



BRAND



FULL LOGO
Minimum Size: 1.25" w / 120px w



HORIZONTAL LOGO
Minimum Size: 2.25" w / 216px w



FILM MARK
Minimum Size: .45" w / 43px w

OUR LOGO

The Goal Post Productions logo was designed to be bold and bright. Using the O letterform to allude to a film strip (and a nod to our industry), it also represents the contrast of the two figures that make up Goal Post Productions — Joe and Julie — both in figure and in color.

The full logo should be used whenever possible. Sometimes, certain situations may arise where other versions of the logo are a better fit.

None of the logos should be sized too small, where legibility becomes an issue.

Horizontal Logo

The horizontal logo is useful when the space available better suits a wider logo than the full logo.

Film Mark

The logo mark is a version of the logo that should be used only when the full logo is present on the branded piece. This mark can also be used as a pattern or graphic element. The film mark should never be rotated onto its side.



CLEAR SPACE

The Goal Post Productions logo should always stand out in a crowd — that's why we make sure to always have plenty of clear space around it. Blank space equal to the width of the film mark should border the logo on all four sides.

LOGO GUIDELINES



WHITE WITH VERDIGRIS LOGO



WHITE WITH MARIGOLD LOGO

WHITE & COLOR LOGOS

For situations where we have a black background but do not *have* to use the knockout logo, we can utilize our white and color logos. These logos are all white with a single spot color film strip — our verdigris and our marigold from the primary logo. Perfect for our favorite black tee!



KNOCKOUT LOGO



ONE-COLOR LOGO

ONE-COLOR & KNOCKOUT LOGOS

Sometimes we need a version of our logo to be used on dark backgrounds, images, etc. — in that case, the one-color or knockout (all white) version should be used instead of our full color logo.

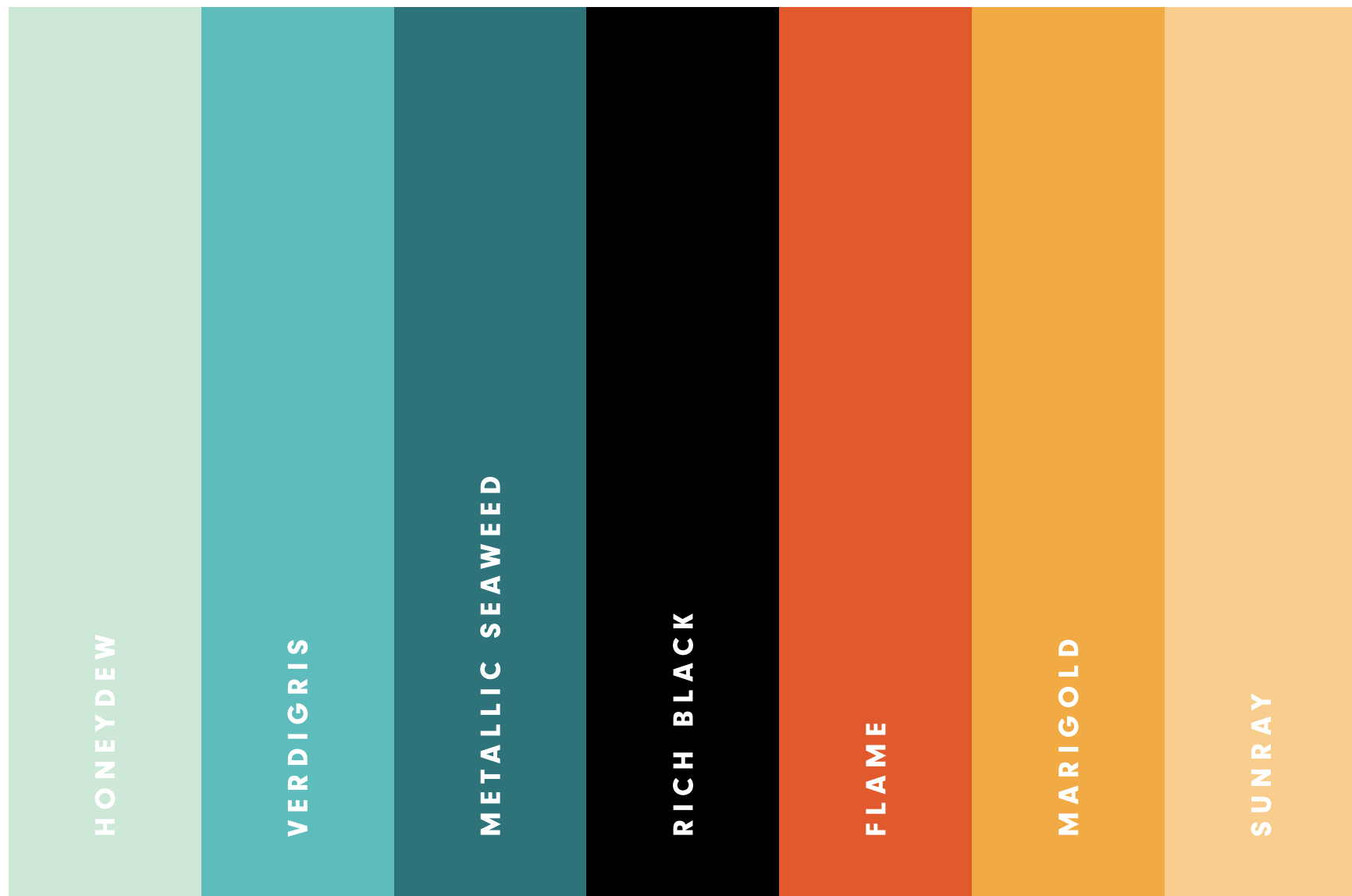
LOGO GUIDELINES



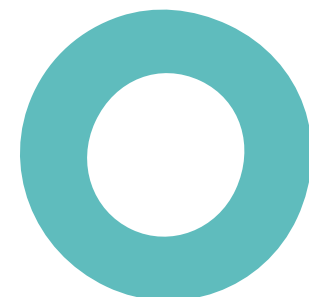
DON'TS

The Goal Post Productions logo system should never be stretched, squeezed, rotated, reversed, or placed on a color or a background that reduces legibility. To preserve our brand, we only use brand colors, no gradients, never apply any special effects, and always use Post Productions when using Goal..

COLOR PALETTE



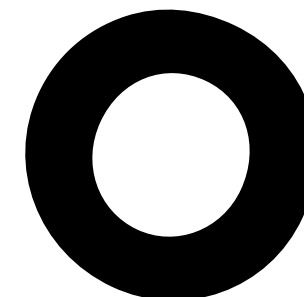
COLOR PALETTE



Verdigris
PMS 7472
#61BBBD
CMYK 60 5 27 0
RGB 97 187 189



Marigold
PMS 1365
#F1AA45
CMYK 4 37 83 0
RGB 241 170 69



Rich Black
PMS Black 6
#000000
CMYK 60 40 40 100
RGB 0 0 0

PRIMARY COLORS

Goal Post Productions' primary colors are made up of Rich Black, Verdigris, and Marigold — the colors of our Primary Logo. These colors should be used foremost in any brand collateral or representation.



Flame
PMS 7625
#DF5B30
CMYK 7 37 83 0
RGB 223 91 48



Sunray
PMS 7507
#F7CC8F
CMYK 2 21 49 0
RGB 247 204 143



Honeydew
PMS 566
#CEE9D8
CMYK 19 0 18 0
RGB 206 233 216



Metallic Seaweed
PMS 7475
#39737A
CMYK 80 41 45 12
RGB 57 115 122

SECONDARY COLORS

Our brand has four secondary colors that can be used to accent the primary colors. These are made up of lighter and darker family colors that create additional pop in the brand.

Primary Title

Neuzeit Grotesk
Weight: Black

Secondary Title

Proxima Nova
Weight: Light

SUBTITLE

Neuzeit Grotesk
Weight: Light
All Caps, 250 Tracking

Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris laoreet quam id erat pharetra, sit amet blandit metus lobortis. Aliquam sagittis nulla quis diam imperdiet, id dapibus nisl hendrerit. Praesent pellentesque nulla in luctus tempus.

Proxima Nova
Weight: Light

Aa

PRIMARY TYPEFACE

Goal Post Productions’ primary typeface is the timeless **Neuzeit Grotesk** family. Using the heaviest weight for primary titles and Light for subtitles, Neuzeit Grotesk provides an effective as well as smart vehicle for our messaging while recalling the thick letters of our logo.

Web safe font: Arial Black

Aa

SECONDARY TYPEFACE

The secondary typeface in the Goal Post Productions brand is **Proxima Nova**. With a geometric appearance and modern proportions, this san serif is used as the tagline, secondary headline, and for body copy.

Web safe font: Arial

BRAND ELEMENTS

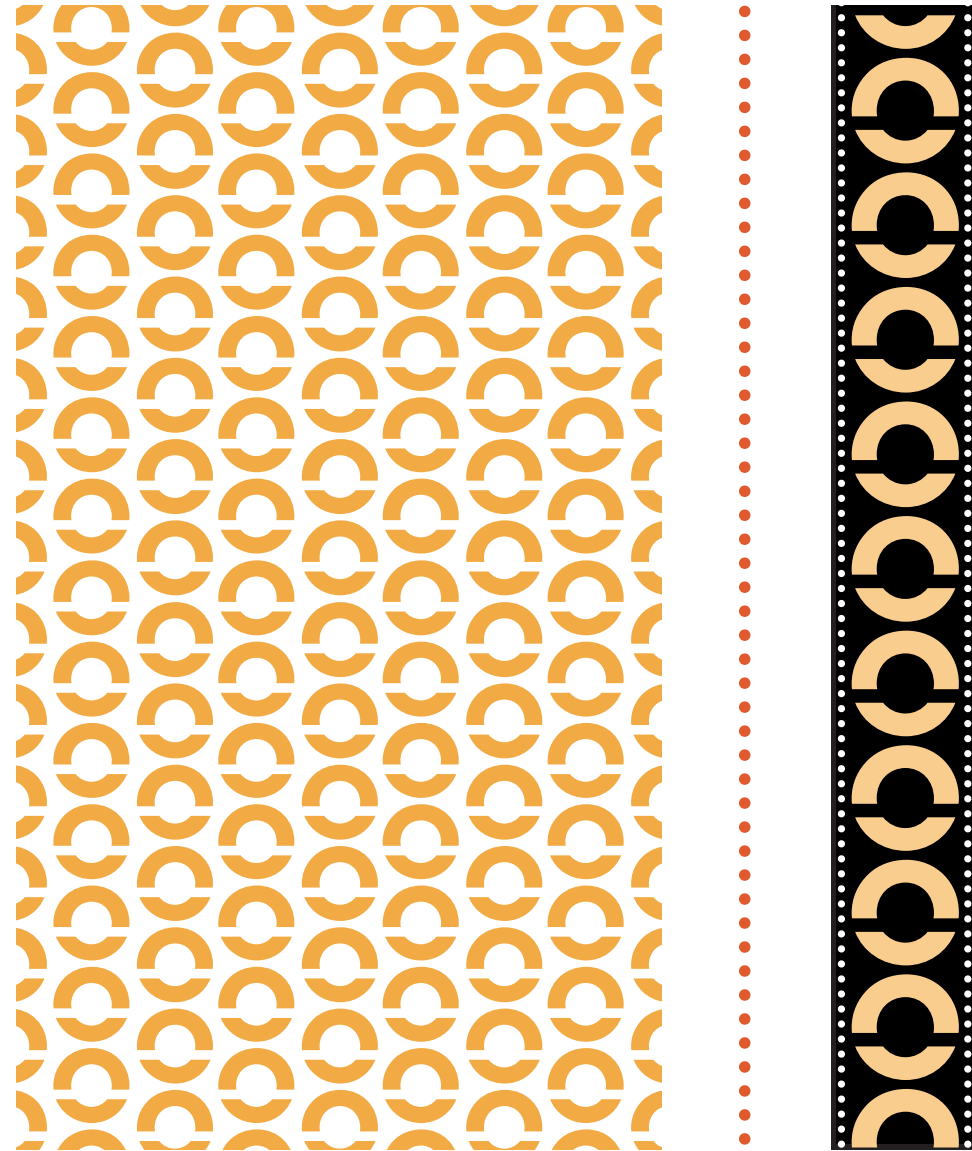


EXTRAS, EXTRAS

From our logo system, we can take pieces and turn them into brand elements. These brand elements can be used as patterns, accents, visual markers, and even photography styles.

From a complete film strip, to breaking it out into perforated lines and “broken” O patterns, we are able to expand upon our brand’s image.

To make a distinction, our brand elements are just pieces of our logo system used to maintain a cohesive brand. They do not include all the pieces of the full logo, and are accompanied by the a logo system mark.



PHOTOGRAPHY GUIDELINES



PHOTO STYLE

Just like our logo, we like bold, colorful, high-contrast images. High quality, clear imagery is a must. Finding a balance between the darks and the lights, and working with bright colors makes our brand cohesive.

PHOTOGRAPHY & ELEMENTS

It’s important to set ourselves apart — that’s why we like to brand photos when used in a promotional capacity. Not all photos need to include our elements, but when they do, we scale the broken O and film perforations and layer them over our photos at a low opacity. We also use a thick circle to represent our O, and a circle of dots to represent our film perforations. With these, we’re not only branding but also focusing the viewer’s gaze on a specific spots in the photo.

