COURAGEOUS STUDIOS
IDENTITY BRAND GUIDELINE

V1. 2020

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RESPONSIVE LOGO SUITE

The new responsive logo suite of the Courageous logomark appears like the boat having already set sail. As it drifts farther away into the horizon, we are looking through a telescopic lens following the boat's adventures into the unknown.

Our logo is the primary identifier and should be used consistently across digital, video, and print. At Courageous Studios, we follow through on our company mantra, "Be Bold. Be Relevant. Be Courageous." Our logo needs to be held to the same standard in any shape, form, and medium.

Stacked Lockup

Single-Line Lockup

Sail Icon

Favicon

PRIMARY LOGO / STACKED LOCKUP

The preferred and primary mark for the Courageous logo is an abstract representation for Ted Turner's winning racing boat. It symbolizes strength, persistence, and caliber.

The stacked version of our logo is recommended for most applications, with the sail abstract mark and wordmark locked up together as one visual element. Please use wherever possible.

STACKED LOCKUP / CONSTRUCTION

The angle of the sails and 'Courageous' type visually represents our motivation of being driven by a natural powerful force into uncharted exciting territories. This angle provides the basis for all logo variations: stacked, single-line, and sail icon.

The cap height is the wordmark's 'E', providing spatial balance across all the logo elements.
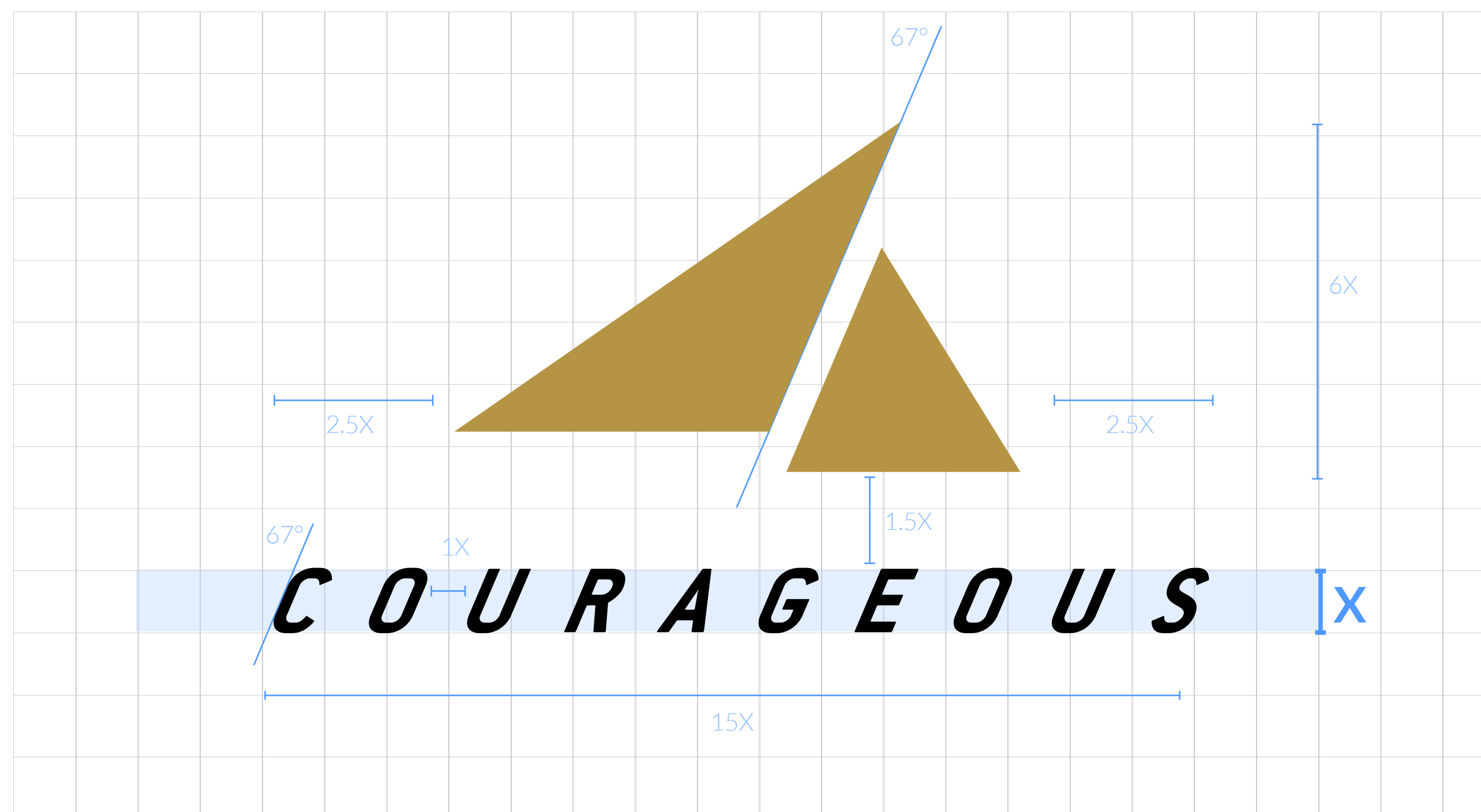
SECONDARY LOGO LOCKUPS

When the sails are no longer above the wordmark and the logo needs to be at a smaller scale, they are enclosed in our telescopic lens, keeping true to our logo's history and integrity.

For the single-line lockup, the telescopic lens or sail icon is positioned left of the wordmark. The spacing between the icon and the wordmark is also consistent, at a cap height distance, When space is limited, the sail icon may be used.

Single-Line Lockup
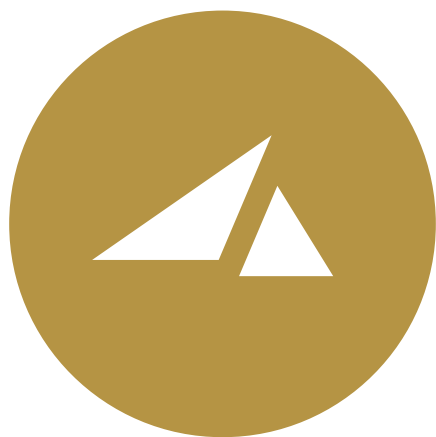
Sail Icon

CLEAR SPACE & SCALE

Minimum clear space around the logo and scale of the logo must be maintained at all times.
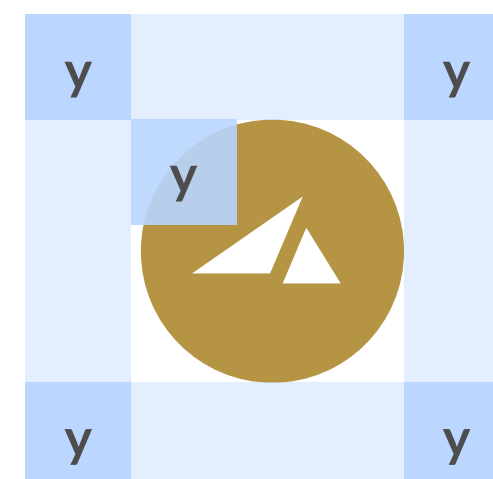
Please **do not** place content inside of the clear space. The examples on this page illustrate acceptable clear space and scale.

Apply the cap height **(x)** of the wordmark for even spacing around the entire logo.

Apply the cap height **(x)** of the wordmark for even spacing around the entire logo.

Apply a quarter of the sail icon **(y)** for even spacing around the entire logo.

50pxH

Minimum Size
50px | 18mm

120pxW

Minimum Size
120px | 42mm

33pxH

Minimum Size
33px | 8mm

COLOR / PRIMARY APPLICATION

The logo is our the primary visual identity and the original winning gold is true to Courageous Studios.

To ensure legibility and recognition, the logo should only be used in the brand colors: Courageous Gold, Black, and White.

Stacked Lockup: The official logo should always be in gold sails with the black wordmark in most applications.

Single-Line Lockup: The single-line logo should always be in gold sail icon with the black wordmark in most applications. The sails are cut-out, letting the background peek through.

Sail Icon: The sail logo should always be in gold sail icon with the sails cut-out in most applications.

Courageous Gold
CMYK 30 | 38 | 87 | 4
RGB 181 | 148 | 68
#B59444

Black
CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
#000000

White
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
#FFFFFF

COLOR / SECONDARY APPLICATION

In special cases and applications, the logo may be used in knock-out black, white, or gold, for legibility. The examples on this page illustrate acceptable logo color applications.

Whenever the sail icon is on backgrounds other than white, the sails must be white to enhance distinct recognition.
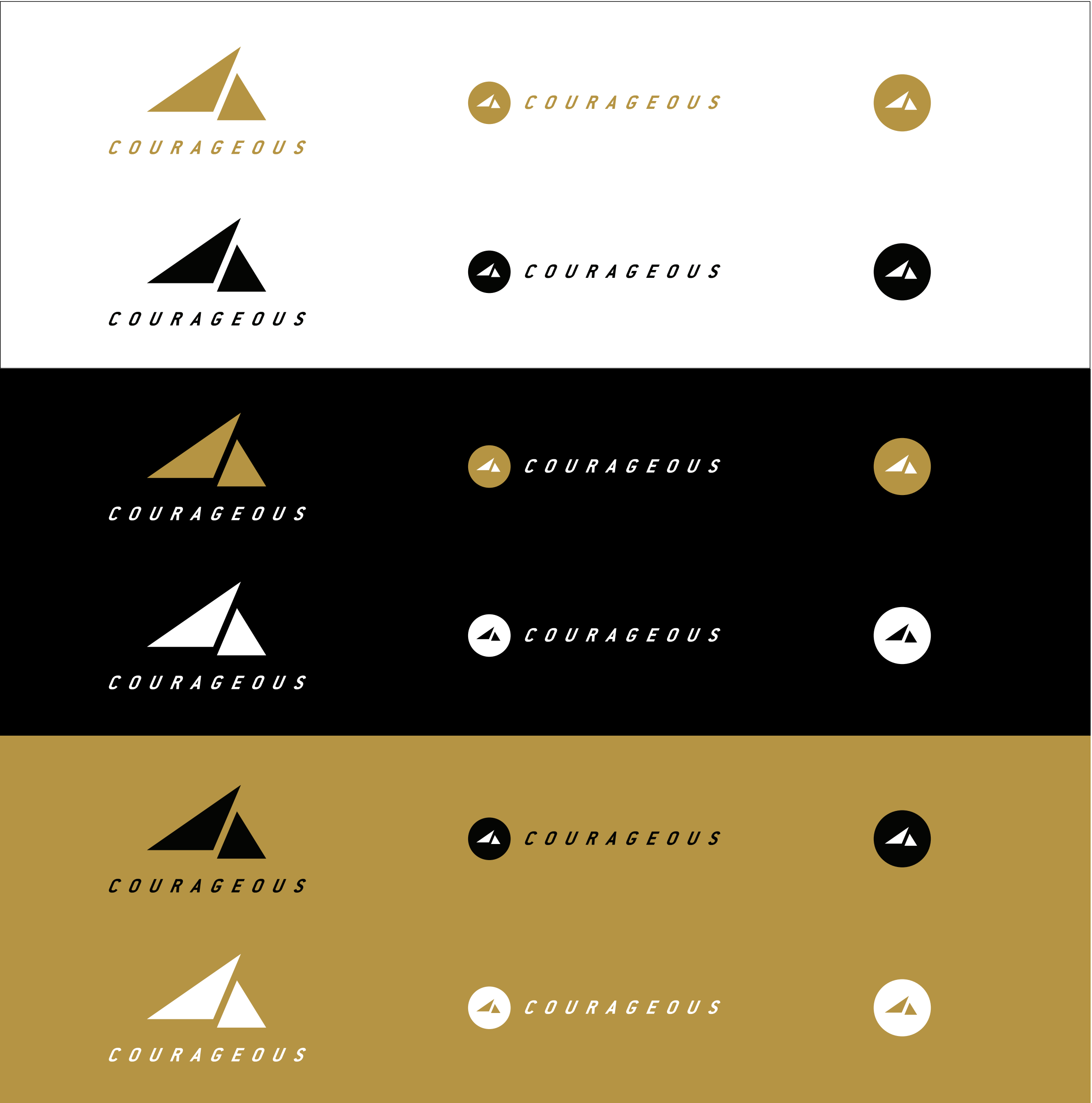
COLOR / PHOTOGRAPHIC BACKGROUND

The logo may also be used against a photographic background, provided that legibility is not compromised.

Place the logo on simple areas of photos for readibility. The examples on this page illustrate acceptable logo color applications against a photographic background.
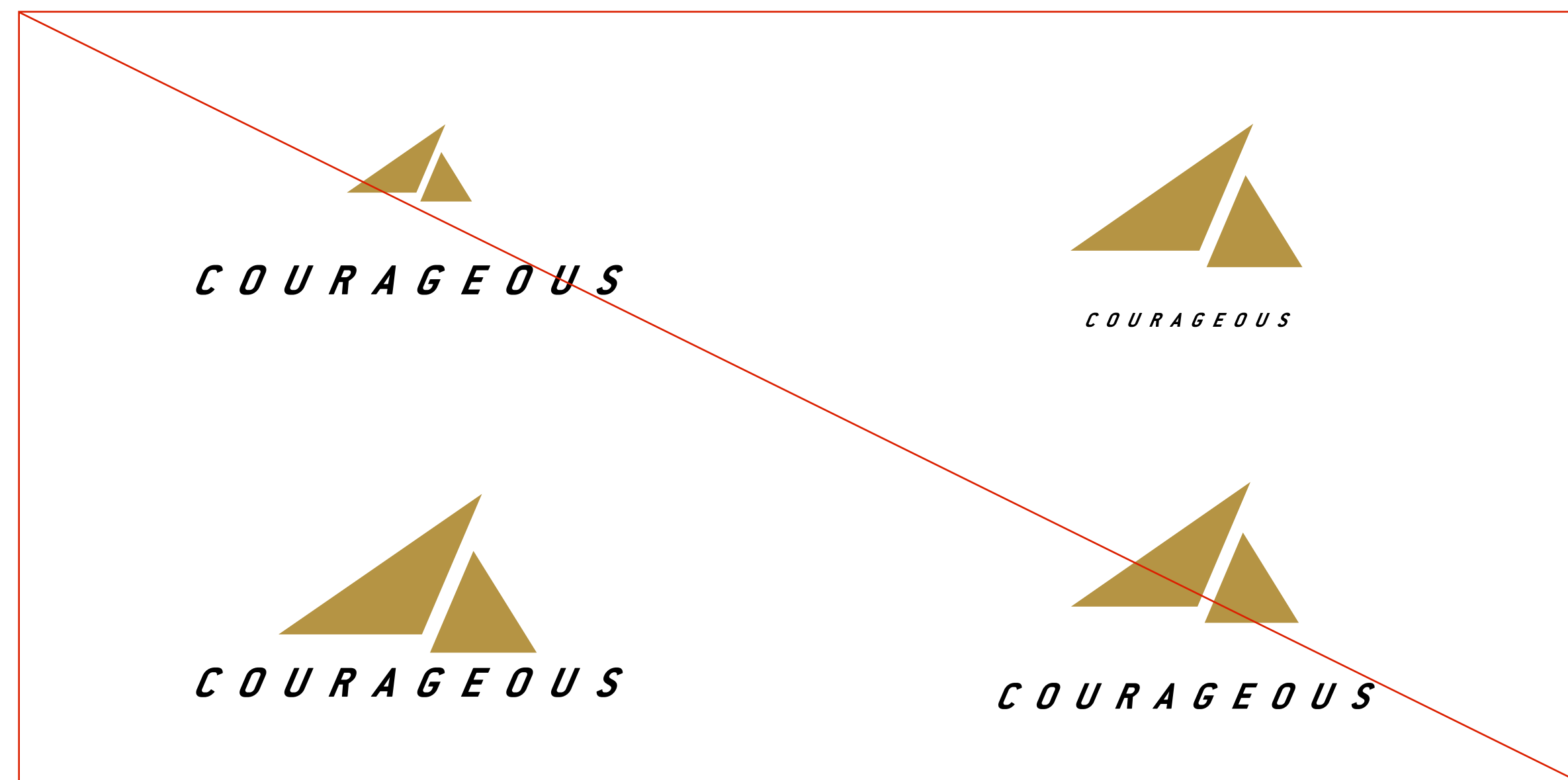
USAGE / STACKED LOCKUP

The logo should not be manually altered or modified. Its orientation, colors, and composition should remain as indicated on previous pages. The examples on this page illustrate unacceptable usages of the logo.
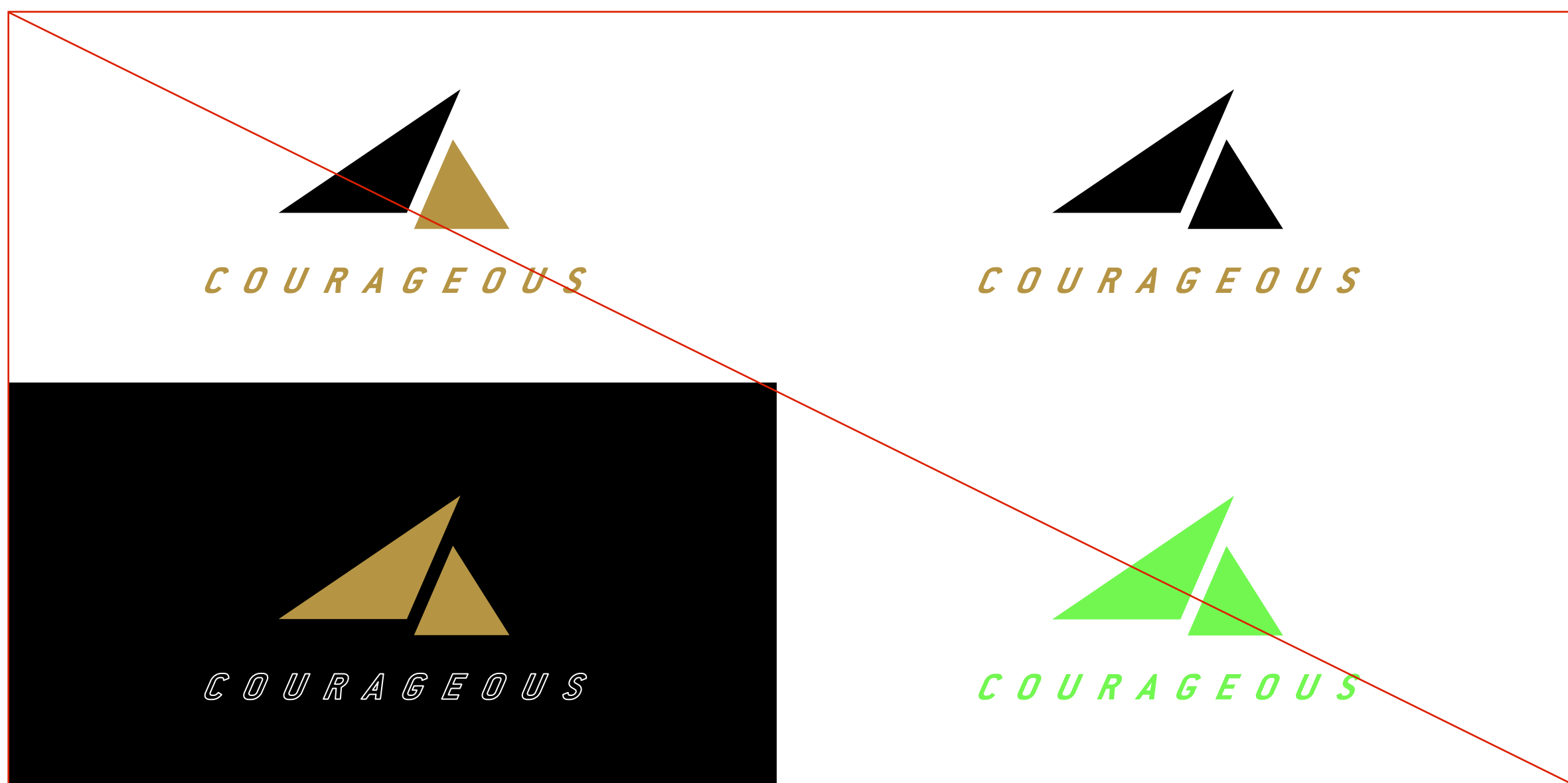
Do not alter the colors of the logo outside application use.
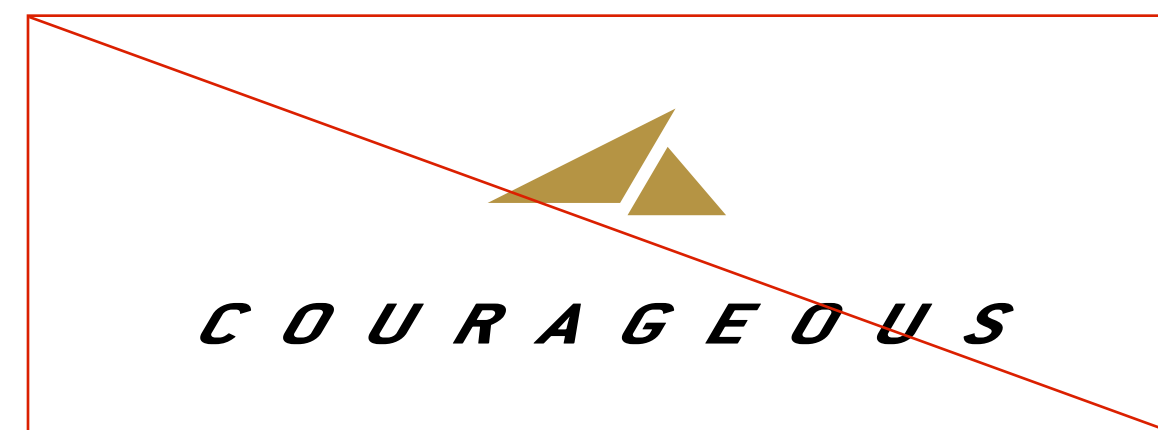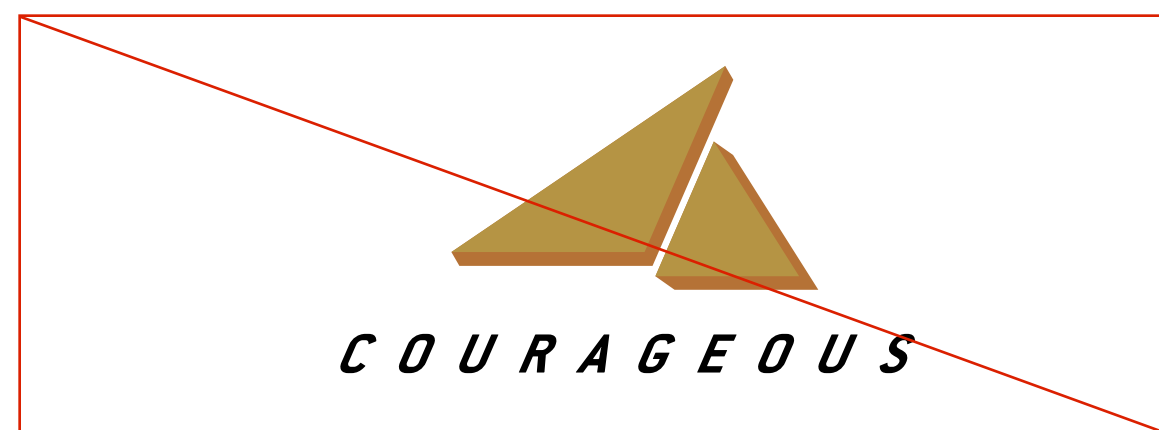The 2-color logo should always be gold sails with the black or white wordmark unless specified.

Do not play with spacing or scale between any element of the logo.
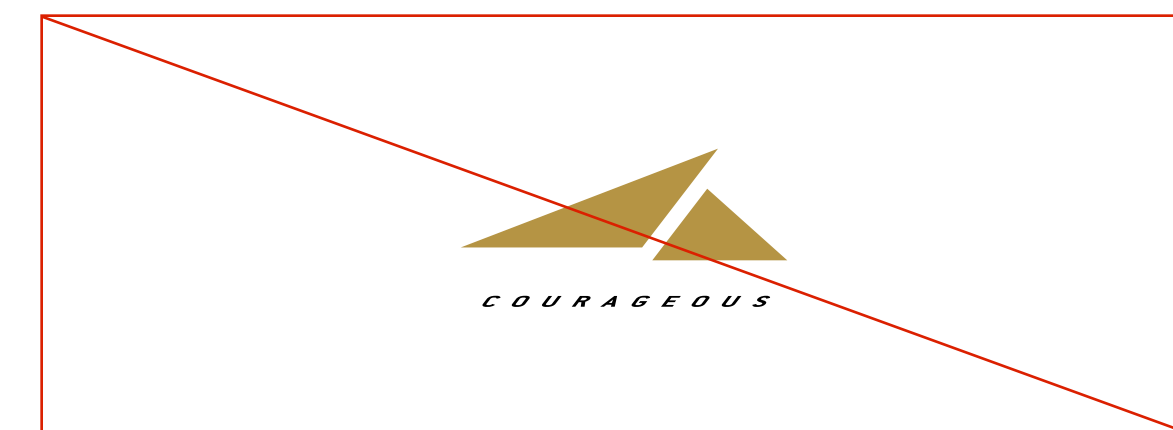Both elements should always be treated as one unit and need to be proportionally scaled.
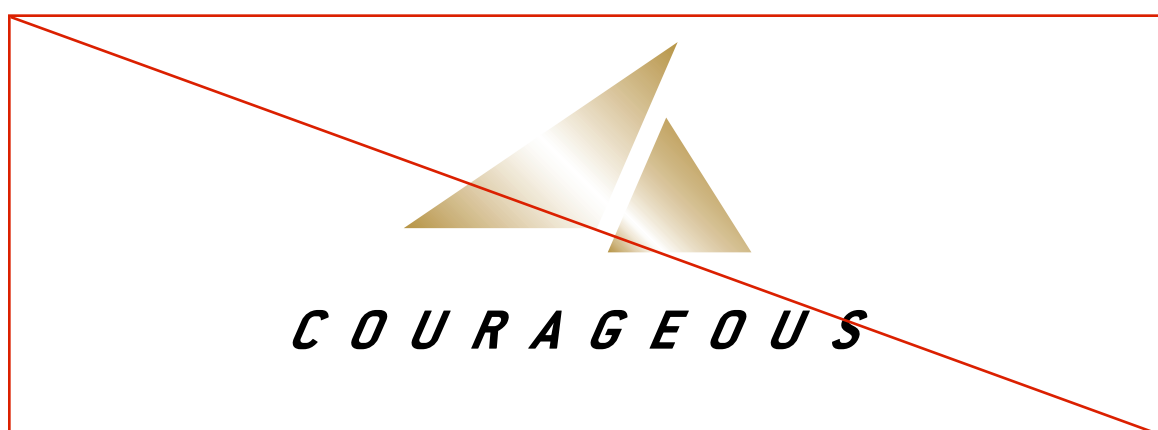
Do not embellish the logo with any treatment.
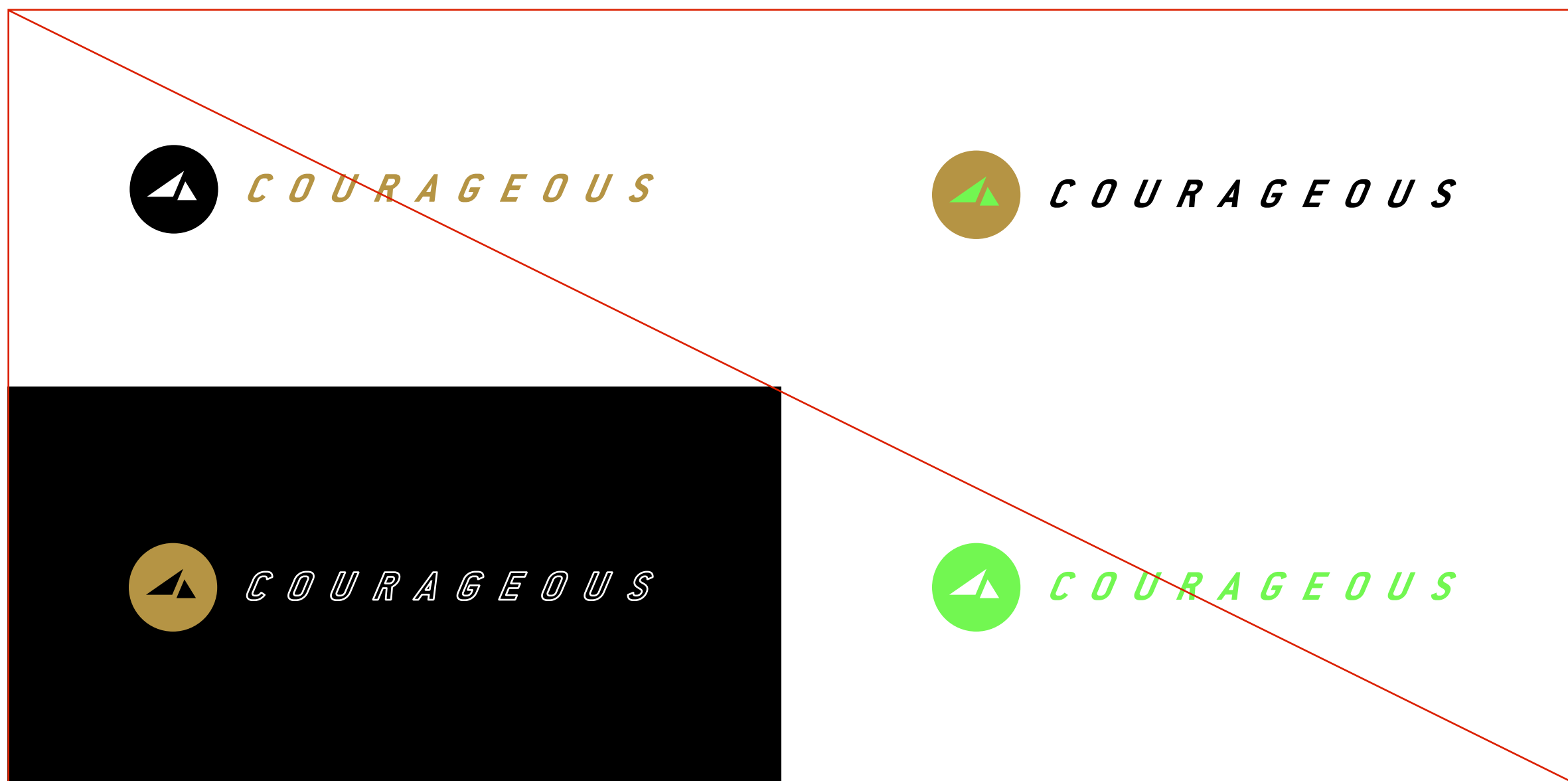The logo should always a flat graphic in a solid color.

Do not skew any element of the logo.
Both elements should always be treated as one unit and need to be proportionally scaled.
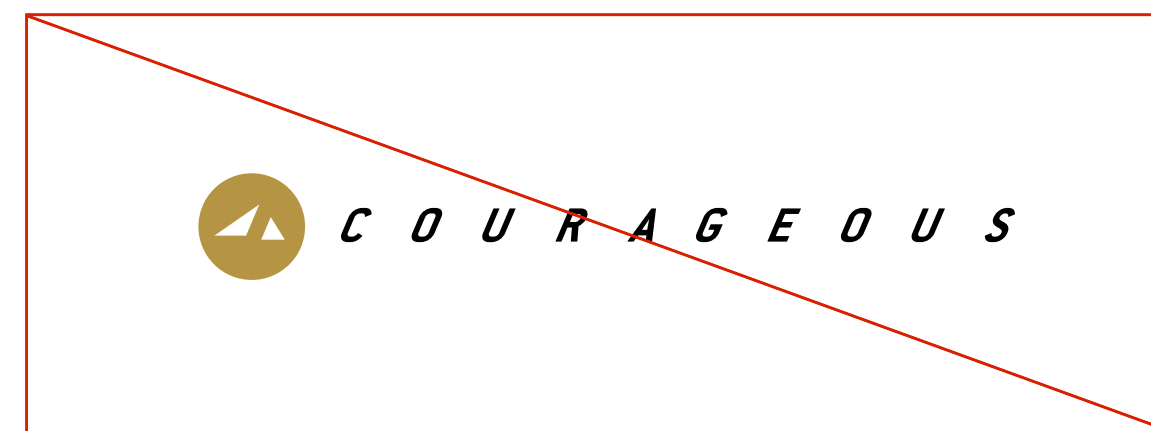
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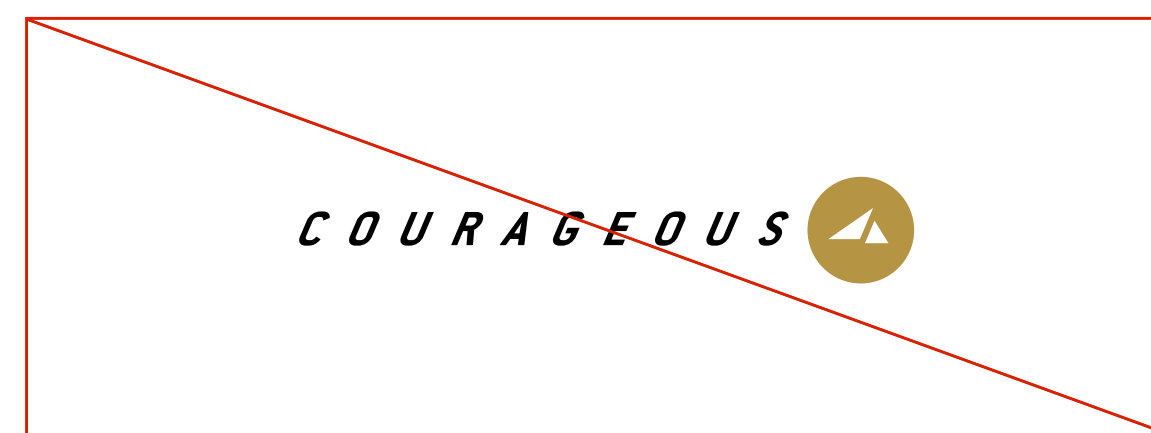
USAGE / SINGLE-LINE LOCKUP

The logo should not be manually altered or modified. Its orientation, colors, and composition should remain as indicated on previous pages. The examples on this page illustrate unacceptable usages of the logo.

Do not play with spacing between any element of the logo.
Both elements should always be treated as one unit and need to be proportionally scaled.

Do not alter the colors of the logo outside application use.
The 2-color logo should always be gold sails with the black or white wordmark unless specified.

Do not rearrange the sail icon or logo type.
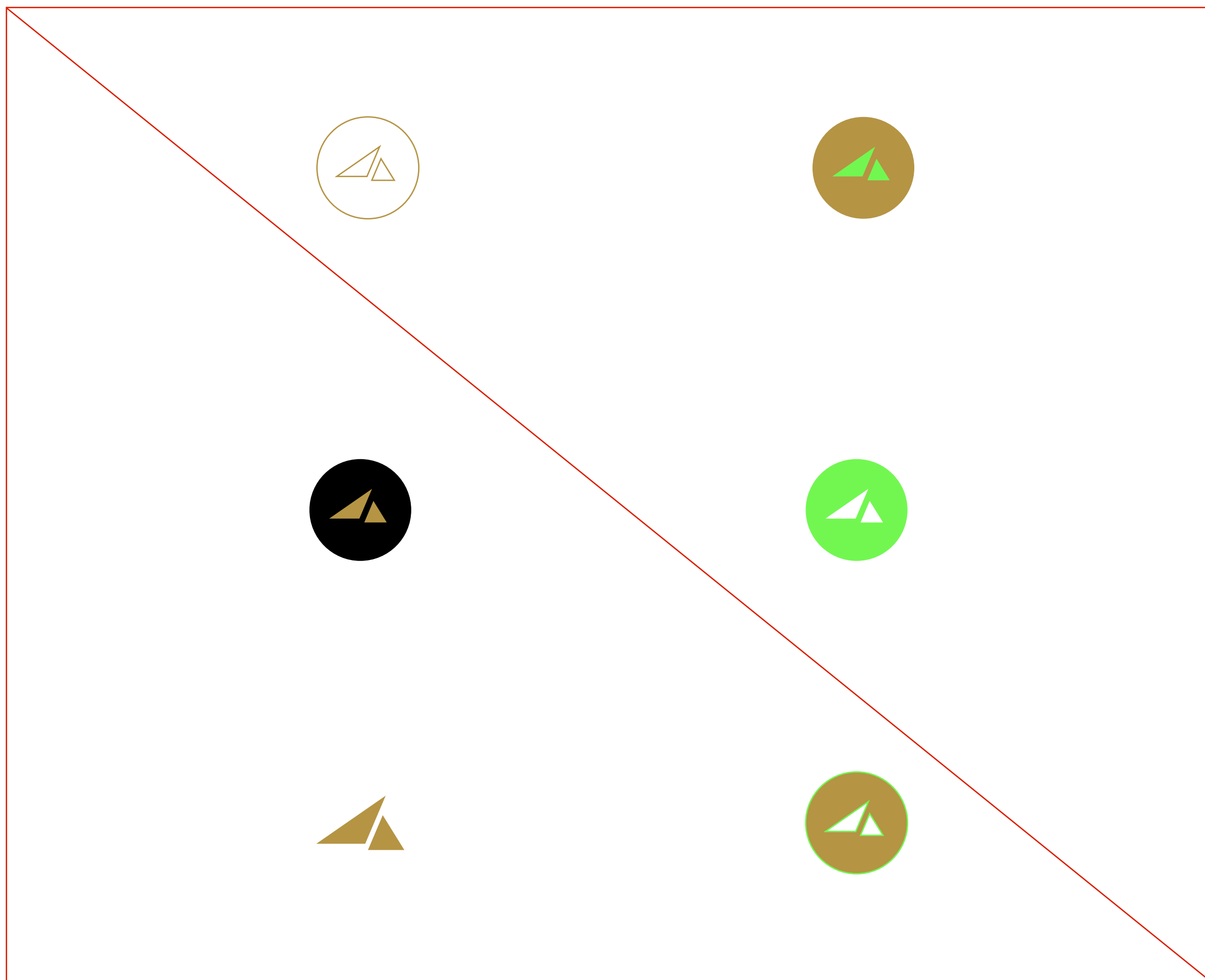The sail icon should always stay consistently on the left of the wordmark with the appropriate spacing.

Do not embellish the logo with any treatment.
The logo should always a flat graphic in a solid color.

Do not skew or scale any element of the logo.
Both elements should always be treated as one unit and need to be proportionally scaled.
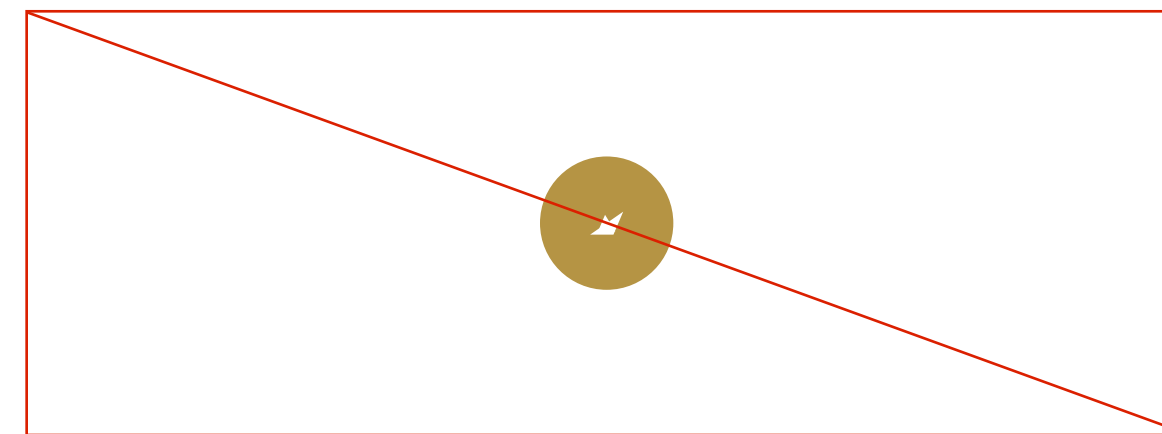
USAGE / SAIL ICON

The logo should not be manually altered or modified. Its orientation, colors, and composition should remain as indicated on previous pages. The examples on this page illustrate unacceptable usages of the logo.
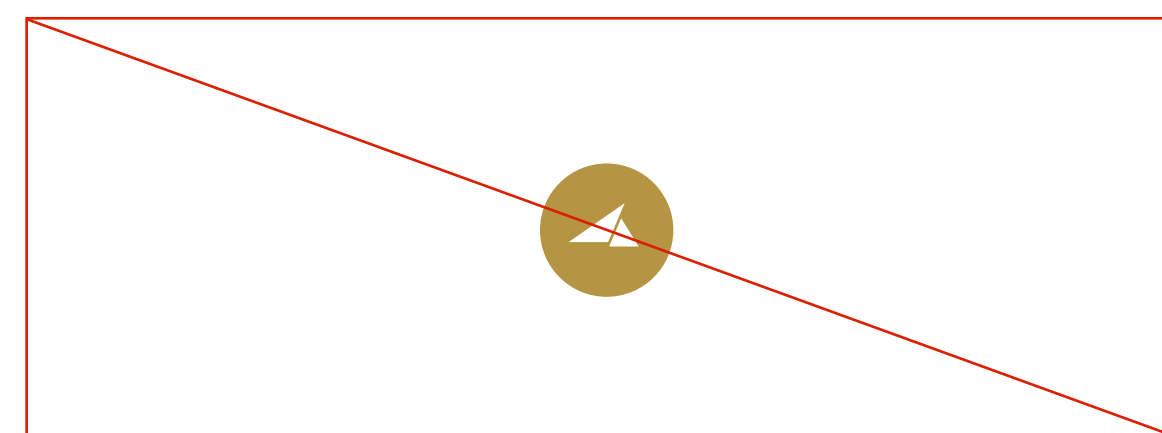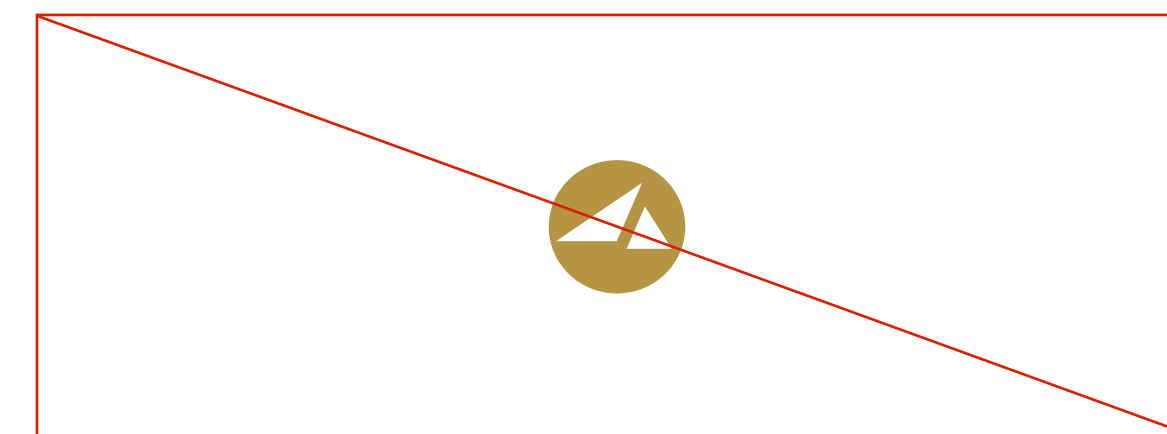
Do not skew or scale any element of the logo.
The sail icon is one image element and should always be proportionally scaled.

Do not play with spacing between any element of the logo.
The sail icon is one image element and should always be proportionally scaled.

Do not alter the colors of the logo outside application use.
The logo should always be a gold icon with the sails cut-out unless otherwise specified.
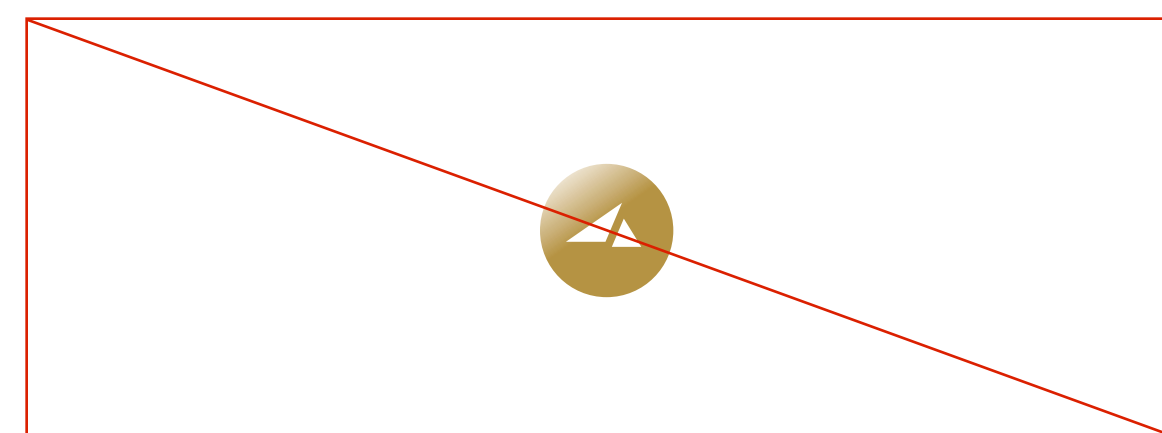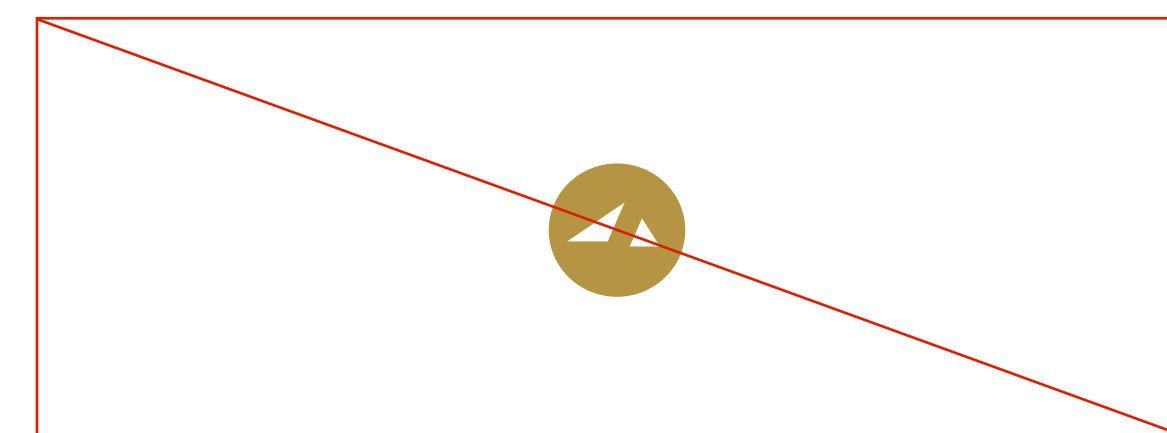
Do not embellish the logo with any treatment.
The logo should always a flat graphic in a solid color.

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