

EIGHT LEGGED

M E D I A



Identity Guidelines

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OUR CORPORATE IDENTITY

Marketing is the science of advertising. Eight Legged Media embraces the scientific process that brings us from hypothesis to engagement driven results. Our research driven marketing programs thrive in an incubator of creative thought.

Our world is evolving into a place where pictures are beginning to replace words, and we embrace the visual impact that comes with it. We know that you only have seconds to capture a prospects attention, and once you have it you can't overwhelm them with information.

Information overload is scary to people. That's ok. With a combination of mediums we tell the complete story and enable the absorption of large amounts of brand specific knowledge without feeling overwhelmed. We connect the brand to the marketing message and drive engagement.

We are focused on being a complete marketing solution to our clients. If they need it we have the capabilities or partnerships to bring their ideas to life. We begin our process with education, for both our clients and us. We want to understand all there is to know about their space, their clients, their competition, and their current marketing strategies. We in turn teach them about missed opportunities, additional opportunities, and underperforming programs. We build a strategy that takes their brand and market positioning within the larger sphere of the competitive environment. In short we make them stand out from their peers.

To keep them in front, we are constantly reviewing the analytics to guide decisions about which formula will work next. It is our job, and our passion, to tell a story through multiple channels that connect all aspects of their communications. We love cohesive storytelling.

In order to accomplish this, we focus on employing individuals that have solid analytics based backgrounds, with a strong aesthetic, and a bold sense of creativity. We understand how to drive an audience from one channel to another in order to build brand loyalty while educating them and creating selling opportunities.

We do not guess. We utilize history, analytics, and acquired knowledge as the cornerstone of each of our marketing decisions. It drives our creative, our media buys, and is the basis of our strategies.

Some people believe marketing is just blind faith. We know it's a science.



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OUR VISION AND VALUES

our vision

We seek to drive our clients' engagement and promote conversations about their brand. We strive to make each client unique, with fresh content that captures an audience's attention and makes them want to see what comes next. While each message is tailored to their specific brand, the content is driven by industry demographics. We push our clients to embrace ideas they may find scary in the name of engagement and selling opportunities.

our values

We are always learning and always evolving. There will always be a need for companies to shape and execute communication strategies.

As an agency we have the ability to enhance our clients' messages through creativity and strategic placement. We get to evolve with our clients, test new marketing platforms, and create new selling opportunities. We shape how the world sees our clients.

Creativity

We create big ideas, and have the ability to see those ideas through to fruition.

Simplicity

We mean what we say and set the right expectations from the beginning of every project. From budget to, time frame, to messaging we predict the issues ahead of time, because we've seen it all before. It means your job is to simply enjoy the process.

Experience

Our work speaks for itself, and we know it. We've also come to realize the work is not the most important part of the job. The most important part is the relationships we have formed with our clients and partners. It's what keeps everyone coming back to us.

Teamwork

We are stronger together. Our internal team members channel their strengths and abilities into everything they do. By working with you, we can bring out the best in all of us.



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LOGO RATIONALE

Our logo speaks to our journey, and the stretch of time between our beginning and our push into the future. It contains, and encapsulates what we create, media. Our mark stands ever vigil, and ensures we stay on the path of enduring creativity while nodding to both the past and the future.

The use of our two fonts in our logo combine to show bold, strong, dynamism and soft, elegance. We will never be defined as just one thing.

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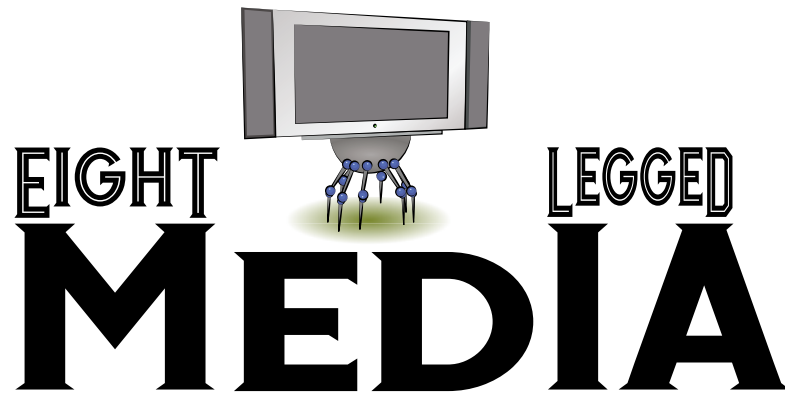
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LOGO USAGE VARIATIONS

VERTICAL USAGE



HORIZONTAL USAGE



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VERTICAL USAGE

VERTICAL USAGE

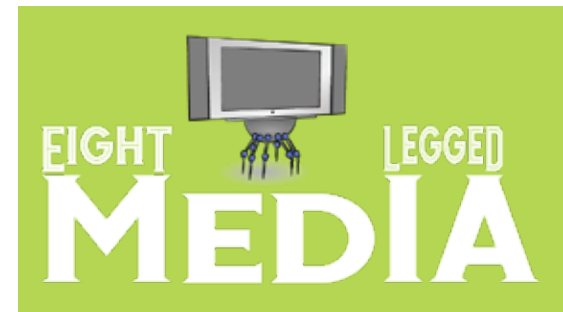
A. COLORFUL USAGE



B. GRAYSCALE USAGE



B. BLACK / WHITE USAGE



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HORIZONTAL USAGE

HORIZONTAL USAGE

A. COLORFUL USAGE



B. GRAYSCALE USAGE



B. BLACK / WHITE USAGE



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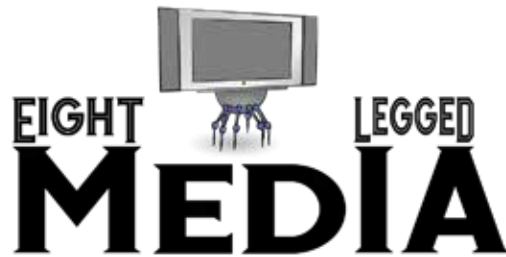
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LOGO SIZE USAGE

VERTICAL USAGE



MINIMUM HEIGHT USAGE 0.57 IN

The vertical logo should not appear smaller than 14.5 mm in height. If your design requires the vertical logo to go below this height then you must replace it in the design with the Horizontal logo.



HORIZONTAL USAG



MINIMUM HEIGHT USAGE 0.39 IN

If your design requires the vertical logo to go below this height then you must replace it in the design with the Horizontal logo.



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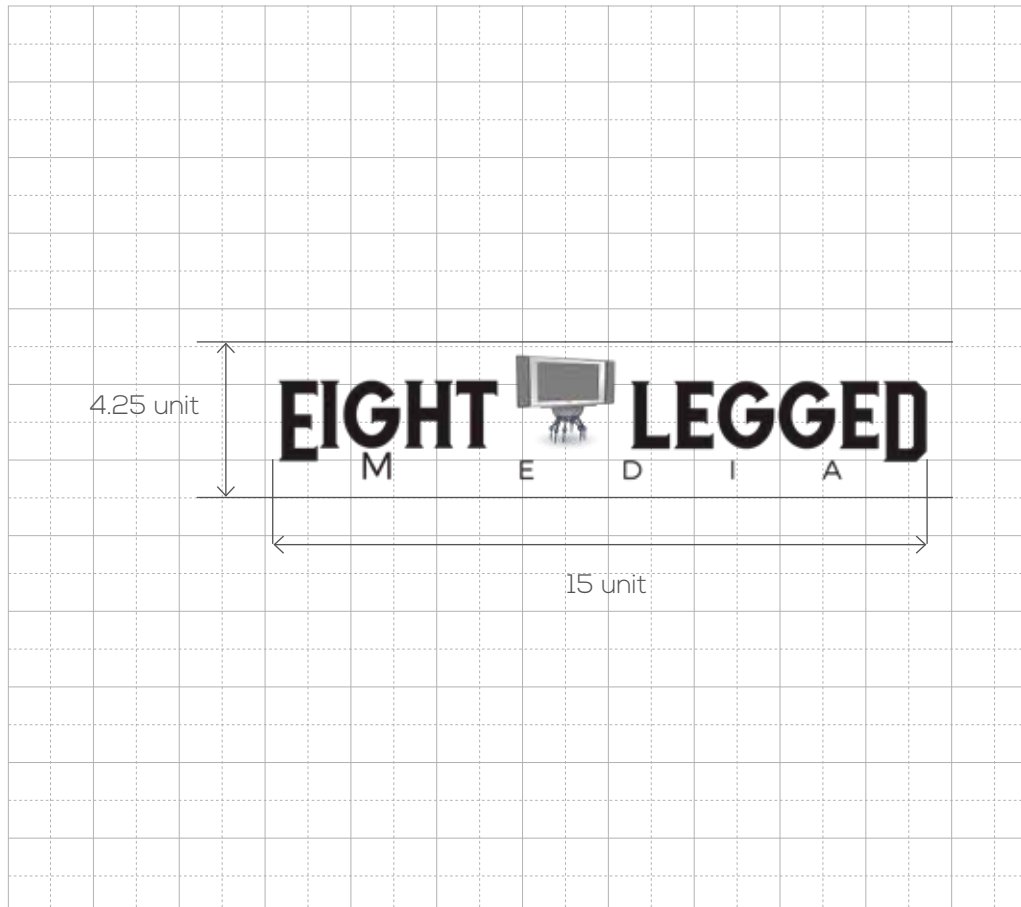
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MEASUREMENTS OF LOGO

To make sure the logo is always clear and legible, there is a minimum size requirement. The minimum size requirement is based on the width of the logo.

When reproducing the 8LMedia logo in print, the minimum size of the logo is 0.57". For online use, the minimum size is 45 pixels at 72 dpi.



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EXCLUSION ZONES

When placing the logo, be sure that other text and graphics do not encroach on it.

When visual elements are too close to the logo, it can take away the page hierarchy or create brand confusion. For this reason, an "exclusion zone," or area around the logo, provides helpful guidance.

VERTICAL USAGE



HORIZONTAL USAGE



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CORPORATE COLORS



High Contrast is the goal of the bold green and warm grey. They present a powerful team when utilized together.

They represent the creative energies we look to bring to every project.

Twilight Blue is only to be used as a secondary accent color.



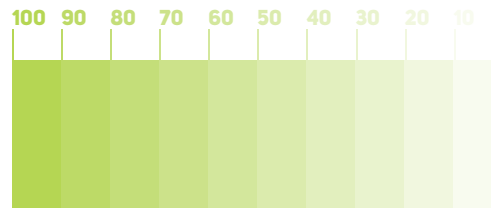
GREEN

PANTONE : 13-0540-TCX

CMYK : 30/2/80/0

RGB : 190/213/94

HTML : #bed55e



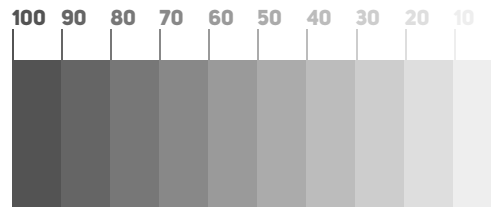
DARK GREY

PANTONE : P-172-14-C

CMYK : 64/56/56/32

RGB : 84/84/84

HTML : #545454



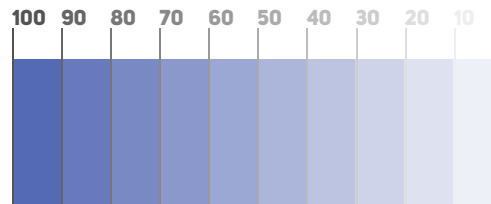
TWILIGHT BLUE

PANTONE : 2116-XGC

CMYK : 71/62/0/0

RGB : 92/106/177

HTML : #5c6ab1



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3.00 / TYPOGRAPHY

3.01 / Primary Typefaces

3.02 / Secondary Typefaces

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PRIMARY TYPEFACES

MURRAY

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ! * " ' % () @ ? + - / = . . : : &

INLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 ! * " ' % () @ ? + - / = . . : : &

Typography is a powerful brand tool that can add visual meaning to what is communicated.

8LMedia's typography is flexible enough to meet a wide range of situations and requirements.

Murray is our foundational font. It works well for large, expressive headlines, and is appropriate for headlines and titles.

When utilized only the first and last letters of a line should be capitalized so as to contain the additional text.

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SECONDARY TYPEFACES

Montserrat

Bold Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! * " ' % () @ ? + - / = , . ; : &

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! * " ' % () @ ? + - / = , . ; : &

Montserrat is 8LMedia's secondary font. It softens the primary font and provides a more reader friendly font to work with. In its bold form, it is also suitable for subtitles.

Symbolically this font represents the more corporate side of 8LMedia. Business can't be fun all the time..



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4.00 / ADDITIONAL IMAGERY

4.01 / Vector

4.02 / Bitmap

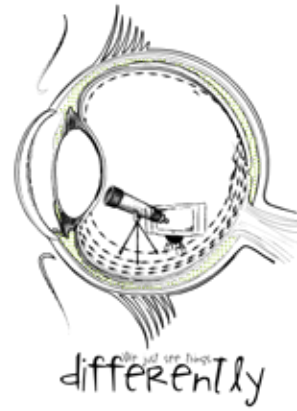
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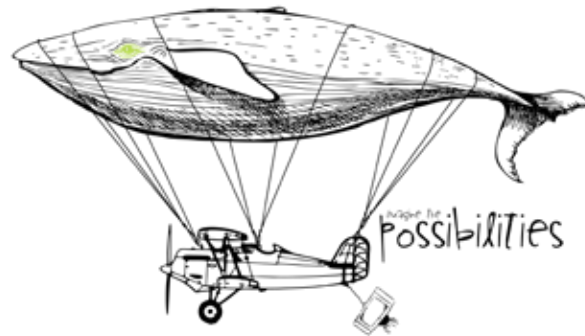
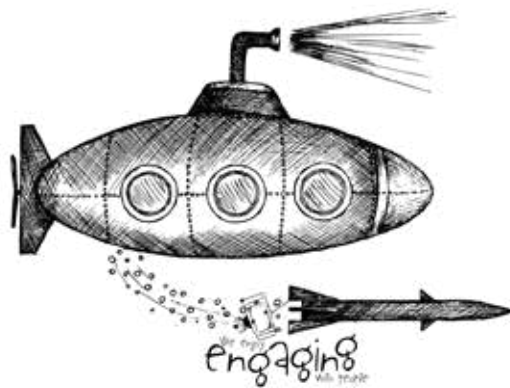
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ADDITIONAL IMAGERY



POSSIBILITIES



MONITOR MARK

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ADDITIONAL IMAGERY



POSSIBILITIES



BACKGROUNDS



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BRAND IDENTITY GUIDELINES

REACH EVERYONE

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