



URBANEER

C R E A T I V E

STYLE GUIDE 04.23.2015



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An aerial, high-angle photograph of a city skyline, likely New York City. The image shows a dense cluster of skyscrapers in the background, including the Empire State Building on the left. In the foreground, there are older, multi-story brick buildings with many windows. The sky is overcast with grey clouds. The entire image has a dark, monochromatic green tint.

BRAND OVERVIEW



Urbaneer is a combination of the word, “Urban” and “Pioneer”. Urban pioneering is a phrase that describes how the influencers in the massive Millennial Generation are approaching the distinct challenge of establishing themselves in life and work.

As an Agency, **Urbaneer Creative** is focused on Millennials. We will position ourselves as experts on the generation, and specifically focus on the early adopters/influencers within the generation (**Urbaneers**). Trends that are ignited by this subgroup of “Urbaneers” will trickle down the proverbial marketing pyramid over the next decade, as the greater numbers of the generation come of age as consumers.

The agency will grow its business around two market segments:

1. The Urban Pioneers
2. Established brands that are looking to engage the massive millennial generation.

An aerial photograph of a city skyline, likely New York City, featuring a mix of modern skyscrapers and older, multi-story buildings. The image is overlaid with a dark, semi-transparent green filter. The text "BRAND GUIDELINES" is centered in the middle of the image in a bold, white, sans-serif font.

BRAND GUIDELINES

PRIMARY LOGO

Use the Urbaneer Creative primary logo on a white background to preserve the integrity of the photo within the logo. For printed materials, use the CMYK version of the logo.

URBANEERCREATIVE_LOGO_PRIMARY_CMYK.AI

URBANEERCREATIVE_LOGO_PRIMARY_RGB.AI



SECONDARY LOGOS

When the primary logo cannot be utilized due to output restrictions, use the secondary logos.

Use the secondary black logo on a light background.

Use the secondary white logo on dark backgrounds. When used with a duotone photograph, set at an opacity of 70%.

URBANEERCREATIVE_LOGO_SECONDARY_BLACK.AI

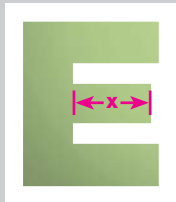
URBANEERCREATIVE_LOGO_SECONDARY_WHITE.AI



CLEARANCE SPACE

To ensure legibility of the Urbaneer Creative logo, allow for the indicated clearance. No typography and other logos are allowed within the clearance area.

Use the middle bar of the “E” as a reference for the clearance, marked by an “x”.



LOGO ICON

For legibility of the Urbaneer Creative brand identity at a smaller scale, the logo icon should be used. Usage examples include various forms of social media. For printed materials, refer to the CMYK version of the icon.

URBANEERCREATIVE_LOGO_ICON_SQUARE_CMYK.AI
 URBANEERCREATIVE_LOGO_ICON_SQUARE_RGB.AI
 URBANEERCREATIVE_LOGO_ICON_CIRCLE_CMYK.AI
 URBANEERCREATIVE_LOGO_ICON_CIRCLE_RGB.AI



INCORRECT USAGE

Altering the logo in any way other than proportional scaling is never allowed. The following are examples of incorrect usages of the Urbaneer Creative logo.



DO NOT - TRANSFORM THE LOGO



DO NOT - ADD TO THE LOGO



DO NOT - ALTER LOGO COLORS



DO NOT - REMOVE FROM THE LOGO



DO NOT - ALTER LOGO ELEMENTS



**DO NOT - ALTER IMAGE
WITHIN THE LOGO**

Typography remains consistent through all assets to ensure a cohesive brand relationship.

PRIMARY

Use Helvetica Neue LT Std 85 Heavy for headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY

Use Helvetica Neue LT Std 85 Light for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

POWERPOINT: PRIMARY

Use Arial Bold for headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

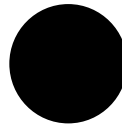
POWERPOINT: SECONDARY

Use Arial Regular for body copy.

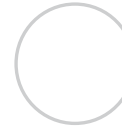
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color is an important aspect of the Urbaneer Creative brand identity. Use the following color palette to maintain the visual consistency of the brand.

PRIMARY COLOR PALETTE



CMYK (0, 0, 0, 100)
RGB (0, 0, 0)



CMYK (0, 0, 0, 0)
RGB (255, 255, 255)



CMYK (45, 15, 60, 0)
RGB (150, 180, 130)

SECONDARY COLOR PALETTE



CMYK (19, 14, 13, 0)
RGB (210, 210, 210)



CMYK (80, 72, 87, 67)
RGB (30, 35, 20)

PRIMARY PHOTOGRAPHY

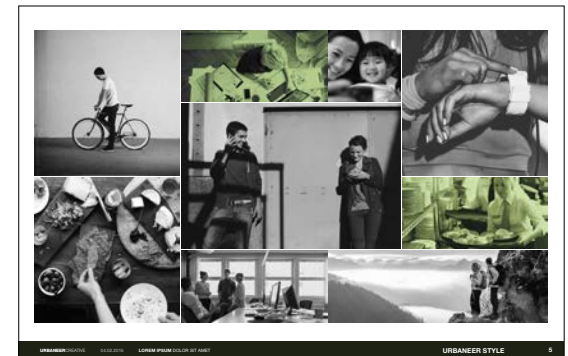
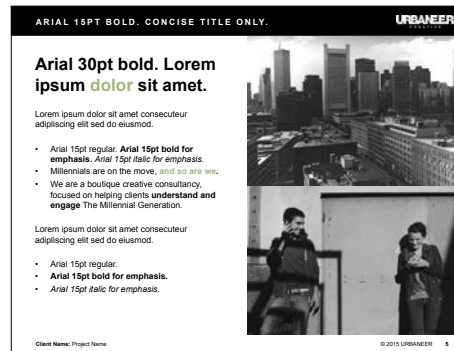
Urbaneer Creative photography primarily consists of green duotone imagery. Examples of usage include: Cover images and landing pages.

URBANEERCREATIVE_BOSTONIMAGE.TIF



SECONDARY PHOTOGRAPHY

Black and white images are used as secondary imagery. Examples of usage include: supplementary presentation images.



STEPS FOR APPLYING THE GREEN DUOTONE STYLE

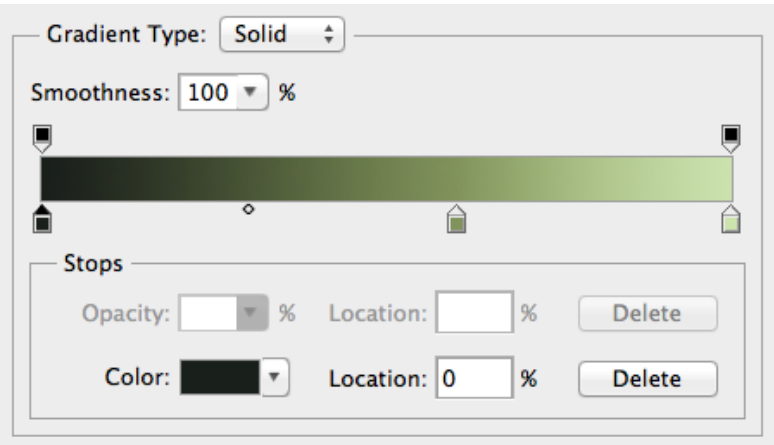
Step 1: Grayscale

Set the image to grayscale.



Step 2: Green Tint

Apply a gradient map on the grayscale image.



Dark Green:

Location: 0%
CMYK (80, 70, 80, 75)
RGB (33, 35, 30)

Middle Green:

Location: 60%
CMYK (55, 30, 77, 5)
RGB (135, 145, 90)

Light Green:

Location: 100%
CMYK (25, 0, 40, 0)
RGB (210, 225, 170)



Use the following as examples when creating illustrations for Urbaneer.

STYLE

Use simple shapes to create Urbaneer illustrations.

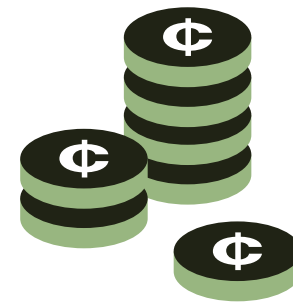
COLOR

Use white and green from the primary color palette and the dark green from the secondary color palette to create the icons. Use flat color when designing illustrations.

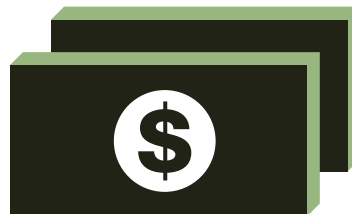
URBANEERCREATIVE_ILLUSTRATIONS.AI



PHONE WITH APP



COINS



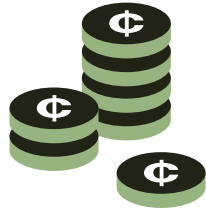
MONEY



T-SHIRT



PHONE WITH APP



COINS



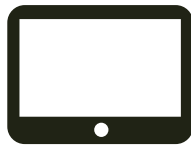
MONEY



T-SHIRT



COMPUTER



TABLET



LAPTOP



CELL PHONE



GLOBE



PERSON



SPEECH BUBBLES

Use flat colors and simple shapes when creating icons for Urbaneer.

PRIMARY: 4-COLOR ICON

Use the 4-color icon as a primary read in a working file. Examples of usage include: indicating a different section or idea.

Always center the symbol within the circle. Use black and Urbaneer green from the primary color palette with white as an accent color.

Place icons on the Urbaneer gray circle shape.

URBANEERCREATIVE_ICONS_PRIMARY.AI

ALTERNATE: 2-COLOR ICON

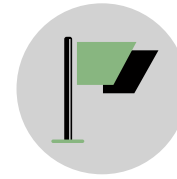
Use the 2-color icon as a supporting graphic for information. Examples of usage include: supporting graphics in a presentation.

Use the dark green from the secondary color palette as the background color and white for the symbol color. Always place the icon centered in a circle shape.

URBANEERCREATIVE_ICONS_ALTERNATE.AI



CAMPAIGN



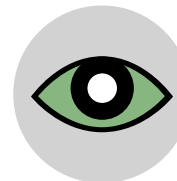
CULTURE



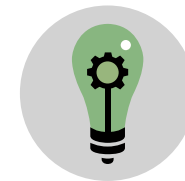
CONTENT



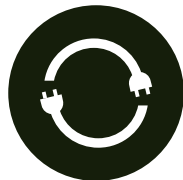
EXECUTION



INSIGHT



STRATEGY



CONNECTION



COMMUNAL



TECHNOLOGY



TROPHY



LEARN



SELL



CAMPAIGN



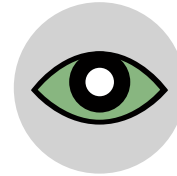
CULTURE



CONTENT



EXECUTION



INSIGHT



STRATEGY



CONNECTION



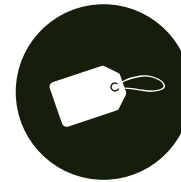
COMMUNAL



CLEVER



SOCIAL MEDIA



DISCOUNT



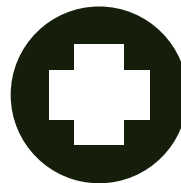
HEART



TECHNOLOGY



TROPHY



TRAUMA



LEARN



SELL

An aerial photograph of a city skyline, featuring a mix of modern skyscrapers and older, multi-story buildings. The image is tinted with a dark, monochromatic green color. The word "APPLICATIONS" is overlaid in the center in a large, white, sans-serif font.

APPLICATIONS

LETTERHEAD



URBANEERCREATIVE_STATIONERY_LETTERHEAD.AI



URBANEERCREATIVE_STATIONERY_ENVELOPE.AI

BUSINESS CARD



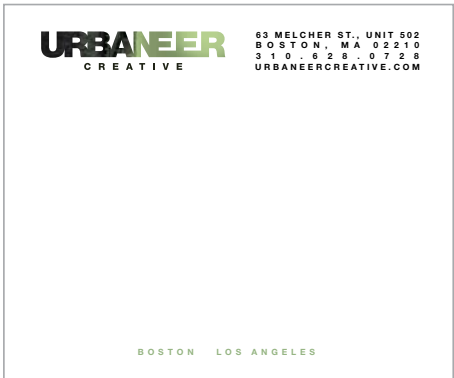
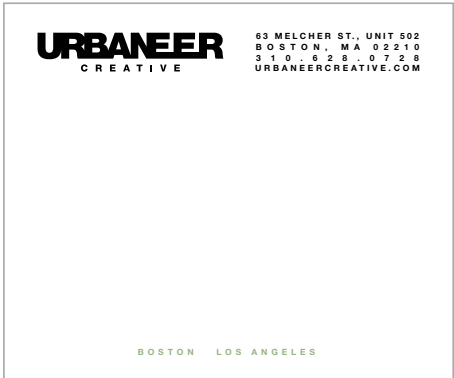
URBANEERCREATIVE_STATIONERY_BUSINESSCARDS_FRONT.AI



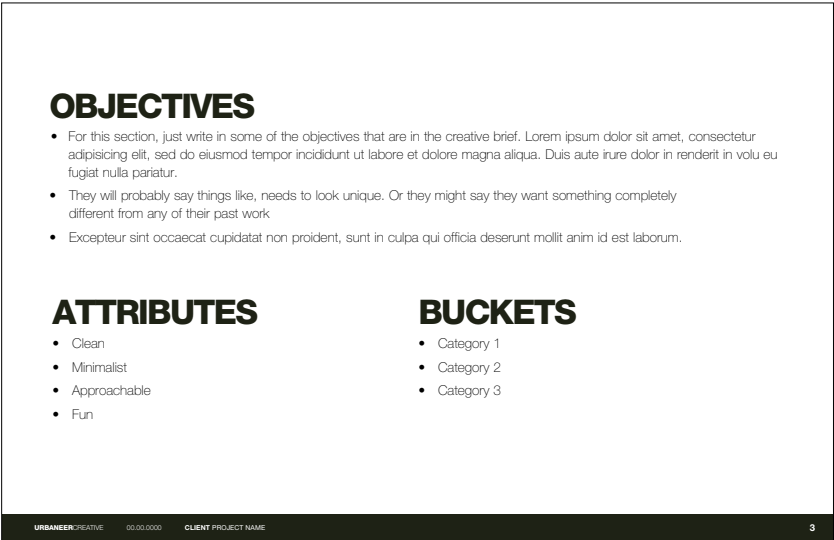
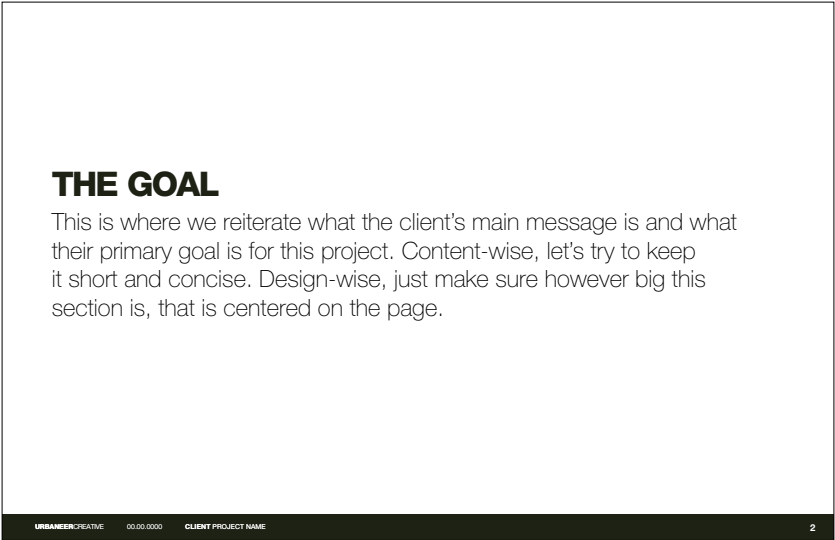
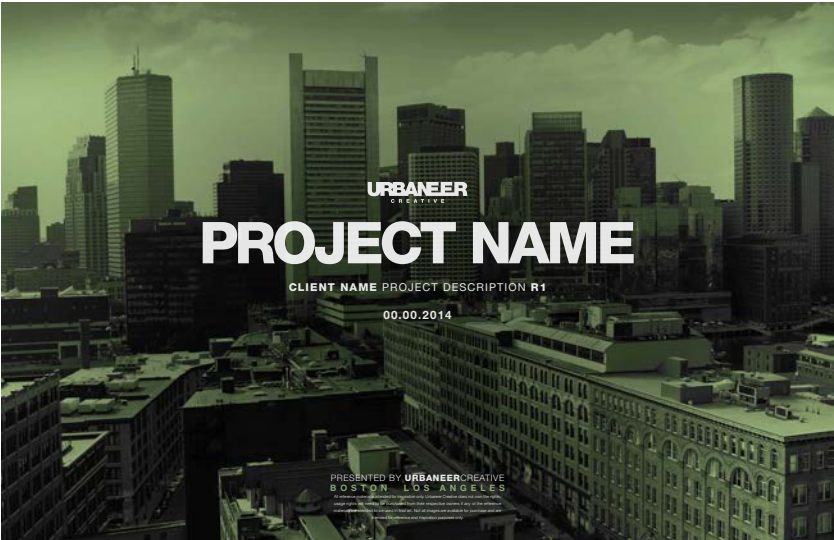
URBANEERCREATIVE_STATIONERY_BUSINESSCARDS_BACK.AI

*NOTE: DIMENSIONS SET FOR MOO.COM

MAILING LABEL



URBANEERCREATIVE_STATIONERY_MAILINGLABEL.AI



URBANEER
CREATIVE

POWERPOINT TITLE

4/21/15

PRESENTED BY URBANEERCREATIVE
BOSTON LOS ANGELES

All references, graphics, images are intended for inspiration only. URBANEER CREATIVE does not own the rights to the images. Images are selected to be presented from their respective agencies. Any of the reference materials are selected to be used in the design. Images are available for purchase and are intended for reference and inspiration purposes only.

URBANEER
CREATIVE

ARIAL 15PT BOLD. CONCISE TITLE ONLY.


Arial 30pt bold. Lorem ipsum dolor sit amet.

>Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod.

- Arial 15pt regular. **Arial 15pt bold for emphasis.** *Arial 15pt italic for emphasis.*
- Millennials are on the move, **and so are we.**
- We are a boutique creative consultancy, focused on helping clients **understand and engage** The Millennial Generation.

>Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod.

- Arial 15pt regular.
- **Arial 15pt bold for emphasis.**
- *Arial 15pt italic for emphasis.*







Client Name: Project Name

© 2015 URBANEER 3

THE GENERATIONS

URBANEER
CREATIVE



SILENT
1928-1945

BABY BOOMER
1946-1964

GEN X
1965-1979

MILLENNIAL
1980-2000

Client Name: Project Name

© 2015 URBANEER 4

URBANEER
CREATIVE

ARIAL 15PT BOLD. CONCISE TITLE ONLY.

Short header here. Arial 30pt bold.

Short paragraph here. Arial 15pt regular. Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod. Lorem ipsum dolor sit amet consectetur adipiscing elit **sed do**. Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod. **Lorem ipsum dolor sit** amet consectetur adipiscing elit.

	Data 1. Lorem Ipsum.		Data 2. Lorem Ipsum.	
Data 1 Lorem Ipsum.	Lorem Ipsum	1234	Lorem Ipsum Dolor Sit Amet	1000.00
Data 2 Lorem Ipsum.	Lorem Ipsum	1234	Lorem Ipsum Dolor Sit Amet	1000.00
Data 3 Lorem Ipsum.	Lorem Ipsum	1234	Lorem Ipsum Dolor Sit Amet	1000.00
Data 4 Lorem Ipsum.	Lorem Ipsum	1234	Lorem Ipsum Dolor Sit Amet	1000.00
Data 5 Lorem Ipsum.	Lorem Ipsum	1234	Lorem Ipsum Dolor Sit Amet	1000.00

Client Name: Project Name

© 2015 URBANEER 20

URBANEERCREATIVE_POWERPOINT_TEMPLATE.PPTX

Do not alter the placement of any elements on these pages.

1. COVER

Only use Arial 70pt bold in white for the title.

2. GENERATIONS PAGE

Use the generations page as is.

1.



2.



IMAGE AND TEXT PAGES

Use the set templates for adding images and text on one slide.

1. PAGE TITLE

Use Arial 15pt Bold in caps in white for the titles only. Use short, concise titles to prevent overcrowding of the title space.

2. IMAGERY

For Urbaneer supporting imagery, use the Secondary Photography style on page 11. When using client imagery, use as is.

Place images in the designated imagery boxes on the template slides. Always scale images proportionally to fill the image boxes.

3. PARAGRAPH TITLES

Use Arial 30pt bold in black for paragraph titles. Use the green from the primary color palette when emphasizing words.

4. BODY COPY

Use Arial 15pt regular in black for the body copy. Use Arial 15pt bold and italic for emphasis. Use the green from the primary color palette when emphasizing words.

*Note: Use the designated areas for text. Do not reposition or expand text boxes.

1.

ARIAL 15PT BOLD. CONCISE TITLE ONLY.

URBANEER
CREATIVE

2.



Short header here. Arial 30pt bold.

Short paragraph here. Arial 15pt regular. Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod. Lorem ipsum dolor sit amet consectetur adipiscing elit **sed do**.

- Arial 15pt regular. **Arial 15pt bold for emphasis.** *Arial 15pt italic for emphasis.*
- Millennials are on the move, **and so are we.**
- We are a boutique creative consultancy, focused on helping clients **understand and engage** The Millennial Generation.

Client Name: Project Name

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3.

ARIAL 15PT BOLD. CONCISE TITLE ONLY.

URBANEER
CREATIVE

4.

Short point. Arial 30pt bold.

Arial 15pt regular. **Arial 15pt bold for emphasis.** *Arial 15pt italic for emphasis.*

- Duis aute irure dolor in **reprehenderit** in voluptate velit esse cillum dolore
- Eu fugiat nulla pariat. Excepteur sint **occaecat cupidatat** non proident, sunt
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
- **Tempor incididunt ut labore** et dolore magna aliqua. Ut enim ad minim veniam
- Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat

Short point. Arial 30pt bold.

Arial 15pt regular. **Arial 15pt bold for emphasis.** *Arial 15pt italic for emphasis.*

- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore
- Eu fugiat nulla pariat. Excepteur sint **occaecat cupidatat** non proident, sunt
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
- Tempor **incidunt ut labore** et dolore magna aliqua.

Client Name: Project Name

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ICON AND TEXT PAGE

Use the icon and text page only for short, concise points.

1. PAGE TITLE

Use Arial 15pt Bold in caps in white for the titles only. Use short, concise titles to prevent overcrowding of the title space.

2. ICON

Use the alternate 2-color icon. Refer to page 13 for the icon style. Place icons in their designated image boxes as PNG files to maintain their round shape.

Only place the icon on the left side of the green text box. Do not place the icon at the top, bottom, or on the right of the text box.

3. BODY COPY

Use Arial 15pt regular in black for the body copy. Use Arial 15pt bold and italic for emphasis. Do not use green to emphasize words.

Place short, concise information within these text boxes only.

4. TEXT BOXES

Use the green from the primary color palette for the text box color. Use the layout examples as a starting point. Increase, add, or remove text boxes accordingly.

1. — ARIAL 15PT BOLD. CONCISE TITLE ONLY. **URBANEER** INNOVATIVE

2. — **Short title.**
• Arial 15pt regular. **Arial 15pt bold.** *Arial 15pt italic.*
• Arial 15pt regular. Short points here only.

3. — **Short title.**
• Arial 15pt regular. **Arial 15pt bold.** *Arial 15pt italic.*
• Arial 15pt regular. Short points here only.

4. — **Short title.**
• Arial 15pt regular. **Arial 15pt bold.** *Arial 15pt italic.*
• Arial 15pt regular. Short points here only.

Client Name: Project Name © 2015 URBANEER 6

ARIAL 15PT BOLD. CONCISE TITLE ONLY. **URBANEER** INNOVATIVE

Short title.
• Arial 15pt regular. **Arial 15pt bold.** *Arial 15pt italic.*
• Arial 15pt regular. Short points here only.
• Arial 15pt regular. Short points here only.

Short title.
• Arial 15pt regular. **Arial 15pt bold.** *Arial 15pt italic.*
• Arial 15pt regular. Short points here only.
• Arial 15pt regular. Short points here only.

Short title.
• Arial 15pt regular. **Arial 15pt bold.** *Arial 15pt italic.*
• Arial 15pt regular. Short points here only.
• Arial 15pt regular. Short points here only.

Short title.
• Arial 15pt regular. **Arial 15pt bold.** *Arial 15pt italic.*
• Arial 15pt regular. Short points here only.
• Arial 15pt regular. Short points here only.

Client Name: Project Name © 2015 URBANEER 8

ARIAL 15PT BOLD. CONCISE TITLE ONLY. **URBANEER** INNOVATIVE

Short sentence here. **Be brief in writing points.** *Be brief in writing points.* Arial 15 pt.

Short sentence here. **Be brief in writing points.** *Be brief in writing points.* Arial 15 pt.

Short sentence here. **Be brief in writing points.** *Be brief in writing points.* Arial 15 pt.

Short sentence here. **Be brief in writing points.** *Be brief in writing points.* Arial 15 pt.

Short sentence here. **Be brief in writing points.** *Be brief in writing points.* Arial 15 pt.

Short sentence here. **Be brief in writing points.** *Be brief in writing points.* Arial 15 pt.

Client Name: Project Name © 2015 URBANEER 7

IMAGE PAGES

Use the set templates for adding images to a slide.

1. PAGE TITLE

Use Arial 15pt Bold in caps in white for the titles only. Use short, concise titles to prevent overcrowding of the title space.

2. IMAGERY

For Urbaneer supporting imagery, use the Secondary Photography style on page 11. When using client imagery, use as is.

Place images in the designated imagery boxes on the template slides. Always scale images proportionally to fill the image boxes.

3. ACCENT IMAGERY

Use green duotone imagery to accent black and white imagery. Follow the steps to create green duotone imagery on page 12.

4. GRAPH/TABLE/SMARTART

Use the designated areas for placing the graph, table, or smartart. Do not add effects to the graph, table, or smartart shapes. Keep the shapes in flat colors only.

1.

2.

3.



4.

