ID GUIDE

dialed in...
gummies

dialedingummies.com

Contents

Primary Logo
light background

dialed in...
gummies

Primary Logo

dark background

dialed in...
gummies

logo usage guide

minimum logo height

dialed in... *gummies* | ³⁄₈ in (0.375 in)

rotation

dialed in... *gummies*   7 degrees

do not shear, skew, or stretch disproportionately

dialed in... *gummies*   NO

dialed in... gummies   NO

minimum clear space

a **dialed in**... a **gummies**

One "a" size space should be maintained around the logo.

use only official logos only

~~dialed in... gummies~~

DO NOT re-type the logo in other typefaces. ONLY use the supplied logotype.

change of color

dialed in... *gummies*   OK

Changing the color of "gummies" is OK.

dialed in... *gummies*   OK

Adding a gradient to "gummies" is OK.

dialed in... *gummies*   NO

Use a neutral color for "dialed in...".

dialed in... *gummies*   NO

Use contrasting colors for each half.

dialed in... *gummies*   OK

All white or black is OK.

Color Palette
brand colors

dialed in... gold

PMS 7548C
CMYK 0, 23, 100, 0

RGB 255, 198, 0
#FFC60A

dialed in... black

CMYK 0, 0, 0, 100

RGB 0, 0, 0
#000000

95% 80% 66% 50% 33% 25% 10% White

Fonts in Use

AmT

American Typewriter

ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Condensed	Light	*Light Italic*
Bold Condensed	Medium	*Medium Italic*
	Bold	***Bold Italic***

SpSb

Signpainter House Script Semibold

ABCDEFGHIJKLMNOPQURSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

AcVCW

Acumin Variable Concept Wide

ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Wide	Regular	Extra Condensed
Wide Semibold	Semibold	**Extra Condensed Bold**
Wide Bold	**Bold**	
Wide Black	**UltraBlack**	
Wide UltraBlack		

We feature patterns and bold designs on every batch of every product we make.

Novelty and variety are touchstones of the dialed in... gummies experience.

Patterns

pattern usage

Patterns are used across most of our branding, on packaging, on social media posts, in print, and on our website.

They reinforce the feel of our brand and we prefer to use them when we can, unless we're making other specific design decisions.

successful patterns

...can be natural, organic, or random, but must be a vector shape.

...should have a moderate level of complexity and balance.

...use interesting blending and transparency combinations.

...balance their complexity with color (and chrome effects, on labels).

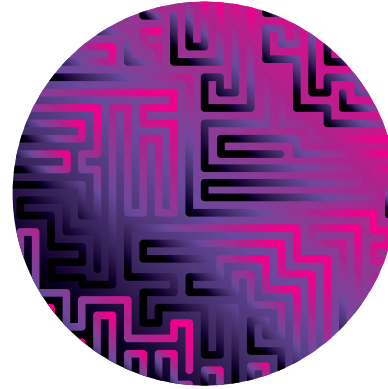...are referential to media, art, culture, or design history.

pattern composition guide

Base Pattern

Color Layer **Chrome Layer**

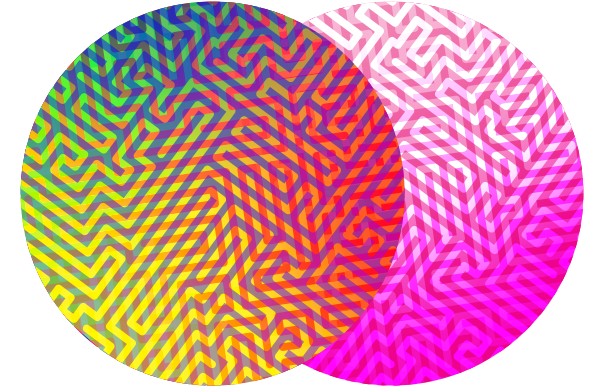An interesting pattern, but would be better if it were more complex.
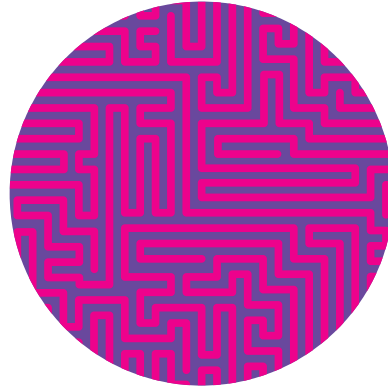
Adequately complex, but would be better with differing contrast.

A successful base pattern, which can be further developed…

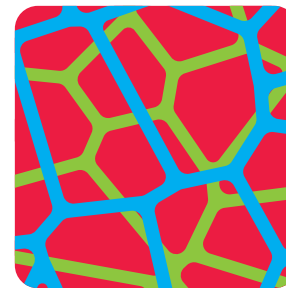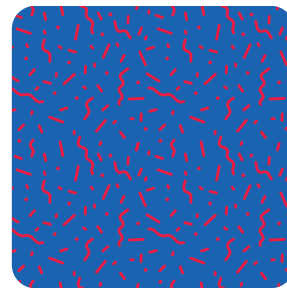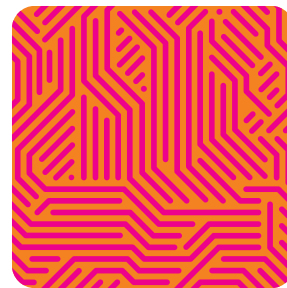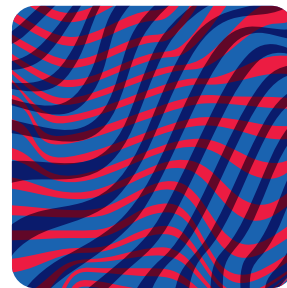By changing colors, adding blending and transparency, and altering the chrome (on labels).

Pattern Library

Example Base Patterns

Imagery

We use a variety of visual styles in our branding, but our images tend to capture our sinse of whimy, collaboration, community, and desire to make good things.

In lieu of specific style choices, we instead focus on good basics... high resolution images, no JPEG artifacting or blurriness, appropriate color correcting and grading, a sharp focus on the subject, good composition.

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