geekdom

The Geekdom Brand Guidebook

Style Guide & Best Practices

HOW TO
USE THIS GUIDE

This guide outlines best practices and recommended solutions for typical and likely reproduction cases. This guide can not and is not meant to be exhaustive, or written in stone. It should instead be used as an amendable, referential guide for how best to present and preserve the visual identity of Geekdom. Testing has been completed to verify the validity of everything contained herein, but there will certainly be cases where the suggestions and guidelines listed do not, will not, or can not apply.

When new uses arise, use this guide as a starting point addressing the new use. If the guidelines must be amended, determine new practices and include them here. This document will remain valid for as long as it is adhered to and only if it is diligently updated when necessary.

All care should be taken to maintain the integrity of the visual identity. If a style is not illustrated herein, it is not tested, and therefore not recommended. It may be severely detrimental to the value of the brand to edit or restyle files provided and discussed in this guide. Use caution and call your people at Heavy Heavy before doing something crazy. Protect your investment by being smart.

RULES
ARE RULES

All care should be taken to maintain the integrity of the visual identity. If a style is not illustrated herein, it is not tested, and therefore not recommended. It may be severely detrimental to the value of the brand to edit or restyle files provided and discussed in this guide. Use caution and call your people at Heavy Heavy before doing something crazy. Protect your investment by being smart.

Illustrated on the following page(s), are best-case renderings of the mark in the correct colors. **This logo should never be used in variations other than those discussed in this style guide.** The logos should not be changed in color, rendered with effects, nor should the crown be used in any fashion other than shown here.

Care should be taken to maintain the styles outlined here, and these styles should only be changed or amended after careful research and assessment by a senior designer.

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Full Typeset
(fig. 1)

g

G
(fig. 2)

Crown Solo
(fig. 3)

There are three (3) main variations of the mark which are suitable for most uses. These are listed in order of preferable use as follows:

Full Typeset (fig. 1) — Preference and priority should be given to using this mark over the other. External audience-facing communication, signage, initial collateral, etc. should all use the full lockup.

G (fig. 2) — To be used primarily when the full lockup is inappropriate for size/layout, but should typically only be used on member and internal communication.

Crown Solo (fig. 3) — To be used on its own in relatively rare circumstances. If/when used, it should be surrounded by white space and kept sovereign. It should never be used as an icon to represent anything other than Geekdom itself, nor should it be used as a horizontal line break, or bullet point icon.

minimum keepaway area

As indicated in the examples herein, special care should also be taken to ensure that the sizing of the logo is pro-portional to the page or layout in which it will be used. The logo should never be rendered in such a way that it over-powers the body content. Along with the body content, it should be comfortably surrounded by ample negative/ white space so that the layout remains light and airy.

PANTONE 7626 C

PANTONE 7627 C

C44, M10, Y0, K0

C66, M9, Y60, K0

C0, M32, Y100, K0

The two red Pantone® values should only ever be used to render the Geekdom mark. They should not be used to color anything else except in rare cases, and these cases should be reviewed by a senior designer.
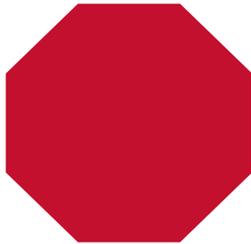
DWIGHT HEAVY

RUBIK (ASSORTED)

geekdom

IDEATE
CULTIVATE
SHAPE
GROW

Dwight Heavy

The Geekdom typeset is based on a custom typeface de-
signed by Heavy Heavy. Geekdom has license to use this
typeface only as it appears in the Geekdom logos supplied
by Heavy Heavy.

Rubik

All typographical content should be style in appropriately
selected weights and styles of Rubik.

If you're not sure how to make something using the marks and rules provided, ask a qualified designer.

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