

A FEATURE FILM

# EXPOSURE

STYLE GUIDE FOR VISUAL BRANDING

Guide by Avery Chung-Melino  
[www.discomfortsthepoint.com](http://www.discomfortsthepoint.com)

# 01. LOGO

# EXPOSURE



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The logo should always be clear and legible against the background.

Family: Barlow Semi Condensed  
Weight: Bold

**EXPOSURE**

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# 01. LOGO

## MISUSE

**EXPOSURE**

Do not distort the logo

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Do not use drop shadows

**EXPOSURE**

Do not use colors that aren't brand appropriate

EXPOSURE

Do not use other typefaces or font weights

**EXPOSURE**

Do not tilt the logo

**EXPOSURE**

Do not place logo on complicated background



# 02. COLORS



**AMBULANCE**

Hex: #ae332e  
RGB: 174 / 51 / 46



**CHARCOAL**

Hex: #131313  
RGB: 19 / 19 / 19



**GAUZE**

Hex: #f4f4f4  
RGB: 244 / 244 / 244



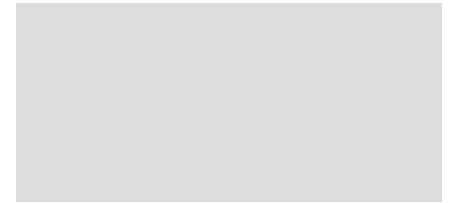
**BLOOD**

Hex: #671d17  
RGB: 103 / 29 / 23



**LEAD**

Hex: #495864  
RGB: 73 / 88 / 100



**FOG**

Hex: #dddddd  
RGB: 221 / 221 / 221

## 02. COLORS

**THESE ARE**

**THE MAIN**

**BRAND  
COLORS**

Never use pure white or black.

White should always be the “Gauze” color.

Black should always be the “Charcoal” color.

# 03. TYPEFACES

## BARLOW SEMI CONDENSED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Barlow Semi Condensed Light  
*Barlow Semi Condensed Regular*  
Barlow Semi Condensed Medium

**Barlow Semi Condensed SemiBold**  
**Barlow Semi Condensed Bold**  
**Barlow Semi Condensed ExtraBold**

## Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Inter Thin  
Inter Light  
*Inter Light Italic*  
Inter Regular  
*Inter Italic*

**Inter Medium**  
*Inter Medium Italic*  
**Inter SemiBold**  
**Inter Bold**  
**Inter ExtraBold**

# 03. TYPEFACES

## HEADING STYLES

**I AM A HEADLINE** .....

H1  
Barlow Semi Condensed  
Bold

**I AM ALSO A HEADLINE** .....

H2  
Barlow Semi Condensed  
Medium

**I AM ALSO A HEADLINE** .....

H3  
Barlow Semi Condensed  
Bold

**I AM ALSO A HEADLINE** .....

H4  
Inter  
Bold

I am body text. A traumatized man is convinced someone is trying to poison him, so his skeptical wife forces him to face his nightmares head-on with exposure therapy. ....

Body  
Inter  
Light

# 04. POSTER



# EXPOSURE

THE DISCOMFORT'S THE POINT.