



BRAND BOOK

www.colorfoolfilms.com



TABLE OF CONTENTS

01.

MISSION

02.

LOGO

03.

COLORS

04.

TYPEFACES

01. MISSION


WE ARE A GROUP OF

**FILMMAKERS,
ARTISTS, AND
STORYTELLERS**


WE BELIEVE STORIES HAVE THE
POTENTIAL TO TRANSFORM THE WORLD.

Our approach is simple: to tell stories in an **authentic, cinematic** and **compassionate** way to drive the biggest possible impact.

01. MISSION



We are an **impact-driven video production company** based in San Francisco, Oakland, and the greater Bay Area that works with individuals, non-profits, and purposeful businesses to help them **advance their mission** through **authentic storytelling and film.**



02. LOGO



Primary



Reverse

02. LOGO

BACKGROUND USAGE

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



02. LOGO

MISUSE



Do not distort the logo



Do not use drop shadows



Do not use colors that aren't brand appropriate



Do not use other typefaces or font weights



Do not tilt the logo



Do not place logo on complicated background

01. LOGO

WHITE SPACE

It is important to allow sufficient space around the logo to establish its authority and identity and give the logo some “breathing room.”

Whether enlarging or decreasing the logo, the width of the margin is approximately the half the height of the “C.”



03. COLORS



WILDFLOWER

Hex: #e5b922
RGB: 229 / 185 / 34



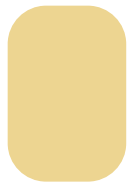
SAGE

Hex: #799979
RGB: 121 / 153 / 121



SKY

Hex: #0c405f
RGB: 12 / 64 / 95



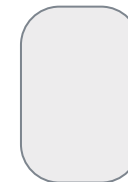
FLAX

Hex: #edd591
RGB: 237 / 213 / 145



PEWTER

Hex: #78908e
RGB: 120 / 144 / 142



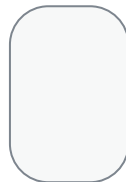
FOG

Hex: #edeced
RGB: 237 / 236 / 237



SLATE

Hex: #3c444f
RGB: 60 / 68 / 79



PEARL

Hex: #f7f8f8
RGB: 247 / 248 / 248



ONYX

Hex: #191918
RGB: 25 / 25 / 24

03. COLORS

I AM OUR MAIN ACCENT
I EVOKE WILDFLOWERS & SUNSHINE

I AM OUR SECOND ACCENT
BRUSHES OF SAGE IN NATURE

I AM ANOTHER COLOR
THE SKY ON A STORMY DAY

I AM ANOTHER COLOR
BEDS OF PEBBLES AND SLATE

Never use pure white or black.

White should always be the
“**Pearl**” color.

Black should always be the
“**Onyx**” color.

04. TYPEFACES

BRANDON GROTESQUE

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

Brandon Grotesque Thin
Brandon Grotesque Thin Italic
Brandon Grotesque Light
Brandon Grotesque Light Italic
Brandon Grotesque Regular
Brandon Grotesque Italic

Brandon Grotesque Medium
Brandon Grotesque Medium Italic
Brandon Grotesque Bold
Brandon Grotesque Bold Italic
Brandon Grotesque Black
Brandon Grotesque Black Italic

Proxima Nova

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

Proxima Nova Thin
Proxima Nova Thin Italic
Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Italic

Proxima Nova Medium
Proxima Nova Medium Italic
Proxima Nova SemiBold
Proxima Nova Bold
Proxima Nova ExtraBold
Proxima Nova Black

04. TYPEFACES

HEADING STYLES

I AM A HEADLINE **H1**
Brandon Grotesque Black

I AM ALSO A HEADLINE **H2**
Brandon Grotesque Medium

I AM ALSO A HEADLINE **H3**
Brandon Grotesque Bold / Italic

I AM ALSO A HEADLINE **H4**
Brandon Grotesque Bold

I am body text. We are a group of
filmmakers, artists and storytellers.
We believe stories have the
potential to transform the world. **Body**
Proxima Nova Regular

I am a link. **Link**
Proxima Nova Medium



THANK YOU!

Branding & style guide by Avery Chung-Melino