U LOGO, INDIVIDUAL LETTERS, AND/OR COLORS MAY NOT BE CHANGED OR MODIFIED IN ANY WAY.

COLORS: PANTONE+ Solid Coated
RED: PANTONE 1795 BLACK: PANTONE Neutral Black C

AREA:	MODE:	C: CYAN	M: MAGENTA	Y: YELLOW	K: BLACK	MODE:	R: RED	G: GREEN	B: BLUE
BLACK	CMYK	0	0	0	100	RGB	35	31	32
WHITE	CMYK	0	0	0	0	RGB	255	255	255
RED	CMYK	8	98	100	1	RGB	221	38	38

Minimum Clear Space:

The minimum clear space around the logo is equal to **one-seventh** the height of the logo, measured from the top of the letter "U" to the bottom of the letter "U". To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Allow minimum clear space as shown in this example:



"TRUCK U" LOGO USE ON BLACK / WHITE / RED



"CARFIX" LOGO USE

THE CARFIX LOGO, INDIVIDUAL LETTERS, AND/OR COLORS MAY NOT BE CHANGED OR MODIFIED IN ANY WAY.

COLORS:

AREA:	MODE:	C: CYAN	M: MAGENTA	Y: YELLOW	K: BLACK	MODE:	R: RED	G: GREEN	B: BLUE
RED 1 (TOP LETTER)	CMYK	9	100	100	2	RGB	218	32	39
RED 2 (BOTTOM LETTER)	CMYK	0	78	46	0	RGB	241	94	109
RED 3 (LETTER OUTLINE)	CMYK	28	100	100	36	RGB	131	21	24
GRAY 1 (LIGHTEST / LETTER)	CMYK	0	0	0	10	RGB	231	231	232
GRAY 1 (LIGHT)	CMYK	0	0	0	25	RGB	199	200	202
GRAY 2 (DARK)	CMYK	0	0	0	50	RGB	147	149	152
GRAY 3 (DARKER)	CMYK	0	0	0	75	RGB	99	100	102
GRAY 3 (DARKEST)	CMYK	0	0	0	85	RGB	76	77	79
BLACK	CMYK	0	0	0	100	RGB	35	31	32
WHITE	CMYK	0	0	0	0	RGB	255	255	255

Minimum Clear Space:

The minimum clear space around the logo is equal to **one-seventh** the height of the logo, measured from the top of the letter surrounding box to the bottom of the letter surrounding box. To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Allow minimum clear space as shown in this example:



"ALL GIRLS GARAGE" LOGO USE

THE ALL GIRLS GARAGE LOGO, INDIVIDUAL LETTERS, AND/OR COLORS MAY NOT BE CHANGED OR MODIFIED IN ANY WAY.

COLORS:

AREA:	MODE:	C: CYAN	M: MAGENTA	Y: YELLOW	K: BLACK	MODE:	R: RED	G: GREEN	B: BLUE
RED 1 (TOP LETTER)	CMYK	0	100	100	10	RGB	215	25	33
RED 2 (BOTTOM LETTER)	CMYK	0	100	100	25	RGB	0	0	0
GRAY	CMYK	0	0	0	60	RGB	129	130	133
BLACK	CMYK	0	0	0	100	RGB	35	31	32
WHITE	CMYK	0	0	0	0	RGB	255	255	255

Minimum Clear Space:

The minimum clear space around the logo is equal to **one-seventh** the height of the logo, measured from the top of the word "All" to the bottom of the word "Garage". To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Allow minimum clear space as shown in this example:



"FOURWHEELER" LOGO USE

THE FOURWHEELER LOGO, INDIVIDUAL LETTERS, AND/OR COLORS MAY NOT BE CHANGED OR MODIFIED IN ANY WAY.

COLORS:

AREA:	MODE:	C: CYAN	M: MAGENTA	Y: YELLOW	K: BLACK	MODE:	R: RED	G: GREEN	B: BLUE
YELLOW	CMYK	0	25	99	0	RGB	255	193	14
BLACK	CMYK	80	68	62	75	RGB	18	27	33
DARK (BETWEEN LETTERS)	CMYK	70	67	65	74	RGB	35	31	32
WHITE	CMYK	0	0	0	0	RGB	255	255	255

Minimum Clear Space:

The minimum clear space around the logo is equal to **one-seventh** the height of the logo, measured from the top of the words "FourWheeler" to the bottom of the words "FourWheeler". To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Allow minimum clear space as shown in this example:



ETHOS

Four Wheeler, the original 4x4 enthusiast brand since 1962, is "everything four-wheel drive." Content includes a steady stream of in-depth reviews of new four-wheel-drive vehicles, the latest info on new 4x4 products, deep dives into fascinating custom 4x4s, coverage of 4x4 shows and backcountry explorations from around the world, and detailed technical stories and advice. *Four Wheeler's* goal is to inform, amuse, and delight its readers with content that personifies and celebrates the four-wheel-drive lifestyle.



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FOURWHEELER

BRAND LOGOS

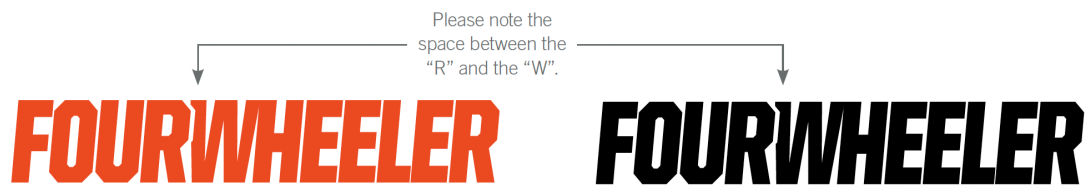
PRIMARY FOUR WHEELER LOGO: Light background

FOURWHEELER

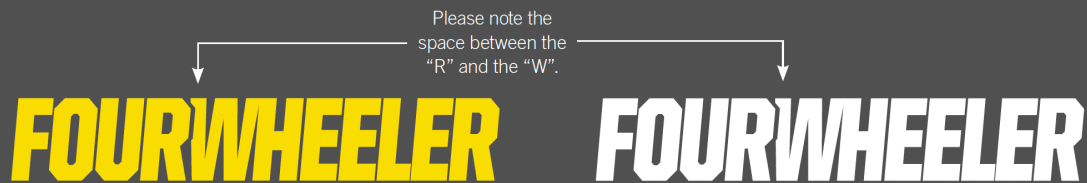
PRIMARY FOUR WHEELER LOGO: Dark background

FOURWHEELER

SECONDARY FOUR WHEELER LOGO: One color logo for light backgrounds



SECONDARY FOUR WHEELER LOGO: One color logo for dark backgrounds



FOUR WHEELER NETWORK LOGO: Light background

FOUR **WHEELER**
NETWORK

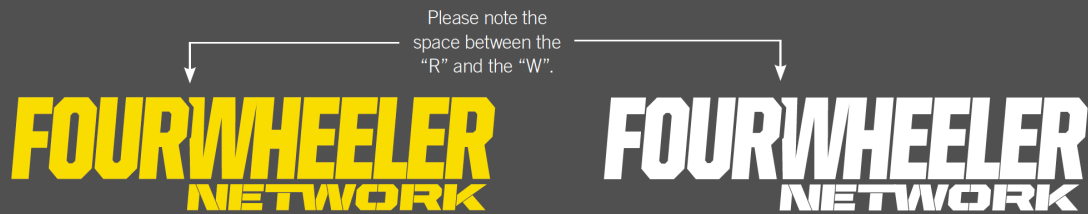
FOUR WHEELER NETWORK LOGO: Dark background

FOUR **WHEELER**
NETWORK

SECONDARY FW NETWORK LOGO: One color logo for light backgrounds



SECONDARY FW NETWORK LOGO: One color logo for dark backgrounds



FOUR WHEELER EVENT LOGO: 2019 Overland Adventure



One color for
light & dark backgrounds



FOUR WHEELER EVENT LOGO: Week to Wheelin'



One color for light & dark backgrounds



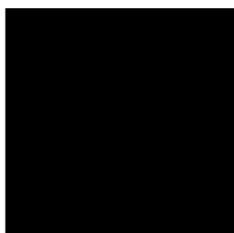
FOURWHEELER

BRAND COLORS

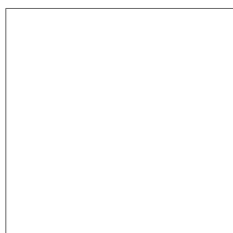
PRIMARY COLORS



RED ORANGE
CMYK: 90M 100Y
RGB: 207 67 42
#cf4229



RICH BLACK
CMYK: 50C 40M 30Y 100K
RGB: 207 67 42
#0



WHITE
CMYK: 0C 0M 0Y 0K
RGB: 255 255 255
#ffffff

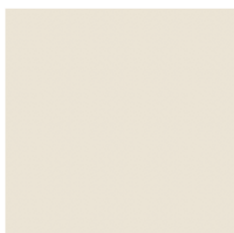


STONE
CMYK: 5C 2M 2Y 25K
RGB: 187 190 193
#babdc0

ACCENT COLORS



CHARTREUSE YELLOW
CMYK: 20C 100Y
RGB: 216 222 63
#d8e3f



SAND
CMYK: 2M 9Y 8K
RGB: 233 228 214
#e9e3d6



RICH SKY
CMYK: 100C 35M
RGB: 7 130 199
#0782c6

FOURWHEELER

BRAND FONTS

HEADLINE FONTS

United Sans Condensed & United Sans Regular

UNITED SANS CONDENSED STENCIL

SUSPENSION SWAPPING

United Sans Condensed Black

SUSPENSION SWAPPING

United Sans Condensed Heavy

SUSPENSION SWAPPING

UNITED SANS REGULAR STENCIL

SUSPENSION SWAPPING

United Sans Regular Black

SUSPENSION SWAPPING

United Sans Regular Heavy

SUSPENSION SWAPPING

OTHER PRIMARY FONTS

United Sans Condensed

United Sans Condensed
ABCDE abcde 123456789

United Thin
United Light
United Medium
United Bold
United Heavy
United Black
UNITED STENCIL

United Sans Regular Condensed

United Sans Regular Condensed
ABCDE abcde 123456789

United Thin
United Light
United Medium
United Bold
United Heavy
United Black
UNITED STENCIL

United Serif Semi Condensed

United Serif Semi Condensed
ABCDE abcde 123456789

United Thin
United Light
United Medium
United Bold
United Heavy
United Black
UNITED STENCIL

United Sans Semi Condensed

United Sans Semi Condensed
ABCDE abcde 123456789

United Thin
United Light
United Medium
United Bold
United Heavy
United Black
UNITED STENCIL

United Sans Semi Extended

United Sans Semi Extended
ABCDE abcde 123456789

United Thin
United Light
United Medium
United Bold
United Heavy
United Black
UNITED STENCIL

Trade Gothic LT Std

Trade Gothic LT Std
ABCDE abcde 123456789

Trade Gothic Light
Trade Gothic Regular
Trade Gothic Bold 2

SUBHEAD & PARAGRAPH FONTS, OPTION 1

United Sans Condensed & Trade Gothic Std

Dream Camper

Spend any amount of time on or around 4x4 trails these days and you might hear the term “overlanding.” If we peel back the layers of roof racks, traction boards, and LED lighting, we’re left with the rather basic concept of living in (or on top of) your vehicle in the backcountry. This is nothing new; we’ve been camping in our rigs for decades—five of them to be exact, at least that’s how long it’s been since we wrote about the Dream Camper II from Chevy.

United Sans Condensed Heavy
-20 tracking

Trade Gothic LT Std Light
-20 tracking

SUBHEAD & PARAGRAPH FONTS, OPTION 2

United Serif Semi Condensed & Times LT Std

Dream Camper

Spend any amount of time on or around 4x4 trails these days and you might hear the term “overlanding.” If we peel back the layers of roof racks, traction boards, and LED lighting, we’re left with the rather basic concept of living in (or on top of) your vehicle in the backcountry. This is nothing new; we’ve been camping in our rigs for decades—five of them to be exact, at least that’s how long it’s been since we wrote about the Dream Camper II from Chevy.

United Serif Semi Condensed
Medium
-20 tracking

Times LT Std Roman
-20 tracking

FOURWHEELER

BRAND PHOTOGRAPHY

PHOTOGRAPHY



Photography in *Four Wheeler* is typically shot outdoors on established trails—often there is beautiful terrain and scenery in the background. The rigs' suspensions are generally the star component that the reader wants to learn and know about, and imagery is often focused on that. Action shots show rigs climbing rocks or blasting down sand wash trails. Four-wheelers thrive on adventure and like to test their rigs by using them to get to remote areas. *Four Wheeler* also photographs tech builds that instruct readers how to build a capable 4x4 with step-by-step imagery.



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