

PIONEER WINTER COLLECTIVE

VISUAL STYLE GUIDE

VER. 01

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PIONEER WINTER COLLECTIVE

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Druk Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
123456789

ONLY USE IN ALL CAPS

Founders Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()•>

— *Italics*

Founders Grotesk Medium

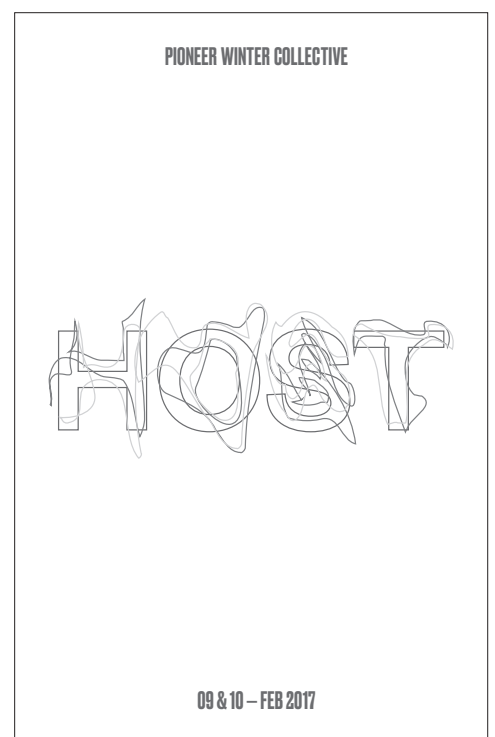
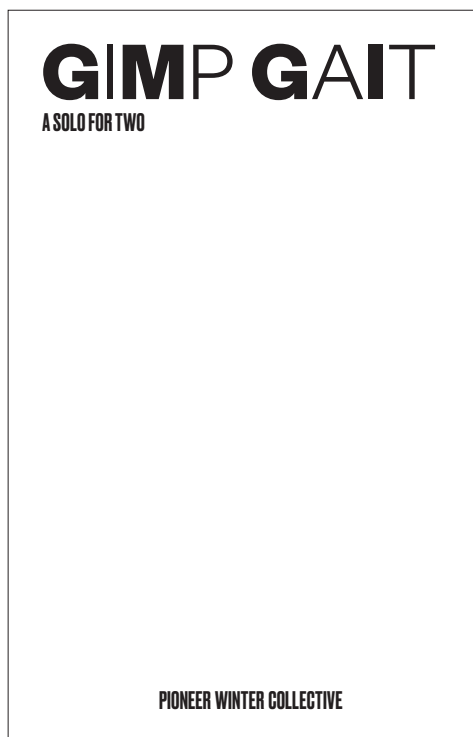
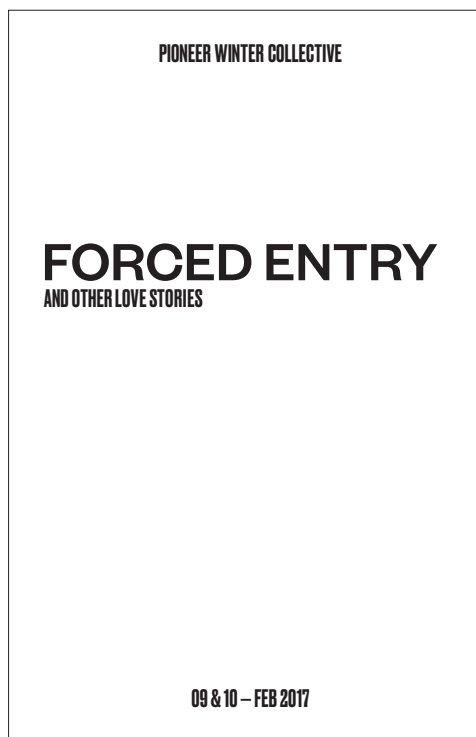
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()•>

— *Italics*

FONTS → HARMONY

Pioneer Winter Collective logo is set using Druk Medium in all caps. Founders Grotesk is the secondary typeface, which will be used mostly for headers and body copy. A nice balance is achieved when combining these two contrasting fonts and weights. Default to black & white but use color only to amplify meaning and bridge a connection to an event.

- Druk
MEDIUM
- Founders Grotesk
Light
Regular
Medium
Bold



Logotype

DRUK

Header 1

**FOUNDERS GROTESK
MEDIUM**

Header 2

DRUK

Header 3

Founders Grotesk Regular
Founders Grotesk Medium

Paragraph 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec eget elit vitae felis elementum lacinia. Cras id euismod enim. Morbi sed tortor nec libero euismod eleifend in quis diam. Aliquam eget feugiat turpis, nec aliquet tellus. Nulla erat lacus, rhoncus ut odio in, placerat cursus sapien. In pellentesque, tellus vel efficitur ornare, massa urna rutrum erat, sed convallis ex nibh luctus lorem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

SETUPS → FORMATS

These standard formats lend for effective layouts that can be scaled without losing the aspect ratio. Based on the US Tabloid, they are also standard printing dimensions, which make them affordable.

Use the following dimensions for printed materials:

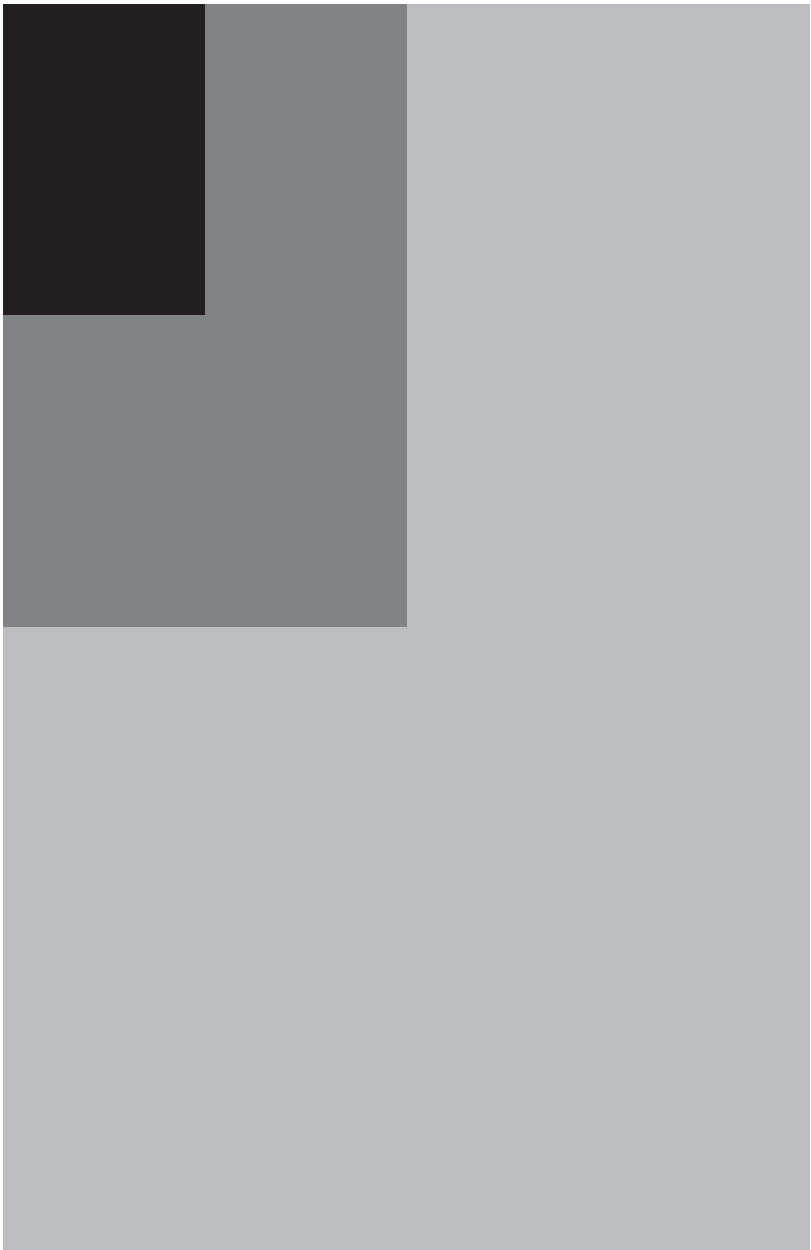
Postcard
5.5 x 8.5



French Fold
11 x 17



Large Poster
22 x 34

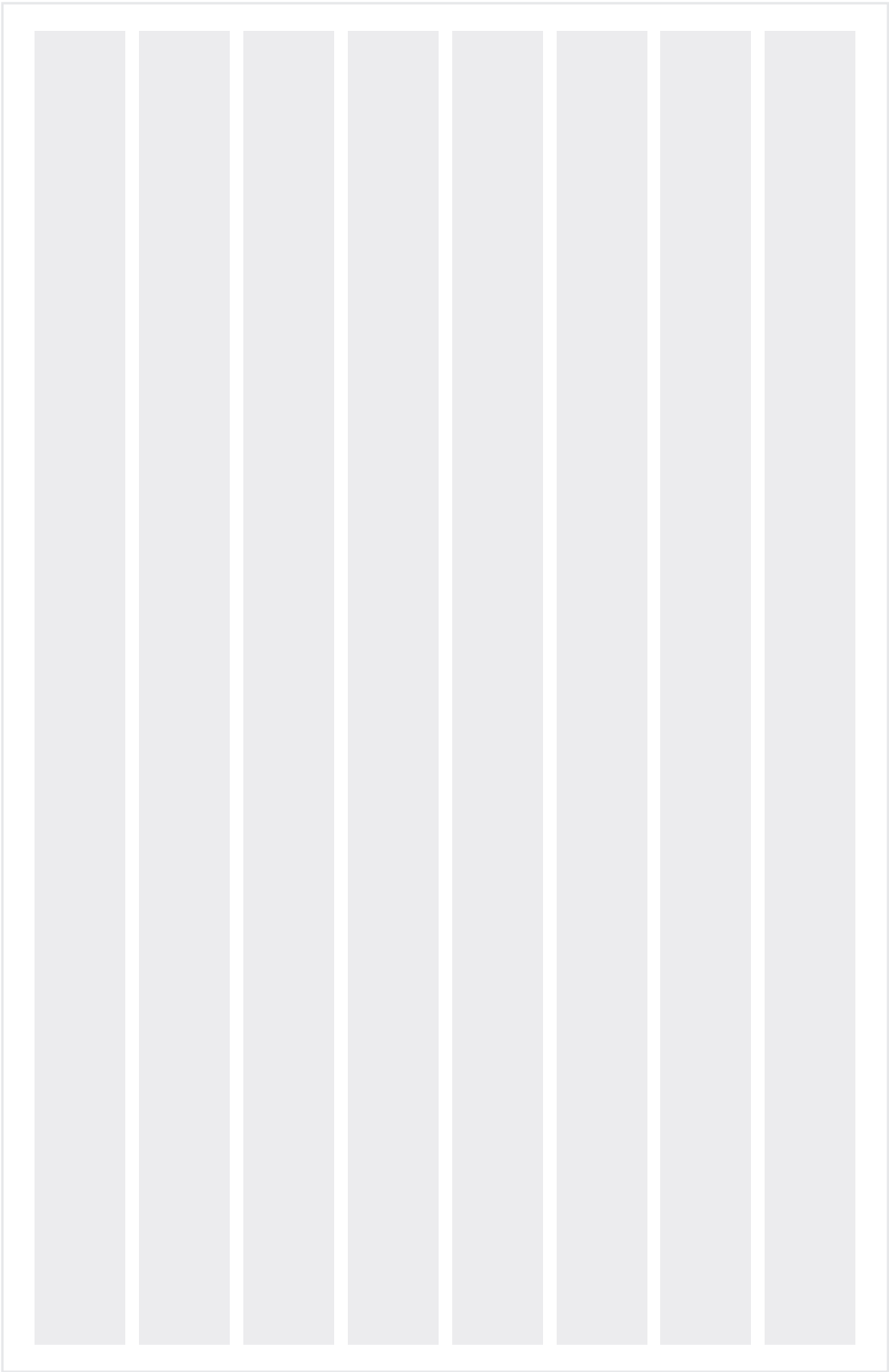


SETUPS → GRIDS

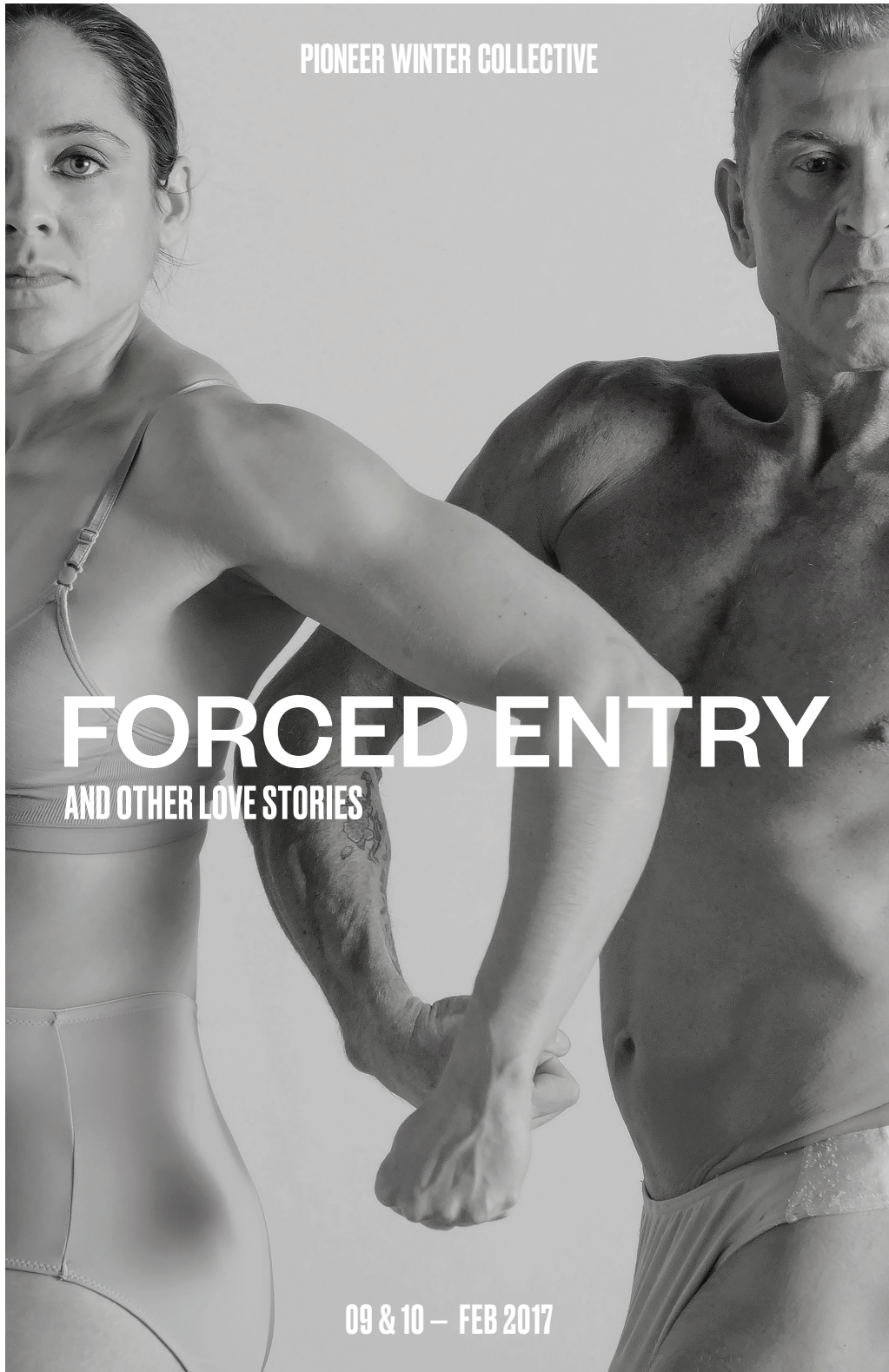
Use an 8 column grid with a tight margins.

Postcard
0.40" all around

Program
0.5" all around



[illegible]





PIONEER WINTER COLLECTIVE

CONTACT

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STUDIO

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Miami, FL 33127

MAILING

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PIONEER WINTER COLLECTIVE

PIONEER WINTER @

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→

O Cinema Wynwood
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PIONEER WINTER COLLECTIVE

Dear Mr. Sam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas sollicitudin nulla vel lorem sagittis, nec dictum ligula ullamcorper. Vivamus tellus risus, ullamcorper aliquam finibus sit amet, iaculis a mi. Cras molestie in nulla sed varius. Pellentesque feugiat, felis vitae lobortis aliquet, felis purus gravida arcu, quis aliquet neque urna vel nisl. Proin luctus posuere mi sit amet maximus. Donec et massa sagittis, imperdiet nibh vel, laoreet massa. Nam vel dapibus quam.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nunc eu tortor in erat scelerisque ullamcorper. Pellentesque a arcu gravida, egestas erat sed, laoreet quam. Nunc ut sem nec urna malesuada dapibus. Nulla iaculis est eros, vel elementum quam bibendum eget. Sed nec pulvinar erat. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum malesuada ultricies urna non feugiat. Cras lobortis dignissim ligula, non tempus nunc aliquam nec. Maecenas tincidunt justo hendrerit sodales pharetra. Suspendisse fringilla, nulla quis imperdiet sollicitudin, arcu ante scelerisque odio, in luctus diam est a felis. Duis libero nibh, semper a suscipit in, auctor ut diam. Donec dapibus massa eget arcu pellentesque tincidunt ut sodales ex. Integer quis cursus tortor, in suscipit ante.

Quisque a maximus purus. Suspendisse non hendrerit orci. Mauris gravida semper ante, at convallis nulla tempor et. Fusce efficitur enim nec lectus pulvinar tristique. Etiam non congue dolor. Sed eu magna magna. Integer molestie interdum pharetra. Nunc massa orci, tempus ac mi ut, vulputate placerat enim. Quisque euismod pellentesque sollicitudin. Donec molestie diam at nibh placerat dapibus. Praesent sed neque vulputate nisl fringilla vestibulum in vitae dui. Pellentesque iaculis facilisis dapibus.

Warmest,
Pi — Director

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info@pioneerwinter.com
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**This document was completed
on FEB 2017 and was deisgned
by Gusto Studios.**

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