

BRAND IDENTITY & STYLE GUIDE



**STUDIO**



# STUDIO

stu.dio | \ 'stü-dē-(,)ō

noun (*formal*)

1. A full-service, media-agnostic creative agency.
  - Killer design, video and native built on a foundation of cutting-edge data.
  - **Inspired, intelligent marketing solutions for innovative brands.**



# INSIDE

WHAT'S



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Every brand has a narrative. Here's how we position ourselves in the market.

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How to use the new, streamlined Studio logo and lockup.

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Our use of color: subtle, appropriate and clever. Never overused.

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Our fonts: clean, modern, fluid.

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Here's what our brand looks like on apparel, business collateral, etc.

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We're always available if you have questions.



# OUR STORY

OUR

**STUDIO IS A  
STEALTHY TEAM OF  
RESEARCHERS,  
WRITERS,  
DESIGNERS,  
VIDEOGRAPHERS,  
ACCOUNT MANAGERS  
& DIGITAL EXPERTS.**

**What sets us apart?** As a division of Statesman Media, our access to local audiences and intimate knowledge of Austin is unparalleled. We also offer our clients immediate access to the top research, media and marketing tools in the business, as well as extend their reach to not just local, but regional and national markets.

Because we build everything we do on a foundation of world-class data, the marketing and creative strategies we provide are relevant, inspired, and on target.

The ability to track and report on the success of our campaigns enables us to continually optimize them. Creatively, we are constantly pushing the envelope, looking for ways to set our clients apart and ensure their message rises above the din of today's competitive marketplace. Lastly, transparent pricing and a focus on long-term collaborative relationships provides our clients with an affordable, ROI-driven local marketing partner with the expertise, tools, and skill sets typically seen in larger and more expensive agencies.

**BRAND PROMISE**

**BUSINESS CATEGORY | FRAME OF REFERENCE**

**RATIONAL & EMOTIONAL BENEFITS**

**BRAND PILLAR 01**

**BRAND PILLAR 02**

**BRAND PILLAR 03**

**BRAND PILLAR 04**

**BRAND PERSONALITY**



## INSPIRED, INTELLIGENT MARKETING SOLUTIONS FOR INNOVATIVE BRANDS.

Full-service, media-agnostic marketing agency with broad media capabilities.

### **Rational:**

Studio is a full-service marketing agency that combines first-class marketing with comprehensive tools and data-driven strategies.

Backed by a national media company, Studio has the resources to provide creative solutions for my business and set it apart in the market.

### **Emotional:**

Working with Studio is a collaborative and productive experience.

The work Studio produces is innovative, exciting and inspirational.

I trust Studio as a creative agency, which gives me greater comfort and confidence in taking risks.

Studio truly cares about me and my business.

### **Differentiation:**

We are an Austin-based, full-service, boutique marketing agency backed by a national media powerhouse.

### **Relevance:**

We execute intelligent marketing research, strategies, experiences and campaigns that lead to increased ROI for clients at competitive prices.

### **Esteem:**

We provide tremendous value and success for stakeholders and clients by combining innovative creative with intelligent media strategies.

### **Knowledge:**

We are the go-to team for insightful research, award-winning video, and inspired creative campaigns.

TENACIOUS • IMAGINATIVE • COLLABORATIVE • RESOURCEFUL • AUTHENTIC





# IDENTITY

PRIMARY

## **S/8**

The S/8 is born out of the earlier adoption of the octopus as our “mascot” by alluding to both the eight arms of the octopus while also incorporating the definition of the number in numerology and its meaning in myriad cultures (power, balance, drive, ambition). The S/8 is also tied to the infinity/mobius symbol, alluding to “completion, harmony and balance.” The S/8 letter should always be used with the full Studio name. It should never stand alone.

## **THE OCTOPUS**

The octopus bug is the second generation symbol modeled after the original hydra version, which was originally born out of Studio’s strive for perfection, attention to detail, and passion, as well as the traits octopi exhibit (cunning, intelligence, and adaptation). It’s designed to create intrigue and a sense of motion. Unlike the S/8 letter, the Octopus bug can stand alone, but it is preferable that it be accompanied by the name “Studio” in most instances.



## LOGO VARIATIONS

The Studio logo and lockup can be displayed in the following ways.

Black logos and marks should be used on light backgrounds. White logos will always be used on dark backgrounds. The goal is to create as much contrast as possible between the logo and background, making the elements as visible as possible.

Use good judgement to ensure legibility. Note that a mark or logo that is too small serves no communicative function.



HORIZONTAL & BUG  
WHITE ON DARK



HORIZONTAL  
WHITE ON DARK

STUDIO

STAND ALONE BUG  
WHITE ON DARK



HORIZONTAL & BUG  
DARK ON LIGHT



HORIZONTAL  
DARK ON LIGHT

STUDIO

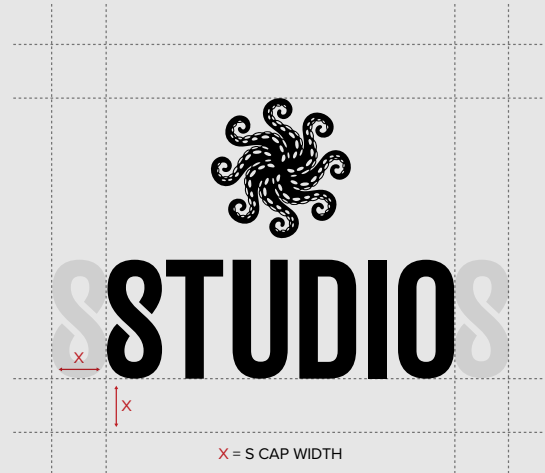
STAND ALONE BUG  
DARK ON LIGHT



## LOGO INTEGRITY

These marks are primary tools for expressing the Studio brand identity. Tools are meant to do certain jobs, and they only work when they are used properly. Do not under any circumstances attempt to match these brand elements or letter forms with similar visuals or typefaces, no matter how similar they may appear.

Negative space, separation and clarity are the most important aspects in displaying Studio logos & lockups. The area of isolation, or minimum required clear space, surrounding the studio logos is accurately shown here (in the form of X).



## PROTECTING OUR MARKS

In addition to the previously stated guidelines on logo integrity, there are deal-killers when using the Studio logo and lockup. Here are some primary examples of what not to do with Studio marks:



Stretch



Fill colors other than black or white



Disassemble



Reconstruct



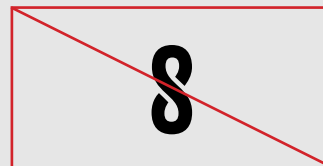
Rotate



Blur



Outline



Stand-alone stylized S/8



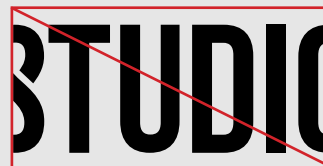
Add peripheral elements



Arch



Cover



Crop (unless granted permission)



# PALETTE

COLOR

## **BLACK**

CMYK: **0 0 0 100**

RGB: **0 0 0**

HEX: **#000000**

## **WHITE**

CMYK: **0 0 0 0**

RGB: **255 255 255**

HEX: **#FFFFFF**

## **PMS 3252**

CMYK: **66 0 29 0**

RGB: **16 207 201**

HEX: **#10CFC9**

## **PRIMARY COLORS**

More and more agency brands are leaning to a monochromatic approach for their logo family. Studio's primary colors are black and white, meant to provide a classic, clean, elegant look, as well as a functional simplicity when used across media.

## **ACCENT COLOR**

Studio's use of color in its brand is purposefully austere. Our selected hue was chosen to emulate the sea (home of the octopus), as well as promote feelings of productivity, calmness, and stability.





# TYPOGRAPHY

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# PROXIMA NOVA

ExtraBold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Numbers

**0 1 2 3 4 5 6 7 8 9**

Characters

! " # \$ % & ' ( ) \* + , - . / : ; < = > ? @ [ \ ] ^ \_ ` { | } ~

---

# BEBAS NEUE

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

NUMBERS

0 1 2 3 4 5 6 7 8 9

CHARACTERS

! " # \$ % & ' ( ) \* + , - . / : ; < = > ? @ [ \ ] ^ \_ ` { | } ~

## TYPOGRAPHY HEIRARCHY

Both fonts in the new Studio brand blend technical straightforwardness and simple warmth, which make them uniformly proper for web, print, commerce and art.

Our primary font is Proxima Nova, a sans-serif font selected for its versatility, modern look, and geometric appearance. Proxima Nova should be used in the body copy, as well as in headlines and subheadlines across all Studio communications.

Our secondary font, Bebas Neue, stays true to the style and grace of our new brand with the familiar clean lines, and elegant shapes.

Titles (Bebas Neue Extrabold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789!"#\$%&'()\*+,-./:;  
<=>?@[\\]^\_`{|}~**

Headlines (Proxima Extrabold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!"#\$%&'()\*+,-./:;<=>?@[\\]^\_`{|}~**

Copy (Proxima Nova Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"#\$%&'()\*+,-./:;<=>?@[\\]^\_`{|}~

*Note: The hierarchy above is only a basic example of how the type should look in most print and digital application. Different weights of each type family may be used in other formats upon proper approval.*



# APPLICATION





# STUDIO

Perabene Lustrime  
Address Line 1  
Address Line 2  
City, ST Zip

## Lorem Ipsum.

Ex ea et volute tam dolui et ipsum struibus. Et fugitiamd quam, amos simus quibus? Cluqstam amos  
sunt ut tam non officio molibus. Alenpor estiam dolqstam quae ne untempus et dolore reventi abbas.  
Ponere raris ex estiam expenpal diani que vassero ad mivrea tessera vlpsum possim laborem vlciam.

## Bona maximead fuit essentia.

qui elltempus, se aborum icole estur, que sum arum nimis est, struqstas oculo amrectur  
pellenda quodri voluipd qui abas velpad, mard veresapri et et abare esturi porpur sumit  
interpo tempore eum, non nem itabere ex siquime voluipaqid qui eae se voloniam sum  
Nicolamo nemum sum il et ut dolore, vendantibus, bi nobis con reitiam que dolona repone  
quid sandant rem dem vltas et repelo dolupta quodiam officio ex ero comequi a vinda  
vicioio moluqstatur? Qlorar empari officio possidendunt.

Itam re ne flectio inviles acorum velet voluipqstam, uba res nimis a cor empe tempore vnde neta doluqstatur  
et pa vlciam vlciale dolari ut et heret avim fuge et vena accatana solenta coram etios ex estiamen re  
eae re, tam estet qui bestem quo agnum luct, ene flect et eum vibi escantae hant dignuio dolupta flectam  
dit, vidunt nos natioe vltas, nem comiserat et est tam ne doluipqstas amo se que ut que vlcia dolonem im  
nost vlcupta accole comad etibus ita doluqstam nra doluipqstas am, se anqam acituro magistiae odoni  
loguqstam eae de culent, apenclatis vltareicae nonqstam am, se anqam acituro magistiae odoni  
periticiae vlcipqstam am luctam. Lupti de paratitque porta aut etur, occidit quoniam quae dolore et  
periticiae vlcipqstam am luctam, lor aut replaque rem non et quo quoniam quibus enduqstae id quam flectio  
aboventibus.

Dolui et ut hanc arum.

*Don Harrahan*

Don Harrahan  
Director  
Studio

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# STUDIO

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# TOUCH

GET IN

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**Questions? Comments? Concerns?** Please contact Studio Director Dan Hanrahan.

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