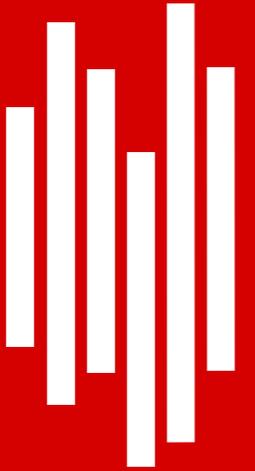


noise
porn

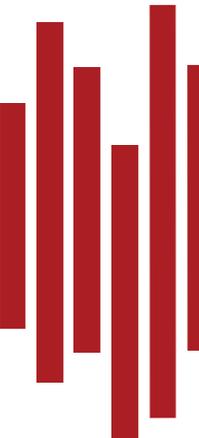


BRANDING & STYLE
GUIDELINES

FALL 2016

noise  porn

PRIMARY LOGO

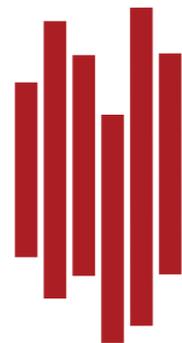
noise 
porn

SECONDARY LOGO

BRANDING GUIDELINES



FULL LOGO



ICON *

* You can ONLY display the wordmark or icon by itself AS LONG AS there's a full logo displayed nearby.

THE COLORS

NOISEPORN PRIMARY COLOR - RED

NOISEPORN SECONDARY COLOR - BLACK

NOISEPORN ACCENT COLOR - GREY

NOISEPORN PRIMARY COLOR IS RED

 RED	#AA1F23	R170	G31	B35
 Black	#000000	R0	G0	B0
 White	#FFFFFF	R255	G255	B255
 Light Grey	#E7E7E7	R231	G231	B231
 Dark Grey	#686868	R104	G104	B104

THE COLOR OPTIONS

1-color on colored images and colored backgrounds



Full color logo on dark images and colored backgrounds



Full color logo on light backgrounds



BRANDING GUIDELINES

LOGO MISUSE



noise  porn

Other text or items cannot invade the personal space of the Noiseporn logo



Do not apply a gradient to the Icon or Wordmark.



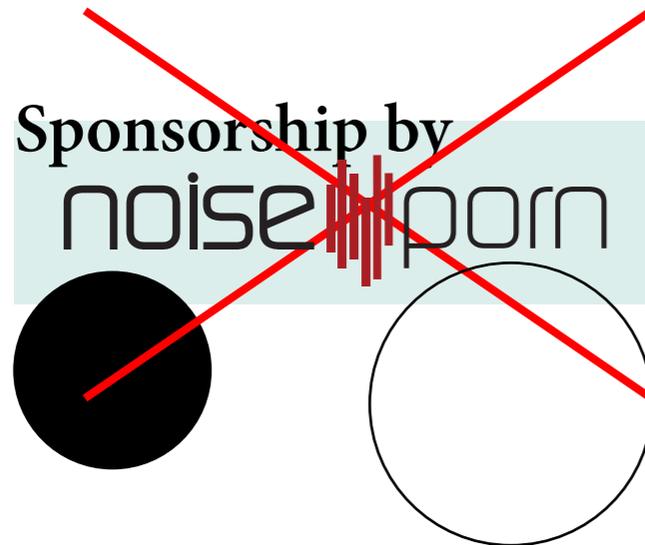
Do not distort or warp the Logo in any way.



Do not outline or create a keyline around the Logo.



Do not rotate the Logo.



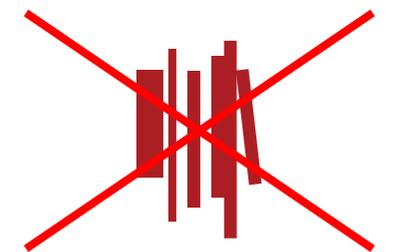
Do not change the Logo colour or tone outside those colours specified in the colour section of this guide.



Do not resolve the Logo in two different colours.



Do not manipulate the relationship between the Wordmark and the Icon.



Do not manipulate or draw your own Icon.

BRANDING
GUIDELINES



The Noiseporn logo font is modified **Titillium**
The Noiseporn marketing font is **Titillium Family**

BRANDING TEXT

Main Headline - Montserrat Bold

Subheadline - Titillium SemiBold

Main Header - Titillium Bold

Content text - Open Sans Regular

Quote text - Titillium Regular