

2015

Hear, Here Brand Basics

Mark Manke

Follow this and additional works at: <https://ir.lib.uwo.ca/hearheremarketing>



Part of the [Digital Humanities Commons](#)

Citation of this paper:

Manke, Mark, "Hear, Here Brand Basics" (2015). *Hear Here Marketing Materials*. 3.
<https://ir.lib.uwo.ca/hearheremarketing/3>



Fonts

Display - **TREND SANS**

HEAR, HEAR - TREND SANS, ONE, 14PT
 HEAR, HEAR - TREND SANS, ONE ITALIC, 14PT
 HEAR, HEAR - TREND SANS, FIVE, 14PT
 HEAR, HEAR - TREND SANS, FIVE ITALIC, 14PT

HEAR, HEAR - TREND SANS, ONE, 24PT
 HEAR, HEAR - TREND SANS, FIVE, 24PT

Copy - **Arvo**

HEAR, HERE is an amazing project - Arvo, Regular, 8pt
HEAR, HERE is an amazing project - Arvo, Bold, 8pt
HEAR, HERE is an amazing project - Arvo, Italic, 8pt
HEAR, HERE is an amazing project - Arvo, Bold Italic, 8pt

HEAR, HERE is an amazing project - Arvo, Regular, 10pt
HEAR, HERE is an amazing project - Arvo, Bold, 10pt
HEAR, HERE is an amazing project - Arvo, Italic, 10pt
HEAR, HERE is an amazing project - Arvo, Bold Italic, 10pt

HEAR, HERE is an amazing project - Arvo, Regular, 12pt
HEAR, HERE is an amazing project - Arvo, Bold, 12pt
HEAR, HERE is an amazing project - Arvo, Italic, 12pt
HEAR, HERE is an amazing project - Arvo, Bold Italic, 12pt

Colors



C:15 M:80
Y:90 K:0

R:212 G:88
B:54

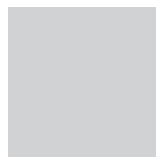
Hex#D35836



C:0 M:0
Y:0 K:60

R: 128 G: 130
B:133

Hex#808284



C:0 M:0
Y:0 K:20

R: 209 G:211
B:212

Hex#D1D2D4



C:15 M:60
Y:90 K:0

R:215 G:125
B:57

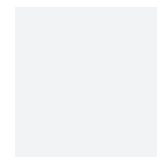
Hex#231F20



C:0 M:0
Y:0 K:40

R:167 G:169
B:172

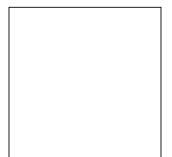
Hex#A7A9AB



C:0 M:0
Y:0 K:5

R:35 G:31
B:32

Hex#F1F1F2



C:0 M:0
Y:0 K:0

R:255 G:255
B:255

Hex#FFFFFF

Full Color:



Knock-Out:



Single Color:



Two - Color:



Sign Variant:



Other Variants:

