

redthread

brand guidelines



Our Vision

Rid the world of shitty advertising.



Our Mission

We create emotional connections between people and brands by building creative advertising to inspire action that solves business problems.

Our Values

1. Be a Good Person
2. Have Each Other's Backs
3. Never Settle
4. Get it Done
5. Do What's Best for the Client



**Here's a look
at what's
inside.**

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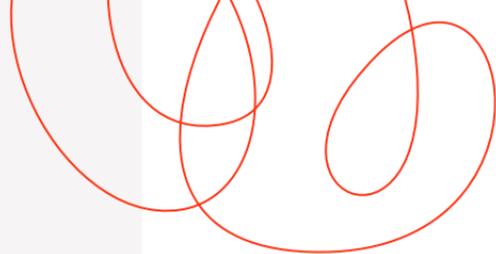
Okay, how do you use it?

Ah yes, such a good question.



Brands need to be consistent to be recognizable. This guide presents basic identity elements (such as our logo, colors, typefaces and voice) to reference when creating content to ensure visual and written consistency. When in doubt, view the brand guidelines to make that final decision about a piece of brand material.





Logo Breakdown

Dissecting our logo.

Logo Clear Space

A look at spacing.

Sizing

Minimum dimensions.

Do's and Don'ts

How to use it.

Variations

We've got some variations.

Logo Usage

The logo is a representation of redthread and should be used on everything. No joke.



What does it mean?

The redthread logo consists of a large woven 'R' resting above a tightly-tracked, san-serif word mark. As the left stem of the 'R' travels into the bowl of the letter, the joint moves behind the right leg creating a threaded effect. The word mark is made of a thick san-serif font. This bold, funky font emulates the culture of the office. It's both fun and professional, adding personality to everything it touches.



Use the redthread logo to signify the company and communicate the identity. Proper use of the logo creates consistency across the brand and prevents losing any important elements.

Logo Elements

Use the following logo elements to brand redthread. The logo consists of a graphic and type. Both can be used separately as individual elements, but it's important to include both in external marketing materials.



1. Logo Mark

The logo mark can be used as a singular element of the logo.



2. Logo Type

The logo type can be used as a singular element of the logo.

Use clear space guidelines to determine spacing around logo. This prevents any overlapping elements that may alter the logo's integrity.



All of the logos included in the redthread logo package include the minimum clear space seen above.

Use these size guidelines to determine logo dimensions. This guarantees the logo is always at a legible size.





Follow these guidelines when incorporating the redthread logo into marketing materials.

Do's

- Follow clear space guidelines on the previous page.
- Follow minimum size guidelines on the previous page.
- Utilize provided color options in the redthread logo package.

Don'ts

- DO NOT alter the colors of the logo.
- DO NOT stretch or skew the logo.
- DO NOT alter the lockup of the logo.
- DO NOT alter the typeface used in the wordmark.

redthread



redthread

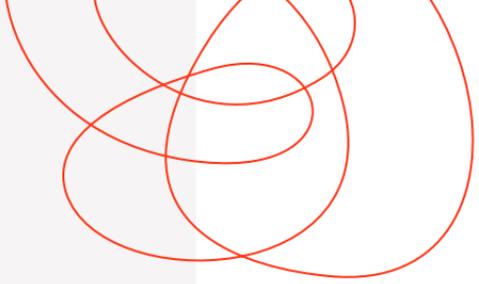


redthread



redthread





Primary Colors

We like black and red.

Secondary Colors

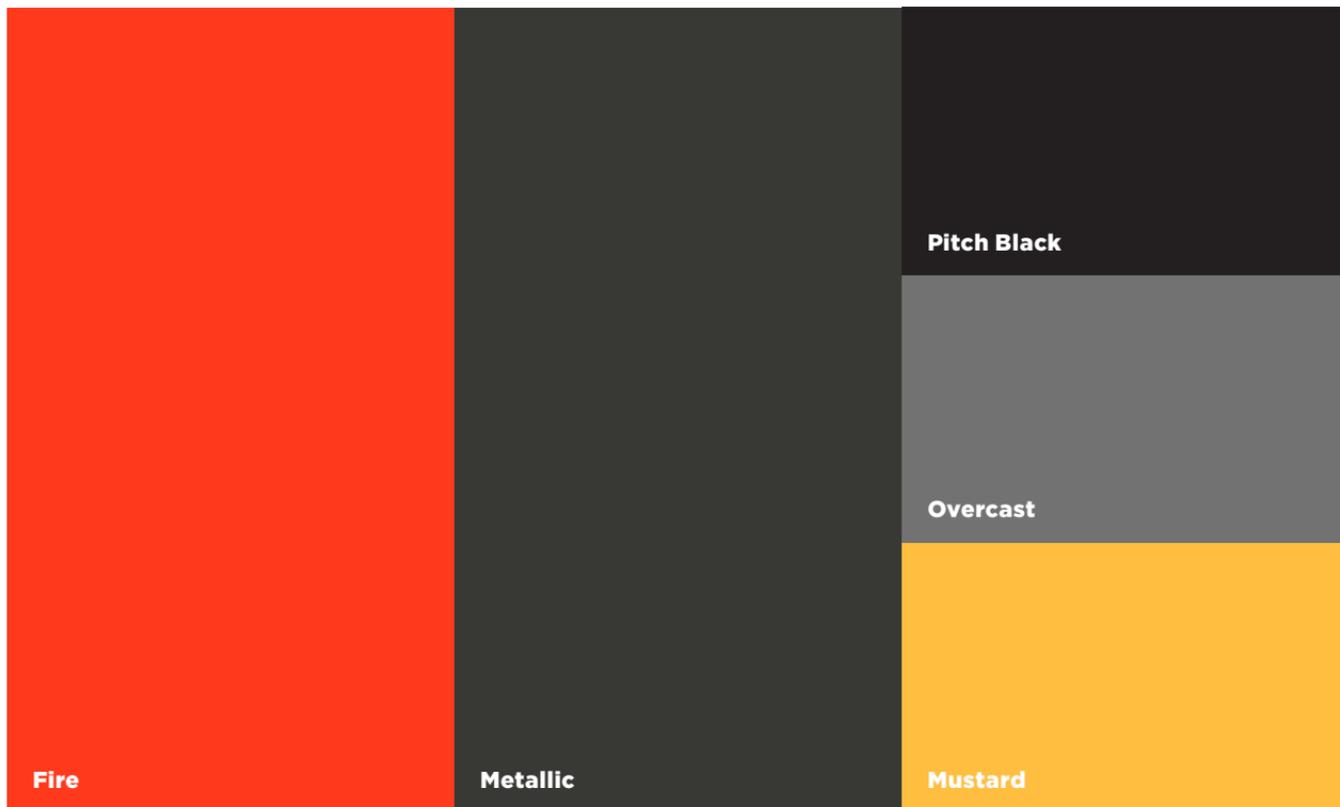
Sometimes we like to get spicy.

Color Combinations

Which colors do and do not work well together.

Color Usage

**We use color to invoke emotion
and in this case - we like red and black.**





Primary Color

Fire

Fire is the red color of redthread. This color represents our drive for success and our passion for ridding the world of shitty advertising.

Pantone Bright Red C

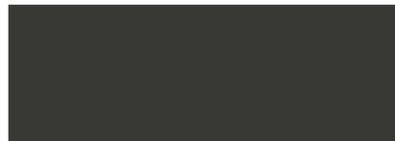
RGB 249 56 34

CMYK 0 85 95 0

HEX F93822

Use Cases

- Can be used for headlines.
- Can be used for backgrounds.
- Can use tints and shades.



Primary Color

Metallic

Metallic is the black color of redthread. This color pairs with fire to balance the brightness of the red.

Pantone 447 C

RGB 55 58 54

CMYK 0 85 95 0

HEX 373A36

Use Cases

- Can be used for headlines.
- Can be used for backgrounds.
- Can use tints and shades.



Secondary Color

Pitch Black

Pitch black is a secondary color of redthread. We use this color in place of or in combination with metallic black when we're looking for something a little more rich.

Pantone Pitch Black C

RGB 0 0 0

CMYK 0 0 0 100

HEX 000000

Use Cases

- Can be used for headlines.
- Can be used for backgrounds.



Secondary Color

Overcast

Overcast is a secondary color of redthread. We use this color when we're looking for something lighter than pitch black, but still kind of want black.

Pantone 424 C

RGB 112 115 114

CMYK 52 41 38 20

HEX 707372

Use Cases

- Can be used for body copy.
- Can be used for backgrounds.



Secondary Color

Mustard

Listen, if you're feeling like you need an extra color, then you can use mustard. But here's the thing, it needs to be used sparingly. Use with caution.

Pantone 136 C

RGB 255 191 63

CMYK 0 22 83 0

HEX FFBF3F

Use Cases

- Use as an accent color.
- A 10% tint of mustard can be used for a sandy cream background color.



We love our colors, but some do not work well in combination. Follow these do's and don'ts when creating redthread branded materials.

Do's

- Use white on fire.
- Use fire on white.
- Use white on blacks and grays.
- Use blacks and grays on white.
- Use fire on the mustard tint.
- Use metallic and pitch black on fire.
- For an extra spicy color combo, use metallic on pitch black.

Don'ts

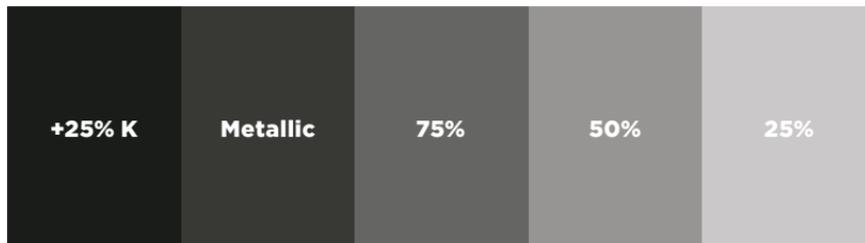
- DO NOT use overcast on fire.
- DO NOT use fire on overcast.
- DO NOT use white on the 10% mustard tint.

When designing, use tints and shades of fire and metallic. Any tints or shades not shown can't be used.



Tints

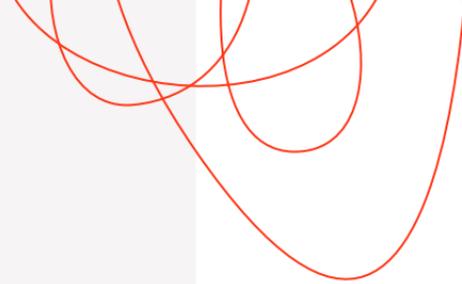
Tints are made by adding white or dropping the opacity. We use intervals of 25%. They can be used in illustrations or as background options. 10% is the only tint of mustard that can be used.



Shades

Shades are made by adding black. We use intervals of 25%. They can be used in illustrations or as background options.





Sizing and Structure

How to use our fonts.

Headline Rules

Capitalization and punctuation.

Bogart

A reflection of our quirky side.

Gotham

The cleaned up version of redthread.

Alternatives

What to use when you can't use our fonts.

Typography

Our copy sounds good and looks good, too.

Gotham Medium
Size: 8 pt

H1
Bogart Bold
Size: 40 pt
Leading: 36 pt

H2
Bogart Medium
Size: 15 pt
Leading: 18 pt

Subhead
Bogart Medium
Size: 10 pt
Leading: 12 pt

Body Copy
Gotham Book
Size: 8 pt
Leading: 12 pt

A Creative Agency

We're redthread.

We solve your business problems
with good advertising.

How do we do such a thing? We will explain below,
but first we need more space to fill.

It's pretty easy, first we hire super talented creatives. Then we work together to build a solution to your problems. It's a secret formula that our grandmother passed down to us in her recipe book (she must have been confused) and honestly we're so happy for this accident. If you're confused, you should be. The fact that you've read this far is actually impressive. Tell Adam he owes you a coffee if you're still reading.

Headline Rules

Within the redthread brand, we use two headline styles: title headlines and sentence headlines. Title headlines are short and concise. Title case capitalization and punctuation rules apply. Sentence headlines are typically longer and wittier than title headlines. Capitalize and punctuate sentence headlines like a typical sentence.



Title Headline

Capitalization

When writing a title headline, use title case capitalization rules.

Punctuation

Title case rules require no punctuation.

Examples

Examples of title headlines include: ***Color Usage***, ***Our Work***, and ***Let's Talk***.

This is a sentence headline!

Capitalization

When writing a sentence headline, use sentence case capitalization rules.

Punctuation

We include punctuation in our sentence headlines. Commas, periods and more!

Examples

Examples of sentence headlines include: ***What does it mean?***, ***Okay, how do you use it?***, and ***This is Bogart.***

This is Bogart.

Primary Font

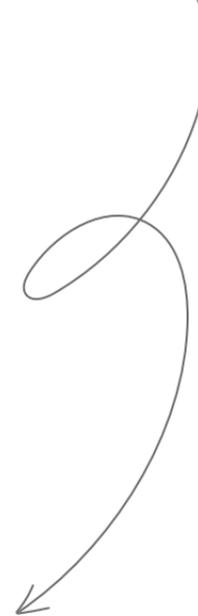
Bogart is our primary font. It is used for headlines and subheads.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



This is Gotham.

Secondary Font

Gotham is our secondary font. It is used for body copy and short notations.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



This is Fraunces.

Google Alternative Primary Font

Fraunces is our alternative primary font. When using programs or platforms and Bogart is not available, Fraunces is used for headlines and subheads.



Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

This is Montserrat.

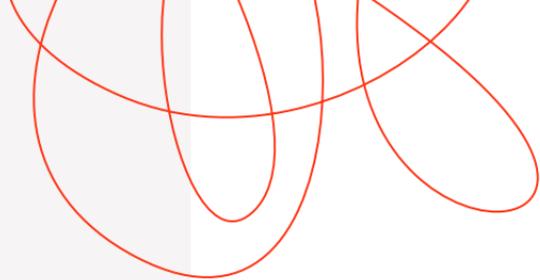
Google Alternative Secondary Font

Montserrat is our alternative secondary font. When using programs or platforms and Gotham is not available, Montserrat is used for body copy and short notations.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789





Presets

Color editing rules.

Examples

Like this!

Photography

We like to take photos, and we're pretty dang good at it, too.

Photography can also be used to represent the redthread brand. These can include photos of the redthread team and creative work photos. Portraits can incorporate a thread element to help tie the brand together, but is not necessary for all photos.

When we work with photography, we work with presets and film emulations. They operate as baselines for you to set color values and contrast to our brand standard.

Generic presets are for anything that goes on the website, or any internal content that you're not using film emulation on.

The headshot preset is for any internal, studio content. We use it for the headshots on our website. This preset applies to anything that's shot on a white paper roll.

Then we've got social presets! These are punchy, and ideal for events, social posts, people outdoors, etc. There are two versions of these. The standard

color preset is for when you need a quick, clean look. The orange and teal preset is for when you want a trendy, cinematic look for Instagram. Film emulations are strictly used for social content. Use these to grab attention when you post something trendy. We use Color Film Stocks and Black and White Film Stocks.

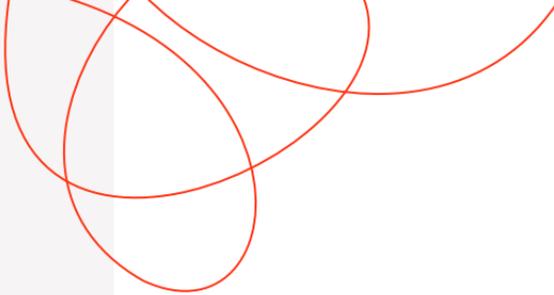
Color Film Stocks - Kodak Portra and Kodak Gold

- Kodak film stocks have a light grain and an iconic look.
- Portra's washed colors and creamy whites create that distinct soft look. Great for outdoor shots and portraits.
- Gold leans into blue-ish shadows and warm yellow-orange highlights. It's very popular right now, great for golden hour photos, and perfect for landscapes or portraits with a vintage flair.

Black and White film stocks - Ilford HP5 and Agfa Scala

- If a project calls for black and white, these stocks have you covered.
- Ilford HP5 is THE black and white film stock. This is that iconic high-contrast, grainy look. This baby's bold.
- Agfa Scala is just plain nice. If you need a low-grain black-and-white photo that looks incredible right away, use this. It has a great medium-high contrast and great tone.





Iconography

Sometimes we use pictures
instead of words.



Ideation



Social Media



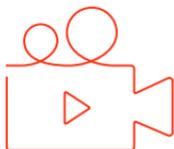
Web Design



Graphic Design



Dialogue



Videography



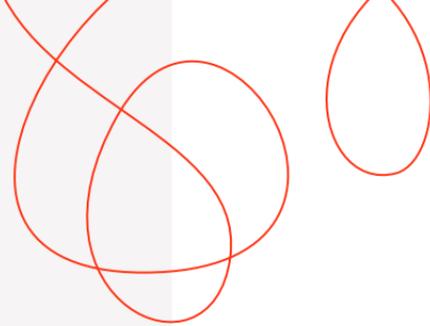
Copy Writing



Email

Here's a handful of our brand icons! Our icons are illustrated using a single red stroke. There are instances when there will need to be more than one stroke. That's cool, but don't go overboard.

When creating new icons, reference this page. Follow the redthread line-weight guidelines on the following page regarding the icon weight. Make sure all of the icons and strokes within a layout are uniform.



The redthread

We're called redthread, so we're sure
as heck going to use one!



I should always be an endless thread. Use me to express yourself and to add a visual graphic to redthread's branding.

Using the redthread can be fun and carefree! But we also have some guidelines to ensure consistency. Use the following list and examples to help create a new thread.

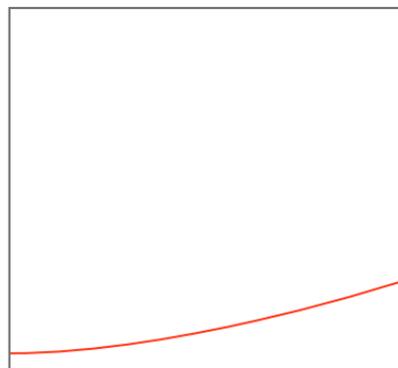
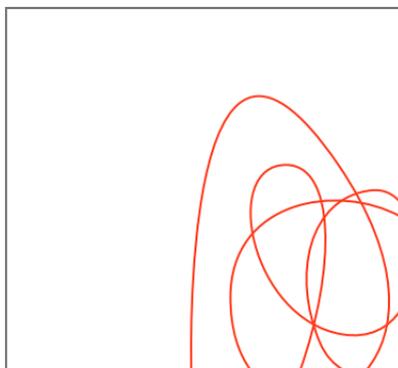
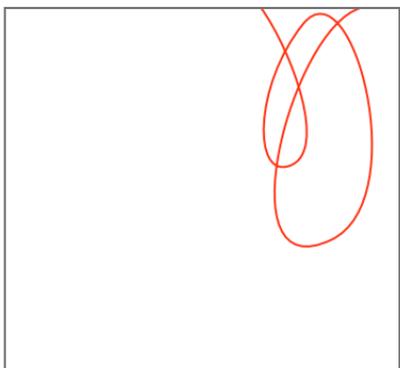
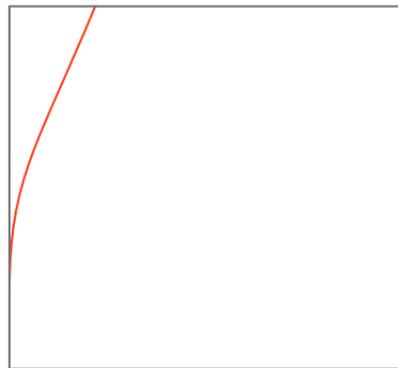
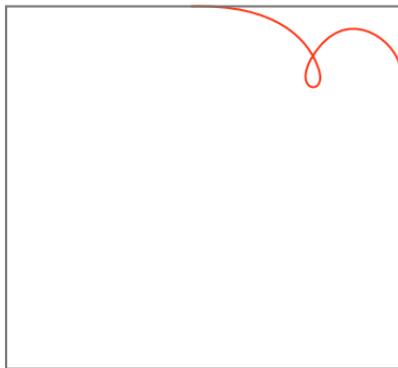
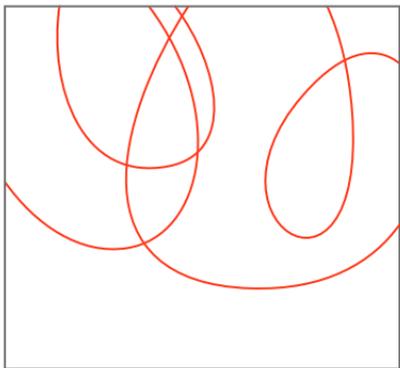
The redthread is meant to embellish a layout or direct the audience to a piece of information. If the stroke is too thick, it may distract the audience from the rest of the design. For all print materials, the redthread should have a weight of .75pt. For all digital materials, the redthread should have a weight of 2pt.

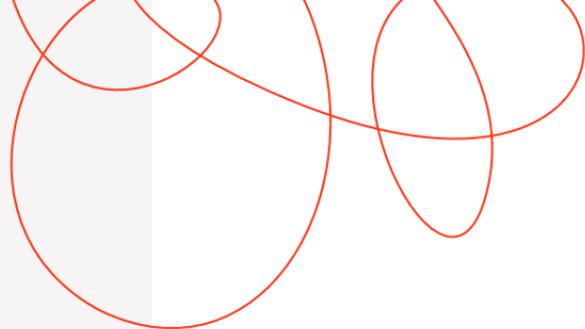
Give the redthread some breathing room! The redthread should not overlap or intersect any other visual element.

The fewer the anchor points the better. The redthread should be an elegant, smooth stroke. Using fewer anchor points and utilizing beziers when drawing, will allow for a smooth line.

The redthread can bleed off the edge of the page. Even with the breaking of the line, it is important that it feels like one continuous thread.







Dimensions

Pixel dimensions
for all the platforms.

Examples

Like this!

Social Media

How we tell people who we are.

Social Media is made for an audience. We focus on potential hires, potential clients, and page followers. But each platform has specific dimensions for ads, posts and profile pictures, and we've got that laid out cleanly for you.

Facebook

Profile Photo: 170 x 170

Cover Photos: 851 x 315

Desktop Display: 820 x 312

Smartphone Display: 640 x 360

Posts and Timeline Photos: 1200 x 630

Banner: 1200 x 628

Panorama or 360 Photos: 30,000

Stories: 1080 x 1920

Ads:

- **Feed Ads:** 1080 x 1080
- **Right Column:** 1080 x 1080
- **Instant Articles:** 1080 x 1080
- **Marketplace:** 1080 x 1080
- **Search:** 1080 x 1080
- **Sponsored Message:** 1080 x 1080
- **Messenger Inbox:** 1080 x 1080
- **Messenger Stories:** 1080 x 1080

Instagram

Single Image Ad: 1080 x 1080

Post: 1080 x 1080 (1:1 ratio)

Profile Photo: 360 x 360

Landscape Photo: 1080 x 608 (1.91:1 ratio)

Portrait: 1080 x 1350 (4:5 ratio)

Story: 1080 x 1920 (9:16 ratio)

IGTV Cover Photo: 429 x 654 (1:1.55 ratio)

Resolution: must be at least 320 px

Twitter

Profile Photo: 400 x 400

Header: 1500 x 500

In-stream Photos: 1600 x 1900

Card Image: 120 x 120

Ads:

- **Single and Multi-image:** 600 x 335
- **Website Card Image:** 800 x 418
- **App Card Image:** 800 x 800
- **Carousels:** 800 x 800
- **Direct Message Card:** 800 x 418
- **Conversion Card:** 800 x 418

LinkedIn

Profile Photo: 400 x 400

Profile Cover Photo: 1584 x 396

Blog Post Link Images: 1200 x 627

Sharing a Link in an Update: 1200 x 627

Ads:

- **Company Logo Size for Ads:** 100 x 100
- **Spotlight ads logo:** 100 x 100
- **Spotlight Ads Custom Background**
- **Image:** 300 x 250
- **Sponsored Content Images:** 1200 x 627
- **Sponsored Content Carousel Images:**
1080 x 1080

Company pages:

- **Logo:** 300 x 300
- **Page Cover:** 1128 x 191
- **Life Tab Main Image Size:** 1128 x 376
- **Life Tab Custom Modules:** 502 x 282
- **Life Tab Company Photo:** 900 x 600
- **Square Logo:** minimum of 60 x 60

YouTube

Profile photo: 800 x 800

Banners: 2084 x 1152

Video: 1280 x 720

Thumbnail: 1280 x 720

TikTok

Profile photo: 20 x 20 minimum

Video: 1080 x 1920

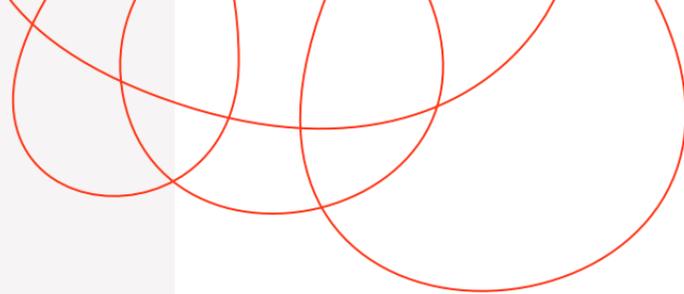


Example of a 1:1 social graphic.



Example of a 9:16 social graphic.





Voice

How we speak.

Tone

How we sound.

Voice

There's a way to how we say things,
and this is how to achieve that.

This section breaks down the voice and tone of redthread, and lays out a few of the elements to keep in mind when writing redthread-branded content. Don't consider this section a drill sergeant, ordering you to stay in line or face instant regret, but rather see it as the Chef Gusteau to Remy the Rat from Ratatouille - a little guide that will gently nudge you to write with purpose, with passion and with persuasion.

Welcome to redthread, where we write to welcome potential new clients, visitors, guests and honored friends to our humble, creative agency.

Voice

If you've come upon a piece of redthread content, it means you are either:

1. In the market of one of our advertising services.
2. A current client, and are working with us on a project.
3. Potential new hires.
4. Are friends/family with someone who is an employee of redthread.

If the visitor is one of the first two listed above, it means they are trusting us to create something for them to help grow, start or change their brand. So let's speak like the experienced, compassionate, yet definitely unique creative agency that we are, so businesses will wish they'd started working with us sooner. Let's approach each opportunity to write for redthread as though we are having a conversation with that reader - sprinkle in a little offbeat humor, educate, empower and just be genuine. We can be noisy, wacky and the class clowns of the industry, but let's also be the valedictorians who will transform things and rid the world of shitty advertising. With all this being said, when writing copy for redthread:

We are direct with our writing.

We know that many of our customers come from different industries, backgrounds and fields and all have different personality traits, so let's use clarity in our writing. State what we do and how we do it well. Keep your language active, and keep it fun! Use metaphors, descriptors and adjectives, but make sure the writing is still direct and distinct. We're selling ourselves.

We are honest and authentic.

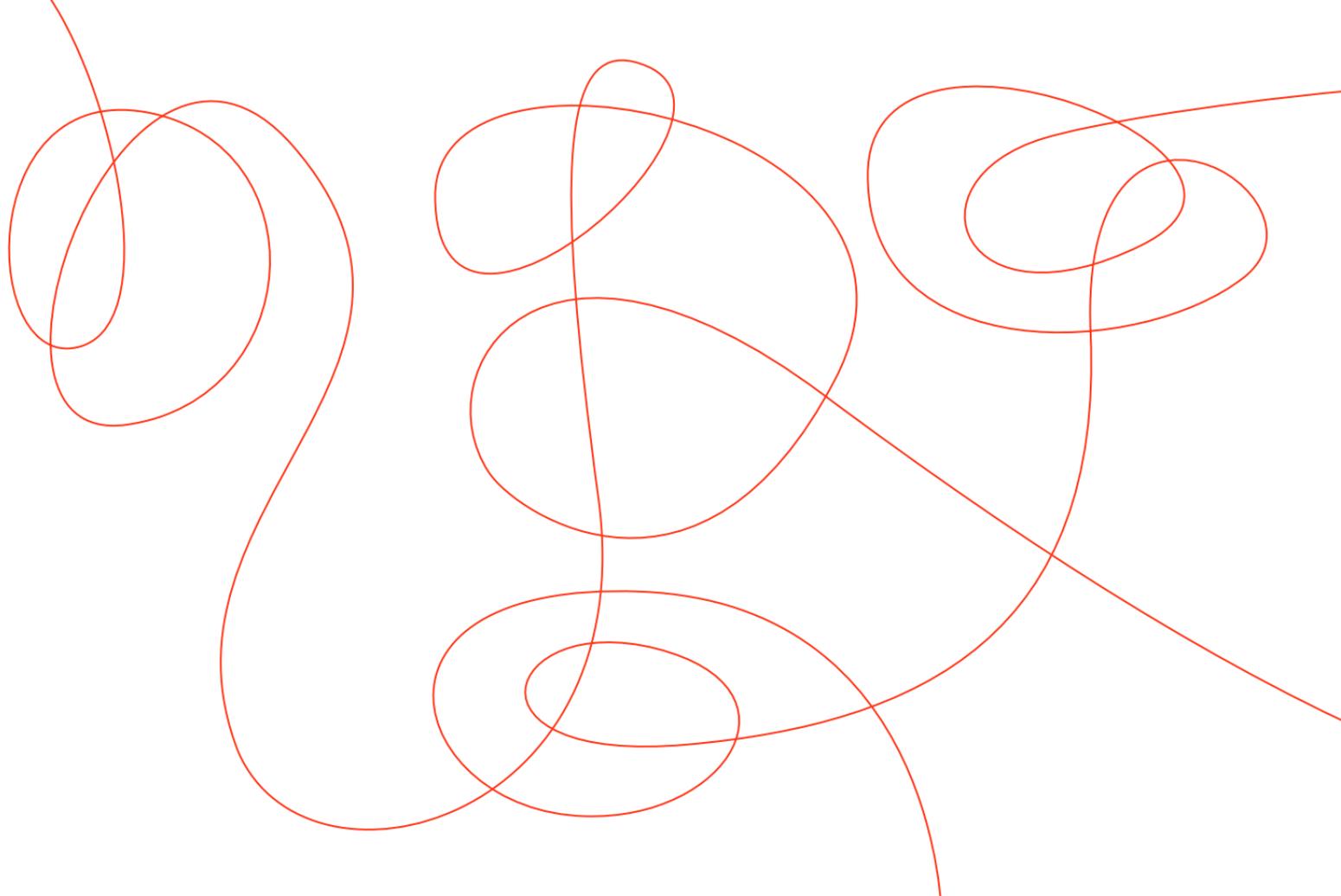
Clients come to redthread when they need a creative advertising solution for a problem their business is facing. We want our writing to make the client feel as though they are going to be heard and understood better than their own mother understands them. So greet them with a warm dialogue that will make them trust us.

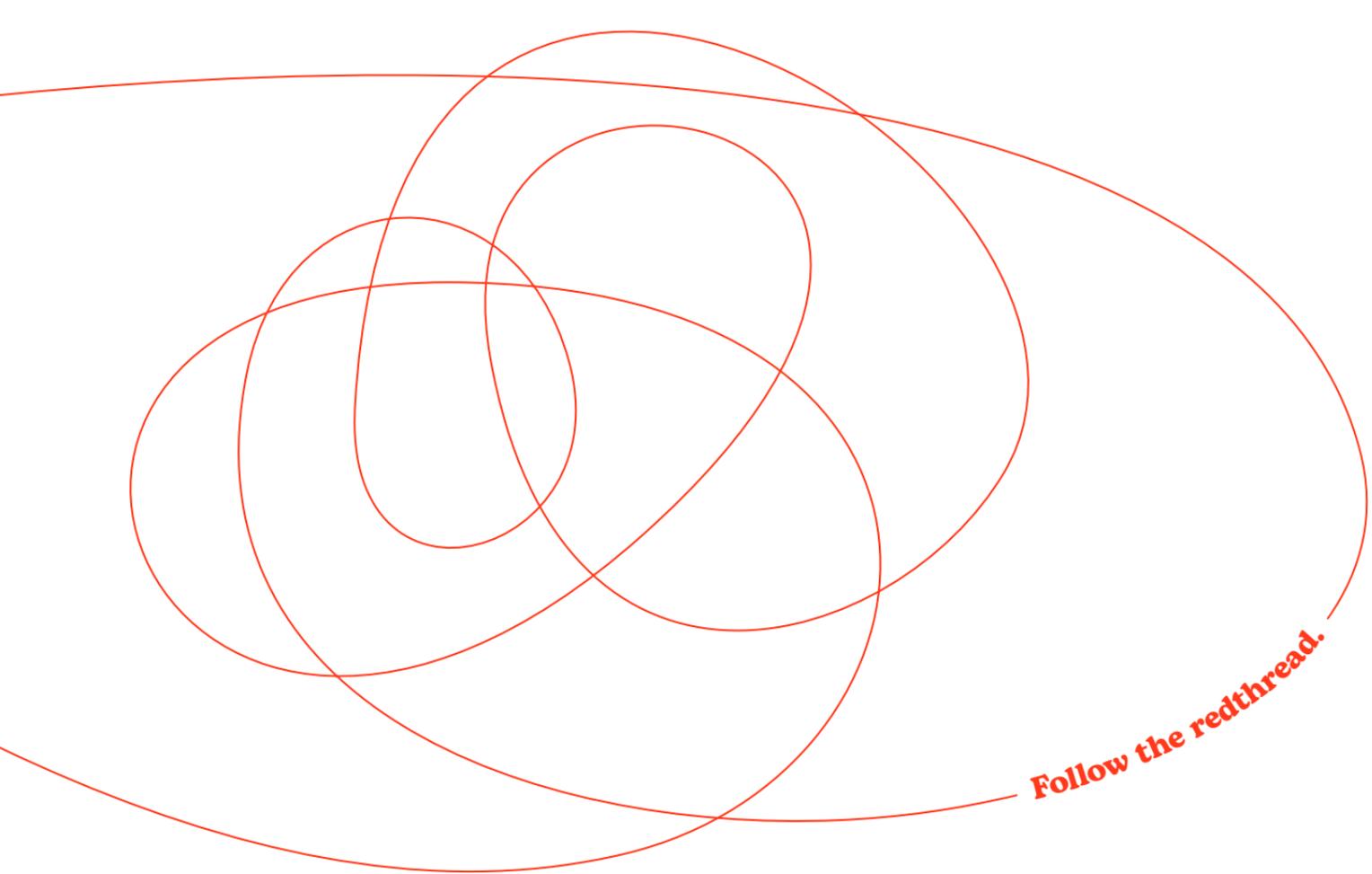
Our humor is smart and quick, if not even a little sassy.

We're an award-winning creative agency and know how to appeal to baby boomers, farmers and even the ever-changing TikTok users and social media influencers. We like to be witty, and we love to stay on top of trends in current events. Don't be afraid to crack a joke! We know we're funny.

We're precise.

We're not robotic (that's for factory assembly lines), or extravagant (that's for Meducci's seamsters). We're tailors – and our clients look damn good in our slim-cut suits, so when writing redthread-branded content for particular client-facing things (such as proposals), ensure it is tailored to them.





Follow the redthread.

