

INSOMNIAC STUDIOS BRAND GUIDE



Insomniac Studios is a small Rochester, New York, creative marketing agency. It specializes in bespoke creative and strategy-driven marketing, design and public relations. At Insomniac Studios, design and strategy collide to inspire hearts, inform minds and influence change.

The Insomniac Studios mantra is ‘never rest.’ It means to be better today than we were yesterday. To study, to learn and grow. Usually, this requires late nights and coffee. Lots of coffee.

The Insomniac Studios brand identity guide builds a consistent and recognizable brand for the company. The guide establishes rules for the Insomniac Studios logo, identifies a color palette, specifies approved typefaces and highlights an approach to photography and graphic design.

The guide also showcases Insomniac Studios marketing material, including design elements, website and print collateral.

Since 1997, Insomniac Studios has developed custom and award-winning logos and brand identities, design, websites, photography, print and online promotional campaigns. It has worked for small start-up businesses, large Fortune 500 companies and most everything in between.

It seeks to advise its clients with a no-baloney approach to marketing. Language should communicate, never obscure ideas.

CHAPTER 01

LOGOS



INSOMNIAC STUDIOS



LOGO ARCHITECTURE

Dotted lines illustrate the relationship between the logo geometry and stacked logotype. The area around the mark is to be kept free of other logos, type or visual interference. This whitespace, defined by the logotype height, is marked with an X.



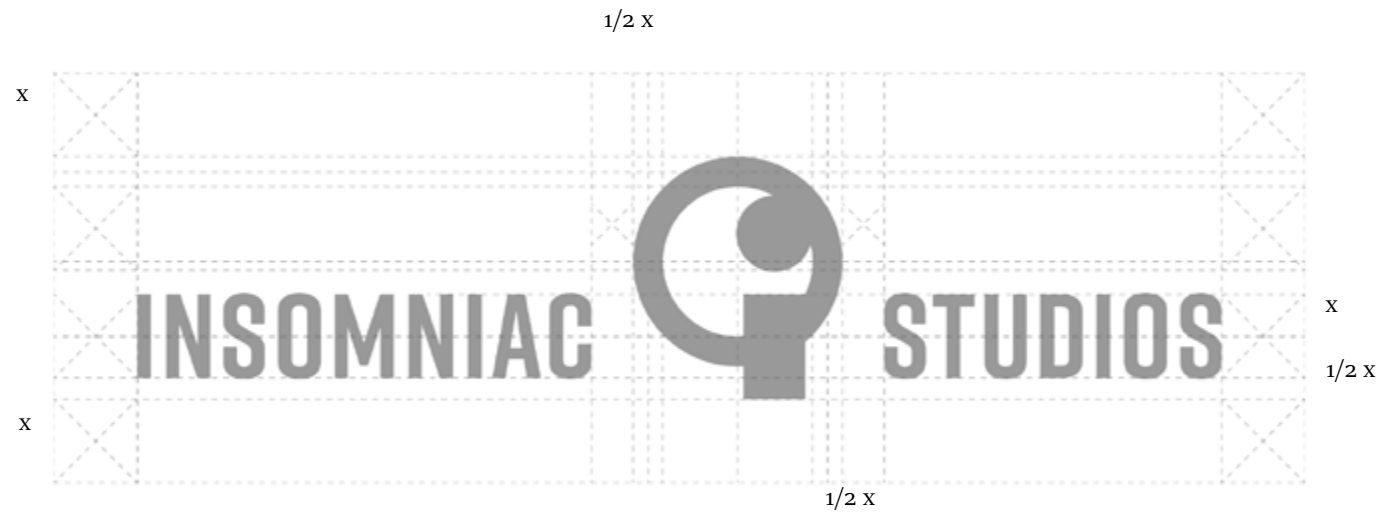


INSOMNIAC  **STUDIOS**

INSOMNIAC  **STUDIOS**

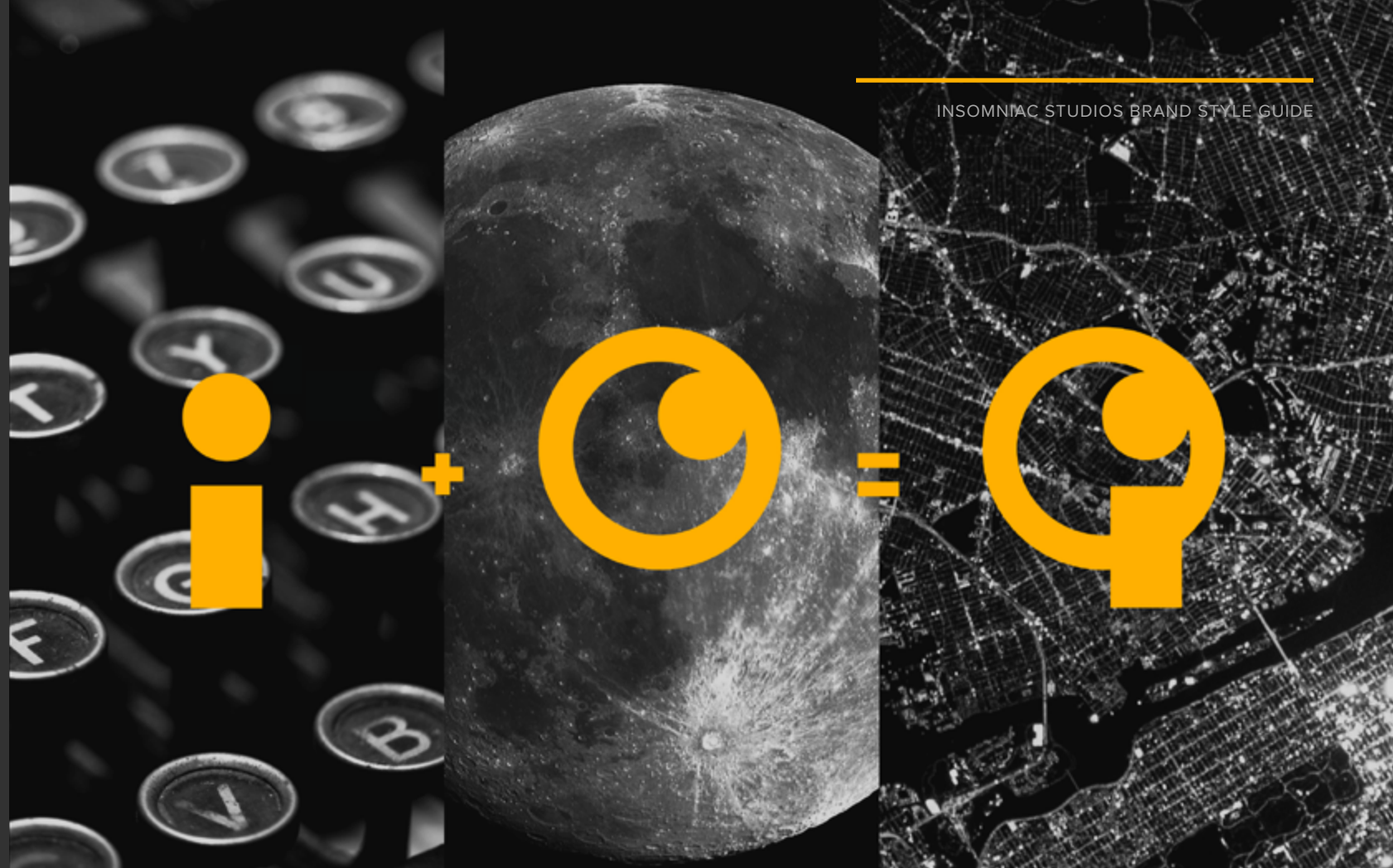
LOGO ARCHITECTURE

Dotted lines show the relationship between the logo geometry and logotype. The area around the mark is to be kept free of other logos, type or visual interference. This whitespace, defined by the logotype height, is marked with an X.



DESIGN EQUATION

The Insomniac Studios logo is a combination of a lowercase 'i' character and the moon. The dot over the 'i' character does double duty as the shadow on the lunar surface. Together, these two elements create a strong new mark to represent Insomniac Studios.



01 LETTER i

The lowercase 'i' stands for insomniac. It is also a nod to the principles of inform, inspire and influence.

02 MOON

Nothing says late nights like the moon. Coffee might, but the moon does it best.

03 INSOMNIAC MARK

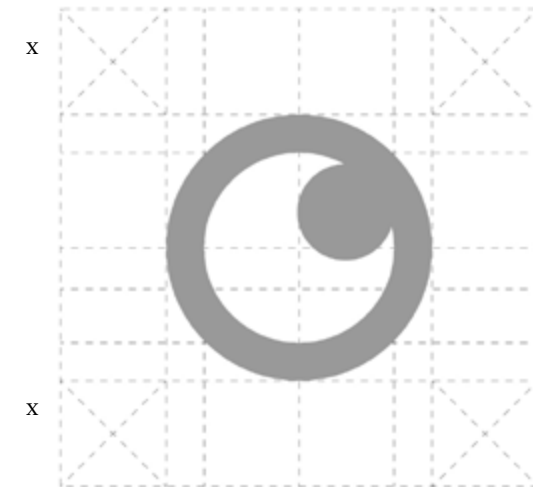
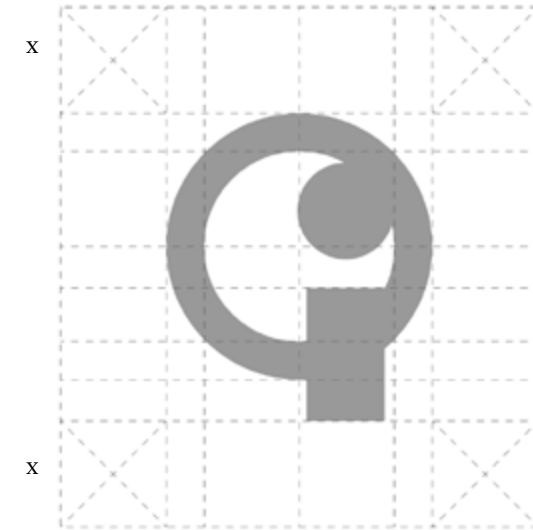
The moon and lowercase 'i' shapes overlap to create the Insomniac Studios logo.

SECONDARY LOGOS

The secondary logos should be used sparingly. They are meant to support the Insomniac Studios logo as a secondary design element. The secondary logos should not replace or supersede the primary logo.

LOGO ARCHITECTURE

Dotted lines show the relationship between the logo geometry and surrounding area. The area around the mark is to be kept free of other logos, type or visual interference. This whitespace, marked with an X, is taken from the logotype in the stacked and horizontal logo formats.



LOGOTYPE MARKS

Insomniac Studios offers two approved logotype marks. The first, stacked format is taken directly from the logo. The second, horizontal format is taken from the horizontal logo, but modified to reduce the space left by the logo mark.

LOGO ARCHITECTURE

The logotype architecture provides a discernible framework for both the stacked and horizontal format logotypes. An area the height of the lettering provides a clear whitespace to ensure logotype legibility.

**INSOMNIAC
STUDIOS**



INSOMNIAC STUDIOS



LOGO USE GUIDELINES

Consistently reproducing the Insomniac Studios logo builds favorable brand recognition. Below are guidelines to ensure a consistent logo.

1. Do not edit or alter the logo's form.
2. Do not edit or replace the logo's type.
3. Do not change the logo's aspect ratio.
4. Do not add an image to the logo's negative space.
5. Do not superimpose an image or texture on the logo.
6. Do not add a gradient to the logo.
7. Do not rotate the logo.
8. Do not use a color other than the colors in the approved color palette.
9. Do not outline or add other effects to the logo.



CHAPTER 02

COLOR

CORE LOGO COLORS

There are two colors (shown right) which define the Insomniac Studios logo and style. They represent yellow light and the night sky. While the logo may appear in other approved brand colors, these two colors are to be used first.

AUXILIARY COLOR

The auxiliary color* (shown next page) provides a second, lighter yellow-orange should the primary logo yellow prove present legibility issues.

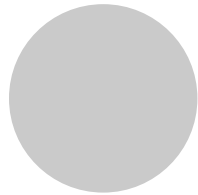


HEX: #FFB000
RGB: 255 176 0
CMYK: 0 25 100 0

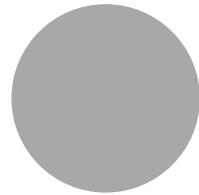


HEX: #161617
RGB: 22 22 23
CMYK: 73 67 65 79

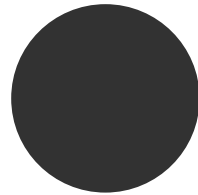
APPROVED BRAND COLORS



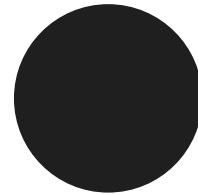
HEX: #a8a8a8
RGB: 168 168 168
CMYK: 36 29 29 0



HEX: #545454
RGB: 84 84 84
CMYK: 64 56 56 32

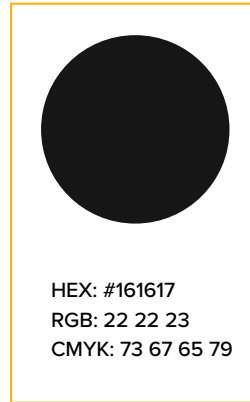


HEX: #323232
RGB: 50 50 50
CMYK: 70 63 62 59

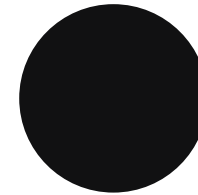


HEX: #1f1f1f
RGB: 31 31 31
CMYK: 72 66 65 75

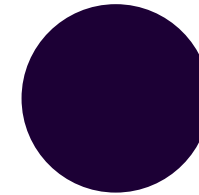
PRIMARY LOGO COLOR



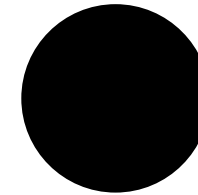
HEX: #161617
RGB: 22 22 23
CMYK: 73 67 65 79



HEX: # 111112
RGB: 17 17 18
CMYK: 74 67 65 82

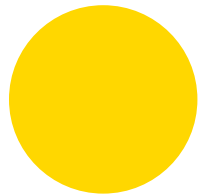


HEX: #1C0035
RGB: 28 0 53
CMYK: 87 94 41 62

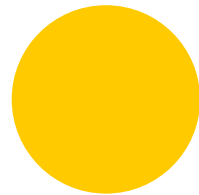


HEX: #000000
RGB: 0 0 0
CMYK: 75 68 67 90

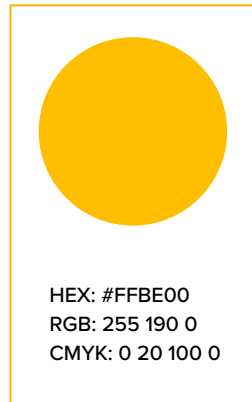
AUXILLARY COLOR*



HEX: #FFD700
RGB: 255 215 0
CMYK: 0 10 100 0

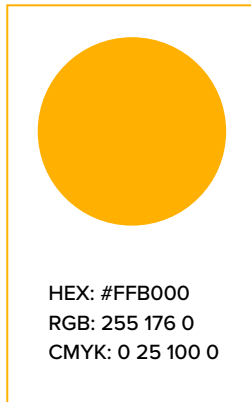


HEX: #FFCB00
RGB: 255 203 0
CMYK: 0 15 100 0

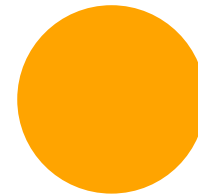


HEX: #FFBE00
RGB: 255 190 0
CMYK: 0 20 100 0

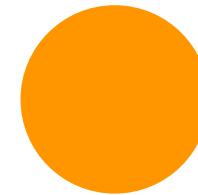
PRIMARY LOGO COLOR



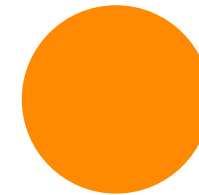
HEX: #FFB000
RGB: 255 176 0
CMYK: 0 25 100 0



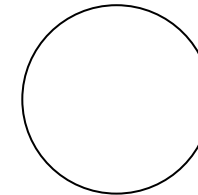
HEX: #FFA400
RGB: 255 164 0
CMYK: 0 30 100 0



HEX: #FF9600
RGB: 255 150 0
CMYK: 0 35 100 0



HEX: #FF8900
RGB: 255 137 0
CMYK: 0 40 100 0



HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

LOGO COLOR APPLICATIONS



01 CORE LOGO COLORS

The core logo colors are to be the first choice for presenting the Insomniac Studios logo. Should faithful color reproduction be an issue, other brand colors or black and white may serve as an alternative.



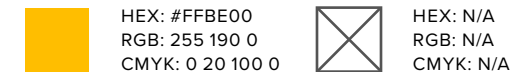
02 BLACK + WHITE

The sharp contrast of white on black, or vice versa should the need arise, is a striking and acceptable color combination for the Insomniac Studios logo.



03 WHITE ON BRAND COLOR

It is also acceptable for the Insomniac Studios logo to appear in white on a field of an approved brand color. While not as striking as the black and white version, this option maintains the logo standards.



04 LOGO ON IMAGE

Images on which the Insomniac Studios logo may appear will be judged on a case-by-case basis. The image should not affect the logo's legibility and must meet the requirements established later in this document.

CHAPTER 03

TYPE

LOGO TYPEFACE

Rift Bold is the typeface that appears in the Insomniac Studios logo. As such, its use in supporting design materials should be limited or avoided to prevent diminishing the logo's visual impact.

RIFT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()[]{}:;?/<>

RIFT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()[]{}:;?/<>

RIFT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()[]{}:;?/<>

RIFT DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()[]{}:;?/<>

RIFT BOLD*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()[]{}:;?/<>

* Used in the Insomniac Studios logo.

SECONDARY TYPEFACE

Proxima Nova is Insomniac Studios' secondary typeface. It is a clean, modern sans-serif typeface and an excellent choice for bold headlines and smaller copy.

PROXIMA NOVA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[{}];?/<>

PROXIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[{}];?/<>

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[{}];?/<>

PROXIMA NOVA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[{}];?/<>

PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[{}];?/<>

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[{}];?/<>

PROXIMA NOVA EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()[{}];?/<>

TERTIARY TYPEFACE

Equip Slab is the slab-serif typeface for the Insomniac Studios brand guidelines. The typeface is strong, straightforward, easy to read and pairs well with the primary and secondary typefaces.

EQUIP SLAB THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{};?/<>

EQUIP SLAB EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{};?/<>

EQUIP SLAB LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{};?/<>

EQUIP SLAB REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{};?/<>

EQUIP SLAB MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{};?/<>

EQUIP SLAB BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{};?/<>

EQUIP SLAB EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{};?/<>

EQUIP SLAB BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{};?/<>

AUXILIARY TYPEFACE

In the event a more traditional or formal typeface is required, Sitka Banner is to be used. Sitka Banner is a serif typeface which reads well in small applications.

SITKA BANNER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{}:;?/<>

SITKA BANNER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()[]{}:;?/<>

CHAPTER 04

MARKETING

Insomniac Studios: Never Rest.

**At Insomniac Studios,
design and strategy
collide to inspire
hearts, inform minds
and influence change.**

**Creative marketing and
strategy-driven design
fueled by late nights.**

And coffee.

WEBSITE

The Insomniac Studios website (www.insomniacstudios.co) is the online home of the company's previous work, news, case studies and contact information. It is also the most concentrated repository of the brand identity guidelines at work.

NEVER REST

INSOMNIAC STUDIOS LOGO DESIGN AND MARKETING SERVICES

Insomniac Studios specializes in bespoke marketing services, logo and graphic design and advertising. Since 1997, Insomniac Studios has helped clients share their stories and reach new audiences.

INSPIRE, INFORM AND INFLUENCE

A good idea needs to be more than just a good looking idea. It has to work for our clients. At Insomniac Studios, design and strategy collide to inspire hearts, inform minds and influence change.

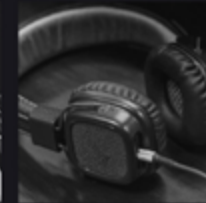
NEWS



Allergy Logo



Smokehouse Logo



Michael Bierut Talks Logos



Logo Goes Boom

LOGO DESIGN

BE YOU. Bring what you do together under a strong, unique and consistent brand. Insomniac Studios designs logos and identities for your company or organization.

MARKETING SERVICES

TELL YOUR STORY. Every person, company and organization has a story to tell. Insomniac Studios finds your voice and shares your story with your core audiences.

GRAPHIC DESIGN

LOOK GOOD. Insomniac Studios can design a new look for your marketing materials. We can also work within your existing brand identity to seamlessly blend in with your current style.

PUBLIC RELATIONS

GET OUT THERE. Our public relations strategists build relationships to further your mission, engage your audience and sustain a dialogue with your supporters.

WORK



BUSINESS CARDS

The Insomniac Studios business cards are often the first exposure a potential client has with the brand. Therefore, it is important the cards capture as much of the brand's style as possible. On the front, the logo in bright yellow blazes against a dark night sky. On the back, the Insomniac Studios brand promise 'never rest' appears on a yellow broadcast television test pattern.



STATIONARY

Printed letterhead and envelopes carry the Insomniac Studios brand offline and into the real world. Each piece is an tactile extension of the brand.





LUNAR PATTERN

Lunar cycles have marked time for centuries. A pattern of the Insomniac Studios secondary logo depicts the transit of the lunar shadow as it moves across the moon's face. At random locations throughout the pattern, the secondary logo is highlighted in a brand-approved yellow.

COFFEE RING

You can't have late nights without a strong cup of coffee. And all that coffee leaves a mark. The 'never rest' coffee ring reinforces the Insomniac Studios brand and presents a closer, more personal aspect of the brand.





CHAPTER 05

PHOTOS

PHOTOGRAPH STYLES

Photography is an effective tool to convey the Insomniac Studios brand. Photos selected for Insomniac Studios should convey a sense of the middle of the night. They should reflect a unpopulated, unseen urban environment--the world that exists while most people sleep.

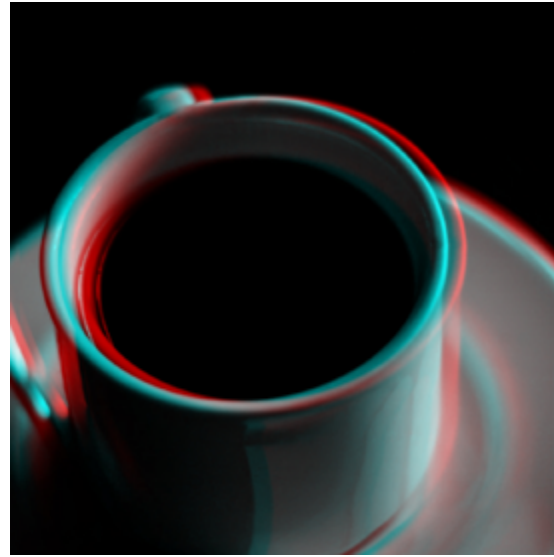
Populated areas should appear sparse; busy locations devoid of activity. Close ups of streetlights and neon signs or wide shots of empty subway cars and city skylines can evoke a sense of loneliness that comes with the night. For all their nightly qualities, these photos should never appear nightmarish, frightening or dangerous.

Insomniac Studios photography should convey a sense of the 'noir' aesthetic. To relate this, most images will appear in black and white. The next page lists several photographic treatments that can be used to convey a sense of time, atmosphere and mood.



01 BLACK + WHITE (LIGHT LEAK)

Black and white photos are a compelling and dramatic way to express the brand. A light leak adds style and a old-school feel.



02 ANAGLYPH

An anaglyph's blurry, mismatched effect creates a late-night mood reminiscent of degraded magnetic video or retro 3D images.



03 GRADIENT OVERLAY

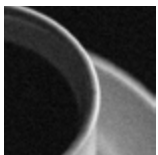
Photos can be colored using a gradient overlay to create atmosphere and style. Approved color gradients are shown below.



04 GRADIENT MAP

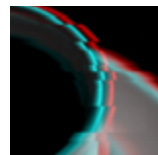
Color gradient maps replace the black and white tones for a unique effect. Approved color gradient maps are shown below.

PHOTO TREATMENT OPTIONS



FILM GRAIN/NOISE

Film noise or grain may be added to an image to create a gritty, after-midnight photographic effect.



DIGITAL GLITCH

Glitches or well-worn video effects may be added to create an unsettling wee-hours-of-the-morning style.

GRADIENT COLOR OPTIONS



**THIS CONCLUDES OUR
BROADCAST DAY.**