



# BRENTON PRODUCTIONS

Style & Design Guide (v. 2025.1)



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

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## OUR MISSION

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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

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Fun  
Reliable  
Authentic  
Creative  
Collaborative  
“Can do” attitude  
Upbeat  
Friendly  
Resourceful  
Thorough  
Not afraid to get our hands dirty  
Consistent

Easy to work with  
Problem solvers  
On Time  
On budget  
Time efficient  
Strong relationships  
Experienced

## TYPOGRAPHY

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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 UNLESS PERFORMED BY BRENTON PRODUCTIONS.

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

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### 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

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### 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 UNLESS PERFORMED BY BRENTON PRODUCTIONS.

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.

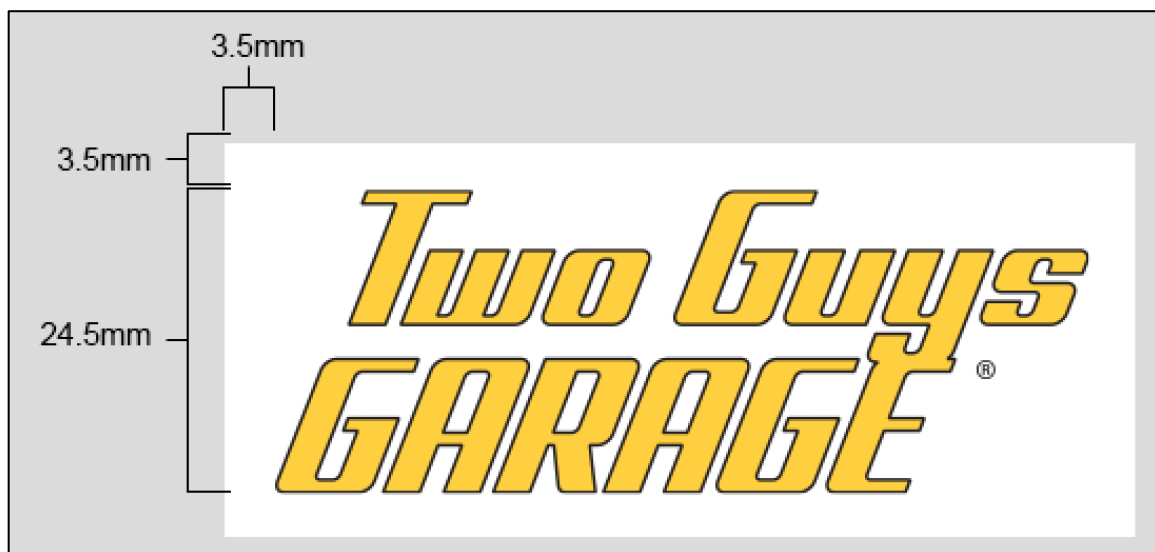
COLORS: PANTONE+ Solid Coated  
YELLOW: PANTONE 122C BLACK: PANTONE Neutral Black C

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:





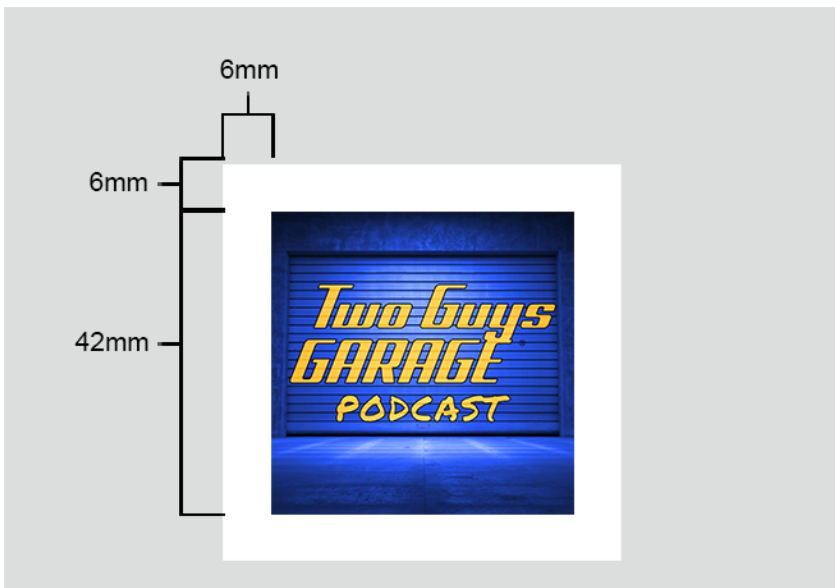
## “TWO GUYS GARAGE PODCAST” LOGO USE

THE TWO GUYS GARAGE PODCAST LOGO, INDIVIDUAL LETTERS, AND/OR COLORS MAY NOT BE CHANGED OR MODIFIED IN ANY WAY UNLESS PERFORMED BY BRENTON PRODUCTIONS. THE IHEART LOGO IS PROPERTY OF IHEARTMEDIA AND CANNOT BE CHANGED, MODIFIED OR ADJUSTED IN ANY WAY. EMAIL [BRAND@IHEARTMEDIA.COM](mailto: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 UNLESS PERFORMED BY BRENTON PRODUCTIONS.

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

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## "CARFIX" LOGO USE

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

### 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 UNLESS PERFORMED BY BRENTON PRODUCTIONS.

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:



## “BUILD FOR OFF ROAD” LOGO USE

THE BUILD FOR OFF ROAD LOGO, INDIVIDUAL LETTERS, AND/OR COLORS MAY NOT BE CHANGED OR MODIFIED IN ANY WAY UNLESS PERFORMED BY BRENTON PRODUCTIONS.

COLORS:

AREA:	MODE:	C: CYAN	M: MAGENTA	Y: YELLOW	K: BLACK	MODE:	R: RED	G: GREEN	B: BLUE
BLACK ("BUILD FOR" LETTERS)	CMYK	75	68	67	90	RGB	0	0	0
ORANGE ("OFF ROAD" LETTERS)	CMYK	0	62	95	0	RGB	255	128	34
BLACK (UNDER LETTERS)	CMYK	75	68	67	90	RGB	0	0	0
WHITE (UNDER LETTERS)	CMYK	0	0	0	0	RGB	255	255	255
WHITE (SPLASHES)	CMYK	0	0	0	0	RGB	255	255	255
TIRE TREAD (LIGHT BROWN)	CMYK	40	68	93	41	RGB	109	67	33
TIRE TREAD (DARK BROWN)	CMYK	55	73	77	79	RGB	45	16	0
TIRE (GREY)	CMYK	66	59	58	40	RGB	73	73	73

### 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 logo elements to the bottom of the logo elements. 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:



## "BUILD FOR OFF ROAD" WORD USE

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Brenton Productions has established the following style guidelines for the use of the words "off road" in relation to our "Build for Off Road" series. We've chosen these spellings for consistency and branding purposes.

- **"Offroading"**: This is the only instance where the words are combined without a space or hyphen.
- **"Off road"**: Used as a noun (referring to a location).
- **"Off-road"**: Used as an adjective.
- **For consistency with the BFOR logo, we will primarily use "off road" in all other instances.**