ARGYLE INTERACTIVE

Brand Guidelines

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1. Introduction

01 INTRODUCTION

About Argyle Interactive
Argyle Interactive was incorporated in 2013 by two Drexel University graduates. Since then, we've established ourselves as an industry leader in Philadelphia's digital marketing scene, servicing dozens of organizations across America with a unique marketing mix for each campaign.

Our team is comprised of young creatives, analysts, and strategists who also consider themselves as foodies, world travelers, amateur comedians, and more.

Our standard of quality rivals perfection. The goal of each project is to achieve incredible execution, surpassing our clients' goals and expectations. We provide the #ArgyleAdvantage wherever, whenever and have a blast while doing it!

What is this manual?
This style guide is an inventory of all logos and guidelines used to keep Argyle Interactive's brand cohesive. As Argyle Interactive continues to grow, it is important to use this guide and apply it cohesively to each piece of material. Anyone working on Argyle Interactive branding materials is encouraged to stay familiar with this style guide and ensure it is kept up-to-date.

2. Logos

Digital

Print

When working on a digital project, file should be in RGB mode and logo should appear as the digital logo. When working on a print project, file should be in CMYK mode and logo should appear as the print logo.

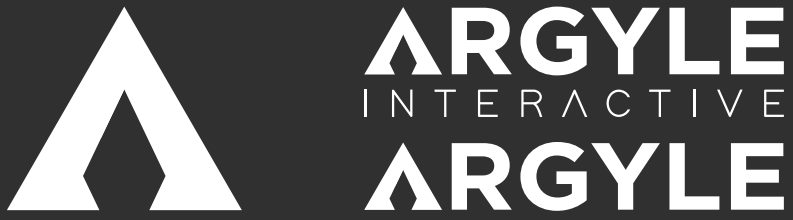
Shortened Logo

Favicon

Social Media

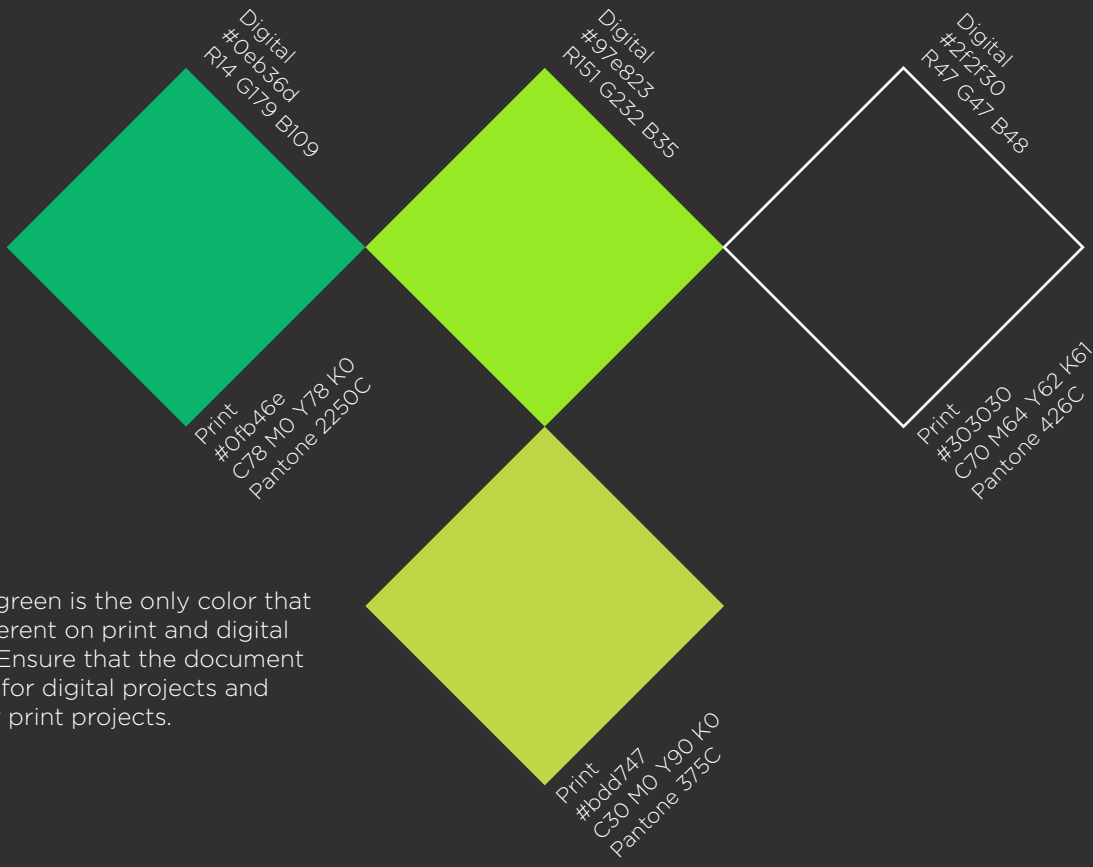
This logo is only used when showing the @argyleinteract social media handle. The @ logo does not replace the “a” in Argyle. The “A” and I” in “argyleinteract” should not be capitalized.

2. LOGOS | Reverse Logos



3. Color Swatches

3. COLOR SWATCHES



The lime green is the only color that looks different on print and digital projects. Ensure that the document is in RGB for digital projects and CMYK for print projects.

Gradient

Start with the lime green on the left and blend to the dark green on the right. Place the gradient location at 65% lime and 35% dark green.

Start with the lime green on the left and blend to the dark green on the right. Place the gradient angle at -60 degrees.

4. Typography

4. TYPOGRAPHY

Gotham Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) ? < > , . : ; “ ‘ ` - _ = + ~ / \ [ ] { } |

Gotham Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) ? < > , . : ; “ ‘ ` - _ = + ~ / \ [ ] { } |

Note: If Gotham is not avaiable (ex: on Google docs), use Proxima Nova.

Typo Round Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) ? < > , : ; “ ‘ ` - _ = + ~ / \ [ ] { } |

Note: There is no period “ . ” character in Typo Round Regular. Use VAG Rounded Std.

5. Tagline

5. TAGLINE

The tagline is always written in Typo Round Regular.
When using the tagline hashtag, capitalize each word in “FollowThePattern”.

#FollowThePattern

When using social CTAs, the social handle should always precede the tagline.

#FollowThePattern

#FollowThePattern

6. Usage

6. USAGE | Design Elements

Gradient

Start with the lime green on the left and blend to the dark green on the right.

Digital

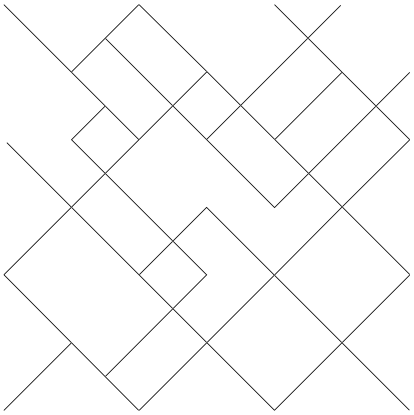
Print

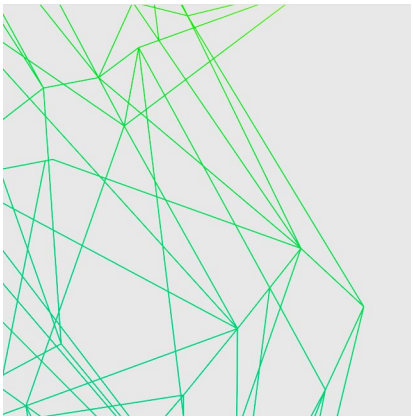
Benjamin Franklin Bridge

Usually used for the cover page of print and digital materials.

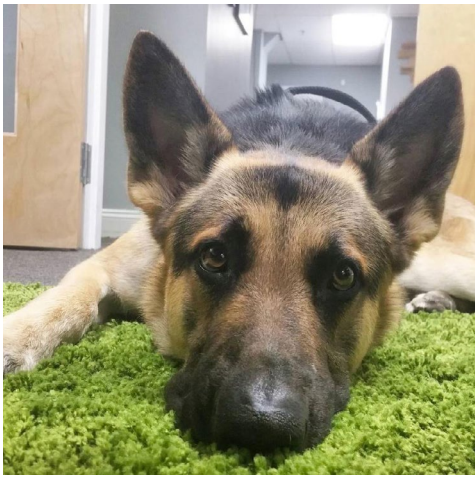
7. USAGE | Social Media Icons

Pattern Aesthetic





Lines and backgrounds may be interchangeable with brand colors.

07 USAGE | Print Material

Work Hard. Play Hard.