

BRAND  
STYLE  
GUIDE

PRACTICING

## OUR PRIMARY BRAND IDENTITY ON WHITE

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Our Primary Brand Identity can be easily adapted to sit on solid white (#fff) backgrounds comfortably. Below is the identity brass Practicing Musician on a white (#fff) background.



*Pm*



*Pm*



*Pm*



*Pm*

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## OUR PRIMARY BRAND IDENTITY IN MONO

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When color is not available there are two mono versions of the identity to choose from.



*Sm*



USAGE

# ALL APPROVED LOGO VERSIONS

## Versatility

There are 3 versions of the gocoin logo that are displayed on the right. Any variance from these three lock-ups other than color variations listed in this document are unacceptable.

The three acceptable lock-ups will be further discussed in forthcoming pages of this document.



Logo with no text



Logo with text



Logo with stacked / vertical text

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# UNACCEPTABLE LOGO USAGE

## Unacceptable Configurations

Any deviation from the acceptable signature configurations—no matter how minor—can undermine our valued corporate identity and void legal protection of our registered trademarks. Therefore, no other configuration or any variation on the signature is permitted under any circumstances.

Examples of such variations are demonstrated to the right. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the corporate signature and monogram, use only the artwork supplied by rippleFLIX. Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.



The aspect ratio cannot be altered.



The colors of the logo mark or logotype must not be altered.

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COLORS



PRIMARY COLOR



RGB\ 173, 96, 57    CMYK\ 25, 68, 85, 13    Web\ #ad6039

SECONDARY COLOR



RGB\ 44, 39, 38    CMYK\ 67, 66, 65, 68    Web\ #2c2726

OTHER



RGB\ 42, 77, 113    CMYK\ 91, 70, 34, 18    Web\ #2a4d71

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TYPOGRAPHY

## OUR BRAND TYPEFACES

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Our primary brand typeface is Nunito. Used for web and print.  
<https://fonts.google.com/specimen/Nunito>

# NUNITO

### **NUNITO BLACK**

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### **NUNITO EXTRABOLD**

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### **NUNITO BOLD**

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### **NUNITO SEMIBOLD**

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### **NUNITO REGULAR**

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### **NUNITO EXTRALIGHT**

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

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Below are examples of how to set headlines, sub headlines and body copy on a white background. Text can also be set in white when positioned on a solid color from the brand color palette.

Icon set - <http://pixelkit.com/previews/minimalist-icon-set>

AaBbCcDd0123

**ABCDEFGHIJK**

ALIGN WITH PARTNERS THAT SHARE YOUR  
VALUES AND MISSIONS..

GET YOUR FILM SEEN BY MORE PEOPLE. TELL YOUR  
STORY. SHARE YOUR PASSION.

Create new channels for communication, awareness, and revenue generation. Built-in collaborative campaigns, sponsorships, and partnerships. rippleFLIX converts potential donors at the most opportune time for giving. Educate & Reach inspired audiences through a platform that is aligned with

Now, More Than Ever.

People want to watch films that matter, and to take action for good. rippleFLIX created a quality, on-demand film experience for people who want to take control of what they watch, when they watch it, and trust that they have personalized experience and access to quality and relevant films from any of their devices.

**Now more than ever,  
people want to make a  
difference.**

NEED A CUSTOM SOLUTION?

Quality Impact Films & Trusted Content +  
Audience Entertainment, Education &  
Engagement + Cause Awareness & Action =  
rippleFLIX.

Below are examples of how to set headlines, sub headlines and body copy on a white background. Text can also be set in white when positioned on a solid color from the brand color palette.

**H1 - Museo S. R. 75pt**

H2 - MUSEO SANS ROUNDED 36PT

**H3 - MUSEO SANS ROUNDED 24PT**

H4 - Museo Sans Rounded 16pt

H5 - MUSEO SANS ROUNDED 14PT

H7 - MUSEO SANS ROUNDED 11PT

Body - Museo Sans Rounded 12pt

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