

# PATREON



## Brand Guide

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## **Good to know:**

Logo assets are located in the 'Logos' folder delivered with this document.

Each version of the logo marks has its own folder, and each folder contains files formatted specially for digital and print usage.

Print colors will appear dimmer and duller on screen, this is normal.

If you have any issues with these files, or any questions about usage, reach out to Fuzzco. When in doubt we're here to help.

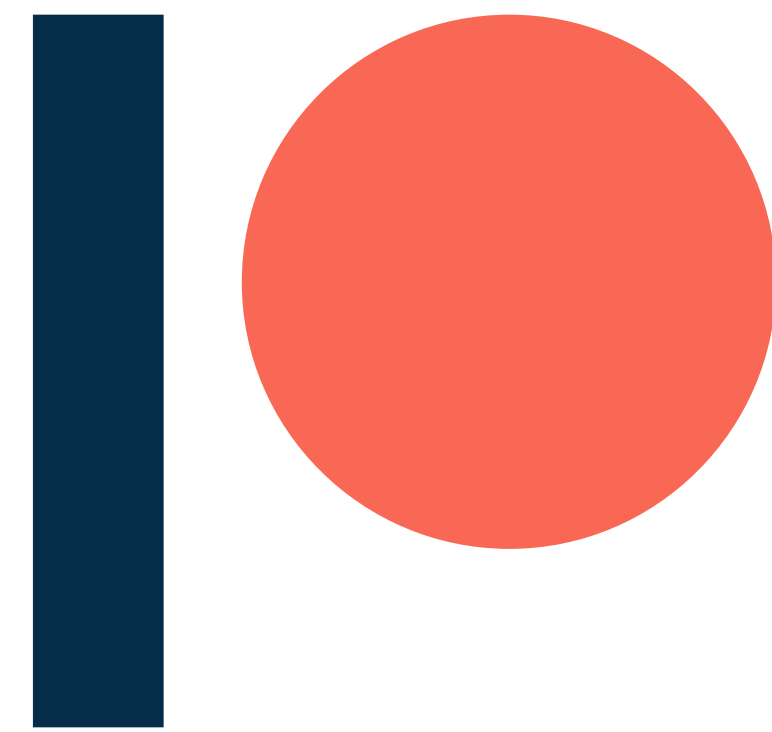
# Logo rules and spacing

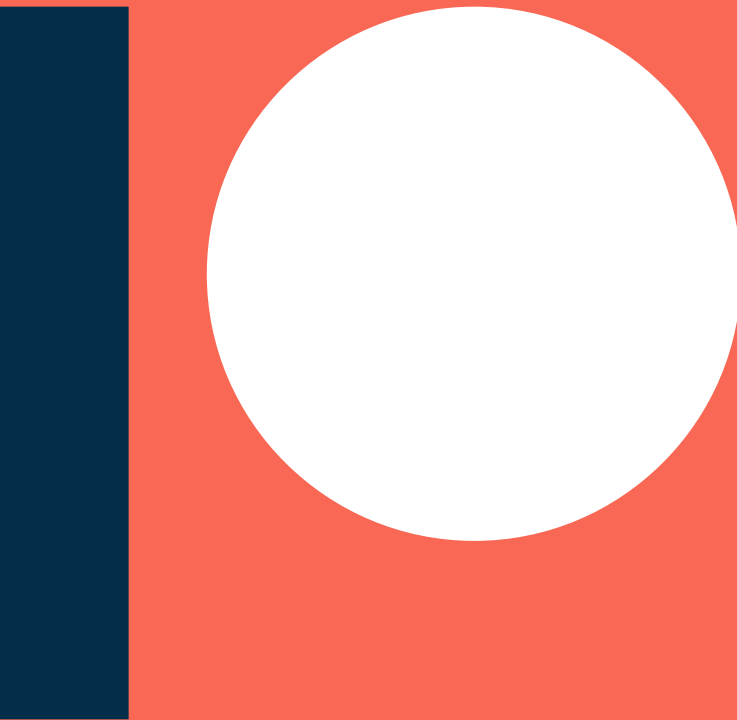
**PATREON**



**PATREON**

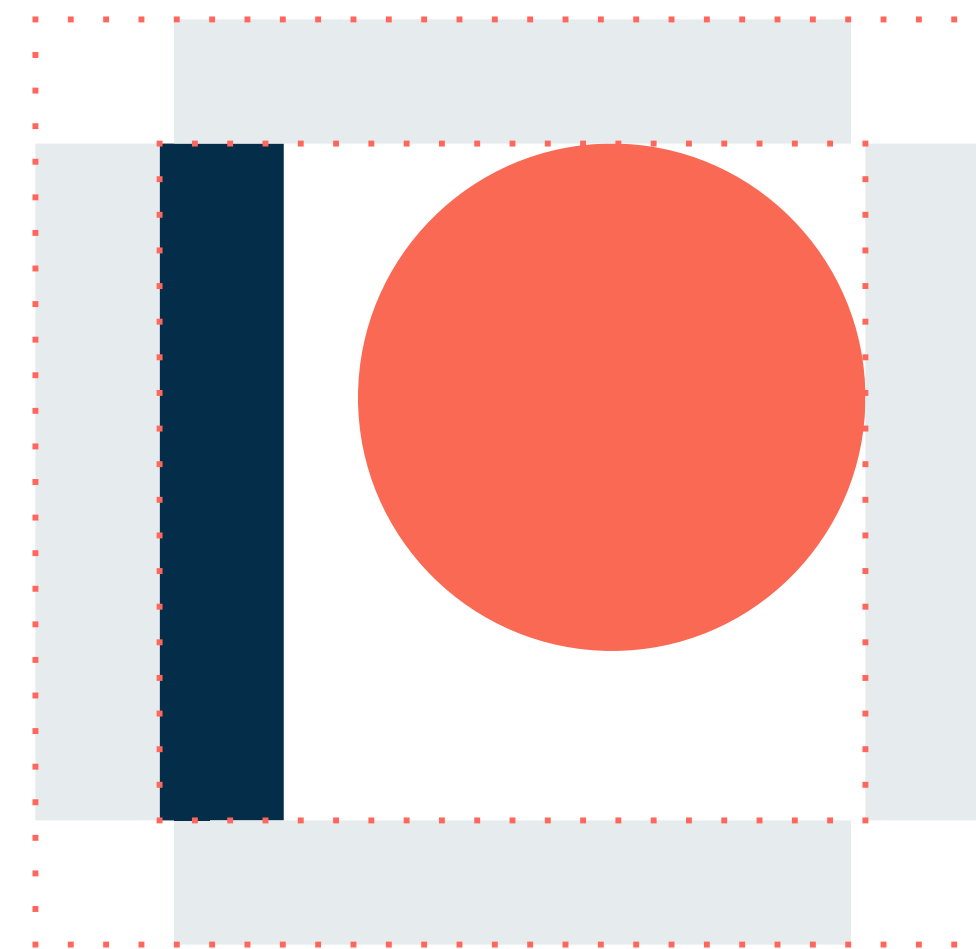












Please do not...



...change the color or add effects to the logo.



...stretch or skew the logo.

Patreon

...use any other font for the wordmark.



...display images through the shape of the logo.

PATREON ■

...use logos other than those in this brand guide.

PATREON |

...present the logo in any way other than those defined in this brand guide.

PATREON

...alter the logo or wordmark.



...use the logo as a background image.

Type can be added to the end of the logo mark. This secondary type should be no larger than the height of the Patreon word mark. It should be no smaller than 1/2 of the height of the Patreon word mark. Spacing before the secondary type is equal to the spacing between the Patreon word mark and the vertical line. Secondary type that is the same size as the word mark should always be regular weight.

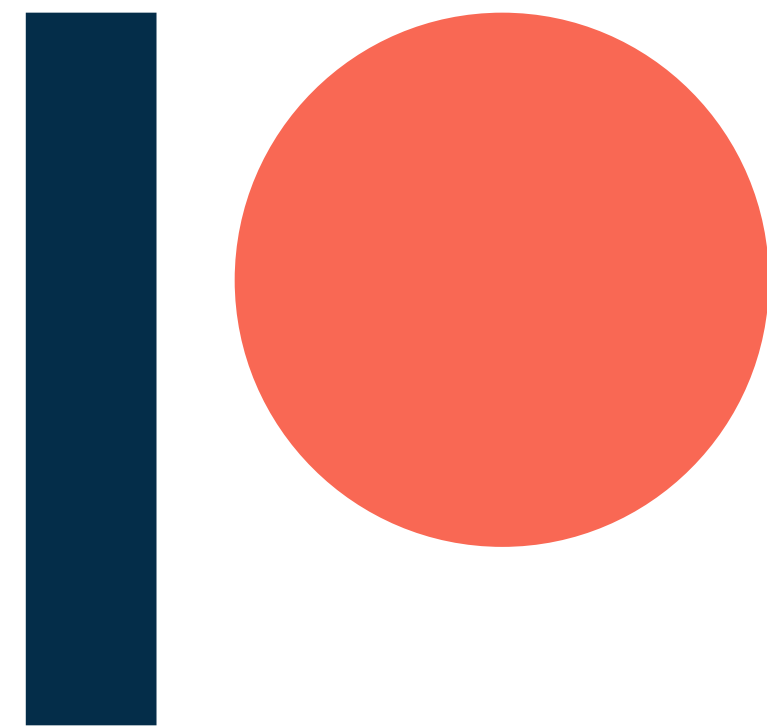
**PATREON**

**Video & Film**

**PATREON**

**Music**

The circle in the secondary mark can be replaced to create expressive secondary marks. The object replacing the circle should take up the same visual space as the solid circle.



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# Avatar



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Avatar

Square



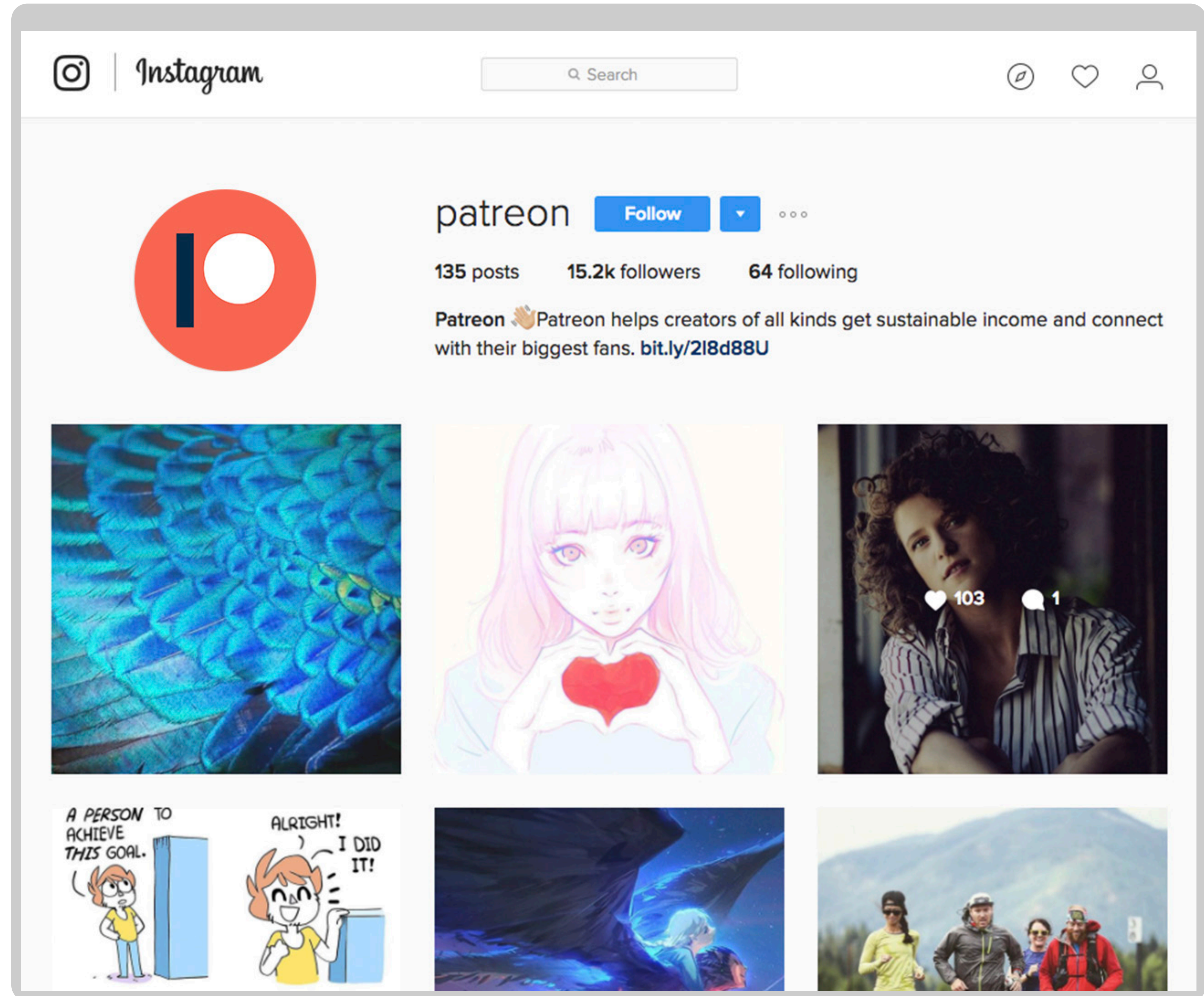


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Avatar

Round





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# Typography



GT America , Regular  
Designed by Grilli Type

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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

**GT America , Bold**  
Designed by Grilli Type

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

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

# Make \$2K a month releasing new albums early

## MORE THAN A PLACE TO BE SEEN

This is where Comic Artists get paid

Art is not just monetary; my personal aim is to preserve and save art, to support projects. In 20 years, I want to have an important media-art collection of my generation.”



Headline  
GT America Bold



Secondary Headline  
GT America Bold



Secondary Copy  
GT America Regular



Pull Quotes  
GT America Regular

# HAVE THE FREEDOM TO CREATE MORE

## Writing

Our mission at Patreon is to fund the emerging creative class. We're making this happen by building the best place for creators to make money, run their creative businesses, and to gather, grow, and energize the fans who matter most.

### Jacob Collier

Visit his page

2 Comments

**START YOUR PAGE**



Tertiary Headline  
GT America Bold



Tertiary Copy  
GT America Regular



Body Copy  
GT America Regular



Highlighted Body Copy  
GT America Bold



Primary Text Links  
GT America Bold



Secondary Text Links  
GT America Regular



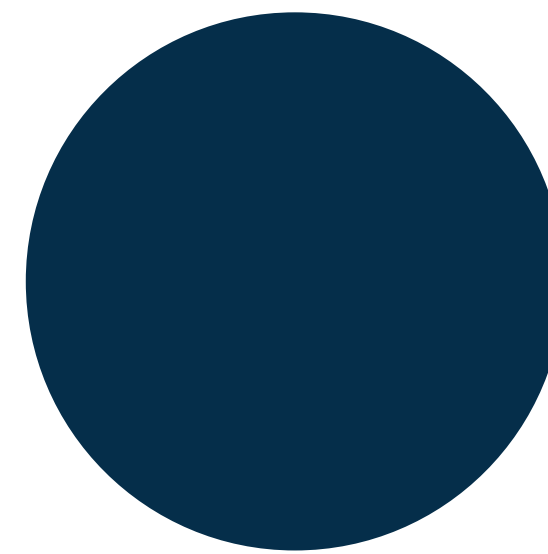
Button Text  
GT America Bold

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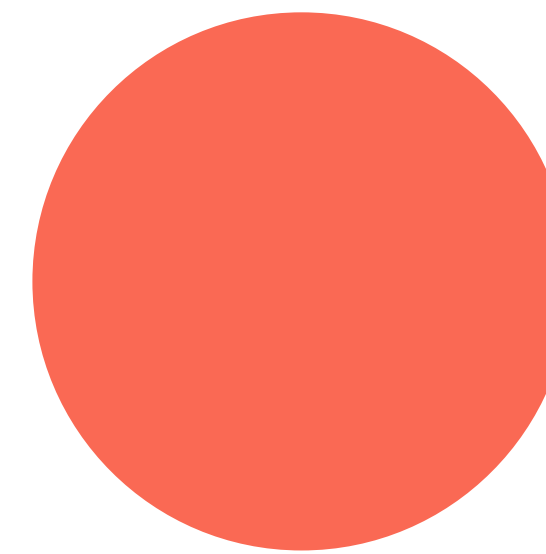
# Color

Primary Color Palette



Navy  
RGB 5, 45, 73  
#052d49

Pantone 2767 U  
CMYK 93, 38, 0, 71



Warm Red  
RGB 249, 104, 84  
#f96854

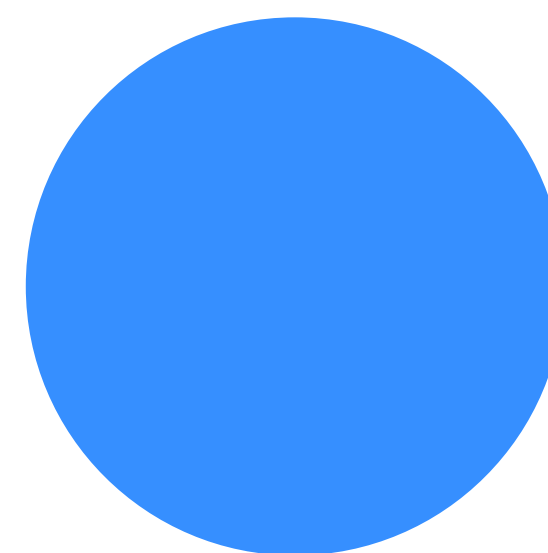
Pantone 7416 U  
CMYK 0, 58, 66, 2



Grey  
RGB 246, 246, 246  
#F6F6F6

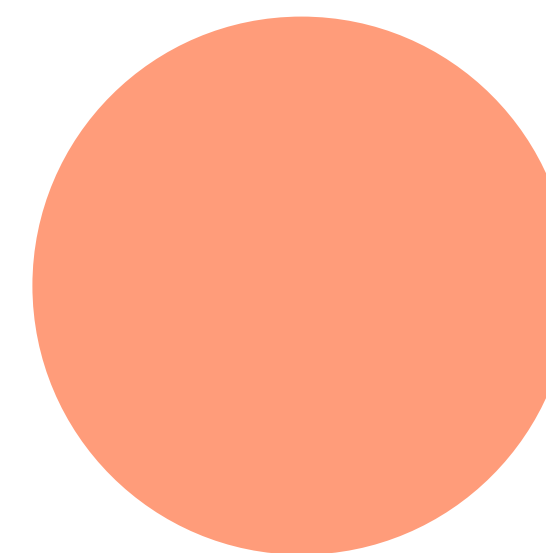
Pantone 7541 U  
CMYK 7, 1, 3, 0

Secondary Color Palette



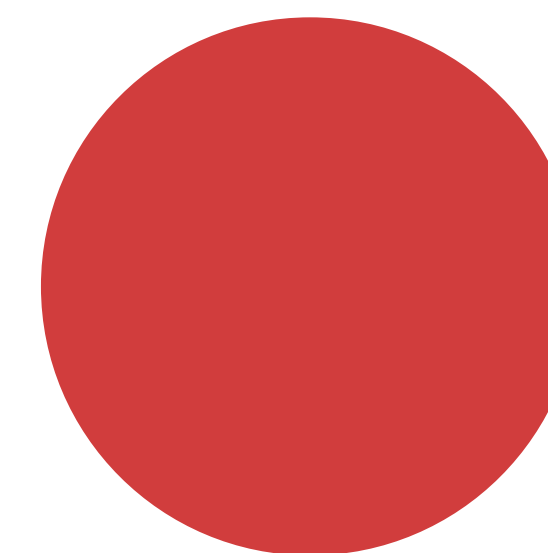
Blue  
RGB 53, 142, 255  
#358eff

Pantone 299 U  
CMYK 79, 44, 0, 0



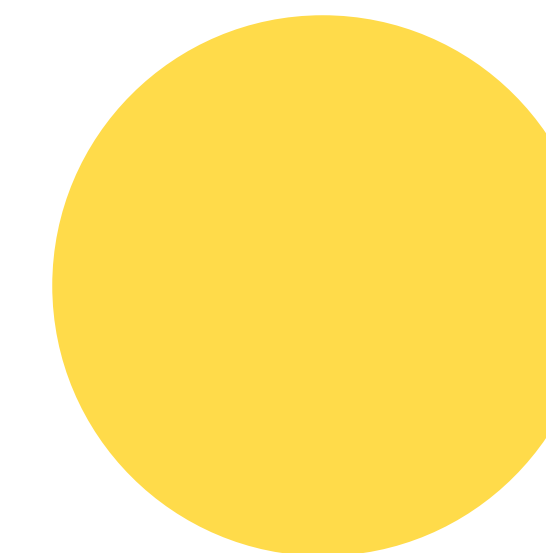
Salmon  
RGB 255, 155, 122  
#ff9b7a

Pantone 487 U  
CMYK 0, 39, 52, 0



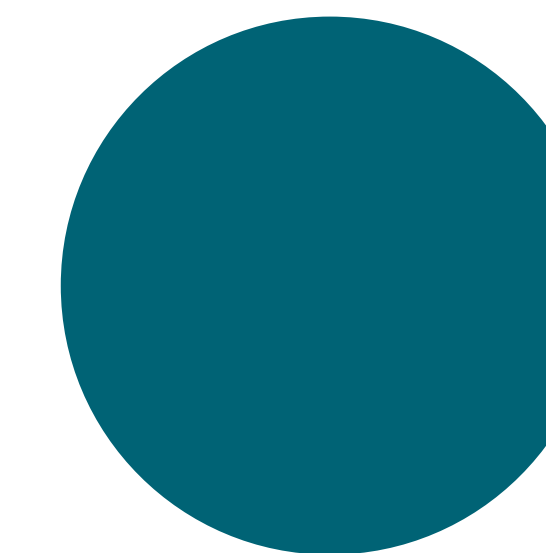
Brick  
RGB 209, 61, 61  
#d13d3d

Pantone 1797 U  
CMYK 0, 71, 71, 18



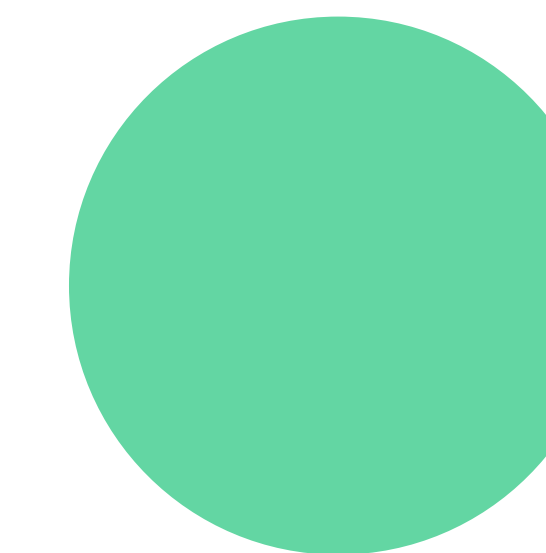
Yellow  
RGB 255, 219, 73  
#ffdb49

Pantone 2767 U  
CMYK 0, 14, 71, 0



Forest  
RGB 0, 99, 117  
#006375

Pantone 3145 U  
CMYK 100, 15, 0, 54



Green  
RGB 99, 214, 163  
#63d6a3

Pantone 352 U  
CMYK 54, 0, 24, 16

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# Icons

Video & Film

Music

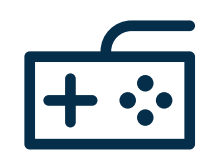
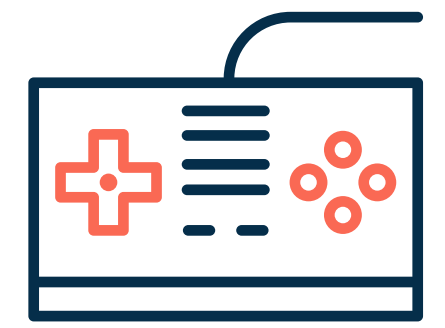
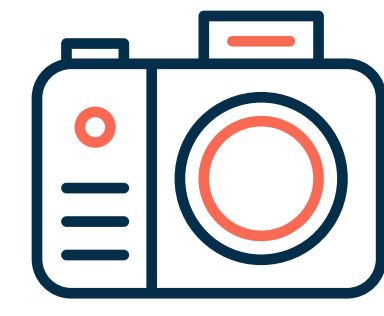
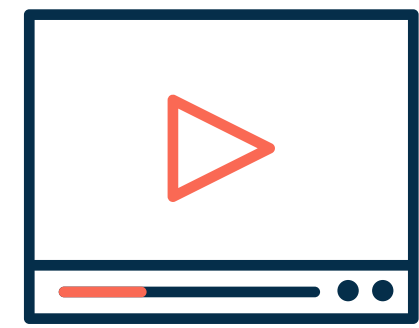
Photography

Podcast

Writing

Animation

Games



Drawing & Painting

Crafts & DIY

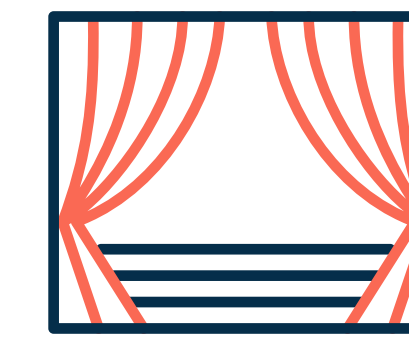
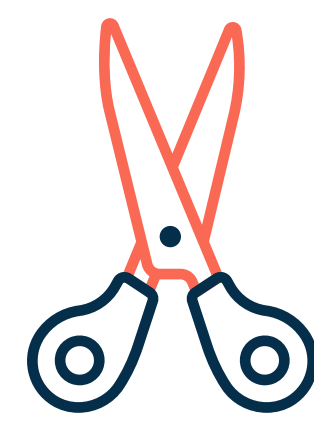
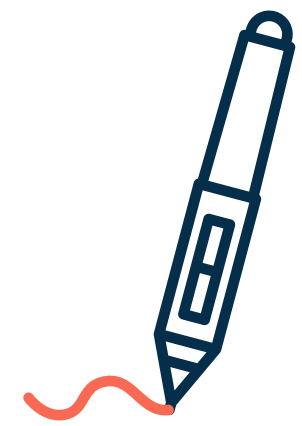
Comics

Comedy

Science

Dance & Theater

Education





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# Photography

Overall Direction

01. **Celebrate the moments in between**
02. **Embrace reality**
03. **Be a true reflection of the subject**

## Do

01. Use varied hero images / thumbnails
02. Show faces in hero images / thumbnails
03. Look for candid moments
04. Capture big picture and small details
05. Highlight personality
06. Get variety
07. Take advantage of natural light
08. Offer a peek into the real moment (show through doorways or from behind objects)

## Don't

01. Don't stage an environment too perfectly
02. Don't pose subjects too perfectly
03. Use additional lighting
04. Over process photos















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Photography Examples





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Photography Examples





