



SPUR

The logo features the word "SPUR" in a bold, red, sans-serif font. A red asterisk is positioned directly below the letter "P".



**BRAND
GUIDELINES**

The text "BRAND GUIDELINES" is written in a bold, white, sans-serif font, stacked in two lines. It is positioned in the lower right area of the image, overlaid on a desert landscape with large rock formations and a cloudy sky.

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LOGO

Our logo represents a bold new direction for our company and the many adventures that await us in our next chapter. The font used in the logo, Gotham Black, is confident, strong, and modern.

We've maintained and tweaked the "spur" on the "S" adding an extra spoke and slimming the line weight overall.

The red hue is a few shades darker to give our logo more professional tone without losing impact.

We dropped "Design" from our logo due to the fact that our clients enearingly refer to us as "Spur."

LOGO



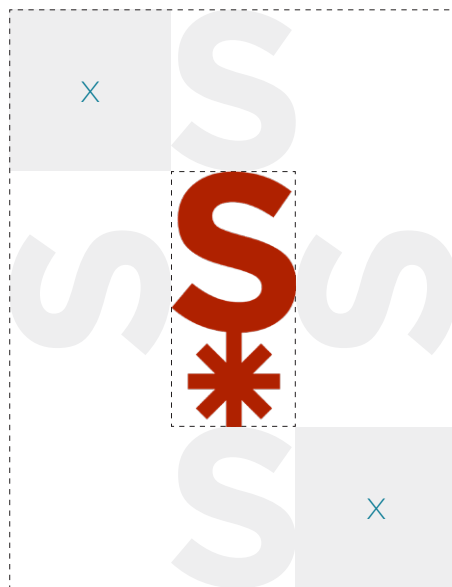
LOCKUP



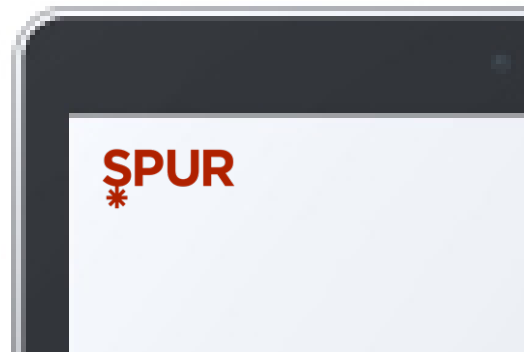
S ICON



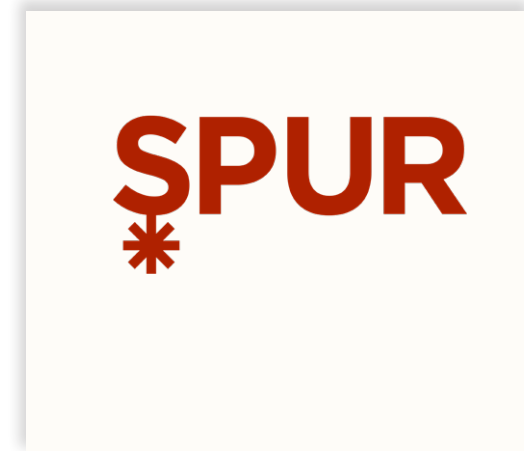
CLEAR SPACE



MINIMUM SIZE



SCREEN: 80px height



PRINT: .75" height

COLOR



HEX/WEB	#AF2100
RGB	175 33 0
CMYK	22 98 99 14
PANTONE	X



HEX/WEB	#FFF4E6
RGB	255 244 230
CMYK	0 3 8 0

BLACK



The black version of our logo is reserved for cases where we know a document will be printed in black and white.

HOW TO USE LOGO OVER PHOTOGRAPHY

In most cases, our logo can be placed directly over a photo in either the red or ivory variations.

However, if a photo is really busy, and neither of those options work, the logo can be placed on a color block.

Another option, would be to add a very slight drop shadow to the logo to distinguish it from background elements.





NO CONTAINER



NO STROKE



NO SLANT



NO BEVEL OR EMBOSS



NO ROTATION



NO ARC OR WARPING



NO SQUASHING



NO SQUISHING



NO ALTERNATE COLOR



NO GLOW EFFECT



NO 3D EXTRUSION



NO INTENSE DROPSHADOWS



NO OUTLINE



NO USE OF DIFFERENT FONT



NO GRADIENT



NO DUO-TONE

COLOR PALETTE

The Spur color palette is inspired directly by the beautiful and vast American landscapes and western flair of our home office in Oklahoma.

Our color palette is comprehensive and allows us the space to tell our story across print and digital media.

PRIMARY



SPUR RED

HEX #AF2100

C22 M98 Y100 K14



DANDELION

HEX #EBA84F

C7 M36 Y78 K0



IVORY

HEX #FFF4E6

C0 M3 Y8 K0



LAKE

HEX #064F67

C95 M62 Y41 K24



PATINA

HEX #027071

C89 M38 Y53 K15

SECONDARY



BRICK

HEX #841E12

C29 M96 Y99 K34



COPPER

HEX #A3520A

C27 M73 Y100 K18



RUST

HEX #C85F06

C17 M73 Y100 K4



GOLDENROD

HEX #BF7E3D

C22 M54 Y88 K5



SKY

HEX #157E96

C85 M38 Y 32 K4



PRAIRIE

HEX #546849

C65 M41 Y76 K26



EVERGREEN

HEX #1D350D

C75 M52 Y87 K64



BLUE CHARCOAL

HEX #0B131E

C83 M73 Y58 K75

FONT + TYPOGRAPHY

Our brand font is Gotham. More specifically, Gotham Black, Gotham Medium, and Gotham Book. Gotham is modern and confident. It's use in our branding gives us a clean, professional appeal and separates us from smaller boutique firms. It allows us to be bold and sure of ourselves without being loud or aggressive. Gotham sets the tone for all types of communication between us and our clients or audience.

GOTHAM BLACK

GOTHAM MEDIUM

GOTHAM BOOK

Below is a typical example of how we use the different variations within the Gotham font family for layout out communications.

HEADLINE

GOTHAM BLACK, ALL CAPS, TIGHT
LEADING, -30 TRACKING

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

SUBHEADLINE

GOTHAM MEDIUM, ALL CAPS, TIGHT
LEADING, -30 TRACKING

THE TRAGEDY OF IMPRESSIVELY RECKLESS ACTIONS

BODY COPY

GOTHAM BOOK, ROOMY LEADING,
-20 TRACKING

In a peaceful meadow, a quick brown fox lived alongside a lazy dog. The fox loved to run and play, while the dog preferred to laze around in the sun. One day, the fox crashed into the dog while attempting to impress him, and the dog passed away due to the injuries.

The quick brown fox was devastated by the loss of his friend and regretted his mistake deeply. He lived the rest of his life alone, missing the lazy dog and the meadow felt empty without him. The fox's heart was heavy with grief and remorse.

And so, the quick brown fox's once energetic spirit faded away, leaving him to live the rest of his life in sorrow and loneliness, always remembering the terrible mistake he made. The end.

COPY LAYOUT

INCORRECT USE

Incorrect font weight and casing leads to legibility issues and allows the headline to fall last in the visual heirarchy.

Leading is too open.

Incorrect casing.

DON'T use the Spur logo in a sentence.



CORRECT USE

Gotham Black

Leading is tight but still legible.

Tracking is tight.

Good use of various font weights to build visual heirarchy.

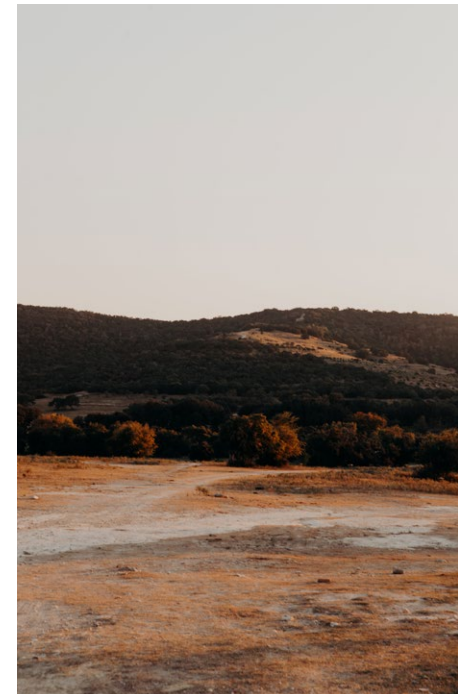


PHOTOGRAPHY + VISUALS

STYLE + TONE

Our visuals maintain a western theme but through a different perspective. Today, our story is told through vast American landscapes, rugged cowboys and cowgirls, and free-roaming bison, horses, and cattle. The tone of the photography is gritty and grounded.

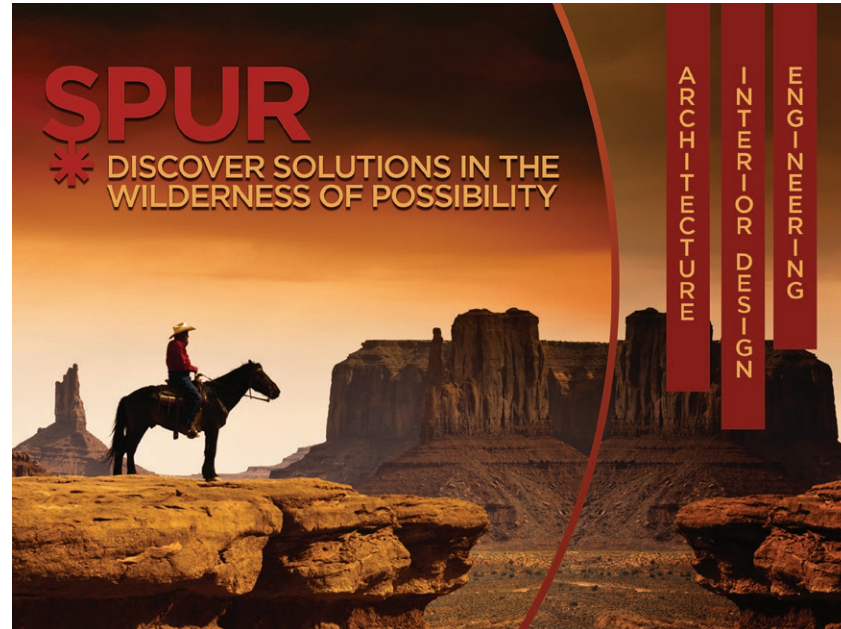
The new imagery evokes a sense of days gone when adventure and endless opportunity were abundant. Where working together toward a common goal and relying on your gut and expertise was the only path to success.



PHOTOGRAPHY + VISUALS

FLOURISH

The use of reversed imagery within geometric bounds (sometimes with a gradient outline) adds a touch of contemporary amongst the rugged western aesthetic. Much like looking through a mirror, it makes way for a sense of subconscious wonder and subtly grasps the attention of a viewer; drawing emphasis but also giving a base for setting text or opening eyes to new perspectives. At Spur, we subvert and exceed all expectations, and our visuals help tell that story.



PHOTOGRAPHY + VISUALS

COLOR GRADE

Color grading can be utilized to intensify, direct attention, or stylize photography. Color grades should only utilize the warm hues in our color palette.



SPUR
✱