



CONCEPT
FACTORY
ATLANTA

BRANDING STYLE GUIDE

CONCEPT FACTORY A T L A N T A

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WELCOME TO THE FACTORY

C/

CONCEPT
FACTORY
ATLANTA



Welcome to the place where visual storytellers unite, create, inspire, and ideate.

Our brand and company represents excellence in spirit, sleek and modern design, all encompassed with the love of God and a hint of southern soul.

We are Concept Factory Atlanta.

VISUAL STORYTELLERS UNITE

C/

Table of Contents

- 4** Our Mission / Values
- 5** Logo Design
- 9** Color Palette
- 11** Typeface / Fonts
- 13** Brand Voice
- 15** Imagery & Filters
- 17** Social Media / Videos



Our Mission

To foster and create a collaborative and resourceful environment for visual storytellers that promotes creativity, community, professional development, and industry connections."

Our Values

- EXCELLENCE
- INNOVATION
- OWNERSHIP
- OUTREACH
- FAMILY

WELCOME TO THE FACTORY

LOGO DESIGN

Logo Design

TYPOGRAPHY LOGO

**CONCEPT
FACTORY
A T L A N T A**

Font: **Bebas Regular**

Stroke: 0pt

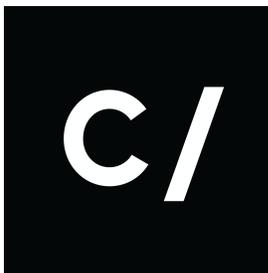
Spacing: 25pt

Color Code: #000000 (Black)

Color Code: #FFFFFF (White)

The typography logo will convey a minimal, traditional, and industrial aesthetic relating to the culture and design style Concept Factory Atlanta.

MONOGRAM LOGO



Font: **Antapani Extra Bold**

Stroke: 0pt

Spacing: 100pt

Color Code: #000000 (Black)

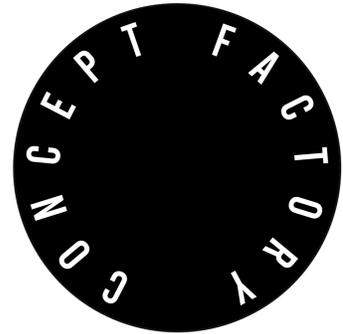
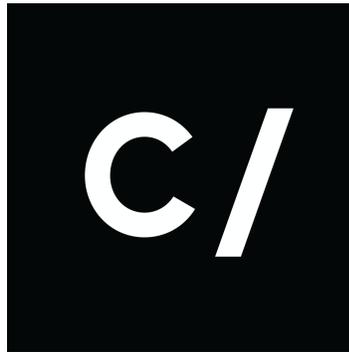
Color Code: #FFFFFF (White)

The monogram logo represents simplicity, professionalism, and progression forward.

The representation of just the letter "C" utilizes a commonly seen marking everyone is familiar with and relates thought back to Concept Factory Atlanta.

The "forward slash" punctuation mark conveys the message of "something else that follows" and inclusivity.

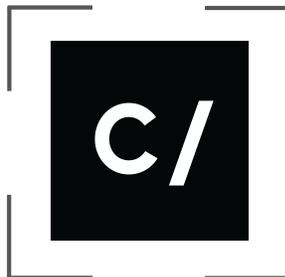
Logo Design: Dos



Circle logo is for **internal use only**, not for promotional or branding.

Do keep the logo in colors of Mission Black or Miraculous White.

Typography or Monogram logo should only be placed on a solid black or solid white square.



The text or monogram logo should always be placed with at least **0.5 inches** from all other objects or text on all sides.



Never make the monogram logo smaller than **0.9 inches (w) x 0.9 (h)**

Never make the text logo smaller than **1.3 inches (w) x 0.9 (h)**

Logo Design: Don'ts



Don't rotate the logo



Don't flip the logo upside down or turn sideways



Don't add additional text to the logo or use the logo as part of a sentence or phrase graphic.



Don't place the logo inside of a non-brand colored box or outline around the logo.



Don't squeeze, warp, or crop the logo.



Don't discolor the logo from Mission Black or Miraculous White.



Don't use the logo with an added shadow, gradient, or three-dimensional (3D) effect.



Don't use the logo on busy backgrounds or distracting patterns.



Don't use the logo on low resolution or offensive imagery.



Don't change the typeface or recreate or manipulate the wordmark logo or icon.

COLOR PALETTE



Color Palette & Usage

FULL COLOR PALETTE



Mission Black

HEX: (#000000)
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HSB: 0, 0, 0
HSL: 0, 0, 0

Miraculous White

HEX: (#FFFFFF)
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HSB: 0, 0, 100
HSL: 0, 0, 100

Moses Red

HEX: (#DE1A1A)
RGB: 222, 26, 26
CMYK: 0, 88, 88, 12
HSB: 0, 88, 87
HSL: 0, 79, 49

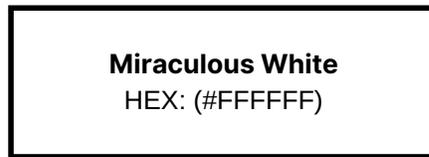
Humble Blue

HEX: (#0B8FAA)
RGB: 11, 143, 170
CMYK: 94, 16, 0, 33
HSB: 190, 94, 67
HSL: 190, 88, 35

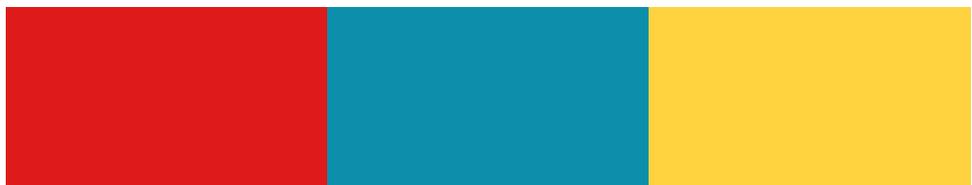
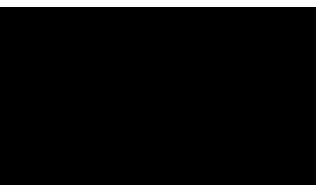
Mustard Seed Yellow

HEX: (#FFD23F)
RGB: 255, 210, 63
CMYK: 0, 17, 75, 0
HSB: 46, 75, 100
HSL: 46, 100, 62

PRIMARY COLORS



SECONDARY COLORS



TYPEFACE / FONTS

Typeface & Fonts

TITLES, HEADERS, & TEXT GRAPHICS (NON-CURSIVE)

**WELCOME
TO THE FACTORY**

AtI ATL

Font: **Helvetica Neue LT Std**

Font Style: **(75 Bold)**

Alternate Font: **Inter**

Usage: Non-cursive headers/titles

Stroke: 0pt

Spacing: -24pt

Leading: 163pt

Color Code: #000000 (Black)

Color Code: #FFFFFF (White)

Lorem ipsum dolor sit amet, ex eum
maiorum dolores. Ut eum nihil salutandi,
menandri inciderint mel te. Ex mei persius
ocurreret. Erant omnes animal mei et, ei
eos quaeque adipisci dissentias.

Font: **Inter / Helvetica**

Font Style: **Regular or Light**

Spacing: 0pt

Usage: Paragraph font

TITLES, HEADERS, & TEXT GRAPHICS (FANCY/ELEGANT)

Aa Bb Cc

City in a Forest

Font: **Playfair Display Black**

Font Style: **Italicized**

Usage: Fancy or elegant headers/titles

Stroke: 0pt

Spacing: -24pt

Leading: 1.4pt

Color Code: #000000 (Black)

Color Code: #FFFFFF (White)

BRAND VOICE



Brand Voice

What's a Brand Voice?

Our brand voice represents something we'd say, and how we'd say it. It's our personality. It's how we connect with Atlanta's visual storytellers who have a story to tell and are ready to tell it.

Our Brand Voice

At our core, what we cherish are **people**. Our brand represents down-to-earth individuals committed to community, innovative dreams, artistic storytelling, and downright brotherly-love.

We keep things short and simple. We don't waste too much time talking because there's too many dreams to inspire and connections to make. Our brand voice is that of simplicity and speaking to our members as if they're family. That's why we call them family members.

Our voice is:

Passionate, but not over-bearing

Down-to-earth, but not nonchalant

Savvy, but not jargon-filled

Humble and open, but not passive

IMAGERY / FILTERS

Imagery & Filters

Imagery

Our images, whether on our website or social media, billboard or print ad, should be visually-captivating and consistent across all platforms in color, composition, and tone.

Imagery should have:

- High resolution / 1 Megapixels or 300dpi or higher
- Dramatic colors and contrast

Our images should strive to:

- Show community & collaboration
- Highlight people
- Showcase our facility/spaces
- Highlight events and functions
- Avoid blocking people's faces

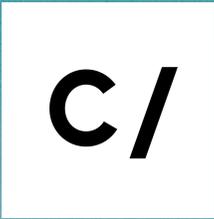


This image features a busy background, blocks faces, has poor composition, too high of contrast and brightness, and makes the logo difficult to see.



This image promotes community and collaboration, has rich, deep colors and contrast, and makes the logo stand out without any conflicting background

SOCIAL MEDIA / VIDEOS



conceptfactoryatl.com

