


BRAND STYLE GUIDE



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BRAND PERSONALITY

PRIMARY LOGO

For use at larger than ¼-inch diameter



Primary, white background
(no outline for use on dark colors)



Primary, light-colored background

Appropriate use in color and black/white on various backgrounds



SECONDARY LOGO

For use at small sizes (< ¼-inch diameter)



Secondary, white background
(no outline for use on dark colors)



Secondary, light-colored background

Appropriate use in color and black/white on various backgrounds



TAGLINE

Stacked and horizontal arrangements



STRATEGIC
& CREATIVE
BRANDING
SOLUTIONS



STRATEGIC
& CREATIVE
BRANDING
SOLUTIONS



STRATEGIC
& CREATIVE
BRANDING
SOLUTIONS

STRATEGIC & CREATIVE



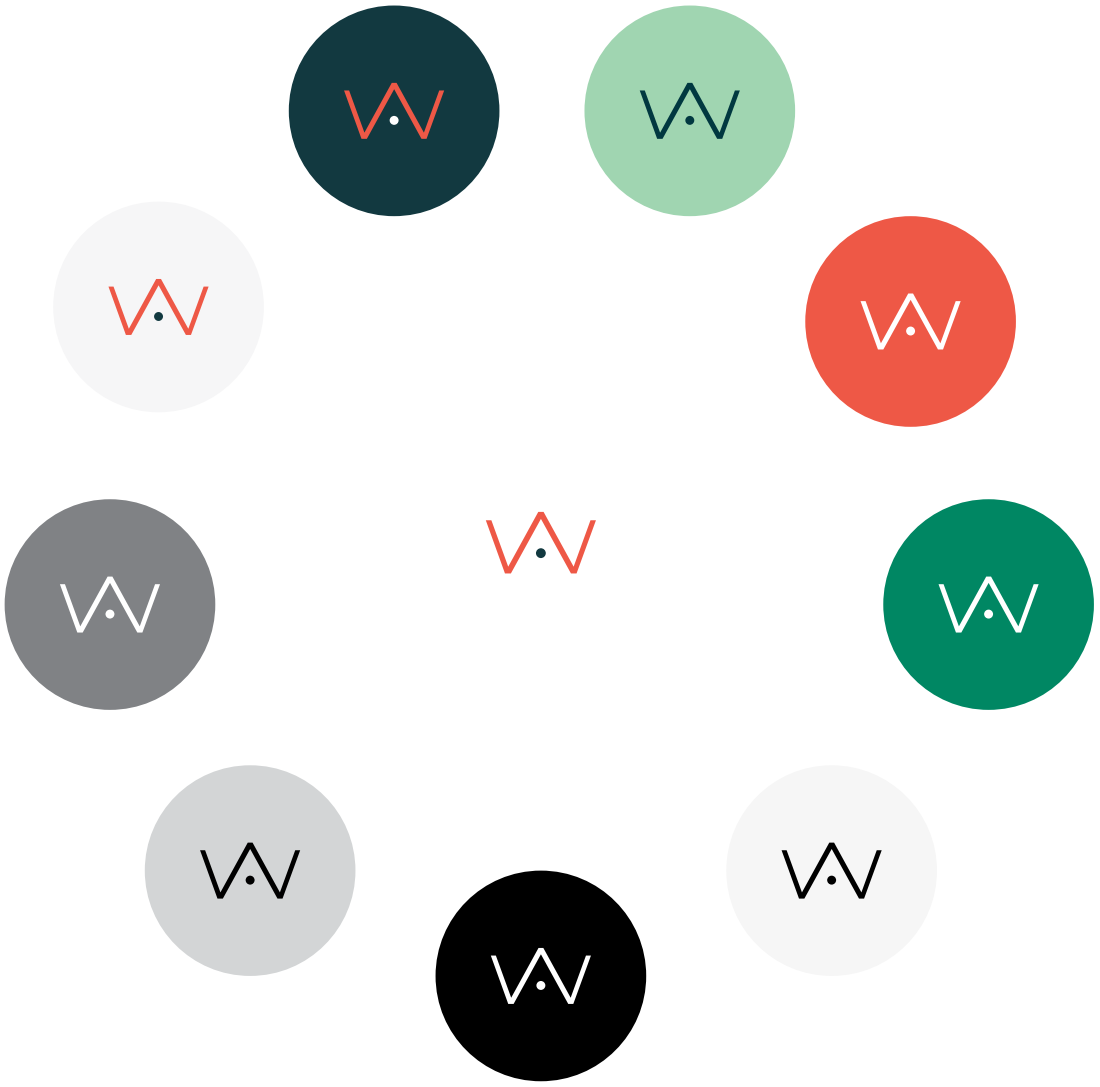
BRANDING SOLUTIONS



STRATEGIC & CREATIVE BRANDING SOLUTIONS

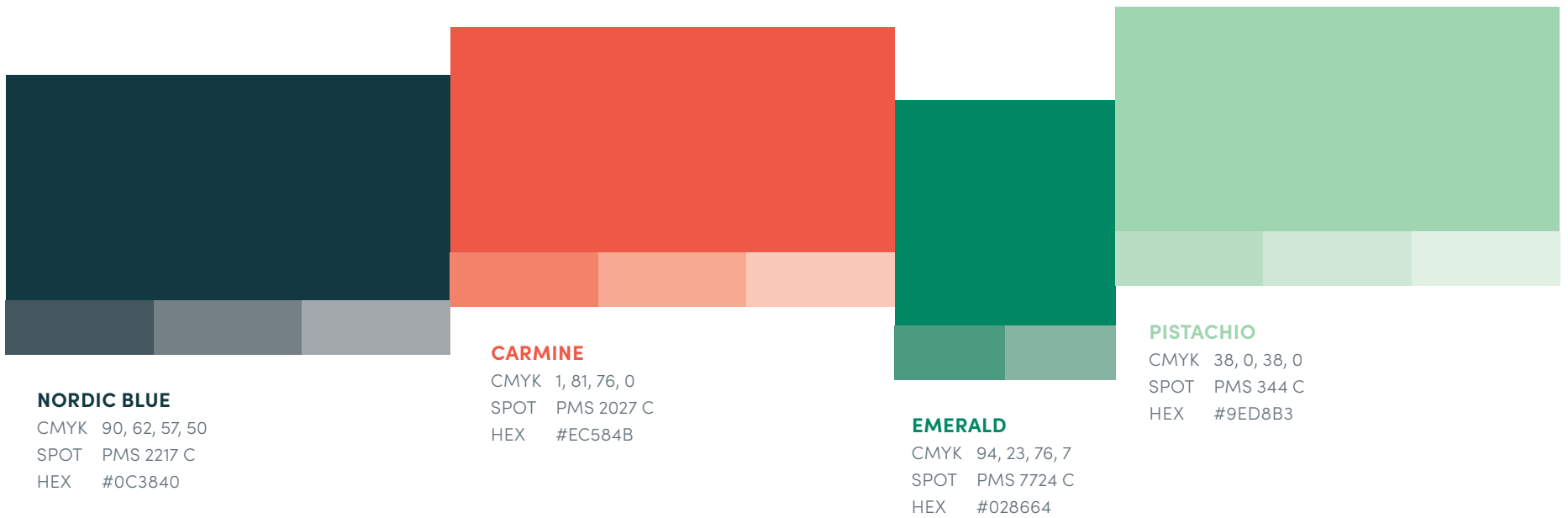
HAPPY YETI ICON

Limited use



COLOR PALETTE

With visual usage ratio



BRAND TYPOGRAPHY

Sofia Pro Light: headlines and copy

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

Sofia Pro Regular: headlines, intro copy

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

Sofia Pro Bold: sub-headlines, accent type

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

Unit Rounded Pro Light: accent type

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

Zenon Regular Italic: captions

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*!?

Sofia Pro, Unit Rounded Pro, and Zenon are all Adobe Fonts and can be found and activated at <https://fonts.adobe.com>

FONT SUBSTITUTIONS

When unable to use the brand fonts, the following Google fonts may be used as substitutions.

Sofia Pro = Poppins	https://fonts.google.com/specimen/Poppins
Unit Rounded Pro = Signika	https://fonts.google.com/specimen/Signika
Zenon = Alegreya	https://fonts.google.com/specimen/Alegreya

TYPOGRAPHY SAMPLE

The size of a project should never stand in the way of a great, creative campaign.

THIS IS WHY WAYPOINT COLLECTIVE EXISTS.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam luctus tincidunt dui, sed placerat ex aliquam sit amet. Donec lectus lorem, cursus vitae mattis a, rutrum at neque. Sed tincidunt risus risus, sit amet feugiat lectus feugiat id. Nam tincidunt ut leo quis auctor. Suspendisse rhoncus lectus in velit interdum, sit amet congue risus posuere. Aenean vel rhoncus est. Sed vitae neque auctor, laoreet mi sit amet, sollicitudin lectus. Nullam luctus, sem ut viverra ultrices, lorem quam porttitor elit, viverra volutpat enim dui eget odio. Fusce lacinia dolor eu orci luctus, vel auctor purus dapibus. Vivamus feugiat justo in arcu iaculis, sit amet dapibus lorem ultricies. Curabitur iaculis sagittis laoreet. In hendrerit commodo neque ac pulvinar. Vivamus lobortis hendrerit tellus vitae facilisis. Pellentesque venenatis risus vitae finibus molestie. Etiam vulputate, ipsum id interdum dictum, justo tortor fringilla nunc, a malesuada mi arcu ut justo.

Integer magna metus, scelerisque id sem sed, congue tincidunt lacus. Integer at malesuada enim. Morbi a mauris urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Curabitur lectus nulla, rutrum non mi nec, ultrices rhoncus urna. Nunc aliquet quam vitae ipsum dignissim convallis. Praesent porttitor urna eu dictum rutrum. Proin eget pellentesque mi. Duis porttitor elit ac vestibulum ullamcorper. Donec ut neque tristique, gravida nunc eget, venenatis ligula.

Proin sit amet ipsum tortor. Donec vitae turpis gravida, viverra metus vulputate, suscipit lectus. Proin interdum scelerisque nunc, ac ornare magna pulvinar at. Vivamus a mattis libero. Fusce nec orci convallis, rutrum ipsum id, viverra urna. Nunc eget bibendum ligula. Proin ultricies aliquam magna, ac fringilla sem hendrerit a. Suspendisse quis aliquam justo.

We are Waypoint Collective, and we want to work with you.

BRAND PATTERNS

Topo, light lines

Topo, dark lines



Duotone cairn

LETTERSET



Business Cards – 2.5" x 3"



A6 Notecard – 6.25" x 4.5"



Mailing Label – 3" x 2"



Return Label – 2-5/8" x 1"

EMAIL SIGNATURE



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SOCIAL MEDIA

