

ARGYLE

INTERACTIVE

Brand Guidelines





Table of Contents

Introduction	03
Logos	05
Colors	09
Typography	11
Tagline	13
Usage	15

1. Introduction

01 INTRODUCTION

About Argyle Interactive

Argyle Interactive was incorporated in 2013 by two Drexel University graduates. Since then, we've established ourselves as an industry leader in Philadelphia's digital marketing scene, servicing dozens of organizations across America with a unique marketing mix for each campaign.

Our team is comprised of young creatives, analysts, and strategists who also consider themselves as foodies, world travelers, amateur comedians, and more.

Our standard of quality rivals perfection. The goal of each project is to achieve incredible execution, surpassing our clients' goals and expectations. We provide the #ArgyleAdvantage wherever, whenever and have a blast while doing it!

What is this manual?

This style guide is an inventory of all logos and guidelines used to keep Argyle Interactive's brand cohesive. As Argyle Interactive continues to grow, it is important to use this guide and apply it cohesively to each piece of material. Anyone working on Argyle Interactive branding materials is encouraged to stay familiar with this style guide and ensure it is kept up-to-date.



2. Logos

Digital



Print



When working on a digital project, file should be in RGB mode and logo should appear as the digital logo. When working on a print project, file should be in CMYK mode and logo should appear as the print logo.

Shortened Logo



Favicon

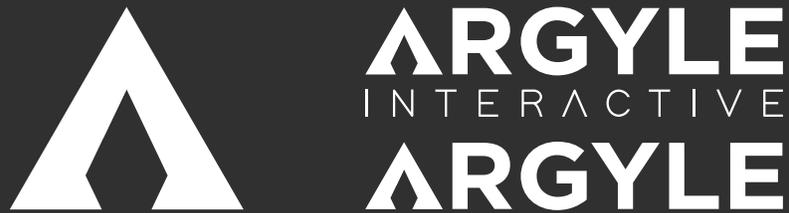


Social Media

This logo is only used when showing the @argyleinteract social media handle. The @ logo does not replace the “a” in Argyle. The “A” and “I” in “argyleinteract” should not be capitalized.

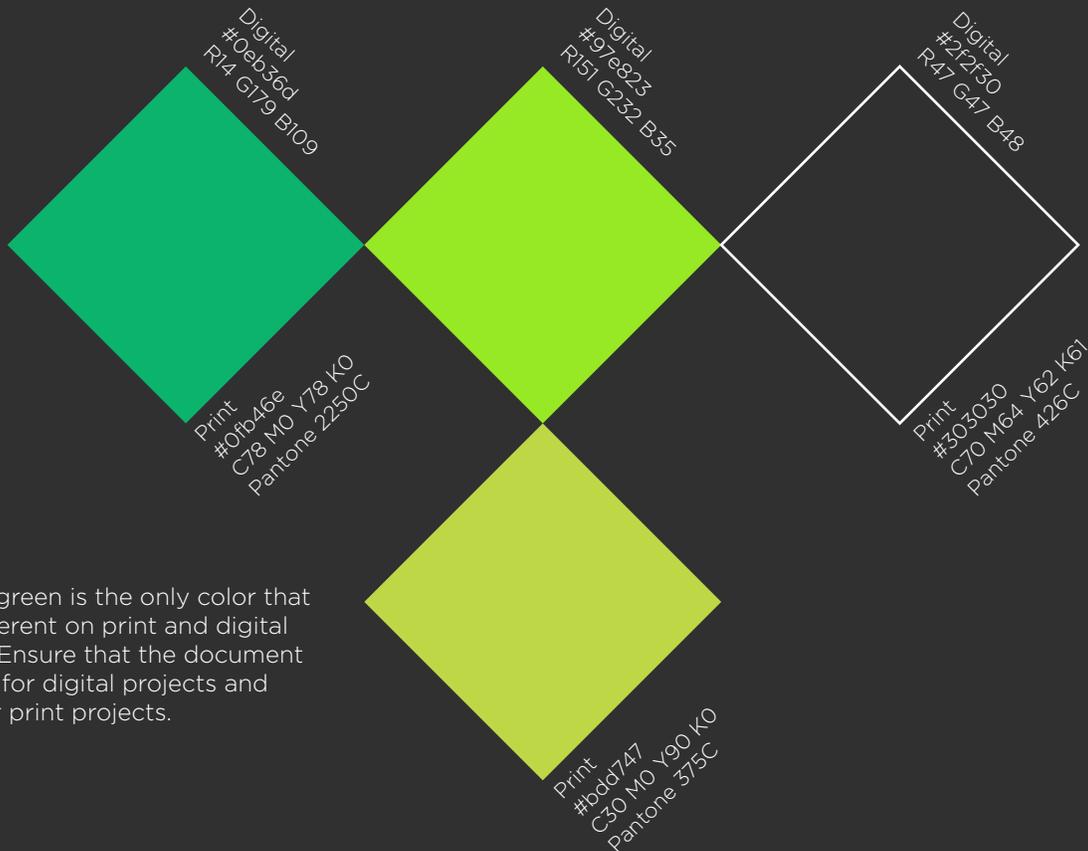


2. LOGOS | Reverse Logos



3. Color Swatches

3. **COLOR SWATCHES**



The lime green is the only color that looks different on print and digital projects. Ensure that the document is in RGB for digital projects and CMYK for print projects.

Gradient

Start with the lime green on the left and blend to the dark green on the right. Place the gradient location at 65% lime and 35% dark green.



Start with the lime green on the left and blend to the dark green on the right. Place the gradient angle at -60 degrees.



4. Typography

4. **TYPOGRAPHY**

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()?<>,:;"'`-_=+~/\[]{}|

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()?<>,:;"'`-_=+~/\[]{}|

Note: If Gotham is not available (ex: on Google docs), use Proxima Nova.

Typo Round Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()?<>,:;"'`-_=+~/\[]{}|

Note: There is no period “.” character in Typo Round Regular. Use VAG Rounded Std.

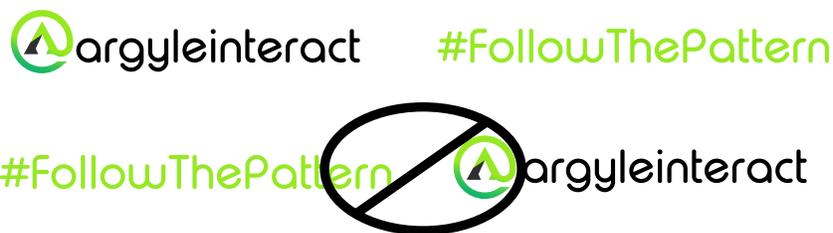
5. Tagline

5. TAGLINE

The tagline is always written in Typo Round Regular.
When using the tagline hashtag, capitalize each word in “FollowThePattern”.

#FollowThePattern

When using social CTAs, the social handle should always precede the tagline.



6. Usage

6. **USAGE | Design Elements**

Gradient

Start with the lime green on the left and blend to the dark green on the right.

Digital



Print



Benjamin Franklin Bridge

Usually used for the cover page of print and digital materials.

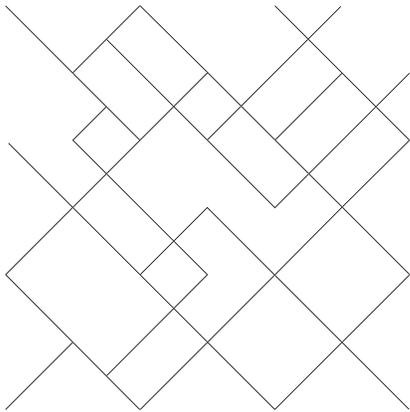


7. **USAGE | Social Media Icons**



6. **USAGE | Design Elements**

Pattern Aesthetic



Lines and backgrounds may be interchangeable with brand colors.



ARGYLE
INTERACTIVE

January 1, 2017
Creative Company
Street Address
City, State 00000

Dear Sir or Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit. Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisi iacinia.

Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui, non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vivae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sa odio congue, purus. Nunc sed ante dui, in porta lectus. Cr platea dictumst. Maecenas id diam quis dui porta tristique ullamcorper mattis posuere. Phasellus fermentum eleifer ante ipsum.

Sincerely,
Argyle Interactive

ARGYLE
INTERACTIVE
1518 Walnut Street Suite 504
Philadelphia, PA 19102

ARGYLE
INTERACTIVE
argyleinteractive.com @argyleinteract

Logan Leyenson
Co-Founder
Logan.Leyenson@Argyle.in
609.335.5489
#FollowThePattern

(609) 335-5489 argyleinteractive@gmail.com 1518 Walnut Street Ste. 504 Philadelphia, PA 19102 www.argyle.in



Work Hard. Play Hard.



GET
SHIT
DONE
—



