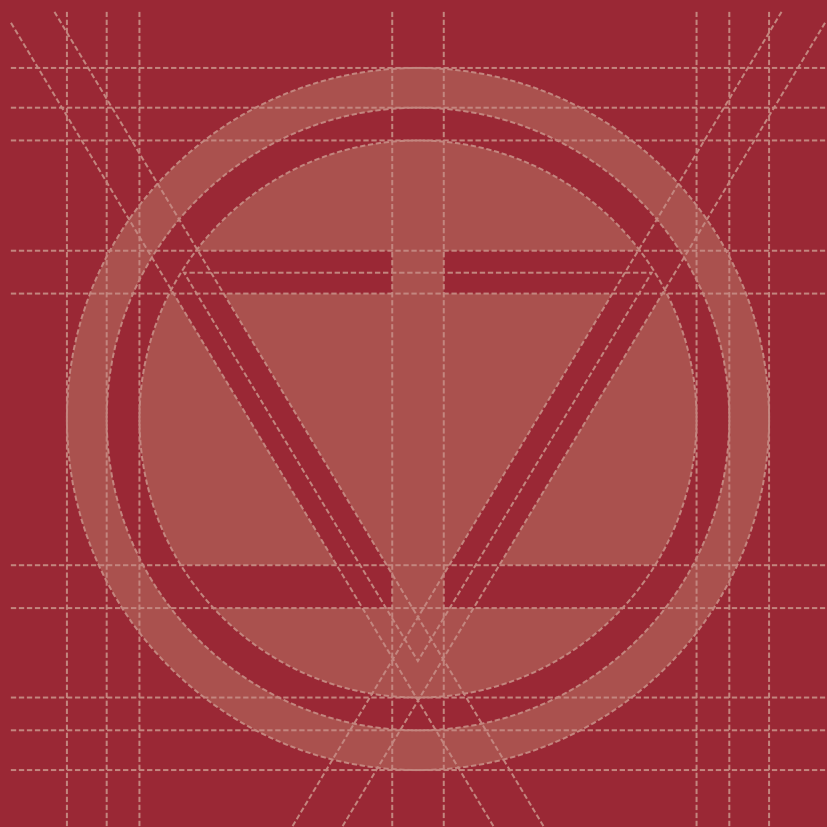




SAMZABALA

STYLE GUIDE



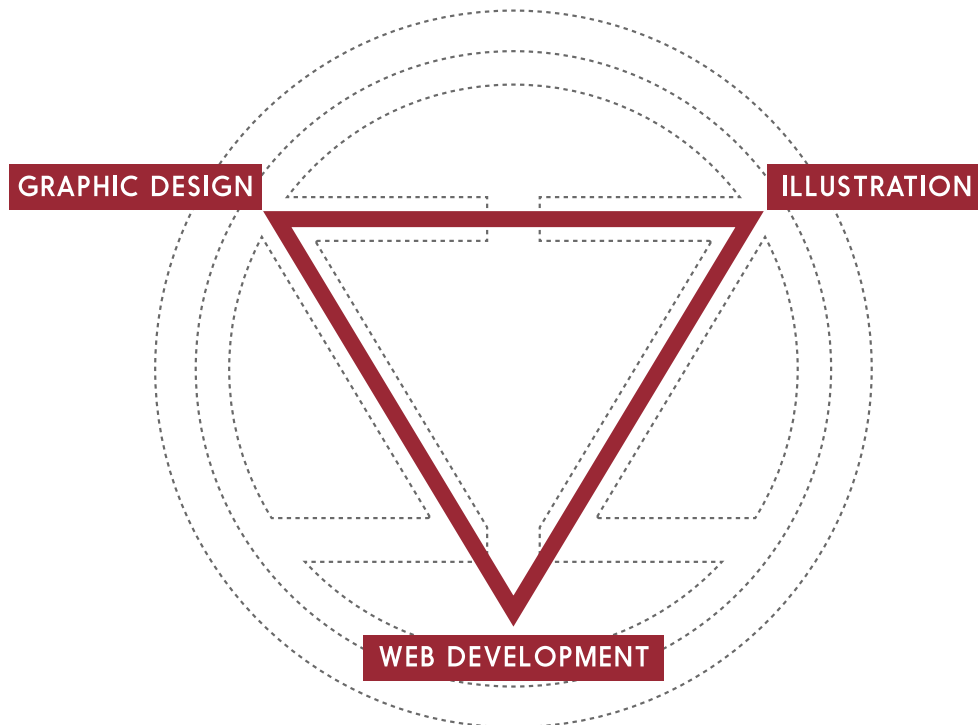
I made rules motherf*ckers.
Also I like the color red.



With love,
SAM



THE STORY



Simple and contemporary. The geometry of the emblem's foundation is of a triangle symbolizing concentrations in the design field connecting like a three part harmony that explains me as a designer.

ELEMENTS



LOGO



Official logo. For as much as possible.

Font used is Nanami Medium and Extra Light.



Emblem version. For mobile,
music or minimal context.



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Centered version. For centered
one column layouts.

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Logotype version. For when the
emblem overwhelms the layout.

SAMARAZABALA

Full name logotype version.
For invoices or when full name
is needed in the context.

Can also be used with the emblem.

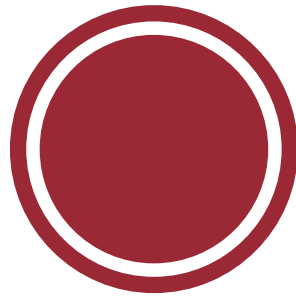


Nanami // Medium

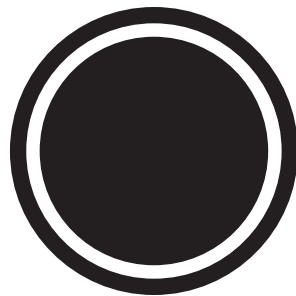
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*()[]{}---

Sanchez // Regular

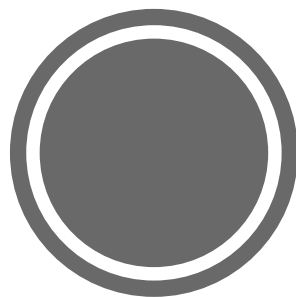
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%&*()[]{}---



C: 27
M: 95
Y: 78
K: 22
#9A2935



C: 40
M: 40
Y: 40
K: 100
#000000



C: 0
M: 0
Y: 0
K: 47
#888888



SCHEMES



Red. most preferred for design work.



Black. most preferred for music work.

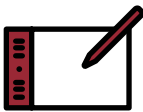
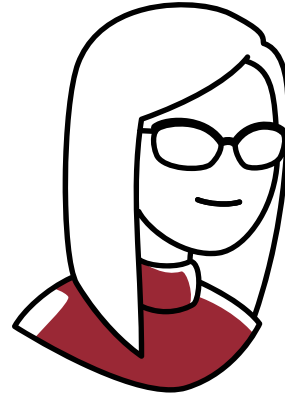
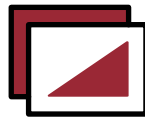
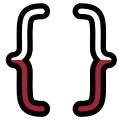


Illustration icons for the brand are meant to be simplified and contemporary.

Consistent qualities of the look are black outlines with round corners with uniform stroke widths and red to accent the illustration.



ACCENT



The bullet is a major accent to the brand. Use variations minimally. Only 1-2 variations can be used in a layout at once.

Any size is fine as long as it doesn't take hierarchy away from more important elements in the design. Distance stuff from it at least half its height.

Never use this on a red background or change the way the colors are schemed.



Just Bullet version is for lists or sections.



Center Bullet is for type dividers. must be within 30%- 90% of the width of the layout. The stroke's width must be at least the half the red circle of the bullet's height.



Disembodied bullets is for important element/heading. The divider line must start into the bleed of the layout and the bullet at the end must be vertically centered to the typeface's cap height.

RULES



PROPORTIONS



The logotype can't be bigger than the Z of the emblem. It can't be smaller than 3/4s of it either. Both rules also apply to the centered version



Space between the emblem must be the height of the emblem's inner bottom arc.



The space must be the whole arc from the bottom of the Zs of the emblem for the centered version.



The logo cannot be obscured. Space things away from the it of at least a fourth of its height.



SIZE

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The logo's minimum height is entirely based on the type. The type's height cannot be less than 0.25 in or 18px.



With that being said, the official version's height or the emblem alone cannot be less than 0.5371 in or 39px.



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The Centered version cannot be less than 1.2368 in or 90px.



Of course go as big as the f*ck you want as long as it follows the guidelines.



Using colors that are not in the brand guidelines.



Adding borders.



Rearranging the logo to a version not specified in the guidelines.



Tilting, distorting or rotating unless being showcased in angled mockups.



Stylizing or adding effects, shadows, and or textures of any sort.



Flipping the logo when the logotype is present. I don't give a shit if you flip the emblem.



Adding or removing any elements in the logo that isn't in the logo's variation guidelines.



Putting on a busy background or image that contrasts poorly with the logo.

YUN LANG!

THAT'S ALL!