

# BRAND GUIDE



**BOONE GRAPHICS**  
*visual communication solutions*



# OUR MISSION

This brand guide is designed to help inform the usage of the logo and the overall image of Boone Graphics. The Boone Graphics brand is a direct translation of our company, mission, and philosophy.

## OUR MISSION

We are dedicated to setting a new standard for the graphic design & printing industry with an intentional focus on customer service and satisfaction. We strive to create and maintain a trusted and long-term relationship with all our customers. We are committed to giving our customers the best value for their money while allowing for a fair profit to ensure the survival of our company for the years to come. We work to create a high quality of life both at work and at home for our employees. We donate to local charities and organizations in the hope of creating a better community for which to live. We will stand behind and guarantee the quality and workmanship of every job that we produce.

*This mission statement and the brand guide should be applied to all outward and inward correspondence, web posts, blog posts, advertisements, project proposals, mailings, and all other communications.*



# PRIMARY LOGO

The logo is made up of our logo mark, word mark & tag line.

LOGO MARK

WORD MARK



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TAG LINE

The logo is two colors: red & black and is composed of three typefaces.

There are three typefaces used in the logo

REVUE

INTERSTATE BOLD



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MINION PRO REGULAR ITALIC

*Interesting fact: When Andrew Ochsner, Owner & President was submitting legal paperwork to establish the company the original name he wanted was not available. At his side, just as he was each day at the shop, was his dog Boone. Andrew originally registered the company as Boone Printing but as we have grown from solely a print shop to a full services design, print, and fulfillment center the name has evolved.*

# LOGO MARK

## LOGO MARK

The logo mark is an essential part of the primary logo and carries with it some legacy design elements from the original Boone Printing logo. Specifically the lowercase “b” in the typeface Revue was used in the original logo. When the logo was updated in 2016 and then again in 2019 this element was pulled forward as part of the design.



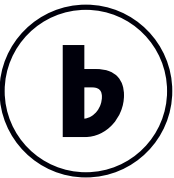
The logo mark should be used in conjunction with the primary logo or as a complementary design element. The logo mark can be used without the company name when the name is visible somewhere else on the product or its usage cleared by the Creative Department at Boone Graphics.

## LOGO MARK

The logo mark should be used in its original red color unless the environment calls for one of the alternate versions listed here.



Primary Logo Mark in Boone Red



Logo Mark in black, to be used when the artwork is black & white



Logo Mark in white, to be used when logo appears in artwork where the red logo mark would be too difficult to read

# ALTERNATE LOGO

## ALTERNATE LOGOS

There are several “alternate” versions of the Boone Logo including the Full Stacked Logo, and the Reduced Stacked Logo.



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### FULL STACKED LOGO

The Full Stacked Logo is rendered where the left and right edges are equal while maintining the original proportions of all the elements.



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### REDUCED STACKED LOGO

The Reduced Stacked Logo is rendered where the logo mark is equal to 3 ⅓ of the width of the company name and tagline.

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### WORD MARK & TAGLINE

In rare instances the company name and tagline may appear without the logo mark. All uses of this logo representation should be cleared with the Creative Department at Boone Graphics.

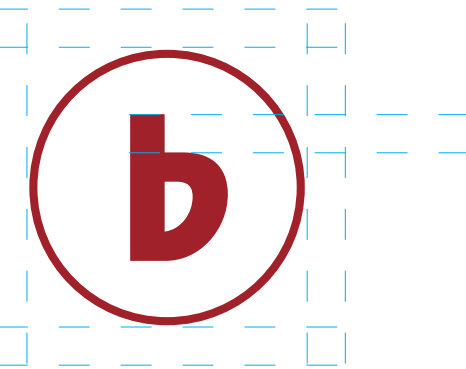
# PROPER LOGO PLACEMENT

## CLEAR SPACE

Ensuring that the logo is always used properly is of vital importance to good brand identity. Maintaining the proper clear space is determined as follows:



The required clear space is equal to the height of the words BOONE GRAPHICS in the logo and should always be applied to all sides of the logo and company name and tagline.



When using the logo mark alone - the clear space is equal to the top portion of the “b” in the logo mark.

# TYPOGRAPHY

## TYPEFACES

The logo contains three typefaces: Interstate - Minion Pro - and Revue.

The Interstate typeface contains a wide variety of fonts. We use this typeface in Bold all Caps, for the word mark in the logo. It is also used for titles in presentations, reports, newsletters, etc.

### Interstate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890

### Interstate Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890

### Interstate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890

### Interstate Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890

### Interstate Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890

The Minion Pro typeface contains a wide variety of fonts. We use this typeface in the regular italic version for the tagline in the logo and in all its variations in body copy in presentations, reports, newsletters, etc.

### Minion Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890

### Minion Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890

### Minion Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz 1234567890

## REVUE

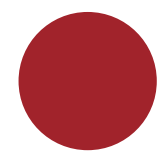
This typeface is used as the “b” in the logo mark and is **restricted** to this use only.

# BRAND COLORS

## BRAND COLORS

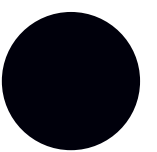
Our brand colors are broken into two categories, colors considered our primary colors and complimentary colors or secondary colors.

### Primary Colors



red

pantone: 201 C  
CMYK: 8 | 93 | 78 | 33  
hex: a0252b



black

pantone: black 6  
CMYK: 100 | 79 | 44 | 93  
hex: 000006

### Secondary Colors



blue

pantone: 2190 C  
CMYK: 59 | 17 | 0 | 0  
hex: 5eae0



light grey

pantone: 424 C  
CMYK: 50 | 42 | 40 | 6  
hex: 858482



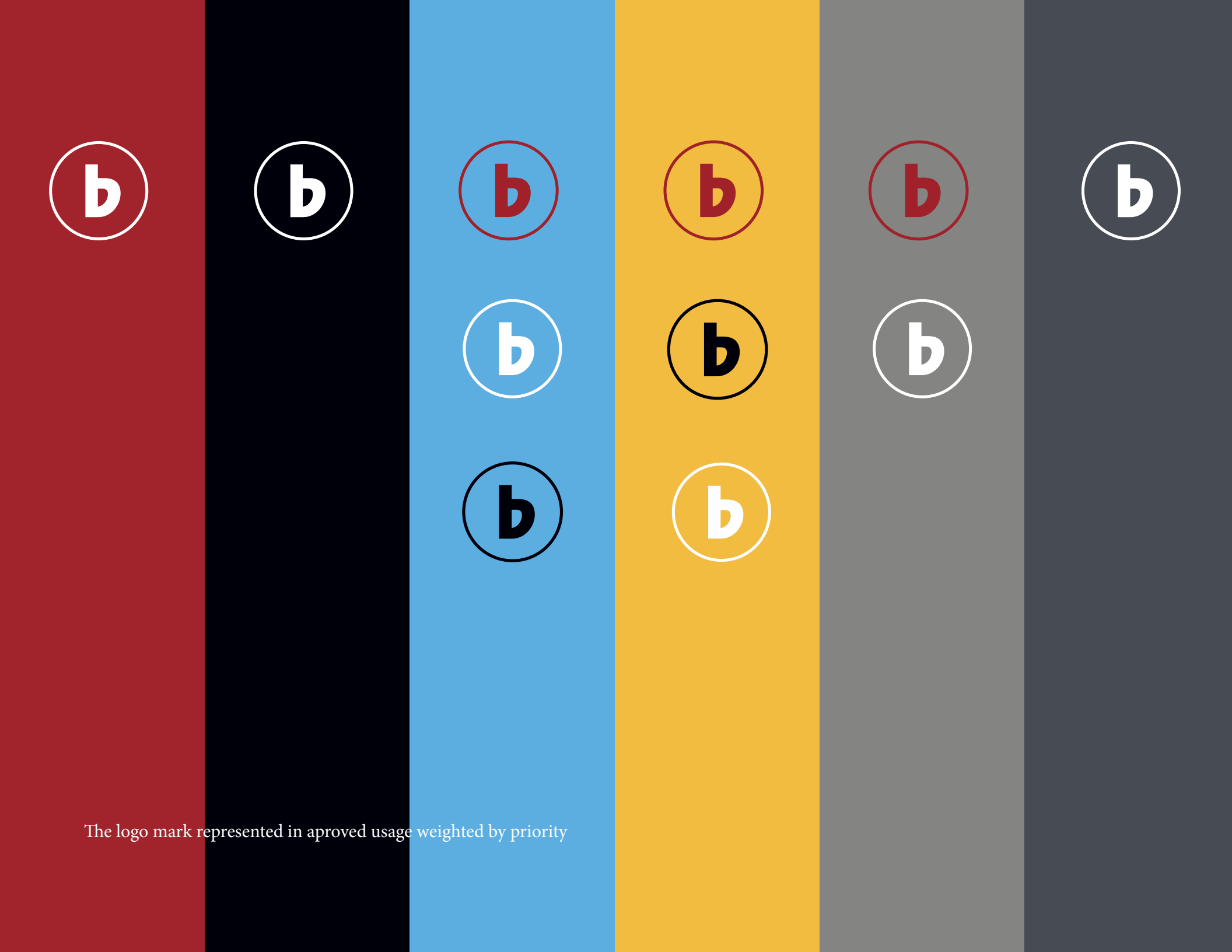
gold

pantone: black 6  
CMYK: 0 | 24 | 84 | 5  
hex: f1bb40



dark grey

pantone: 432 C  
CMYK: 40 | 30 | 20 | 66  
hex: 474c55



The logo mark represented in aproved usage weighted by priority

# LOCATIONS

## LOCATIONS

Boone Graphics has two locations: Santa Barbara & San Luis Obispo. These locations are referenced as:

**Boone Graphics - Headquarters**  
70 S. Kellogg Avenue  
Goleta, CA 93117

**Boone Graphics - Central Coast**  
174 Suburban Road, Suite 100  
San Luis Obispo, CA 93401

Adaptations of our logo are used in conjunction with these locations:



**BOONE GRAPHICS**  
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Santa Barbara, CA | San Luis Obispo, CA



**BOONE GRAPHICS**  
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**BOONE GRAPHICS HEADQUARTERS**  
70 S. Kellogg Avenue  
Goleta, CA 93117



**BOONE GRAPHICS**  
*visual communication solutions*

**BOONE GRAPHICS CENTRAL COAST**  
174 Suburban Rd, Suite 100  
San Luis Obispo, CA 93401

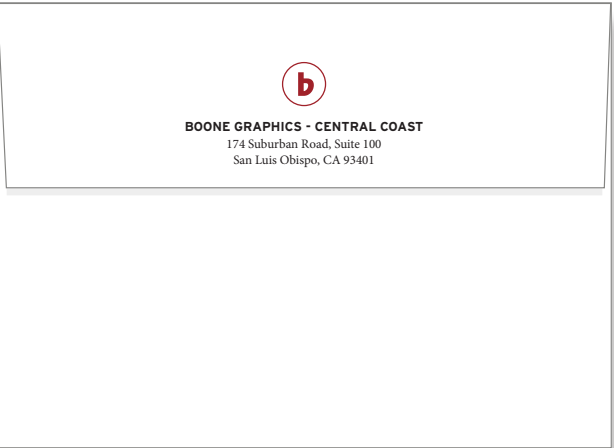
## LOCATIONS - VARIATIONS

Other variations of the locations logo can occur on stationery, envelopes, online, and within social media posts. Approved examples include:



**BOONE GRAPHICS - CENTRAL COAST**  
174 Suburban Road, Suite 100  
San Luis Obispo, CA 93401

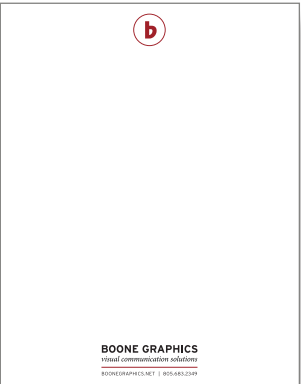
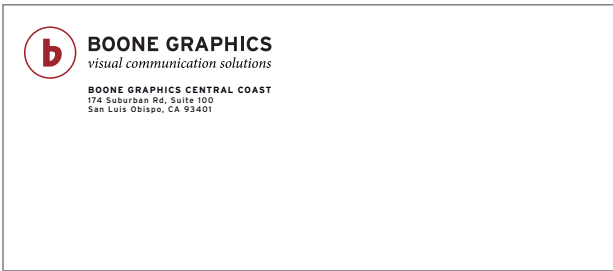
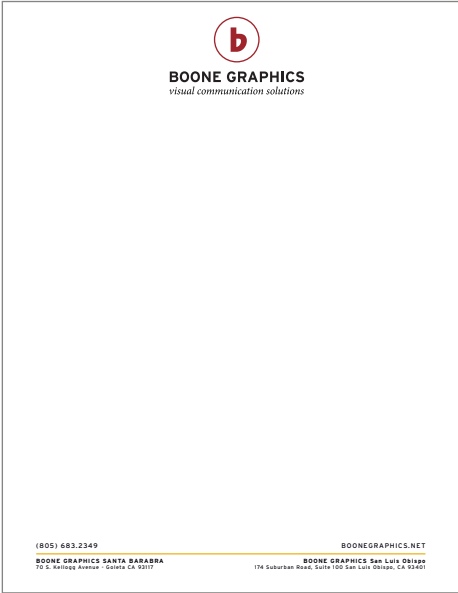
Variation on back  
of envelope



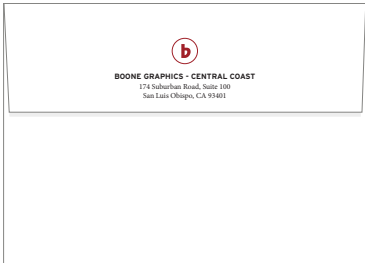
# STATIONERY & BUSINESS CARDS

## STATIONERY & BUSINESS CARDS

With two locations - Boone Graphics uses a single letterhead representing both locations with two envelope variations specific to physical location.



Simple note cards with corresponding envelopes are used for less formal communications.



INTERSTATE is the font used on the business cards at three different point sizes



Name at 10 pt

Titles & contact information at 8 pt

Address at 7 pt



The hello used here is Georgia Bold Italic at 45 pt

Boone business cards share a common back that uses the “hello” element. This element can also be found on entrance signs and posters and is used in our general email address: [hello@boonegraphics.net](mailto:hello@boonegraphics.net)

# INCORRECT USAGE OF THE LOGO

## INCORRECT USAGE OF LOGO

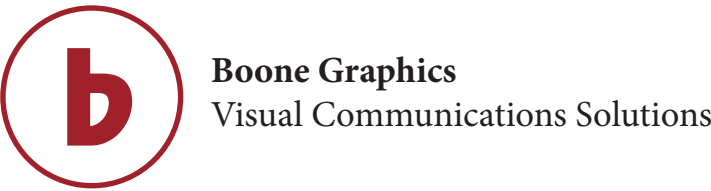
It can be very easy to use the logo incorrectly. Here are some examples of common mistakes to avoid.



Don't squish or stretch the logo



Don't use the wrong version of the logo on a dark or light background



Don't "type out" the word mark and tagline



Don't rotate or change the orientation of the logo



Don't change the color of the logo or logo mark



Don't place objects or text inside the clear space area



# GETTING HELP WITH PROJECTS

## GETTING HELP WITH PROJECTS

The Creative Department at Boone Graphics is always available to help you with in-house projects. So before you grab the logo and make that sign, flyer, or notice, contact one of the Creative Team members. They will be more than happy to either advise you on how to execute your idea or can design the product for you.

This will help ensure that Boone Graphics is always represented in the most professional light and our logo is presented in the best way possible.

To download the most up to date brand guide, color swatches, and logos visit:  
[boonegraphics.net/brand-guide](http://boonegraphics.net/brand-guide)





**BOONE GRAPHICS - HEADQUARTERS**

70 S. Kellogg Avenue  
Goleta, CA 93117

**BOONE GRAPHICS - CENTRAL COAST**

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