

A black squirrel is perched on a weathered log in a lush green forest. To its right stands a blue mushroom with white polka dots, mounted on a wooden stick. The background is filled with vibrant green maple leaves and tall grass, creating a serene woodland atmosphere.

All Media Art

BRAND GUIDELINES



HISTORY

All Media Art Supply Co.	5
--------------------------	---

THE MARK

The mark itself	7
Formats	11
Color	12
Area of Isolation & Size	13
The Dont's	14

LOOK

Typography	16
Color	17
Photography	18

USAGE

Letterhead & Invoice	20
Website & Mobile	21
Email Blast	22
Lanyards, Pin, Oh My!	23
Social Media Ads	24
Print Ads	25
Building Signage	26

History

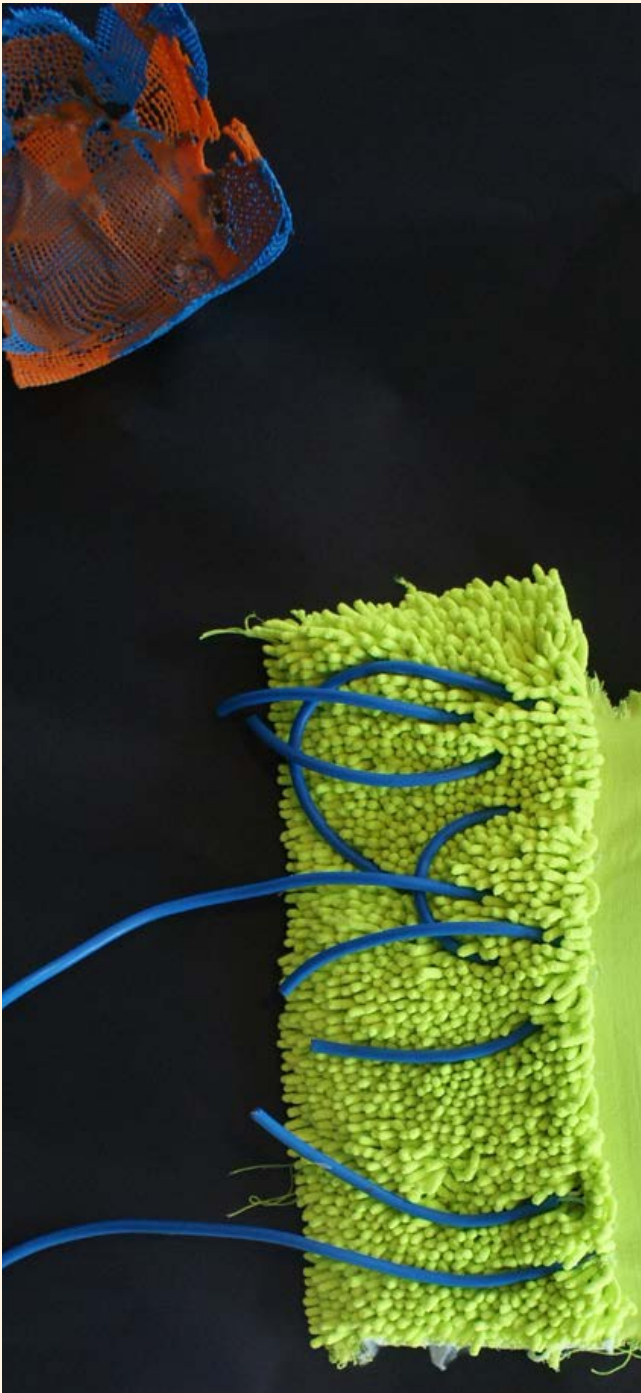


ALL MEDIA

All Media Art Supply Co. is an art store located in Kent Ohio. They have a large variety of art supplies and an extremely knowledge staff. The store has been around for over 40 years and is a go to place for various supplies in the area.

VALUES

The Best Art Supply Store West of the Hudson River. With the goal of ruining other art stores for you, All Media aims provide high quality materials with high quality services at student friendly prices.



The Mark



THE MARK



THE MARK



The squirrel is well known at Kent State and iconic. Borrowing its likeness, the mark is an abstracted squirrel, using the white space to create the body.

All Media Art
SUPPLY STORE

THE MARK



To tie back to the art part of the store, the squirrel holds a pencil. Said pencil is an abstracted A, M and a flipped A; An abbreviation of **All Media Art**.

All Media Art
SUPPLY STORE

THE MARK



The type gives a retro charm with the script font and slab serifs. It presents a playful and friendly appearance.

THE MARK

Formats

COLORED CENTERED



BLACK & WHITE CENTERED



REVERSED CENTERED



COLORED HORIZONTAL



BLACK & WHITE HORIZONTAL



REVERSED HORIZONTAL



THE MARK

Color

CMYK



BLACK & WHITE



REVERSED



PANTONE



THE MARK

Area of Isolation & Size

AREA OF ISOLATION

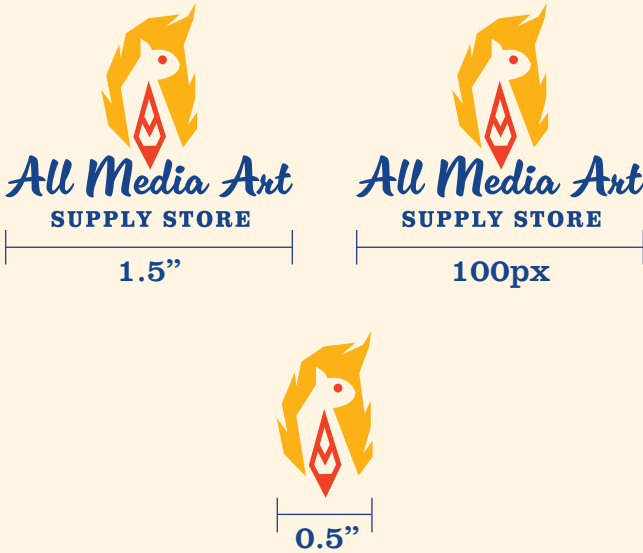
When using the logo, the following area of isolation must be observed for both center and horizontal formats. This is to ensure the logo has proper visibility and remains clear for all to see.



SIZE

For print, the logo cannot be any smaller than 1.5 inches. For web, the logo cannot be any smaller than 100 pixels.

The squirrel icon cannot be any smaller than 0.5 inches or 50 pixels.



THE MARK

The Dont's

DON'T adjust the mark or rearrange the elements in any fashion.



DON'T use any unapproved colors for the mark.



DON'T place the mark over a busy image. Find a less busy image or an empty space in the photo.



DON'T change any color of the mark to be the same color as the background color.



The Look



TYPOGRAPHY

Typography is incredibly important to the branding of a company, helping to push the image of the brand and maintain consistency across its many forms. To that end, All Media makes use of Clarendon URW and Cinema Script. Together, these two typefaces give a clean, retro look that feels fun and friendly, the energy we want to portray here at All Media.

Cinema Script
The quick brown fox jumps over the lazy dog

Only used at minimum at 36pt size. Only to be used as the header or a decorative element on its own.

CLARENDON URW

**THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG**

Can be used as the body copy or as a header to content.

COLOR

All Media’s color scheme is the three primary colors but slightly off, giving a vintage charm. All the colors bounce off well with one another and the off white helps ties them together.

C: 0M: 90Y: 98K: 0

HEX: ef4025

R: 239G: 65B: 37

C: 0M: 34Y: 100K: 0

HEX: fbb116

R: 252G: 177B: 22

PMS 186 U

C: 100M: 83Y: 10K: 6

HEX: 16458b

R: 22G: 69B: 140

C: 0M: 3Y: 11K: 0

HEX: fff4e1

R: 255G: 245B: 226

PMS 301 U



PHOTOGRAPHY

Many photos are acceptable, in a wide range of quality. The main subject matter is artwork made by our loving customers and various photos of squirrels doing silly squirrel things.



KADIN CHIN

ALL MEDIA ART

REBRAND PRESENTATION

Usage





KADIN CHIN

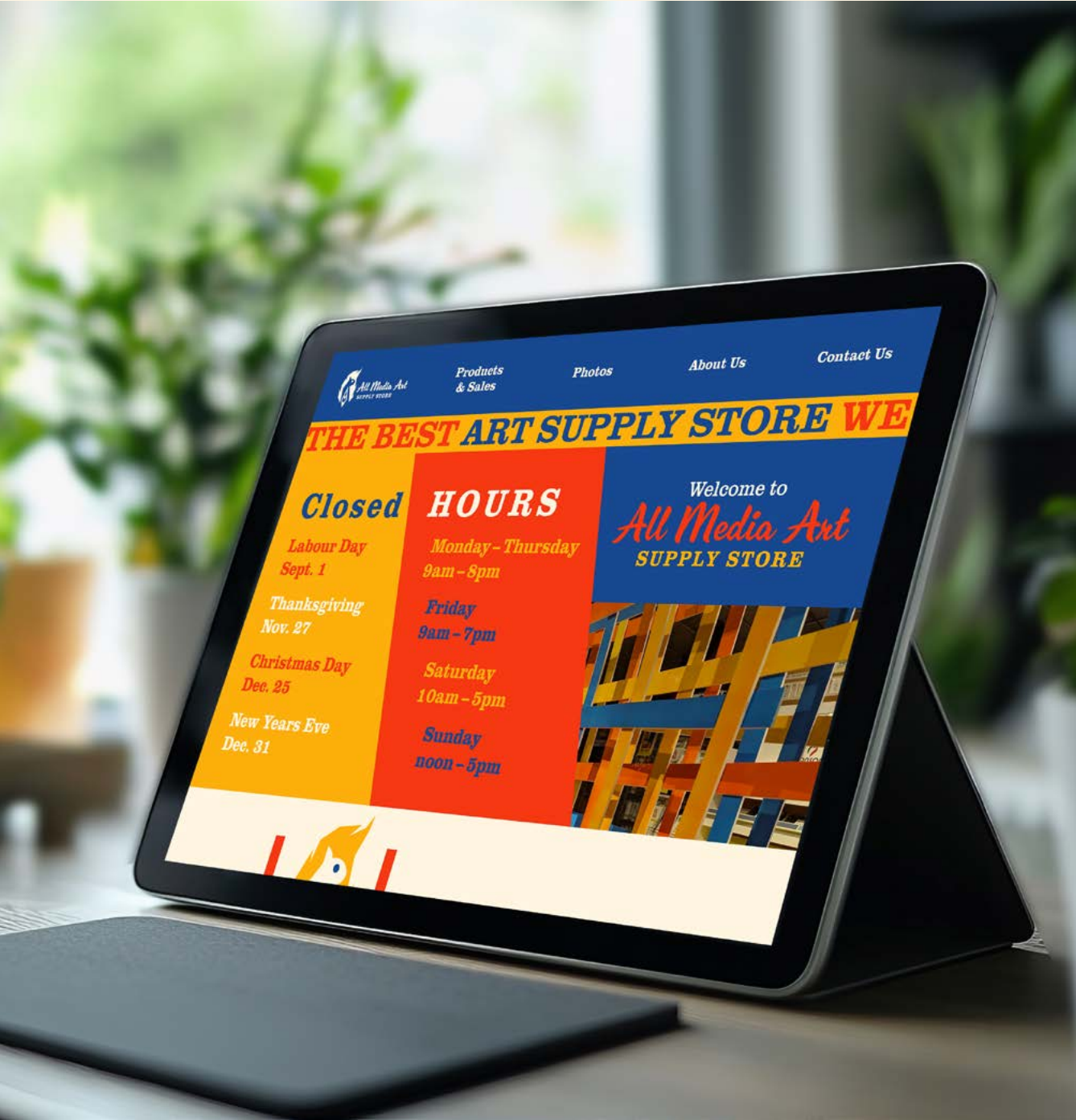
ALL MEDIA ART



REBRAND PRESENTATION



PAGE 20





WEEK SALE FI



RYTHING!



OIL & ACRYLIC

From now until November 24
all items are **20% off!**

Shop at **All Media Art** for all
your Finals Week needs!

Shop Now!

FINALS WEEK SALE 20% OFF EVERYTHING FINALS WEEK SALE 20%



Products & Sales

Photos

About Us

Contact Us

THE BEST ART SUPPLY STORE WE

Closed HOURS

Labour Day
Sept. 1

Thanksgiving
Nov. 27

Christmas Day
Dec. 25

New Years Eve

Monday – Thursday
9am – 8pm

Friday
9am – 7pm

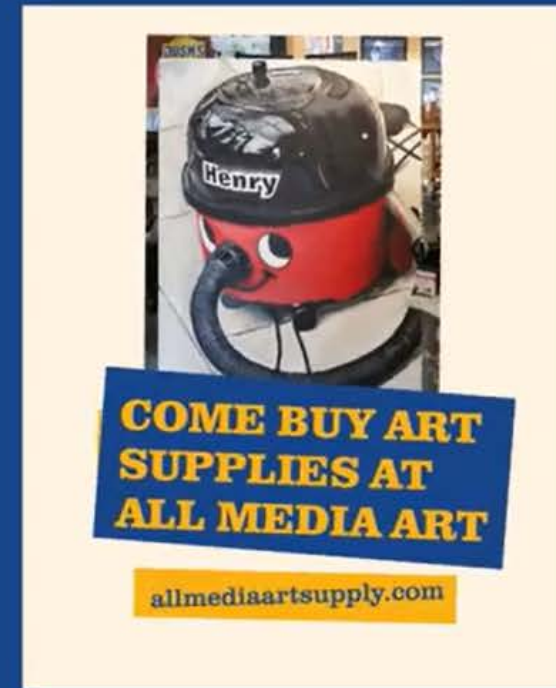
Saturday
10am – 5pm

Sunday

Welcome to
All Media Art
SUPPLY STORE









NO MORE SEARCHING
CHECK OUT **ALL MEDIA ART** IN KENT
FOR ALL YOUR ART SUPPLY NEEDS!

allmediaartsupply.com 417 East Main Street, Kent 330.678.8078



FIGHT ARTIST BLOCK
CHECK OUT **ALL MEDIA ART** IN KENT
FOR ALL YOUR ART SUPPLY NEEDS!

allmediaartsupply.com 417 East Main Street, Kent 330.678.8078



ARE YOU NUTS FOR ART
CHECK OUT **ALL MEDIA ART** IN KENT
FOR ALL YOUR ART SUPPLY NEEDS!

allmediaartsupply.com 417 East Main Street, Kent 330.678.8078



A black squirrel is perched on a weathered log in a lush green forest. To its right stands a blue mushroom with white polka dots, mounted on a wooden stick. The scene is filled with vibrant green leaves and grass, creating a magical, whimsical atmosphere.

All Media Art

BRAND GUIDELINES