LOUD CANVAS

Brand Manual

LOUD CANVAS MEDIA
Brand Manual
Febuary 2021

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Who is Loud Canvas Media?

Loud Canvas Media is an all-service Digital Marketing firm specializing in Website Design & Development, Modern Digital Marketing techniques, proactive and personalized Web Support & Security.

Nowadays, being good at one thing on the web isn't enough. That's why we assembled an incredible team, with each member bringing a unique skill set to build off of one another.

How We Refer To Ourselves

We use the full name: **Loud Canvas Media** in formal settings or to introduce our more common name: **Loud Canvas**.

Loud Canvas can be used in informal settings such as article posts, social media, and when the proper name: **Loud Canvas Media** has already been stated.

The acronym **LCM** is handy for internal communication but should not be used on any published material.

The exception to this rule is it can also be used when introduced as an acronym in long-form documents by putting it in parentheses after "Loud Canvas Media".

Example : Loud Canvas Media (LCM) is the best web development firm in the world! The team at LCM has been pleasing clients for years.

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OUR MISSION

Loud Canvas Media provides a full suite of top-quality services for our partners' digital marketing and web building needs.

We take pride in creating beautifully-designed, professional solutions while collaboratively aligning technical support and facilitating our partners' digital growth.

"We don't want to just do our work for you and then walk away. We want you to think of us as a part of your team. But instead of just being down the hall, we're just a phone call away."

LOGO
01

LOGO
01

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Logo Breakdown

Our logo is made up of 3 core parts.

The Icon

Our Icon Artwork...

The Wordmark

The informal Business Name in Geomanist Font...

LOUD CANVAS

The Full Lockup

Artwork (Icon) and the Business Name (Wordmark) together at last. ❤️

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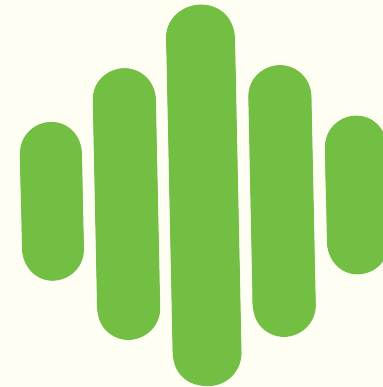
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Horizontal and Vertical Lockups

Loud Canvas Media's logo has two different full lockup versions, ideal for different scenarios.

In most cases, we use the **Horizontal Full Lockup**. Occasionally, a **Vertical Lockup** can be used when the space is narrow or the logo will need to be responsive to mobile devices.

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Logo Usage

There are a couple of essential guidelines to keep in mind when using Loud Canvas' Logo variations.

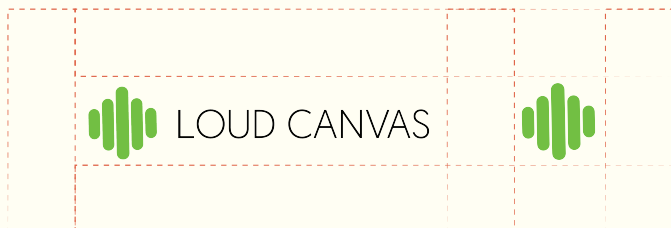Minimum Size, Spacing, and a few key logo "do nots" are outlined here...

Size

The logo should maintain a reasonable size to ensure its legibility.

Loud Canvas Media's logo should never be smaller than 0.35" (~24px) in either dimension. (x or y)

Clear Space

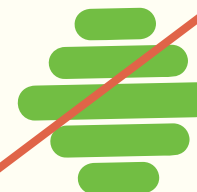Leave ample space around the logo to maintain its clarity.
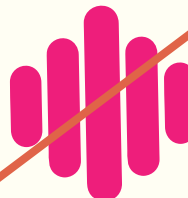

Do Not's
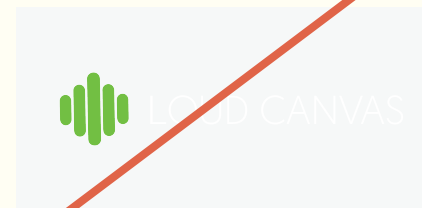
Do Not Stretch

Do Not Change Orientation

Do Not Change Color

*Black/White for print is ok

Do Not Use Light Font On Light

Do Not Use Dark Font on Dark

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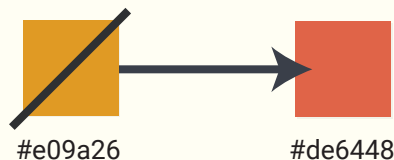COLOR |

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Color Palette

Loud Canvas Media's color palette is based on vivid colors matched against modern neutral backgrounds. The classic Loud Canvas green has been updated and given two strong colors to complement it: a deep blue and a bold shade of orange.

Additionally, a batch of neutral shades handpicked for their modern look and pairing with Loud Canvas's primary colors have been selected.

Introducing Fire Opal

We are actively updating our original orange from 2019's site revamp with a shade that plays better with our other colors.

Say hello to **Fire Opal (#de6448)**, replacing **Golden Grass (#e09a26)** as we move throughout the year.

#e09a26 → #de6448

Primary Colors

Loud Canvas Green - Sushi
Hex: #73bf44
RGB: 115, 191, 68, 1
CMYK: 40, 0, 64, 25

Fire Opal
Hex: #de6448
RGB: 222, 100, 72, 1
CMYK: 0, 55, 68, 13

Pickled Bluewood
Hex: #2c3e50
RGB: 44, 62, 80, 1
CMYK: 45, 22, 0, 69

Neutral Shades

Wild Sand
Hex: #f4f4f4
RGB: 244, 244, 244, 1
CMYK: 0, 0, 0, 4

Gallery
Hex: #eeeeee
RGB: 238, 238, 238, 1
CMYK: 0, 0, 0, 7

Abbey
Hex: #4c4c4d
RGB: 76, 76, 77, 1
CMYK: 1, 1, 0, 70

Bright Gray
Hex: #3a414a
RGB: 58, 65, 74, 1
CMYK: 22, 12, 0, 71

Shark
Hex: #303133
RGB: 48, 49, 51, 1
CMYK: 6, 4, 0, 80

TYPE
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Brand Typefaces

Loud Canvas Media sticks to two font faces.

Geomanist is a modern, clean & linear sans-serif font used primarily for attention-grabbing headers and design projects. **Geomanist** comes in multiple font weights.

Geomanist is used for our impactful headers and our **Full Lockup**, which uses **Geomanist Light**.

Loud Canvas Media uses **Roboto** for body and paragraph sections. **Roboto** is based on a mechanical skeleton and is primarily geometric, but is easily legible to the human eye, making it perfect for long paragraphs and easy reading.

Geomanist

Extra Light
Light
Book
Medium
Bold
Black

Geomanist Black

Roboto Regular

MAKE THE WEB YOURS

Success on the internet doesn't just happen. It's a result of hard work and knowledge, and some may say a little luck. But the truth is – the more you know, and the harder you work, the luckier you get. And we're very lucky!

Our success is a result of a lot of hard work and a deep knowledge of all things web. If you have a need to drive consumers to your place of business, we can help... and it's not going to cost you an arm and a leg.