



**400**  
**RECORD**

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BRANDING GUIDE

**400**  
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# Logo Construction

DESIGN USAGE



### **Color Version**

The corporate logo of 400 Record is to be used for all advertising and marketing pieces, including letterhead, business cards, banners, flyers, brochures, corporate ID, media and web.

400 Record and the line below it can be used in White when placed on a darker background. Otherwise, it should be Pantone 425 C.

For all other official 400 Record colors, see page 12.

The 400 Record logo forms the corporate signature of the company. Display of the 400 Record logo is critical because this symbol represents who we are – it is our signature. It is not only used on our own materials and collateral, but also in the context of other brands in packaging, publications and advertisements. Consistent application of the logo is crucial to the success of our brand. Its construction must never be altered and it may only be reproduced using official artwork. The logotype must follow the same letter space and size relationship as on the official artwork.

### **Black & White Version**

In the case of a single color print medium, the corporate signature may be reproduced in black and white in the positive and negative image form.



# Logo Typeface

# 400 RECORD

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## Logo Typeface

The logo typeface is acceptable to use on its own when the logo needs to be placed in a space smaller than the 1.5" size requirement (see page 08).

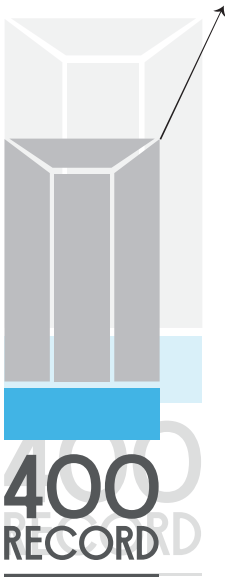
It is also acceptable to use as a graphic element or headline, as used on page 1 of this guide.

When color printing is not an option, the logo typeface may also be printed in black or white as used below.



# Logo Usage



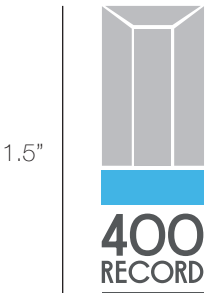


**Correct & Incorrect Scaling**

The logo should always be scaled proportionately. (Holding Shift while scaling ensures this.)

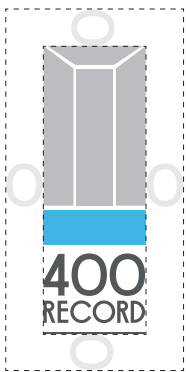
The logo on the right has been distorted by "stretching" the edges. **NEVER** do this.

The height and width of the graphic should never be trimmed or cropped to fit into a space.



**Minimum Size Requirement**

The minimum allowed scale, in height, for the 400 Record logo in its entirety is 1.5 inches.



**Minimum Clear Space**

The 400 Record logo must stand apart from any other text and/or graphics, to clearly distinguish it as its own entity. The clear space should be equal to the width of "0" in 400 on all four sides.




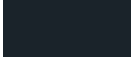
*Scaling and Clear Space as listed above hold true for use of the Logo Typeface on page 8.*



# Brand Palette

## Core Brand Colors

Color is one of the most important parts of a visual identity – it gives you individuality and recognition. This color palette establishes the 400 Record as a modern and urban high-rise in the changing downtown Dallas skyline.

	BLACK 30% <b>C 0 M 0 Y 0 K 30</b>	HEX BBBDC0
	PANTONE 298 C <b>C 64 M 10 Y 1 K 0</b>	HEX 43B4E4
	PANTONE 425 C <b>C 65 M 56 Y 53 K 29</b>	HEX 555759
	PANTONE 433 C <b>C 79 M 68 Y 58 K 67</b>	HEX 1E242B

## Tertiary Colors

This gradient of colors was chosen to work in conjunction with the main brand colors. The colors are to be used as accents when designing.

	BLACK 5% <b>C 0 M 0 Y 0 K 5</b>	HEX F1F1F2
	PANTONE 3242 C <b>C 50 M 0 Y 22 K 0</b>	HEX 79CCCD
	PANTONE 403 C <b>C 45 M 42 Y 49 K 7</b>	HEX 8E847A
	PANTONE 7550 C <b>C 16 M 45 Y 100 K 1</b>	HEX D49229
	PANTONE 7463 U <b>C 74 M 56 Y 35 K 12</b>	HEX 50657D



# Fonts & Typography

## Corporate Font Family

**Helvetica Neue** is the main font family for use in all publications, marketing and advertising for the 400 Record. All body copy should be in Helvetica Neue Thin. The other weights may be used for highlight text, headers, subheaders and annotations.

Helvetica Neue Thin	The five boxing wizards jump quickly
<i>Helvetica Neue Thin Italic</i>	<i>The five boxing wizards jump quickly</i>
Helvetica Neue Light	The five boxing wizards jump quickly
<i>Helvetica Neue Light Italic</i>	<i>The five boxing wizards jump quickly</i>
Helvetica Neue Regular	The five boxing wizards jump quickly
<i>Helvetica Neue Italic</i>	<i>The five boxing wizards jump quickly</i>
Helvetica Neue Medium	The five boxing wizards jump quickly
<i>Helvetica Neue Medium Italic</i>	<i>The five boxing wizards jump quickly</i>
<b>Helvetica Neue Bold</b>	<b>The five boxing wizards jump quickly</b>
<b><i>Helvetica Neue Bold Italic</i></b>	<b><i>The five boxing wizards jump quickly</i></b>
Helvetica Neue Condensed Bold	The five boxing wizards jump quickly
<b>Helvetica Neue Condensed Black</b>	<b>The five boxing wizards jump quickly</b>

**Neue Droschke Halbfett** is the logo font for the 400 Record. It may be used for headers, call outs, or other graphic elements within marketing and advertising materials for the 400 Record. It should never be used for body copy.

Neue Droschke Halbfett	The five boxing wizards jump quickly
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# 400 RECORD

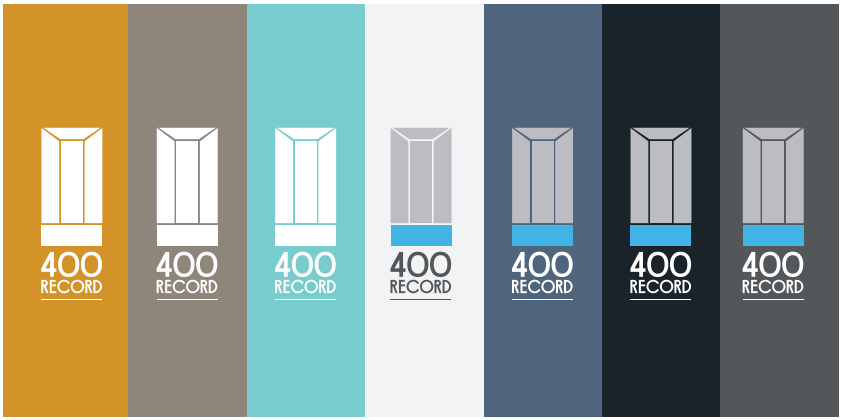
STYLE GUIDE



### Background Pattern

Background pattern with brand color options. For use as full-page backgrounds with copy or images overlaid.

Pattern is white at 20% opacity.



### Appropriate logo usage on brand colors

When placing the 400 Record logo on a solid color, please follow the above guide.

Logo should never be used on the 30% black.



### Octagon Graphic

This graphic can be used with a solid fill or background pattern for pull quotes and call outs within advertising or marketing materials.

In documents with multiple pages or sections, these shapes can also be used as tabs to differentiate the sections.







### **Photographic Usage**

The octagon may also be used for photographic elements that run off the page within advertising and marketing materials.

The outline stroke weight should be at least 2 points, and would increase proportionately on larger scale print pieces.

Example  
of design  
elements in use  
together.



### **Sidebar**

For a cleaner and more simplified design, such as letterhead or inter-office materials, use this side bar as a design element.

This element could also be used to bookend sections of multi-page documents.

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