BUTLER STUDIO

Graphic Standards Guide

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BUTLER STUDIO

INTRODUCTION

Our Company ... Our Brand

Butler Studio is a husband and wife photography team who started their own company in 2010 in Spokane, Washington, with one goal in mind: to have fun and take excellent commemorative photos at Spokane events. Today, Butler Studio remains a performance-oriented company by philosophy and design.

The back-to-back duo imagery plays on the trope of a team back to back with weapons. It shows that they don't miss anything, because together they can see in all directions at once. While this posture shows the company's dependability and intensity, it also evokes a playfulness that comes with their business, particularly the unique offering of a "photo booth" with an actual photographer behind the camera and studio lighting.

Our logo design constitutes the image of our brand and appears on all items that are seen by our market audience, including our advertising and marketing materials, signage, packaging, and employee apparel. Consistent application of our brand image is a key part of communicating the quality of our brand to our audience.

Use the standards in this guide to ensure that logo placement, colors, sizing, and staging are used with company-approved, consistent application.

COLOR VALUES

Pantone	P 13-13 C
CMYK	C=40 M=42 Y=63 K=37
RGB	R=113 G=100 B=76
Hex	71644C

Pantone	P 179-16 C
CMYK	C=0 M=0 Y=0 K=100
RGB	R=35 G=31 B=32
Hex	71644C

FONTS USED

Avenir Next Condensed

abcdefghijklmnopqrstuvwxyz

ABCDEFJHIJKLMNOPQRSTUVWXYZ

LOGO ARRANGEMENT

For this logo/branding image solution, there are conceived arrangements. The Secondary arrangement includes the words "Spokane Event Photography" and would be most useful when the logo is placed in a context where the nature of the work may not be readily apparent.
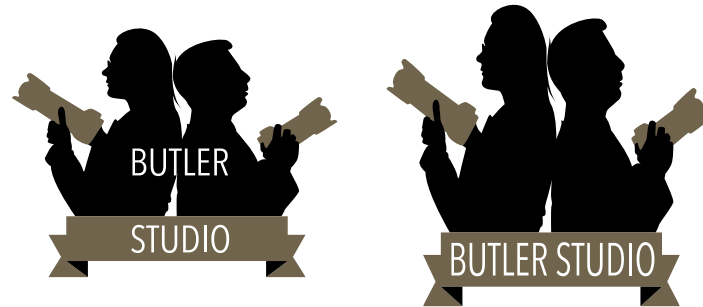
BUTLER STUDIO

SPOKANE EVENT PHOTOGRAPHY

BUTLER STUDIO

PROPER USAGE

When possible, only use the logo on white backgrounds. Here are all of the following available color schemes within our brand.
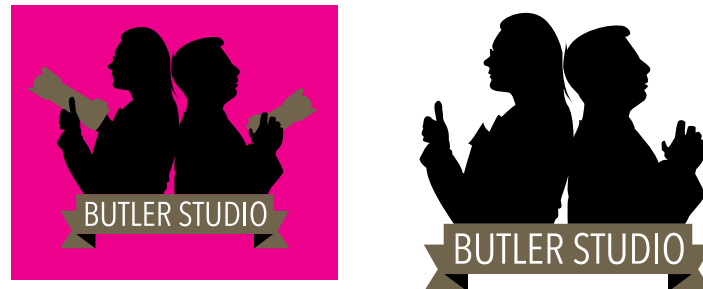
IMPROPER USAGE

DO NOT   rearrange the type in relationship to the logo.

DO NOT   stretch or distort the logo's proportions.

DO NOT   place the logo on a brightly colored background.

DO NOT   Do not remove any portion of the logo.

DO NOT   rotate the both the logo and the type together.

STAGING

When staging the logo, such as in an article or any other situation in which text or other objects will be coming close to contact with the logo, refer to the represented boundaries. Maintain a relative distance around the logo equal to the height of the banner. These boundaries will ensure that the logo doesn't become cluttered.

MINIMUM SIZE

The minimum size of the logo should be used only when layout space is extremely limited. Scaling below the minimum size may cause the typographic portion of the logo to be unreadable; scaling below the minimum size is not recommended. When scaling down to the desired height, be sure to maintain the original proportions.

   The primary arrangement can be as small as 1 inch wide. The secondary arrangement needs to be a little larger due to the small text above. It should never appear smaller than 2 inches wide.

SPOKANE EVENT PHOTOGRAPHY

BUTLER STUDIO

2 in.

BUTLER STUDIO

1 in.

BUSINESS CARD

The business card is designed to be clean and simple. Templates are available in for both CMYK and spot color.

BUTLER STUDIO

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APPAREL

LINKS TO FILES

Primary Arrangement

Print - Spot Color EPS

Print - CMYK EPS

Print - B&W EPS

Web - Small RGB JPEG

Web - Medium RGB JPEG

Web - Large RGB JPEG

Secondary Arrangement

Print - Spot Color EPS

Print - CMYK EPS

Print - B&W EPS

Web - Small RGB JPEG

Web - Medium RGB JPEG

Web - Large RGB JPEG