



# Style Guide

For Visual Branding

[www.thedual.org](http://www.thedual.org)

# 01. Logo



# 01. Logo

REVERSE VERSION



# 01. Logo

MONOCHROME

The logo features the text 'THE DUAL' in a bold, italicized, sans-serif font. The letters 'T' and 'D' are significantly larger than the other characters. Each of these larger letters is enclosed within a double-lined, rectangular frame that is slightly offset to the right, creating a sense of depth and movement. The entire logo is rendered in white against a dark background.

# 02. Colors



**Burgundy**

Hex: #811618

RGB: 129 / 22 / 24



**Lapis**

Hex: #293f96

RGB: 41 / 63 / 150



**Yellow**

Hex: #fae90d

RGB: 250 / 233 / 13



**Charcoal**

Hex: #262628

RGB: 38 / 38 / 40



**Fog**

Hex: #f2f2f3

RGB: 242 / 242 / 243



**Slate**

Hex: #666766

RGB: 102 / 103 / 102

# 03. Typefaces

## Neue Helvetica Pro

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

Neue Helvetica Thin  
Neue Helvetica Light  
Neue Helvetica Roman  
Neue Helvetica Medium

**Neue Helvetica Bold**  
**Neue Helvetica Heavy**  
**Neue Helvetica Black**

# 03. Typefaces

## HEADING STYLES

**I am a headline** .....

H1  
Helvetica Neue Bold

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

H2  
Helvetica Neue Caps  
Medium

I AM ALSO A HEADLINE .....

H3  
Helvetica Neue Light

I am body text. "THE DUAL" is a multi-episode documentary featuring a classic college wrestling dual meet. ....

Body  
Helvetica Neue  
Roman

# 04. Poster

## Ames, Iowa 1986

Dan Gable and the Iowa Hawkeyes are on a 36-match win streak, chasing their ninth straight championship

Iowa State, and their first-year coach, Jim Gibbons, had other ideas...



MIRAGE EFFECT presents THE DUAL A DOCUSERIES by JIM GIBBONS and JOHN MYERS  
consulting producers DUSTIN J. MILLER STEPHEN P. ARKLE DAN GABLE CHRIS MCGOWAN  
music and sound by YESSIAN grade by MAD COLOUR  
executive producer JIM GIBBONS directed by JOHN MYERS

WWW.THEDUAL.TV



**T**HE **D**UAL

Style guide by Avery Chung-Melino