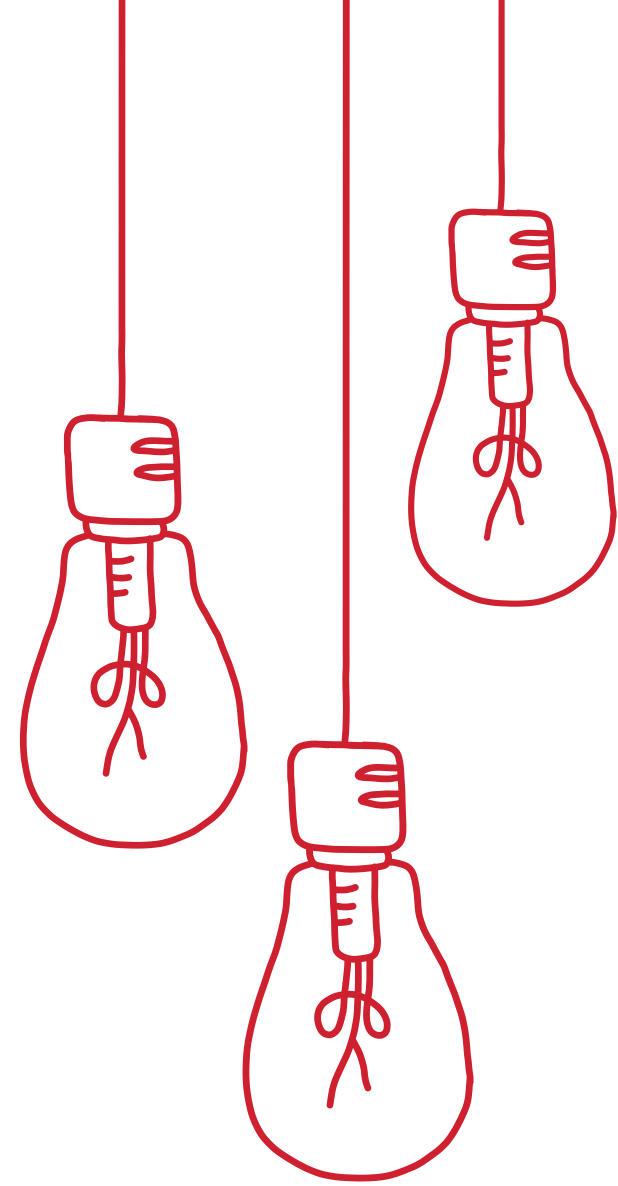




INTRODUCTION

This brand book will help you get accustomed with Eighty Three Creative's rules and standards while ensuring that our personality is prominently represented in all visual and written communication. Not all examples and instances will be represented in this guide. Please use your best judgment when building communication pieces, or just bang your head against a wall until someone offers assistance.





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BRAND

ARCHITECTURE



BRAND STORY

Founded in October of 2015, Eighty Three Creative was born out of a desire to help business owners of all sizes succeed, regardless of their budget or status.

Built from the in-house marketing department of our sister company City Electric Supply — which was established in the US in 1983, hence the name — Eighty Three Creative boasts a range of talent not usually found at a boutique agency. From animation to app development, we never outsource anything, and we have our relationship with CES to thank.

To this day, the reason we do what we do is to see the look on a client's face when we go beyond their expectations and deliver something truly incredible, and we never want that to change.



BRAND PERSONALITY



Creative/Strategic

Willy Wonka & Jeff Bezos

Needless to say, our clients don't come to us because we're good at math. They come to us because we're creative and strategic — because they are confident in our ability to deliver stellar campaigns that drive results for their business.



Fresh/Relatable

Bruno Mars & Jennifer Lawrence

Nobody wants to work with stiffs. We pride ourselves on our ability to build relationships with our clients based on our relatability, and at the end of the day, we're fresher than a tube of Crest. #SoFresh



Bold/Determined

Steve Jobs & Serena Williams

The history of the world has been defined by bold and decisive people — by people who are determined to stand out and make a difference. At Eighty Three Creative, we're assertive in our abilities, and believe that boldness is the path to greatness.



Witty/Confident

Ferris Bueller & Beyoncé

A confident and witty sense of humor is a cornerstone of the Eighty Three Creative brand. After all, it's our tongue-in-cheek humor and effortless confidence in ourselves and our work that builds confidence in our brand and keeps clients coming back for more.



Energetic/Experienced

Richard Branson & Barack Obama

Low energy encourages boredom, and we're not about that. Passion, however, creates a contagious energy that permeates through our office and work lives, and shows clients that we have the energy and experience to take on any creative challenge.

BEYOND CREATIVE
STRATEGY
DIGITAL
PRODUCTION
SOCIAL
ANALYTICAL
SERVICE
THE TEAM
DEVELOPMENT
EXPECTATIONS

VALUE PROPOSITION

BEYOND CREATIVE

Eighty Three Creative challenges the status quo by going beyond creative to deliver cutting-edge marketing strategies and first-rate customer service that drives businesses to succeed.

BRAND PROMISE

**CRAFTING
EXTRAORDINARY
BRAND EXPERIENCES
WITH STRATEGY,
DESIGN, AND A
TOUCH OF MAGIC.**



BRAND MISSION

**TO EMPOWER AND SUPPORT
BRANDS OF ALL SIZES TO GO OUT
IN THE WORLD AND CRUSH IT.**



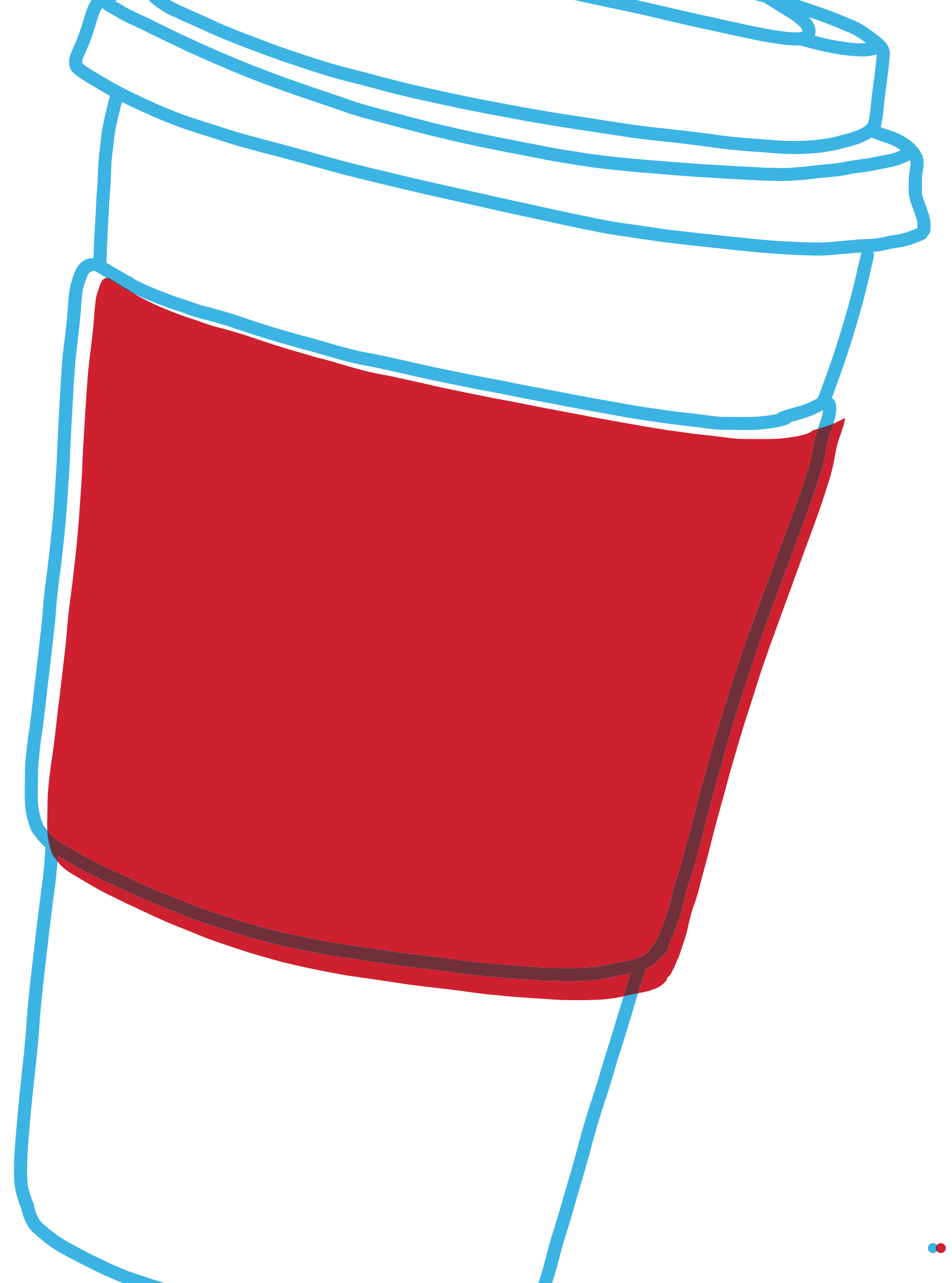
BRAND EXPERIENCE

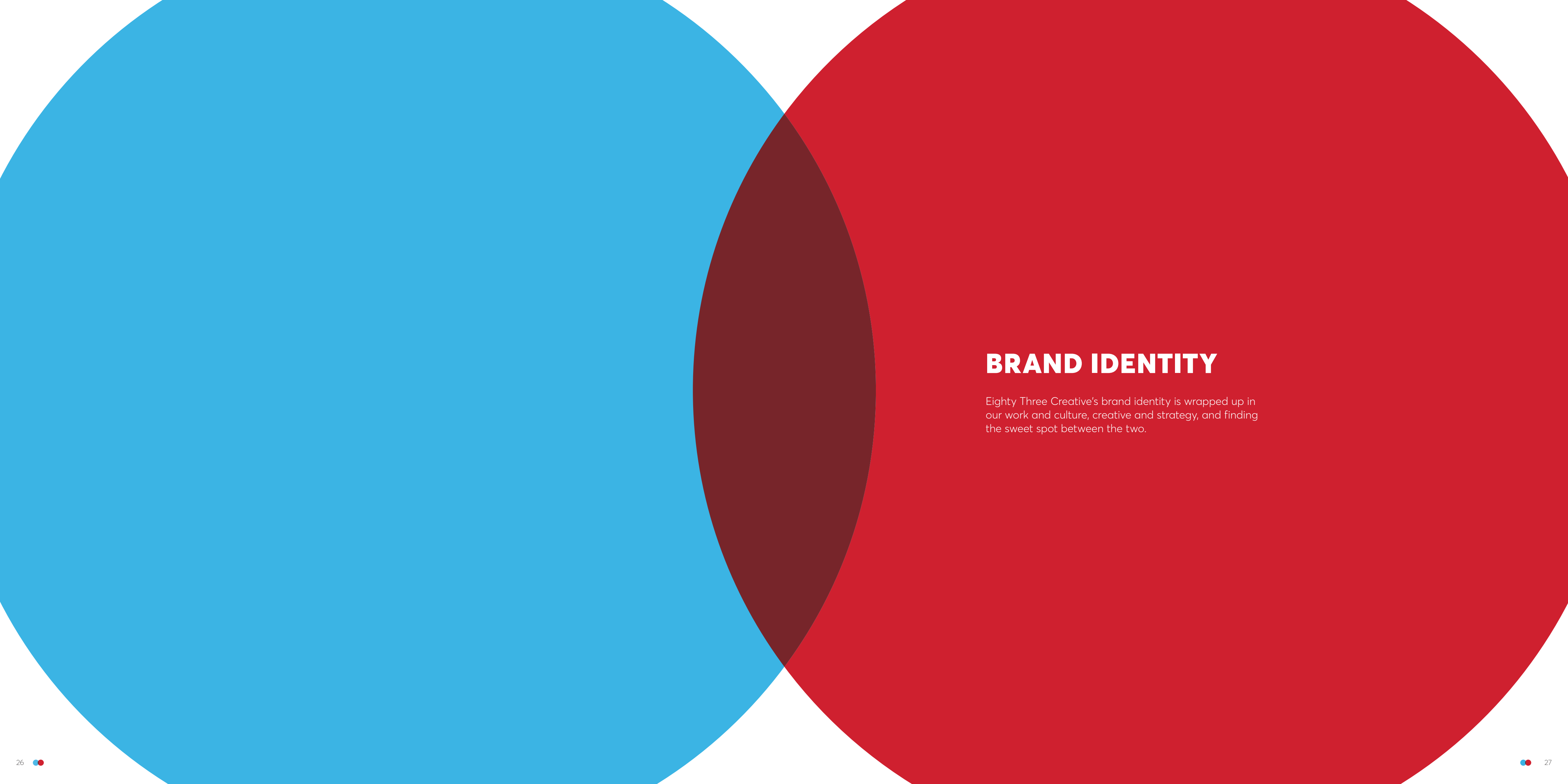
What do people look for when they're trying to find a marketing agency?

Is it a logo that perfectly fits their vision? Or maybe it's a website that can help take their business to the next level. Whatever it is, they're not coming to an agency just for a website or a logo.

They're coming for the team they love working with; one they know they can trust. They're coming for the vibe they get when they walk into the office, and the thrill of endless potential. They're coming for an agency that goes **Beyond Creative**.

Beyond Creative encapsulates everything that the Eighty Three Creative brand is: a full-service agency that goes above and beyond the status quo for our clients.





BRAND IDENTITY

Eighty Three Creative's brand identity is wrapped up in our work and culture, creative and strategy, and finding the sweet spot between the two.

VISUAL IDENTITY



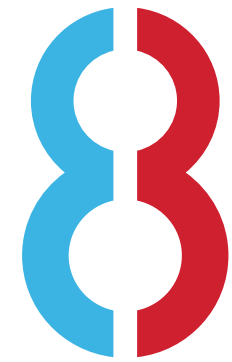
OVERVIEW

The Eighty Three Creative logo consists of the two-colored logomark and lowercase Eighty Three wordmark. The two marks may, in certain instances, be used separately.

With the left side of the eight and the right side of the three — the blue and red — the Eighty Three logomark perfectly sums up the magnetic and collaborative qualities of our agency. When delivering designs and strategy to clients, we are intentional in bringing our left brains and right brains together.

Approved logo artwork is available by email request to contact@eightythreecreative.com.

LOGO COMPONENTS



Logomark

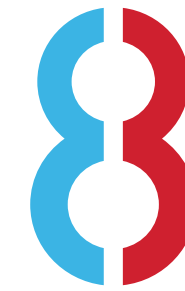
The logomark can be used alone when used in context specific to Eighty Three Creative and in design application, but should never be used on its own without express permission.

eighty three

Logotype

The logotype is acceptable to use on its own when used in context specific to Eighty Three Creative.

LOGO LOCKUPS



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Stacked

The stacked version of our logo should be used whenever possible as it best expresses the Eighty Three Creative brand.



eighty three

Horizontal

The horizontal version can be used when the height of the stacked logo creates a problem in usage. Examples include menu bars on websites and "logo salads."

COLOR APPLICATIONS

Consistency is queen. When possible, the full-color logo should be used. These two options will work in multiple applications and are suitable across all media. They work in both positive and reverse applications. The logomark in both usages remains our corporate blue and red. On white, the logotype is used in Neutral Black C. On a darker background, the logotype is used in white.



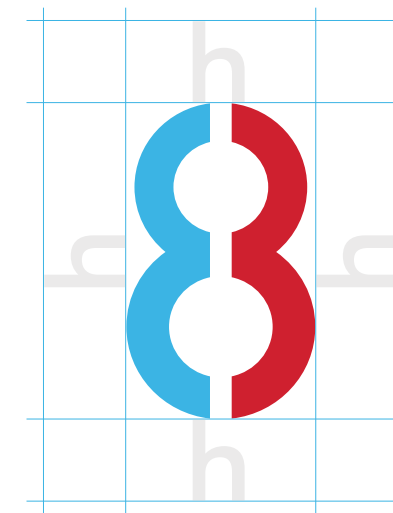
When a one-color logo option is necessary, please follow these guidelines for all logo lockups. For usage with secondary colors, please see the Color Palette section of this brand book.



CLEAR SPACE

Give Us Some Space

Regardless of use, there is a minimum amount of space the Eighty Three Creative logo requires when positioning with design elements. This space or margin is based on the height of the first "h" (from baseline to ascender) of the logotype. This margin must be maintained between the logo and the edge of a page, package, or color field. In general, typography, design elements, or other logos should not be positioned within the clear space.



MINIMUM SIZING

Use Us, Don't Reduce Us

What is the point of having a logo if you can't see it, right? To prevent ours from disappearing in design, we have provided some minimum sizing standards for use in print and on web.

Print



.75" width



1" width



.25" width



.75" width

Web



54px width



72px width



14px width

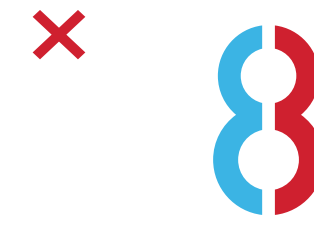


54px width

THE DON'TS AND NEVERS

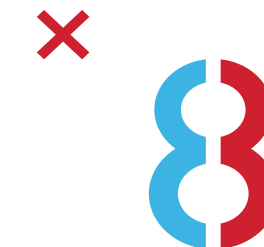
Use Us, Don't Abuse Us

In general, don't mess with the logo. But, industry standard is to provide some examples of what not to do, so here you go.



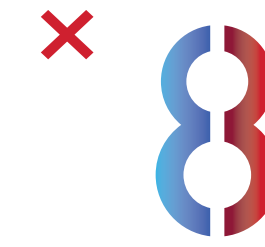
eighty three

Don't move anything



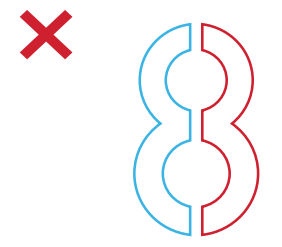
eighty three

Don't stretch the logo in any direction



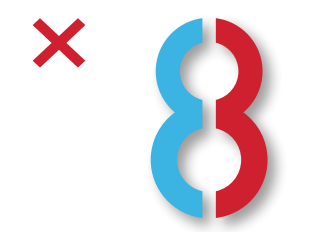
eighty three

No gradation



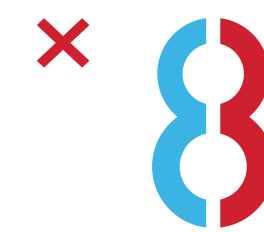
eighty three

No outlines



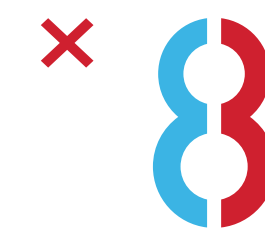
eighty three

Absolutely no shadows



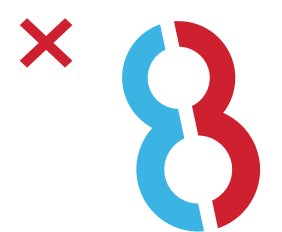
eightythree

Don't change the logotype font



eighty three

Don't change color of lettermark outside of Neutral Black C or white

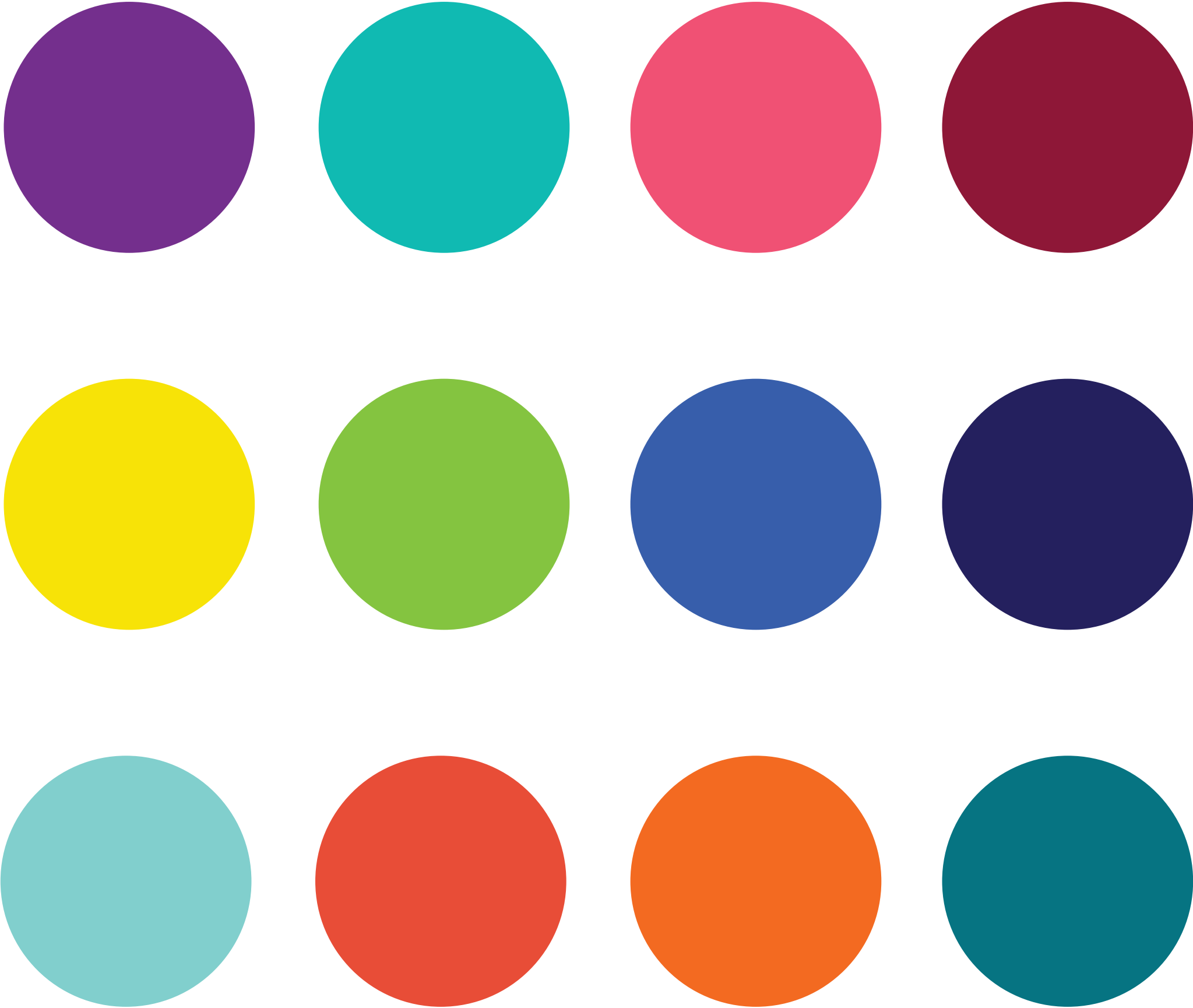
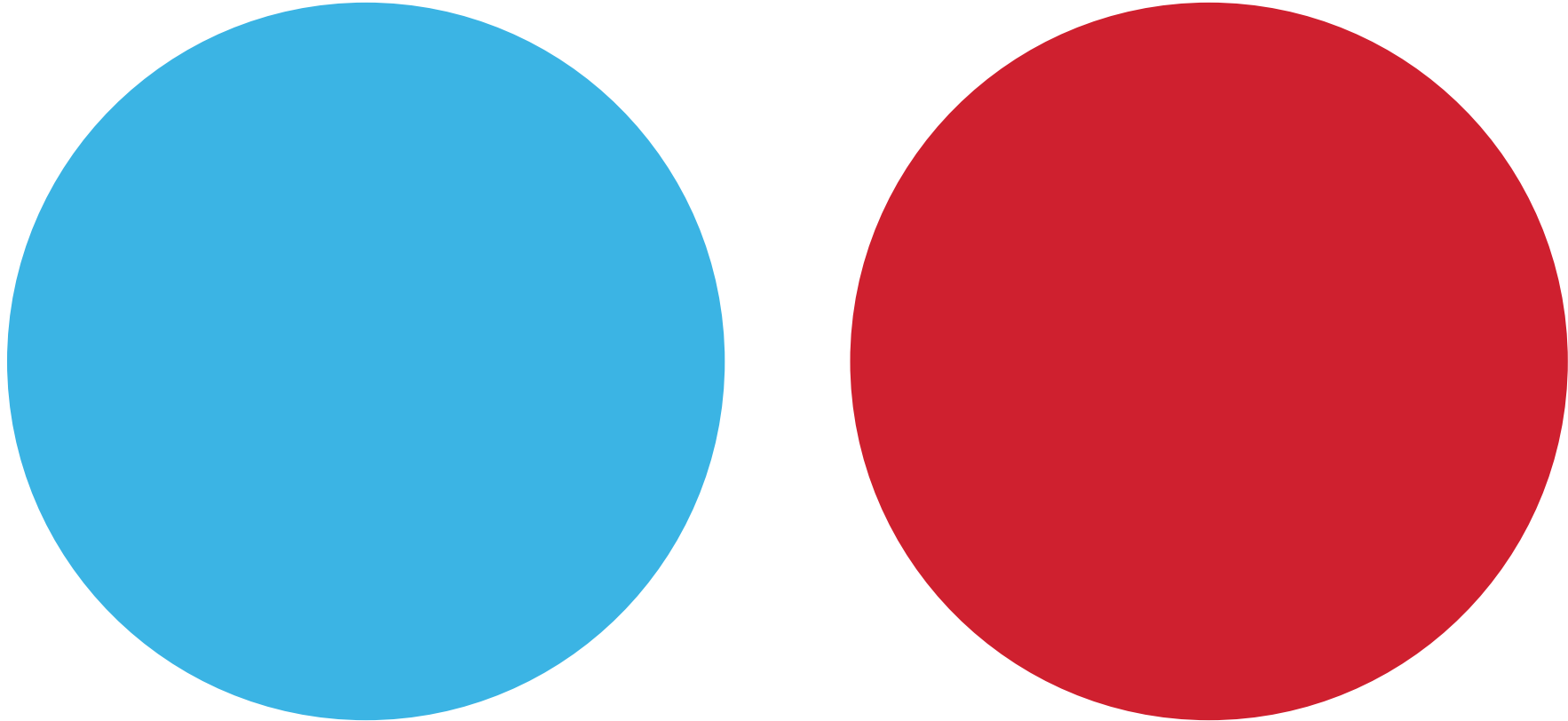


eighty three

Never rotate

COLOR PALETTE

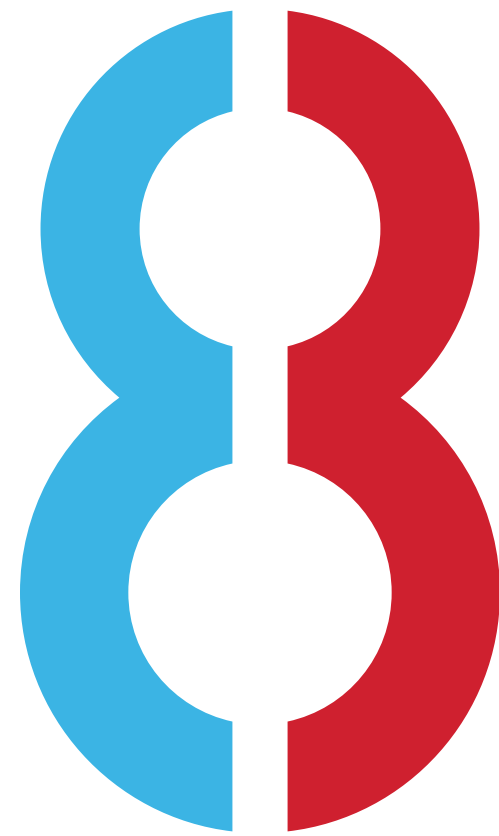
Color plays an important role in the Eighty Three Creative brand. It helps us tell our story to clients, allows us to express our personality, and even sets a mood for presentations. Our color palette includes dark and bold colors that speak to our professional persona, while the brighter and more playful colors speak to our cool, witty, and intriguing persona.



PRIMARY

Eighty Three Creative's primary colors are Pantone 298 C (light blue) and 186 C (red). These colors are used in our logomark and should always be used as the colors in our logomark across all media when advertising and marketing Eighty Three Creative and our services.

Fun fact, these two colors were chosen to keep us tied to our brand story.



Pantone 298 C

HEX #3CB4E5

C 65 **M** 10 **Y** 1 **K** 0

R 60 **G** 180 **B** 229

Pantone 186 C

HEX #CE0E2D

C 12 **M** 100 **Y** 91 **K** 3

R 206 **G** 14 **B** 45

Pantone Neutral Black C

HEX #222222

C 72 **M** 66 **Y** 64 **K** 72

R 34 **G** 34 **B** 34

Rich Black

HEX #000000

C 75 **M** 68 **Y** 67 **K** 90

R 0 **G** 0 **B** 0

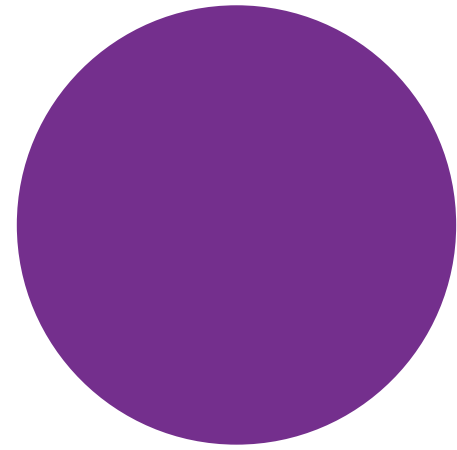
NEUTRALS

Our neutral colors serve as the anchor to our brand. The Eighty Three Creative logotype should only be used in Pantone Neutral Black C or white (when necessary). We also prefer that all body copy be Pantone Neutral Black C.

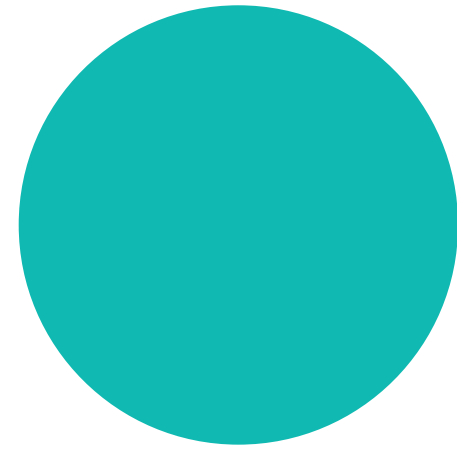
In any instance when a true black is needed for printing our logo or body copy, or a program does not allow for Pantone colors, we opt for Rich Black to ensure a clean, solid black in printing.

eighty three

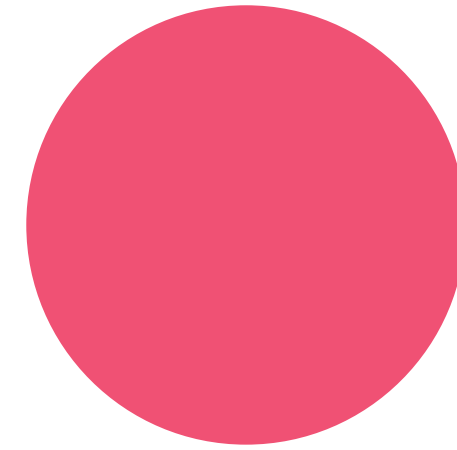
SECONDARY



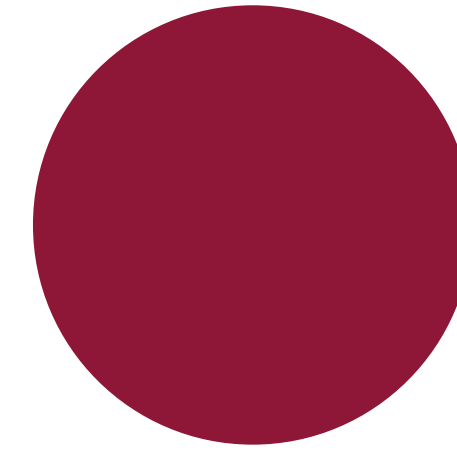
Pantone 526 C
HEX #73308A
C 67 M 98 Y 6 K 1
R 115 G 48 B 138



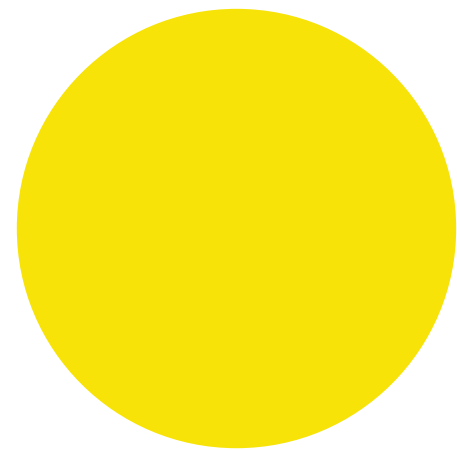
Pantone 3262 C
HEX #00BBB4
C 89 M 0 Y 40 K 0
R 0 G 187 B 180



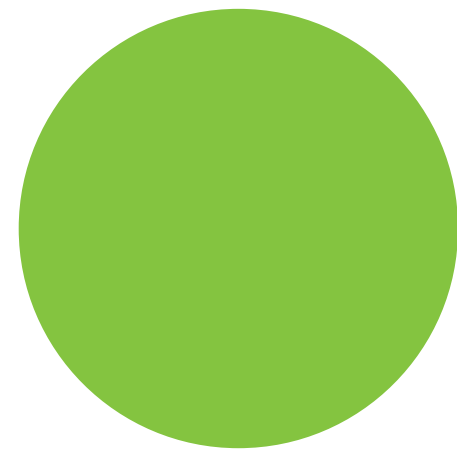
Pantone 184 C
HEX #FB5373
C 0 M 83 Y 36 K 0
R 251 G 83 B 115



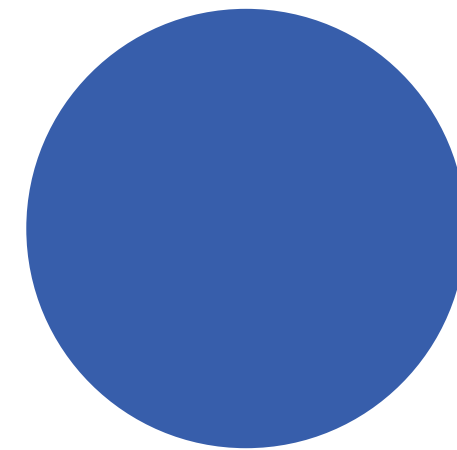
Pantone 1955 C
HEX #8E1537
C 29 M 100 Y 70 K 27
R 142 G 21 B 55



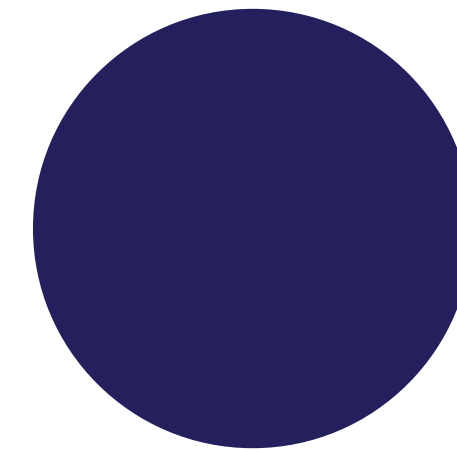
Pantone 102 C
HEX #FCE200
C 5 M 5 Y 100 K 0
R 252 G 226 B 0



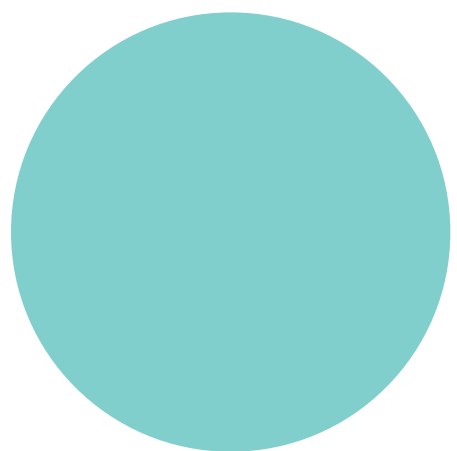
Pantone 2293 C
HEX #85C441
C 53 M 0 Y 100 K 0
R 133 G 196 B 65



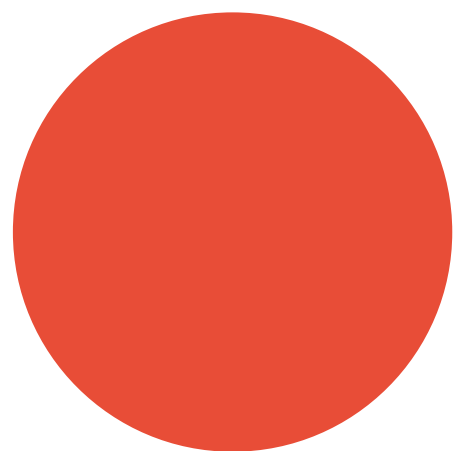
Pantone 7455 C
HEX #385CAD
C 85 M 69 Y 0 K 0
R 56 G 92 B 173



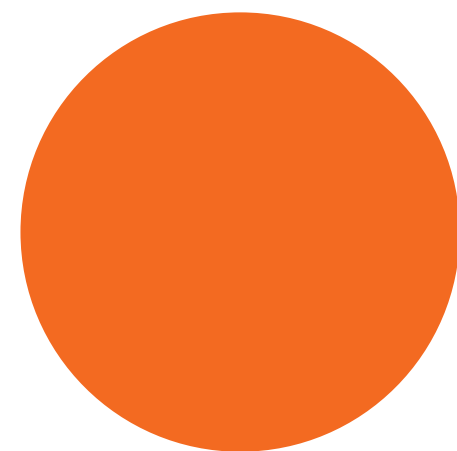
Pantone 2755 C
HEX #211261
C 100 M 100 Y 26 K 27
R 33 G 18 B 97



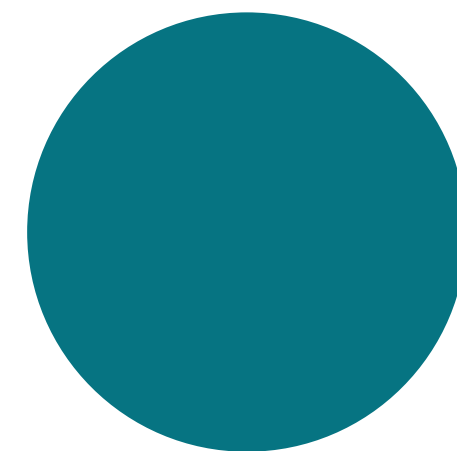
Pantone 7471 C
HEX #9DD4CA
C 38 M 1 Y 24 K 0
R 157 G 212 B 202



Pantone 7417 C
HEX #E64B38
C 4 M 86 Y 85 K 0
R 230 G 75 B 56



Pantone 1505 C
HEX #FF6B00
C 0 M 71 Y 100 K 0
R 255 G 107 B 0

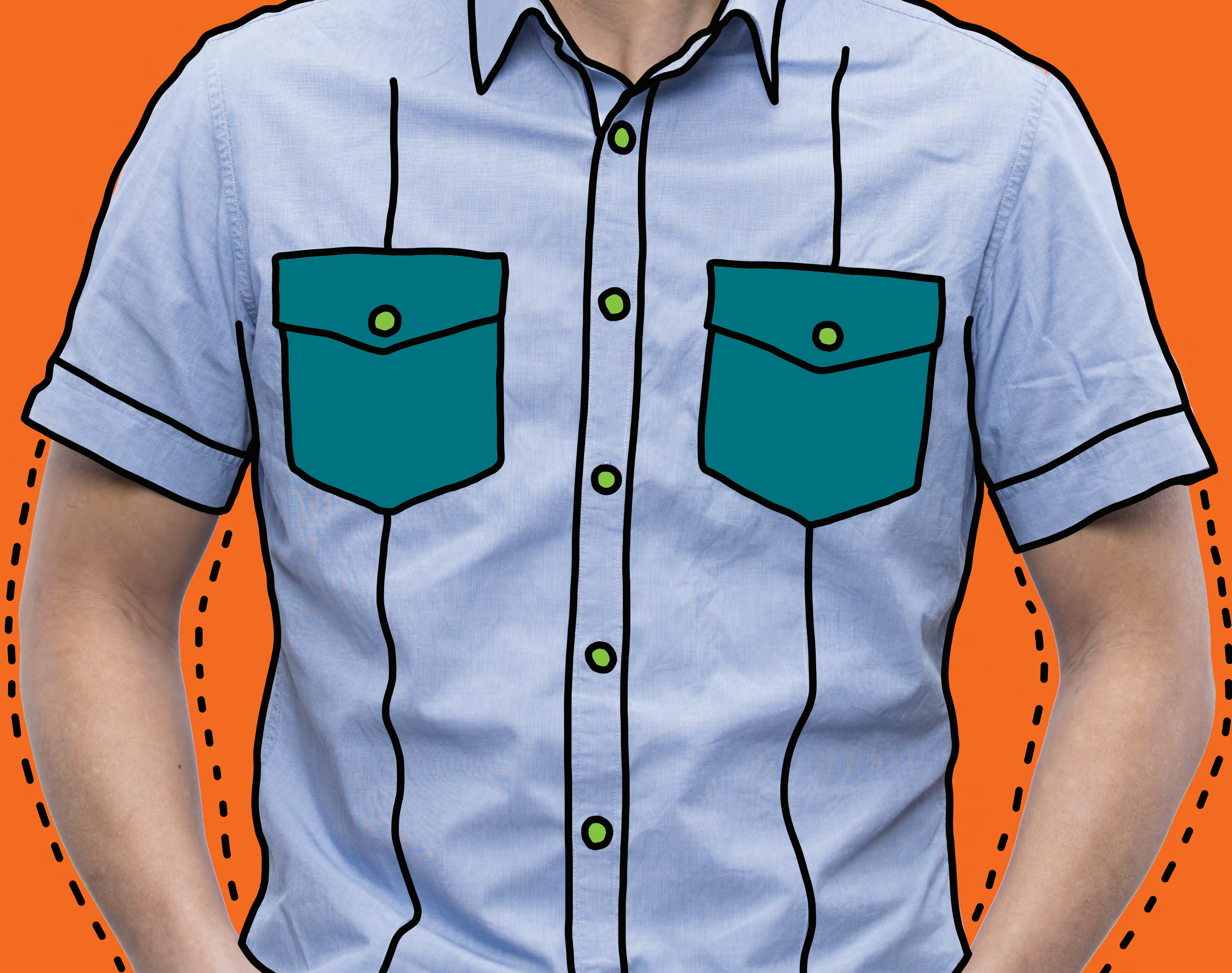


Pantone 7474 C
HEX #007481
C 100 M 37 Y 44 K 10
R 0 G 116 B 129

SECONDARY APPLICATION

Follow these guidelines when using the Eighty Three Creative logo with secondary colors.



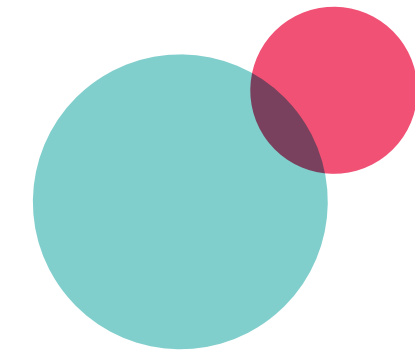
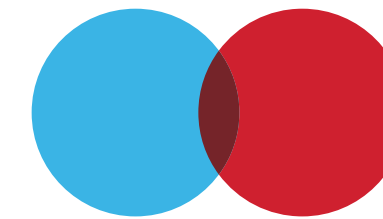


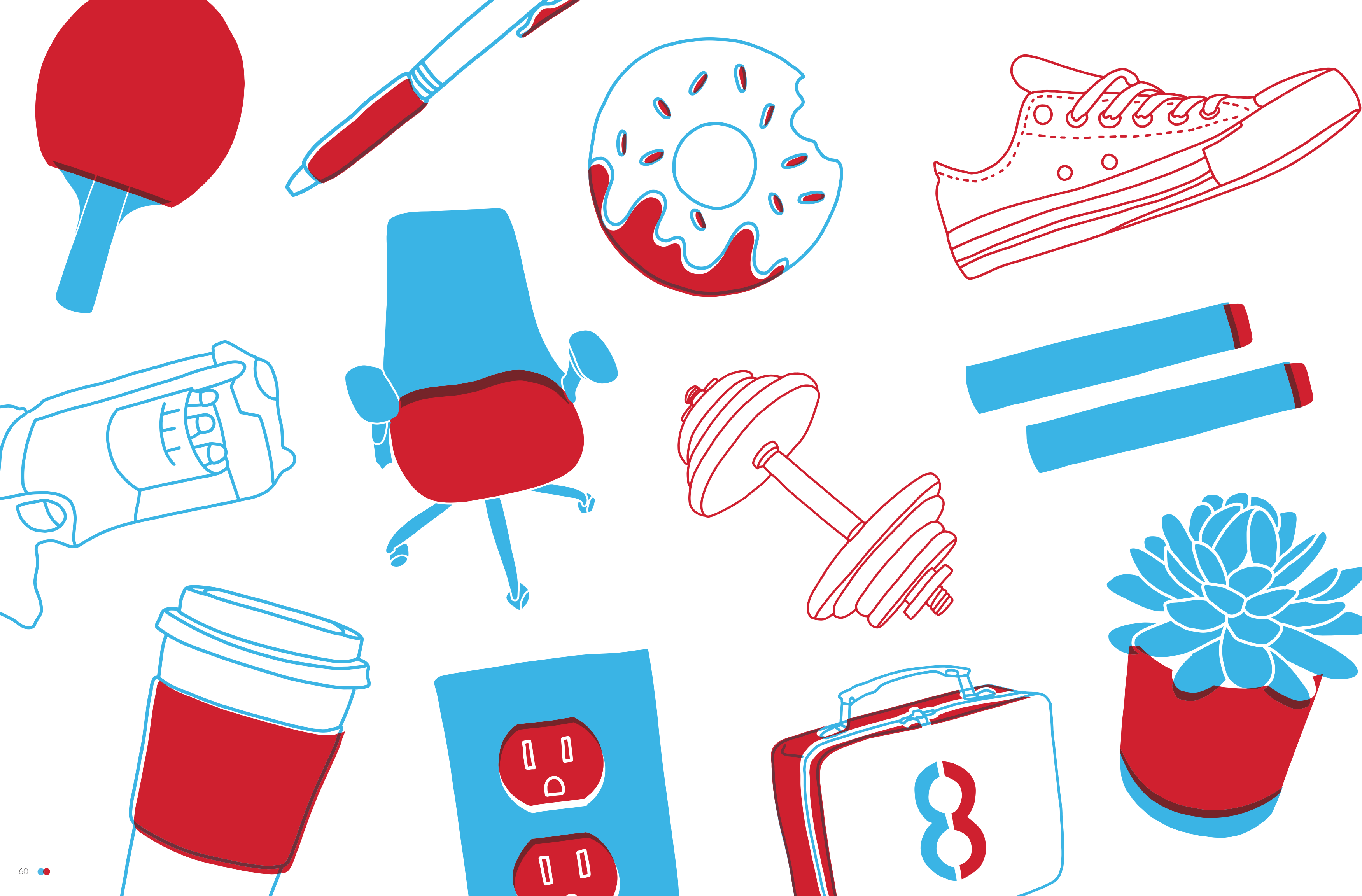
DESIGN ELEMENTS

COLLABORATION VISUALS

To help carry ETC's energetic voice and collaborative identity visually across communications, we use filled circles of various colors, sizes, widths, and opacity throughout our branding. The various circles can overlap elements and extend off the pages.

These are just for reference. Please use your best judgment when including these elements





ILLUSTRATIONS

Eighty Three Creative utilizes three illustration styles to communicate the company's culture.

TYPOGRAPHY

The visual voice of Eighty Three Creative is friendly, bold, relatable, and fresh.

AVERTA

Font Family

Extra Thin
Extra Thin Italic
Thin
Thin Italic
Light
Light Italic
Regular
Regular Italic
Semibold
Semibold Italic
Bold
Bold Italic
Extrabold
Extrabold Italic
Black
Black Italic

The Averta font family is primarily used for ETC branded headlines, subheads, and body copy.

Headline: Averta Black, 30 pt, Leading 35 pt

**Subhead: Averta Semibold, 20 pt,
Leading 25 pt**

Body copy: Averta Light, 12 pt,
Leading from subhead, 35 pt, Line spacing is 15 pt

Good rule on Headline and Subhead = Always try to keep them 10 pts difference in size.

Type Application

NOT EXTRA. JUST BEYOND.

Eighty Three Creative is a full-service marketing agency offering everything from brand creative and production to result-generated digital experiences. With passion and persistence — and a lot of fresh coffee — we've built an award-winning agency in downtown Dallas.

Type Application With Subhead

NOT EXTRA. JUST BEYOND. **Okay ... Maybe a Little Extra**

Eighty Three Creative is a full-service marketing agency offering everything from brand creative and production to result-generated digital experiences. With passion and persistence — and a lot of fresh coffee — we've built an award-winning agency in downtown Dallas.

ALTERNATE TYPOGRAPHY

The Verdana font family is used exclusively as an alternate font for PC only.

VERDANDA
Font Family

Regular
Italic
Bold
Bold Italic

The Verdana font family is used for PC safe ETC branded headlines, subheads, and body copy.

**Headline: Verdana Bold, 30 pt,
Leading 35 pt**

Subhead: Verdana Regular, 20 pt,
Leading 25 pt

Body copy: Verdana Regular, 10 pt,
Leading from subhead, 30 pt, Line spacing is 14 pt

Good rule on Headline and Subhead = Always try to keep them 10 pts difference in size.

Type Application

NOT EXTRA. JUST BEYOND.

Eighty Three Creative is a full-service marketing agency offering everything from brand creative and production to result-generated digital experiences. With passion and persistence — and a lot of fresh coffee — we've built an award-winning agency in downtown Dallas.

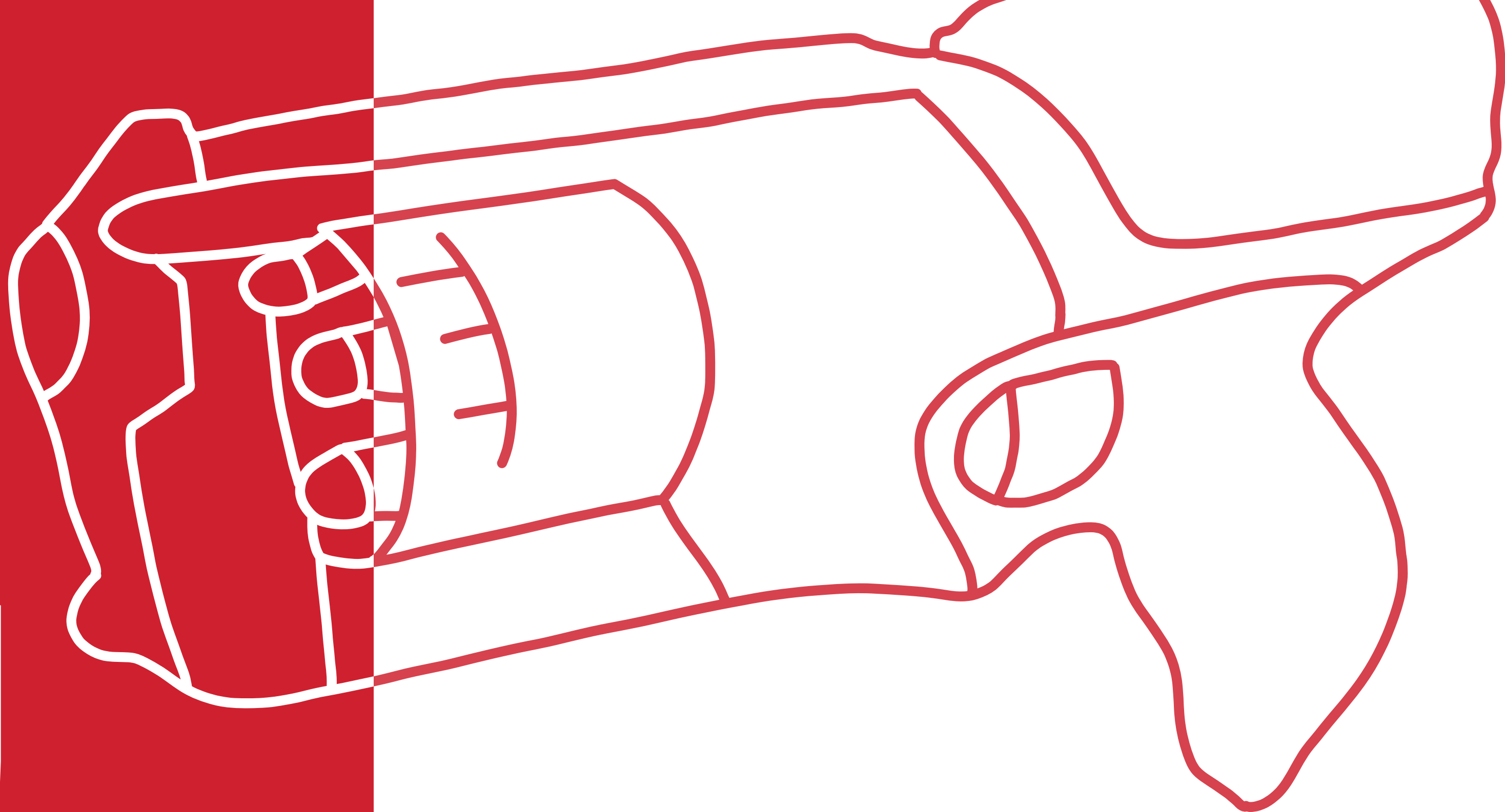
Type Application With Subhead

NOT EXTRA. JUST BEYOND.

Okay ... Maybe a Little Extra.

Eighty Three Creative is a full-service marketing agency offering everything from brand creative and production to result-generated digital experiences. With passion and persistence — and a lot of fresh coffee — we've built an award-winning agency in downtown Dallas.

NERF WAR!



Dharma Gothic M Bold

We utilize Dharma Gothic M Bold as a secondary display font for social media, client-facing collateral, and other internal documents. DGMB should be the only weight used for these purposes. Dharma is typically used as a call-out or headline in a larger scale filling a single page or spread. When designing, if you picture someone standing up and screaming Nerf War! — that's when you use Dharma.

MODEL PHOTOGRAPHY

Illustrated model photography represents the vibrance and diversity of the ETC culture.







CIRCLE OVERLAY

ETC Photography may be treated with overlaid colored circles to allow the pieces to feel branded in the print and digital spaces.

OND
ATIVE

BEYO
CREA

LET'S TALK



eighty three

For more information
about Eighty Three Creative, or
to request assets, please email:

contact@eightythreecreative.com

Eighty Three Creative, Inc.
400 S. Record Street, Suite 400
Dallas, Texas 75202

214.865.6482

www.EightyThreeCreative.com





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