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# We **Are**

Imaginative creators.

Expert technicians.

Builders of worlds.

A talented team of  
magical humans with  
the ability of unnatural  
naturalness.

# NARWHAL STUDIOS

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## Why What We Did

Inspired by mid-century design and disruptive punk, the concept for Narwhal Studios had to evoke a classic, reverence as means of establishing credibility and also a newness, future-focused modern design to amplify innovation, excitement, and intrigue.

The mascot came first. Having fun, enjoying work, and creating and fostering long-lasting relationships with fellow designers and collaborators lead us to the birth of a little Narwhal character. But unlike the other magical, still-can't-believe-this-is-real, this Narwhal stands out. The lightning bolt horn was an iconic addition to add a

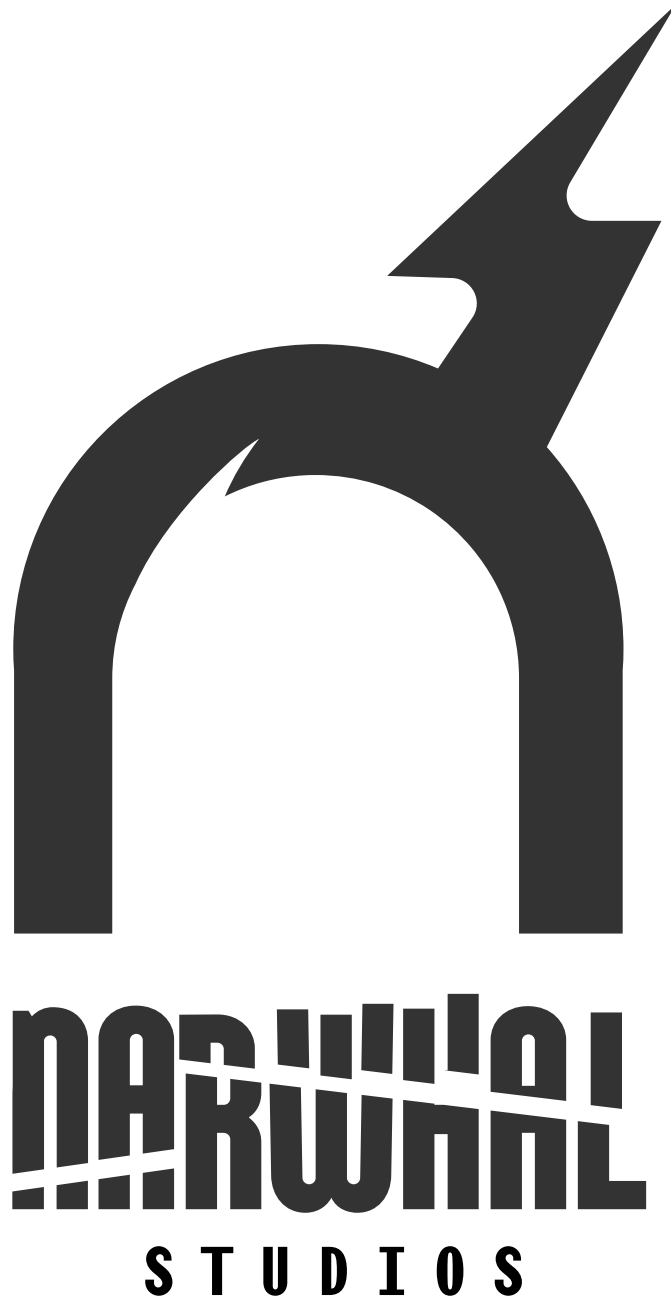
feeling of energy, quick thinking, sparks to its personality.

From the mascot, the designs rippled and ideas came in waves, finally narrowing into the most minimal of the executions, paired with a unique typeface that shatters, breaks, and floats following the angles of the bolt.

To the team that creates what is nothing less magic, magic that echoes into the lives and hearts of the end consumers and clients- we welcome you to Narwhal Studios.

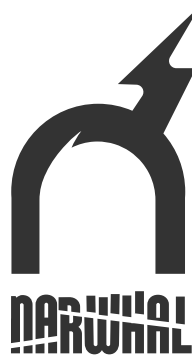
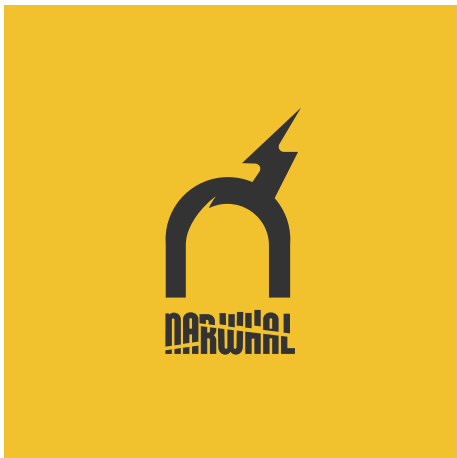
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# the **Logo**



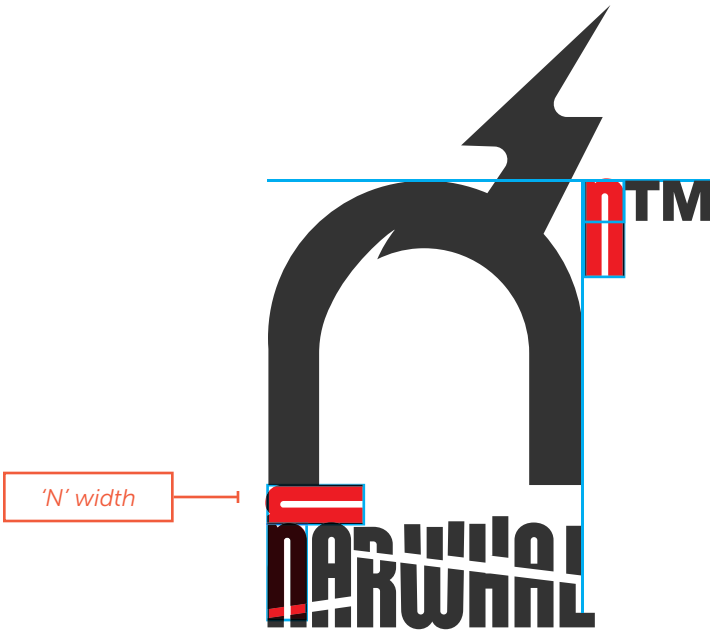
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# Logo Colorways



# Logo Spacing

We primarily use the 'N' in the main brand font 'Karglos' for spacing. This can be defined by the 'N' height and 'N' width. As 'Narwhal' is sized the spacing ratio should remain the same, and can be checked using this method. In this example we are only using the 'N' width to determine spacing.



## When to use the trademark symbol (opt+2)

*There is no requirement to use the TM or SM symbols and their use has no legal significance, but it is wise to do so. When you use the TM or SM, you notify the public of your claim of branding rights in a particular mark and in turn dissuade others from adopting the same or similar mark for the same or similar products or services. This staves off unwitting trademark infringement, which disrupts the free trade of goods and services in the marketplace.*

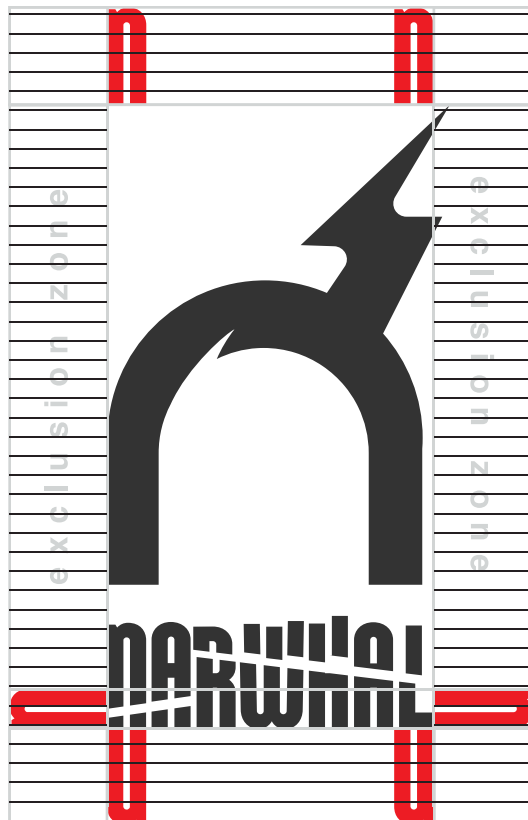
*Use of the federal registration symbol, however, is regulated by federal law. You may only use the symbol with a federally registered mark and as applied to the goods and/or services listed in the registration. While you are not legally required to use the symbol, failure to use it is not without consequence. In an enforcement action, you will forfeit your right to recover lost profits and money damages unless you can prove the defendant had actual knowledge that your mark was registered prior to the infringing activity. This can be a very high burden and one unnecessary to bear.*

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# Exclusion Zone

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Give it room to breathe



Use the 'N' height determine  
the exclusion zone

'N' width



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# the **Mascot**



**DARWINIA**  
**DARWINIA**  
STUDIOS

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# Mascot Colorways



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# Mascot **Spacing**



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# Mascot / Logo Combo



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# Combo Colorways



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# Combo Spacing



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# Mascot **Mark**



**DARWINIAN**

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# Mark Colorways





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# Mark Spacing



# Logo Sizing



*The Mascot is only to be used in large executions, and 3 to full color.*



*The combo Mascot/Logo can be used in 2-color and smaller executions than the full mascot design*



*The Primary Logo is more versatile than the Mascots and be shrunk down to small and 1-color executions. This is your Nike "swoosh," and should be used if only one placement is available.*



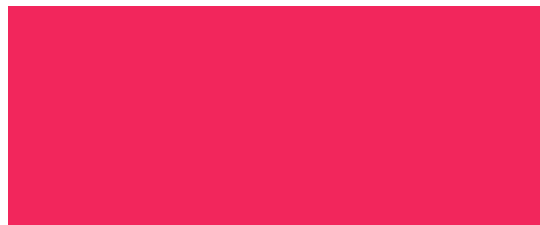
*This will be the least used of your logo family. This is only for the smallest executions, when Primary logo is not bold enough at size. Think Favicon 32px x 32px.*

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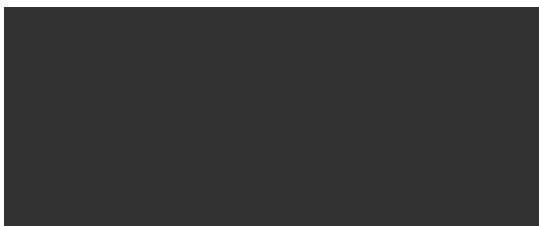
RGB hex codes



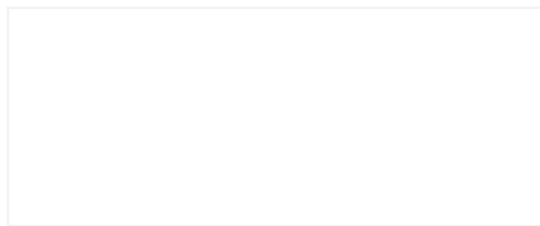
#F2C22E  
Horn Yellow



#F2265C  
Narwhal Tongue



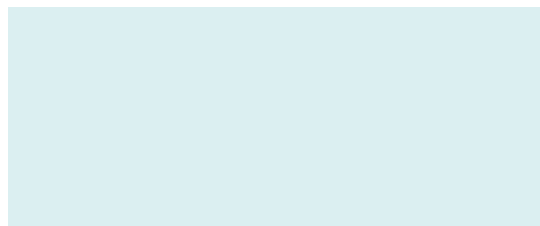
#333333  
Off-Black



#FFFFFF  
White



#3F6473  
Arctic Sea Blue



#DBEFF1  
Ice Blue

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# the Fonts

Titles and Headlines

## Karglos

# AaBb

Named in honor of in the Pennsylvania Alps in Switzerland; conveying the spirit of the rocky mountains, the snow-capped peaks and the strength that the rocks have stored for hundreds of years

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### Glyph

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#%^&\*()-=+[{}]\|;:'",/<>?~

### Styles

Regular

\*Avalible through Typekit & Google fonts.

Paragraph

# Base Mono Narrow

AaBb

Abril is a Modern serif typeface designed by José Scaglione and Veronika Burian. It was released through Czech Republic based foundry TypeTogether in 2011. Although the display weights

may fall into the Modern category, the text weights were more inspired by nineteenth century slab serifs and Scotch Romans.

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## Glyph

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&\*()-=\_+[]{}|;':",./<>?~

## Styles

Light

Light Italic

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Fatface

This is  
a Callout  
Quote  
x

Quotes / Callouts

# Foxing Script

AaBb

## Glyph

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#%&\*()\_+[]\|';:","/<>?-

## Styles

regular

