

# GOLDEN GRAPHICS

## Brand Style Guide

By: Nat Ocello

<b>01</b>	About
<b>02</b>	Logo
<b>03</b>	Colors
<b>04</b>	Typography
<b>05</b>	Graphics
<b>06</b>	Conclusion



**ABOUT**



Who is  
Golden Graphics?

**01**

## OUR STORY

Golden Graphics began as a social media page for animations in 2020 and quickly evolved into a multifaceted business. It now undertakes projects like short films, podcasts, and new art mediums, and is planning to open an online shop to share its work widely.

## MISSION

Our mission is to make people smile and laugh at the silly things life has to offer. In times when it feels as though nothing is going right, you can always count on art to provide new perspectives and, hopefully, brighten your day.

## FOUNDER

Nat Ocello (They/Them), a non-binary artist, is a passionate and curious individual. With a love for learning and trying new things, Nat has figured out a way to put their style into anything the world has to offer. They live and breathe art every day, making sure they are constantly creating. Nat views experimentation as a challenge and learning opportunity and the sole reason Golden Graphics exists. They use it as an outlet to share their perspective and learn something new every day.



**LOGO**



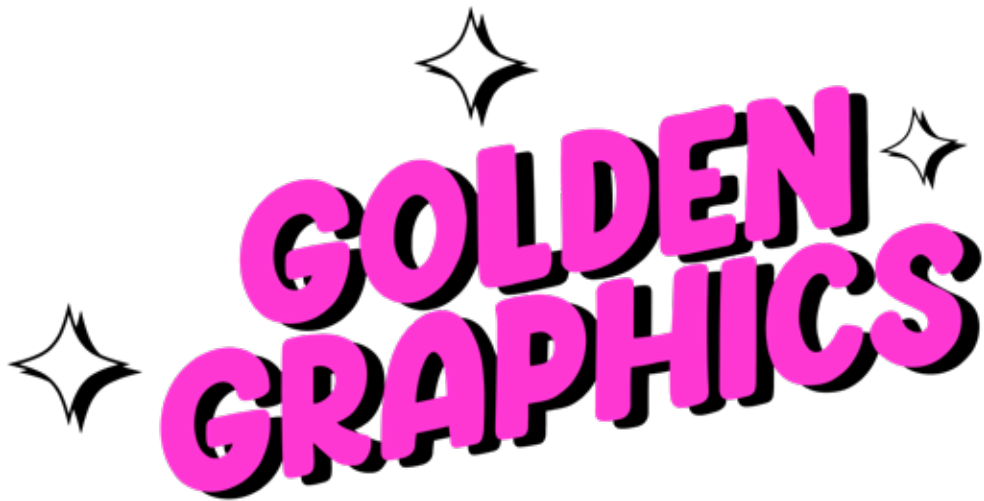
What  
Defines Us?



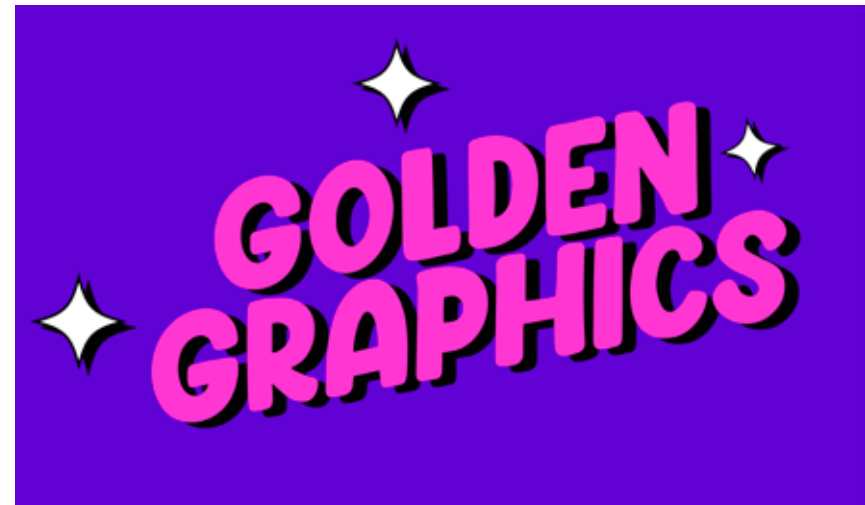
**022**

# PRIMARY LOGO

The primary logo is a wordmark for easy recognition and is paired with illustrated stars surrounding it to capture the high energy this brand offers through its art. Traditionally, the primary logo should be used with the bright purple backdrop, but depending on the location where the logo is placed, no backdrop might be a better option.



No background can be less distracting and offers more versatile ways to use the primary logo. Check out the next page to see the varying usages.

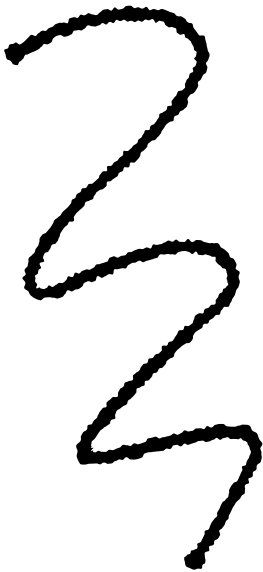


A purple background adds personality and complements the pink text, making it stand out.

# USAGE



The best time to use the isolated wordmark is on physical items like hats, packaging, or apparel, except for business cards (see page 23). In contrast, the wordmark with a purple background works well on mobile devices, as the color can fill the entire screen without harsh cutoffs.



## BLACK VERSION



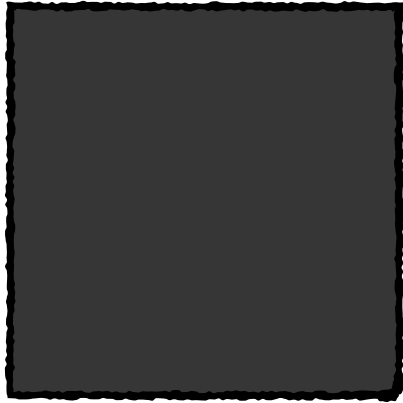
## WHITE VERSION



Our primary logo is the main identifier of this brand. The vibrant colors allow us to showcase our personality, but a black and white variation of the primary logo strengthens the brand's visual identity. It puts the design to the true test of brand recognition without relying on colors. Notice how the wordmark always has a drop shadow in all variations; this is to emphasize our mission to make everything pop!



# ANIMATED LOGO



1. Blank, Dark Grey



2. Grey Text, Pops Out



3. Each Letter Jumps Up



4. Bounce off, transform to color



5. "R" & "C" bounce to side toward "G" & "S"



6. Background change, stars pop up, light gleam over text

# PRIMARY LOGO VARIATION

Since the primary logo does not need a vertical variation, we have provided a variant with additional graphic elements to encompass the unique style Golden Graphics has to offer. Maintaining consistency with our core values and mission, we chose bright colors and created a modern, yet 90s-nostalgic aesthetic for this variation.



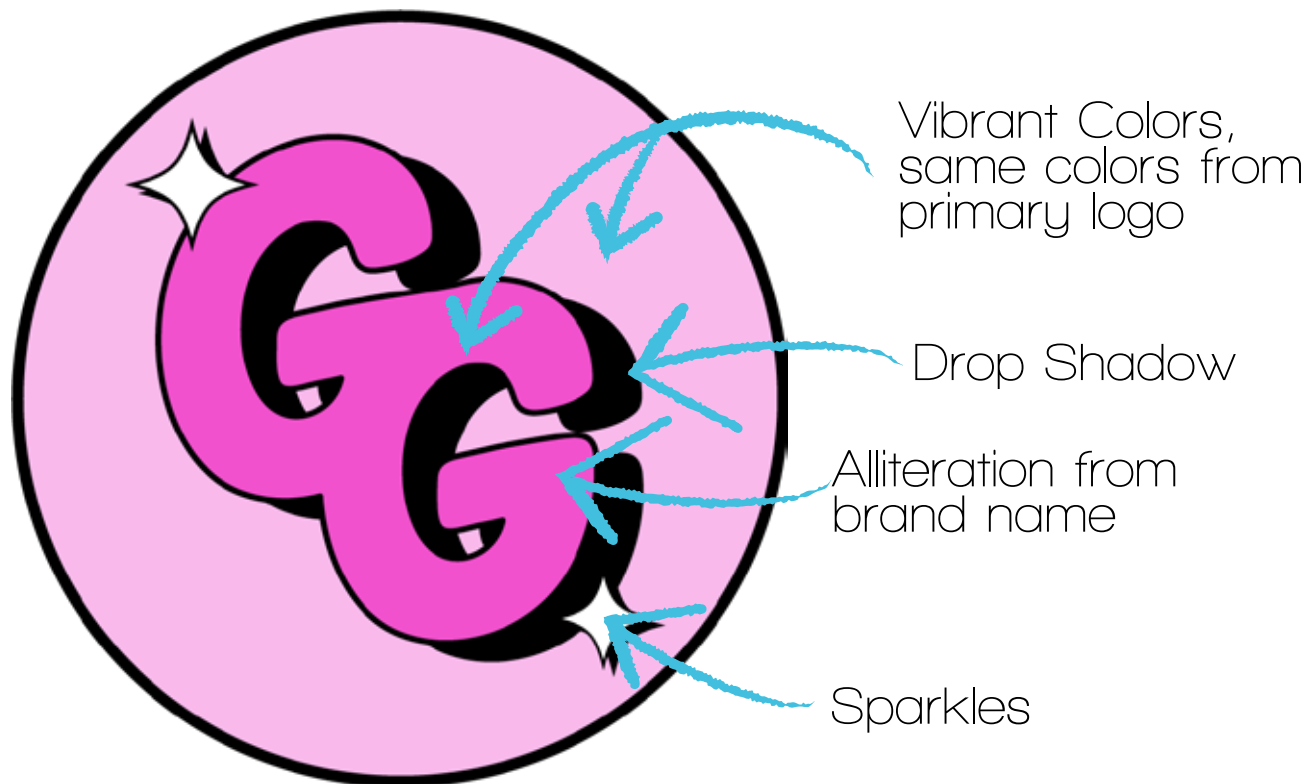
# SECONDARY LOGO

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Our secondary logo incorporates the strongest design elements from the primary logo and simplifies them. This secondary version, also known as a submark, is utilized when the full logo isn't suitable for the environment in which it needs to be placed. For instance, it can be optimized for smaller screens, such as social media profile pictures.

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## STRONGEST ELEMENTS



Golden Graphics has a few unique and easily identifiable design elements. One of them is the catchy name, "Golden Graphics." It not only has alliteration but also tells you everything you need to know about the brand right off the bat. Second, the bright colors will catch anyone's attention. Third, the added sparkles give it that fun flair Golden Graphics is all about.

# SECONDARY LOGO VARIATIONS

The cool part of having a secondary logo is the ability to play with colors and variations. This is not as common with primary logos, unless it's a black and white version because you want to remain consistent with your brand identity. Below are color variations using our color palette (seen on pages 16-17).



Sometimes, submarks need to be in a square setting. We have provided an example to the right. Simply replace the purple background with any of the colors seen above.



# USAGE

As mentioned before, the best time to use the submark, or secondary logo, is when space is limited, such as social media profile pictures. Here are additional examples of where you could use the secondary logo.



# MINIMUM LOGO SIZES

Below are suggested minimum logo sizes, intended to preserve the readability and quality of the logo. Since the logo is vector-based, you can scale it as large as needed without losing any details. We would advise you to keep the "GG" in vibrant pink because it is a key element of the brand identity.

## PRIMARY LOGO



Width: 365 px, Height: 164 px



Width: 232 px, Height: 14 px

## SECONDARY LOGO



Width: 163 px, Height: 163 px

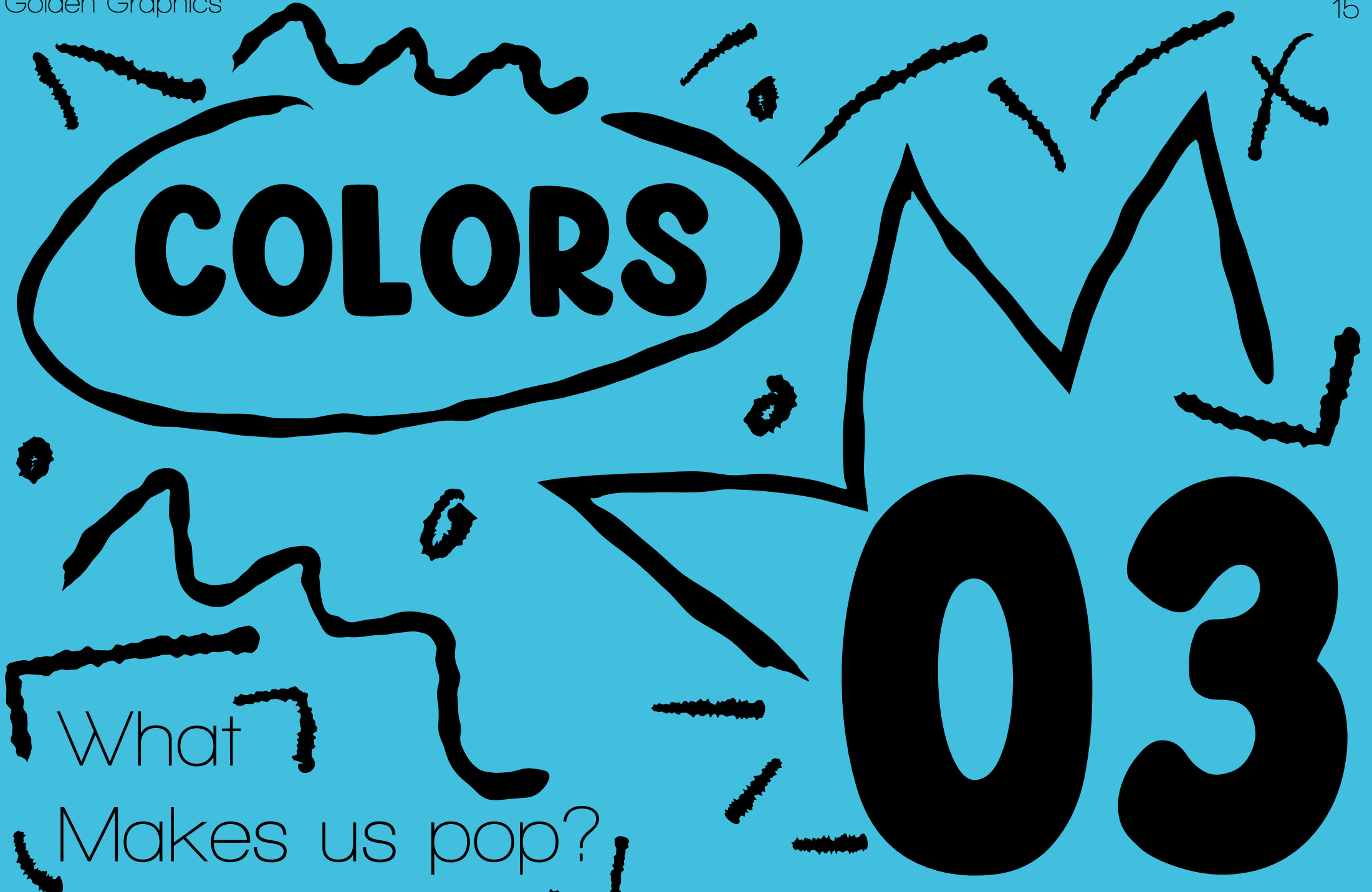


Width: 82 px, Height: 82 px

**COLORS**

**03**

What  
Makes us pop?



# PRIMARY COLORS

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These colors have been chosen to be your first choice in colors, as they represent who and what Golden Graphics stands for. These colors will spark joy and brighten someone's day, just like the art produced by this company.

**ROYAL  
VIOLET**

HEX: #4C24C3  
RGB: 76 36 195  
CMYK: 80 86 0 0

**ELECTRIC  
PINK**

HEX: #F151CD  
RGB: 241 81 805  
CMYK: 11 81 0 0

**PURE  
BLACK**

HEX: #000000  
RGB: 0 0 0  
CMYK: 0 0 0 0

**FROST  
WHITE**

HEX: #F1F6F6  
RGB: 241 246 246  
CMYK: 5 1 2 0



# SECONDARY COLORS

These colors are picked to complement the primary colors. They can be used as accents or pairings. The secondary colors chosen emphasize the fun atmosphere our brand has to offer.

**COTTON  
CANDY**

HEX: #FFB4EE  
RGB: 255 180 238  
CMYK: 1 37 0 0

**SUNSHINE  
YELLOW**

HEX: #F9E258  
RGB: 249 226 88  
CMYK: 3 5 92 0

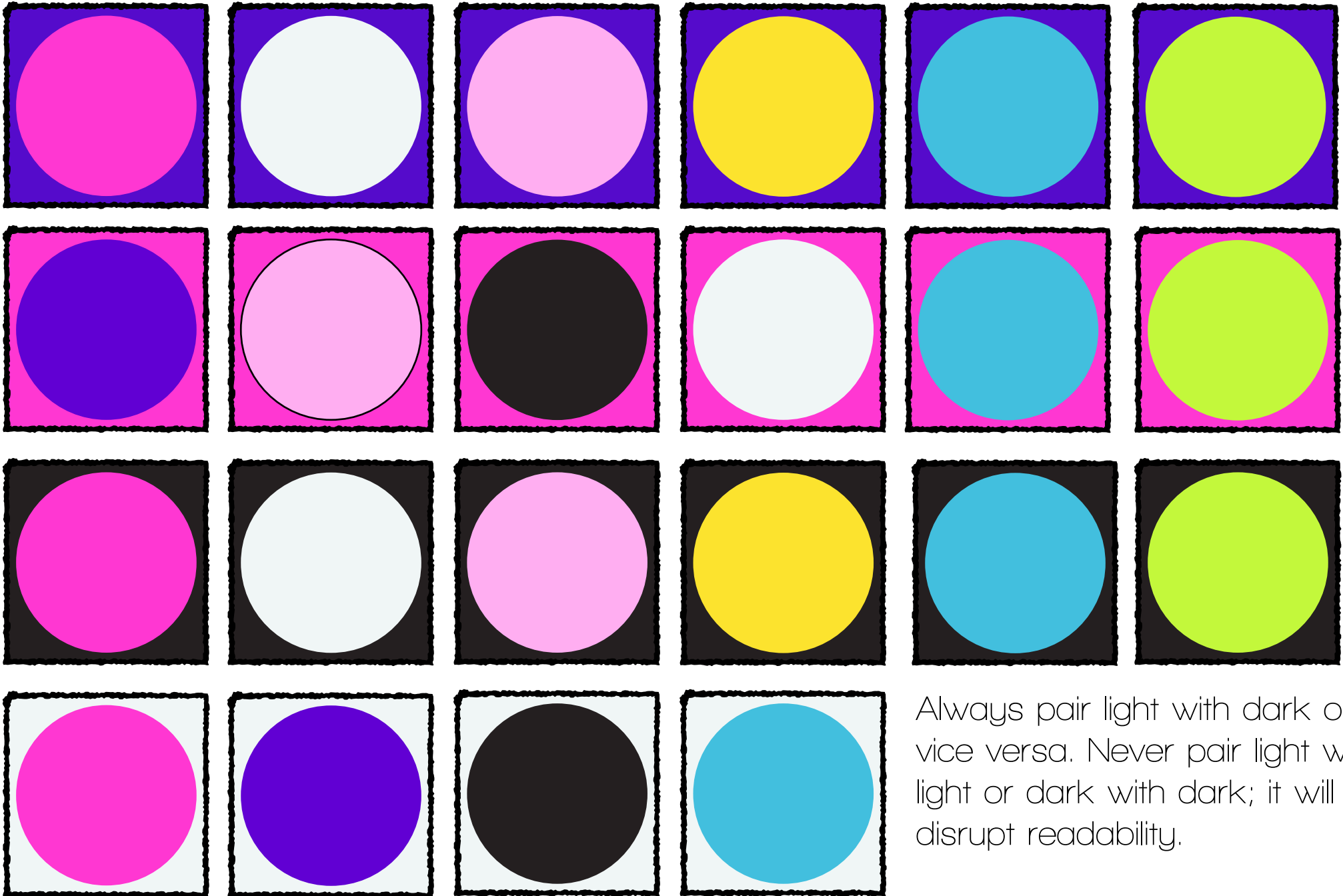
**AQUA  
SKY**

HEX: #66BDDA  
RGB: 102 189 218  
CMYK: 64 2 9 0

**LIME  
ZEST**

Hex: #CEF460  
RGB: 206 244 96  
CMYK: 28 0 94 0

# COLOR COMBINATIONS



# TYPOGRAPHY

What  
The Font!?

# 04

# PRIMARY FONT

This is the main font choice that will draw the most attention. It should be used for headers, titles, or anything you want the viewers to see first.

## “LEMON DAYS”

Regular

**A B C D E F G H I J K**  
**L M N O P Q R S T U**  
**V W X Y Z**  
**1234567890**

## SECONDARY FONT

This is a great pairing with the primary font and should be used for the more detailed text. It doesn't take away from the title but is easy to read.

“Walkway”

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

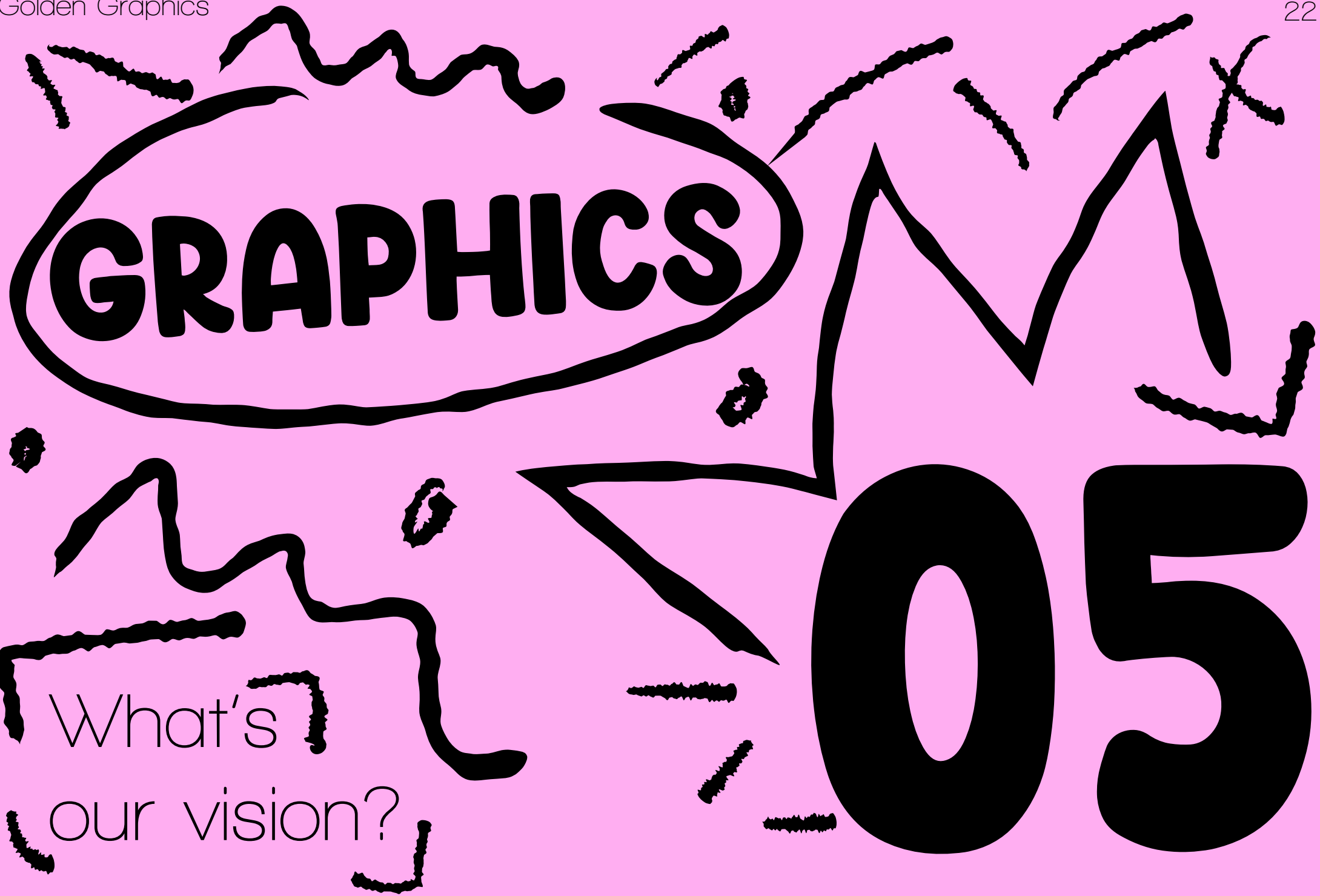
“Walkway”

Semi-Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890



**GRAPHICS**

**2015**

What's  
our vision?

# NAT OCELLO

You briefly met Nat on the about page, but get ready to see them in cartoon form! Nat has always said they feel like a real-life cartoon character, so who would be better to represent Golden Graphics than a cartoon version of the founder themselves



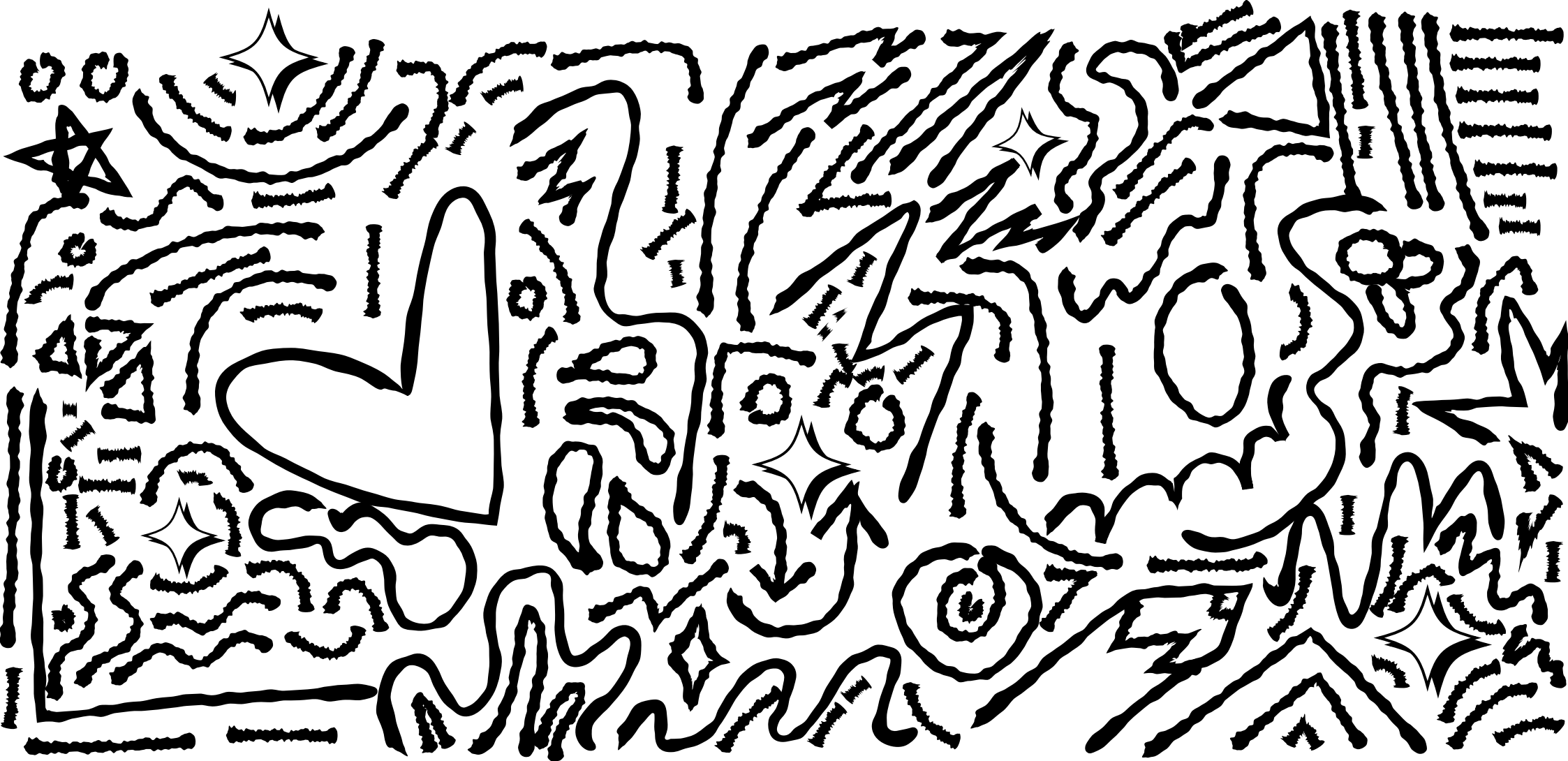
Signature  
Nat  
NAT OCELLO



Every package sent by Golden Graphics is accompanied by a personalized note with an illustrated thank you on the back, along with a business card. Both cards are the same size for consistency.

# ACCENTS

You can use the illustrated doodle lines and sparkles as accent marks to add personality and interest to your website, social media posts, personalized cards, and more! Golden Graphics is known for its cartoony style, and to maintain consistency, sprinkle them in where necessary.





# CONCLUSION

What's next?

# 06

## KEY POINTS

1. Mission: Keep it fun, make people smile, and offer new perspectives on how to see the world in a lighthearted, cartoony way.
2. Keep the brand identity consistent with the usage of bright colors, fun hand-drawn accent lines and sparkles, and unique designs that align with Golden Graphics' core values.
3. Be authentic with your clients, branding, and products. It's time to introduce new and exciting things to the world!

# **THANK YOU!**

Thank you to everyone who has supported Golden Graphics by buying our art, sharing on your socials, and taking the time to look at what we've got for you!

Keep up the hard work!

# **SOCIALS**

Instagram: @Golden.Graphics\_ \_

Website: Goldengraphics.studio

Email: Natocello22@gmail.com