



BRENTON PRODUCTIONS

Style & Design Guide (v. 2020)



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

CONTENTS

- 3 Company Mission & Brand Personality
- 4 Typography & Overall Font Use
- 5 Brenton Productions Logo Use
- 6 Brenton Productions Logo Use Cont.
- 7 Brenton Productions Logo Use Cont.
- 8 Two Guys Garage Logo Use
- 9 Two Guys Garage Podcast Logo Use
- 10 Truck U Logo Use
- 11 Truck U Logo Use Cont.

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 PRODUCTIONS

Style & Design Guide (v. 2020)



“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 PRODUCTIONS

Style & Design Guide (v. 2020)



“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.



BRENTON PRODUCTIONS

Style & Design Guide (v. 2020)



“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:



BRENTON PRODUCTIONS

Style & Design Guide (v. 2020)



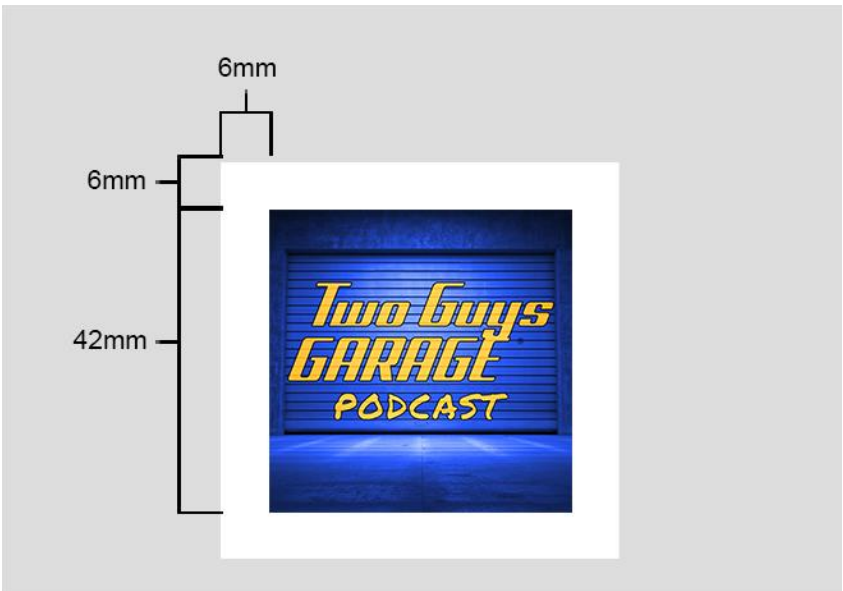
“TWO GUYS GARAGE PODCAST” LOGO USE

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:



BRENTON PRODUCTIONS

Style & Design Guide (v. 2020)



“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:



BRENTON PRODUCTIONS

Style & Design Guide (v. 2020)



“TRUCK U” LOGO USE ON BLACK / WHITE / RED

TRUCK V

TRUCK V

TRUCK V

TRUCK V