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Millions of people are buying billions of dollars of video recorders, home DJ setups, and multimedia software. Consumers are increasingly crossing the line between readership and authorship.

It’s not because they are just consumers…
It’s because they also producers. In this new environment, a successful brand can be an organizations single biggest revenue-generating asset, creating a bond between company and marketplace.

To be successful, a brand must be consistent across mediums. Would people think of Porches the same way if they made min-vans? To be successful, brands require guidelines. The following document outlines current style and content guidelines for the BACKSTORY brand.

Please follow these guidelines as you are developing all BACKSTORY marketing communications. For questions on these style guidelines please contact Chris Rakovich.
BACKSTORY bridges the gap between consumer and producer, the digital and the personal, creating and publishing. This is reflected in the BACKSTORY logo type and mark. The BACKSTORY identity references the ubiquitous tool of the VCR play button in form and record button in color. The hand drawn element of the logo emphasizes personal voice instead of corporate mediation. BACKSTORY aspires for the simplicity of one button publishing. With BACKSTORY, you are always one button away from your voice.

**Logo Elements**
- The BACKSTORY logo consists of a black outline of a VCR play button.
- The word BACKSTORY is written in an all caps hybrid of several iconic modernist faces such as Helvetica, Akzidenz, and Univers.
- The BACKSTORY logo contains a red fill that represents the action of recording. The fill is slightly offset from the outline, giving it the appearance of depth.

**Sub-Brand Applications**
- It may be necessary to create BACKSTORY sub-brands for future applications and alternate audiences. In these situations, it is acceptable to have the mark of BACKSTORY with alternate type treatments to the left of the mark.
- The word BACKSTORY should be in a bold hand traced face and the alternate brand should be in a lighter face.

**Alternate Treatments**
2.2 DEPLOYMENT OF THE LOGO

The Logo

Please do not use the full-color, spot-color, grayscale or lineart versions of the Masterbrand logo smaller than the size as shown or below minimum linescreen as shown. For best-quality printing, please do not screen the full-color, spot-color or grayscale versions below 80 l.p.i.

Minimum Clear Space

Never crowd other visual elements too near to the Keybrand logo. The height of the logo mark defines the distance of \( x \). Always leave at least a distance of \( x \) between the logo and other elements (including page trim) as shown.
Approved Usage

1. 2 Color printing on white. This is the preferred logo usage for the BACKSTORY brand.

2. Reversed 2 color on black. In situations where printing on white is not an option, printing on black is acceptable.

3. Grayscale printing on white. This logo format is appropriate where grayscale printing is needed such as inter-office laser-jet printing or faxes.

4. Black and white printing on white. In situations where image fidelity or printing methods are questionable such as low quality faxing or copying, the black and white version of the logo is acceptable.

5. Reversed black and white printing is acceptable in certain environmental applications such as signage.

6. Grayscale reversed applications of the logo are acceptable for newspaper and other deployments where color is not an option.
Unapproved Usage

1. Do not fill any parts of the logo. It is not transparent.

2. When reversing the logo, there should be another logos width on the black field.

3. Do not use the logo set against complex patterns.

4. Care should be taken not to squash or alter the proportions of the logo.

5. Use of the BACKSTORY logo on a non-approved color is not permitted.
A successful transmedia brand must deploy color consistently across media. Color is one of the most visceral and immediate of visual experiences. It is often the first thing that we see and remember.

Color plays a key role in the BACKSTORY brand concept. The red and black of the logo reference the color of a recording button indicating the act of recording and the nature of BACKSTORY as a system that encourages its audience to take an action to tell a story and become an author as well as a consumer of culture.

We chose white and light blue as the brand primary colors. These colors reflect energy and livelihood. In addition they will balance the black and red of the logo, which are very strong colors.

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**COLOR OVERVIEW**

**RED**
PANTONE 1807 PC
CMYK: 0,100,96,28
RGB: 181,18,27
#B5121B

**BLACK**
PANTONE PROCESS BLACK PC

**LIGHT BLUE**
PANTONE 318 PC
CMYK: 38,0,15,0
RGB: 154, 215, 219
#9AD7DB

**WHITE**
PANTONE 234
Helvetica Neue 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 95 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 77 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetcia Neue 75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetcia Neue 97 Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Display Faces should be hand-traced Helvetica. This ensures continuity of design and typography between the overall design of the publication and the Master brand.

Body Copy By Medium
Web: 11 px, Helvetica, Arial, sans-serif, Line height 15
Print: 9 pt Helvetica
Broadcast: 16 pt Helvetica

Typography plays a key role in the BACKSTORY brand. Through its use of the carefully hand traced letterforms, the brand references the personal. The iconic modern face of Helvetica is on virtually every VCR and camera. BACKSTORY takes this mainstay of modernism and subverts it by tracing the letterforms.
The purpose of having a consistent imagery style is to give BACKSTORY a cohesive and unified voice and appearance. This effort provides the building blocks to help us create a strong brand quality in BACKSTORY.

All images are to be developed in consideration with every impression our brand makes. The message should be clear, consistent and distinct.

Images should be engaging and reflective of our brand and the nature of BACKSTORY.
The key concept behind BACKSTORY imagery lies in reference to a Video/TV screen. Images appearing in BACKSTORY will have the following format:

1. Texture: all images have a texture of a TV screen. The fields are visible to acquire this texture.
2. Contrast: use high contrast to adjust imagery. This will accentuate the TV texture and flavor of the images.
3. Proportion: use standard NTSC-DV proportion (720 x 480) in any size.
4. White Area: leave some room (preferably white) to place BACKSTORY logo, if necessary.
The content and style of the imagery can be flexible and creative. However, in using imagery, please consider the following:

1. Avoid an image that contains too many objects.
2. Avoid an image with unidentifiable objects or images that are superimposed.
3. Avoid an image that is visually low in quality.
4. Avoid rights-managed imagery.