

LOGAN
& DAVE

Brand Guide

WORDMARK

LOGAN
& DAVE

Primary

L&D

Secondary

SUPPORTING ICONS

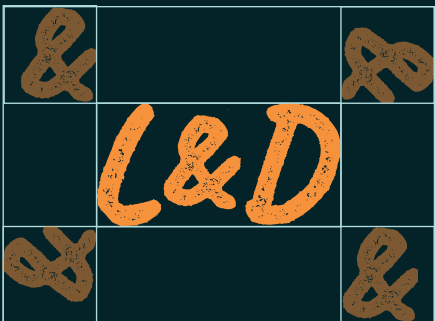
These are for accent purposes only, and can't stand on their own like the wordmark can.



LOGO USAGE

For best brand recognition and presentation, adhere to these guidelines when using the L&D logo.

Leave adequate breathing room for logos.



Never go too small when printed. These logos are to scale.



0.5"

1.25"

Don't stretch, distort, or rotate the wordmark or icon in any way, and avoid using the logo on competing color backgrounds.



Distort



Rotate



Effects



Competing colors



Changing fonts



Changing colors



COLOR & TYPOGRAPHY



Headlines

INTERSTATE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Subheadings and Paragraphs

Source Code Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sample Execution



LET'S TELL YOUR STORY.
With style. With Logan & Dave.

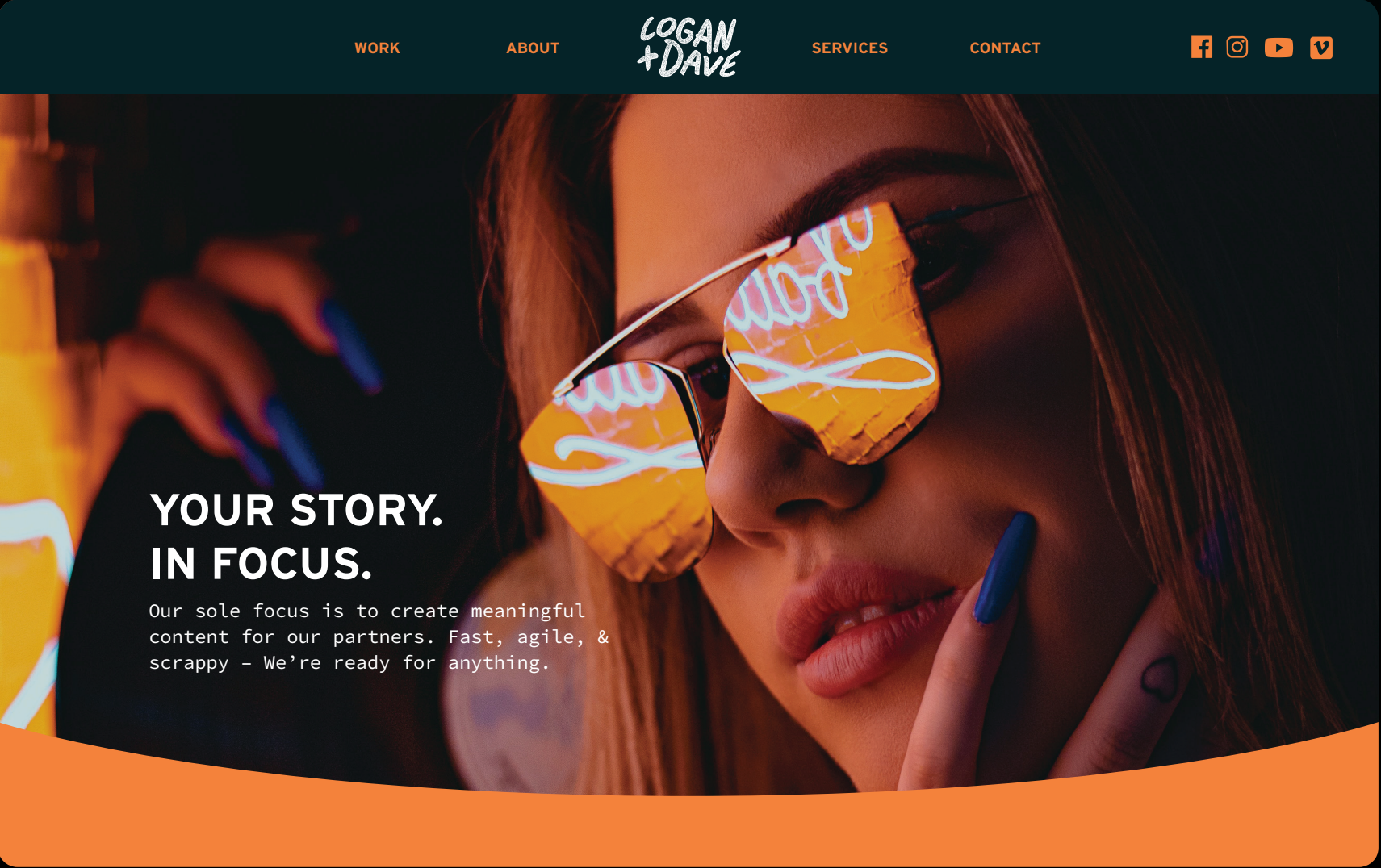
Logan & Dave is a creative + production team whose sole focus is to create meaningful content for our clients. Our partners find us dedicated, agile and scrappy - a team who consistently produces inventive, compelling, and fast-turn work.

Daytime Blue	Lite White	L+D Orange	Terminal Green
RGB: 176, 221, 221 CMYK: 29, 1, 9, 0 Pantone: 565 CP HEX: #9FA1A4	RGB: 228, 234, 241 CMYK: 9, 4, 2, 0 Pantone: 7541 CP HEX: #E4EAF1	RGB: 246, 141, 57 CMYK: 0, 54, 87, 0 Pantone: 715 CP HEX: #F68D39	RGB: 0, 47, 32 CMYK: 91, 62, 60, 57 Pantone: 547 CP HEX: #00252A

SAMPLE APPLICATIONS

The following pages show examples of the brand applied to possible deliverables (read: the Logan & Dave Website). They are just for demonstration purposes, and aren't final designs.

Any photography, video stills, or copywriting are placeholders only.



WORK

ABOUT

L+D

SERVICES

CONTACT

WHO WE ARE



LOGAN HENDRICKS

Menit nos silicta lessoltus, quidiem, is, norachum dicae, quit. An vir igilicasdam tea L. Nit.Xim adet L. Maelis antique aucent, nos ne in stracitam in ste det; nique ala nos host vis perissolique mus hortiusquo es ia vita L. Patus. Mulis,



DAVE PAINE

Menit nos silicta lessoltus, quidiem, is, norachum dicae, quit. An vir igilicasdam tea L. Nit.Dec oc occie pes hilenatur. Fulocureme occhuit; Catqua potis ella revidernium nos ac iam notiem, quidella conon inati inat, cupiondiem octo



LET'S WORK TOGETHER.

Like what you hear? Drop us a line with the button below. We're excited to make stuff with you.

LET'S TALK

WORK

ABOUT

L+D

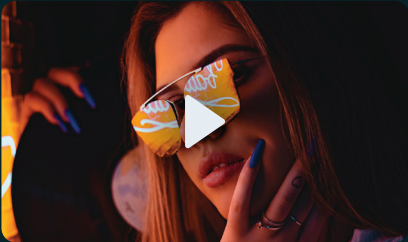
SERVICES

CONTACT

OUR WORK


Sort by: Most Recent

Category



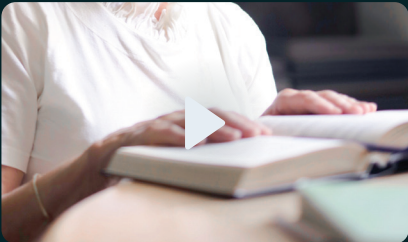
2021 ANNOUNCEMENT TRAILER

The big reveal. We had the honor of working with such a good partner.




WELCOME HOME TV BUMPERS

Anyone would be glad to be home after this. Here's the work we did for them.



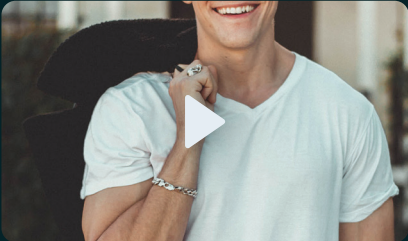
EDUCATION ELEVATED


The big reveal. We had the honor of working with such a good partner.



ANYTHING CAN HAPPEN

Anyone would be glad to be home after this. Here's the work we did for them.







QUESTIONS & SUPPORT

Contact:

Logan Hendricks
logan@logananddave.com

Dave Paine
dave@logananddave.com

Shawn Saylor
shawn@mediocrecreative.com