



**BRAND GUIDE**

A vibrant concert scene with silhouettes of a crowd and a performer on stage under blue and purple lighting. The text "Long Live" is overlaid in white, and "ROCK N' ROLL!" is overlaid in bright blue below it.

Long Live

**ROCK N' ROLL!**

**MODERN.  
SIMPLE.  
CLEAN.  
PLAYFUL.  
ENERGETIC.  
FRESH.  
BRIGHT.  
PLAYFUL.  
MODERN.  
SIMPLE.  
CLEAN.  
MODERN.  
SIMPLE.**



PRIMARY LOGO MARK



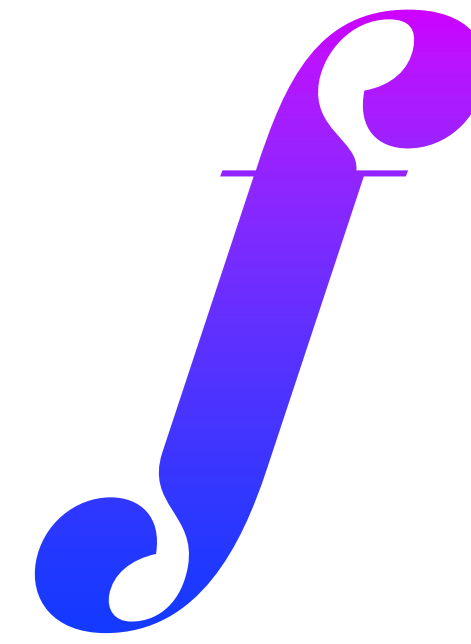
FULL WORD MARK



LOGO MARK



SIMPLIFIED WORD MARK



GRADIENT ON THE LOGO



## LOGO DON'TS

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1. Do not break up the original lockup of the text.
2. Do not change the colors of the original logo.
3. Do not eliminate elements from the logo that are not on the approved list above.
4. Do not warp the logo (when it doesn't make sense) or add drop shadows, etc.
5. Do not alter the elements in the original logo. It throws off the balance.
6. Do not place the logo on any busy pattern that causes it to disappear or change its legibility.



# COLORS

RGB 20 69 247

HEX #1445f7

PANTONE 2935C

RGB 0 0 0

HEX 000000

CMYK 75 68 67 90

PANTONE PROCESS BLACK

RGB 255 255 255

HEX ffffff

CMYK 0 0 0 0

PANTONE PROCESS WHITE

Gradients are a fun way to add some variety and dimension to designs.

# SECONDARY

Use secondary colors sparingly, as accent colors, to add visual interest. Primary brand colors should be used 75-80% of the time.

HEX 03CFFF

RGB 3 207 255

CMYK 81 0 3 0

HEX E640EA

RGB 230 64 234

PANTONE 807C

HEX 8B2CF5

RGB 139 44 245

PANTONE 266C

#### DESCRIPTION

The primary fonts for Fresh Fenders are Lust Script and Andale Mono. Lust should be used sparingly. Andale Mono can be used for general type and headlines.

The secondary font for Fresh Fenders is Gotham. Gotham comes in a wide variety of weights, which should be used when deemed appropriate. This font is meant for subhead and body copy use.

### Lust Script

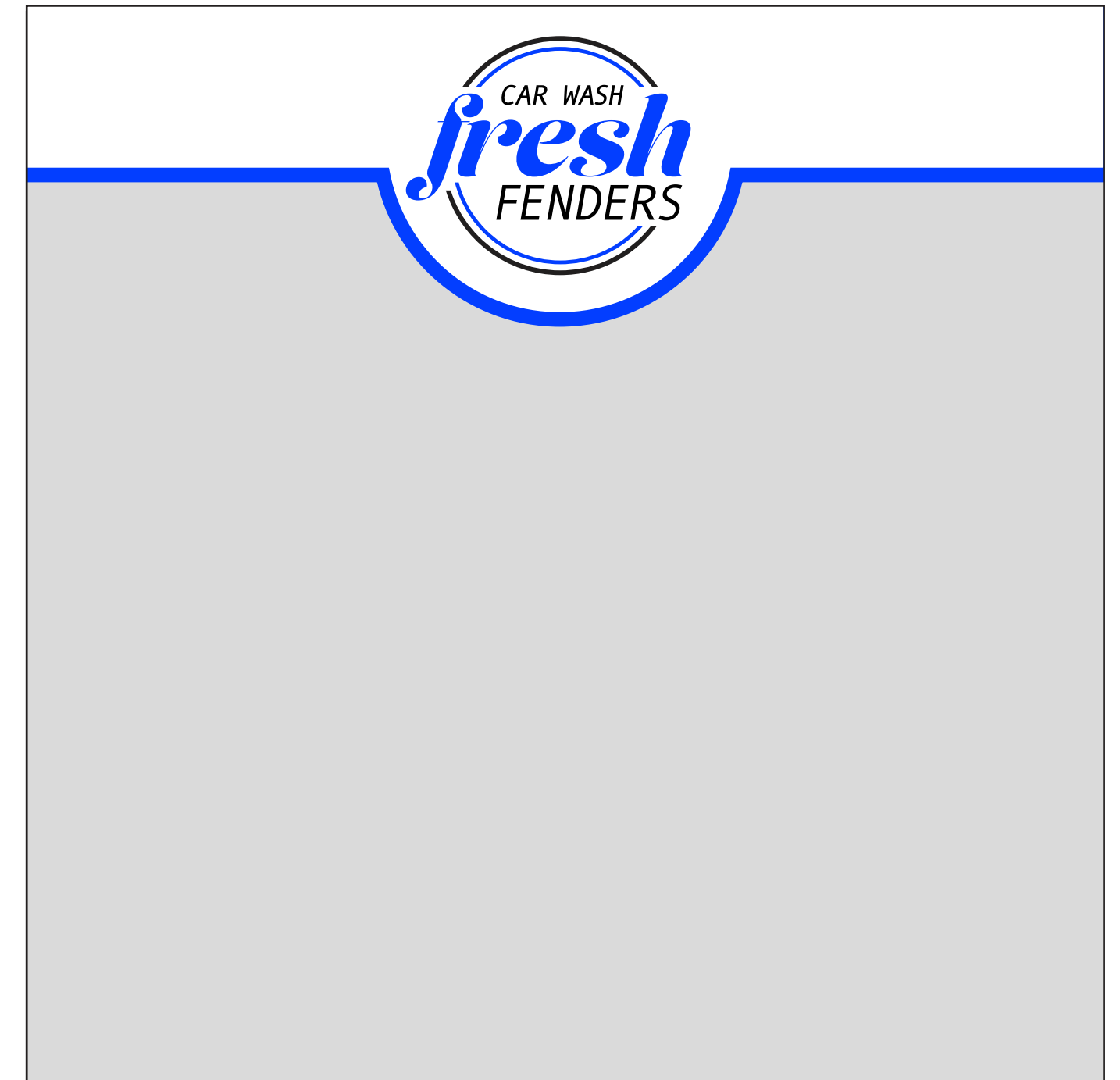
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@#%&

### Andale Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?@#%&

### **GOTHAM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?@#%&





**Thank You!**