VinceH

Vincent Hamilton

BRAND GUIDELINES

Smart people come up with genius plans. Geniuses come up with smart backup plans.

DIVE-BAR CHIC

Step into the world of Dive-Bar Chic, where chaos meets charisma in a symphony of random color palettes, graffiti art, and pop art. This personal brand aesthetic thrives on the unexpected, embracing a cacophony of styles from random to nonsensical to maximalistic. It's the basement bathroom at your ex's Stepmom's house. Heavily contrasting elements collide, each vying for attention, but amidst the chaos emerges the star of the show: a bold, electrifying **hot pink.**

In this eclectic realm, the canvas is flooded with a riot of colors and textures, drawing the viewer in to explore every corner. Yet, amidst the frenzy, the **hot pink** serves as a beacon, guiding the eye towards key focal points and establishing a clear hierarchy of information or presentation.

Dive-Bar Chic isn't just a style; it's a statement—a celebration of individuality and defiance against the usual. It's about embracing the chaos, finding beauty in the unconventional, and making a bold impression that speaks for itself. So put on your cleanest dirty shirt and step into this vibrant world, where every corner tells a story and every color dares to stand out in a sea of sameness.

Logos

The primary logo consists of the Vincent Hamilton signature. The signature is leveraged as the main visual element. All signatures and logo marks should avoid use of any standardized typography, typefaces and fonts. Signature logo should always be drawn. Physically when possible. Various color schemes of the logo are available for consideration including outlined, solid, drop shadows, and various effect applications. Other acceptable usage includes tints, overlays and partial visual position.

Although acceptable to use various color combinations from the guideline palette and effects for the logo, an attempt should always be made for emphasis on the emphasis on the **Vincent Razzle Dazzle Hot Pink**.

Extended Logos and Wordmarks

The secondary logo consists of the singular flying V derived from the full logo signature. The mark is best used for icons, filigree marks, favicons and in instances when the full logo is too large, or if vertical design is necessary.

As with the signature logo, the flying V must avoid use of any standardized typography, typefaces and fonts. Similarly should always be drawn. Various color schemes and effect applications are encouraged provided the full mark is shown. Unlike the signature, the V mark should not be partially shown.

AVOID
USING
WHITE
#FFFFF
BACKGROUNDS

When using solid white backgrounds, copy smaller than 17 point on screens creates accessibility issues.

If unavoidable it is recommended using elements such as background colors such as #EDEDED, or graphic elements set at low opacity for the necessary contrast for visual accessibility
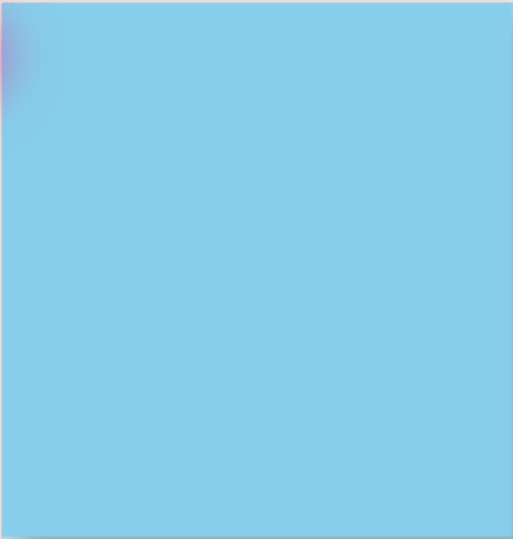
This is not a steadfast guideline but a suggestion for accessibility. There are several exceptions that will require standard white backgrounds for other accessibility purposes.

Color Palette

Vincent Razzle Dazzle Pink
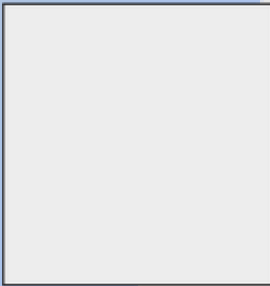#FA28E1
RGB: 250, 40, 225
CMYK: 21, 82, 0, 0

Electric Green
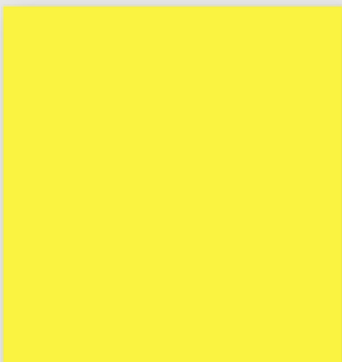#28FA41
RBG: 40, 250, 65
CMYK: 61, 0, 100, 0

Fire Chicken Blue
#87CEEB
RBG: 135, 206, 235
CMYK: 44, 3, 4, 0

Great War Black
#191717
RBG: 25, 23, 23
CMYK: 72, 67, 65, 79

Dill White
#EDEDED
RBG: 237, 237, 237,
CMYK: 6, 4, 4, 0

Big Bird
#FAF341
RBG: 250, 243, 65
CMYK: 6, 0, 83, 0

Grey Gray
#959595
RBG: 149, 149, 149
CMYK: 44, 36, 37, 2

Doc Boot Oxblood
#7F1B17
RBG: 127, 27, 23
CMYK: 30, 97, 99, 37

ULTRA

The primary typeface is Ultra regular. This is used for logo types, hero type, headers and most sub-headers. This typeface is capitalized and does not include lower case options.

Georgia Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

For H3 Headers and smaller headers where Ultra is would be too small, or if lower case options are necessary the default type is Georgia Condensed Black.

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

All body copy should be Georgia Regular which is standard, openly available typeface on most applications.

Times New Roman Regular

As a web alternative to Georgia, the default typeface should be Times New Roman Regular.

FA28E1

959595

FAF341

28FA41

7F1b17

87CEEB

191717

EDEDED

H1 Header
Ultra Regular
Vincent Hamilton

H2 Sub Header
Ultra Regular
Vincent Hamilton

H3 (Body Headers and Sub Headers)
Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Body
Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Web Body (default when Georgia not available)
Times New Roman Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

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