

ATLANTA

**BRAND
STANDARDS
MANUAL!**

BRAND STANDARDS: A BRIEF OVERVIEW

Greetings, True Designers!

We're excited to have you working on extending the East Atlanta Comics brand out into the world. We've worked hard to make it a solid, recognizable identity with unique, striking visuals that are 1000% Us.

That being said, we still want it to be fun and surprising whenever and wherever possible. Think early MTV and Adult Swim anti-branding. While we don't want to break or deconstruct our core branding elements, we do want you to think of them as a blank canvas on which to express whatever the goal of your designs are.

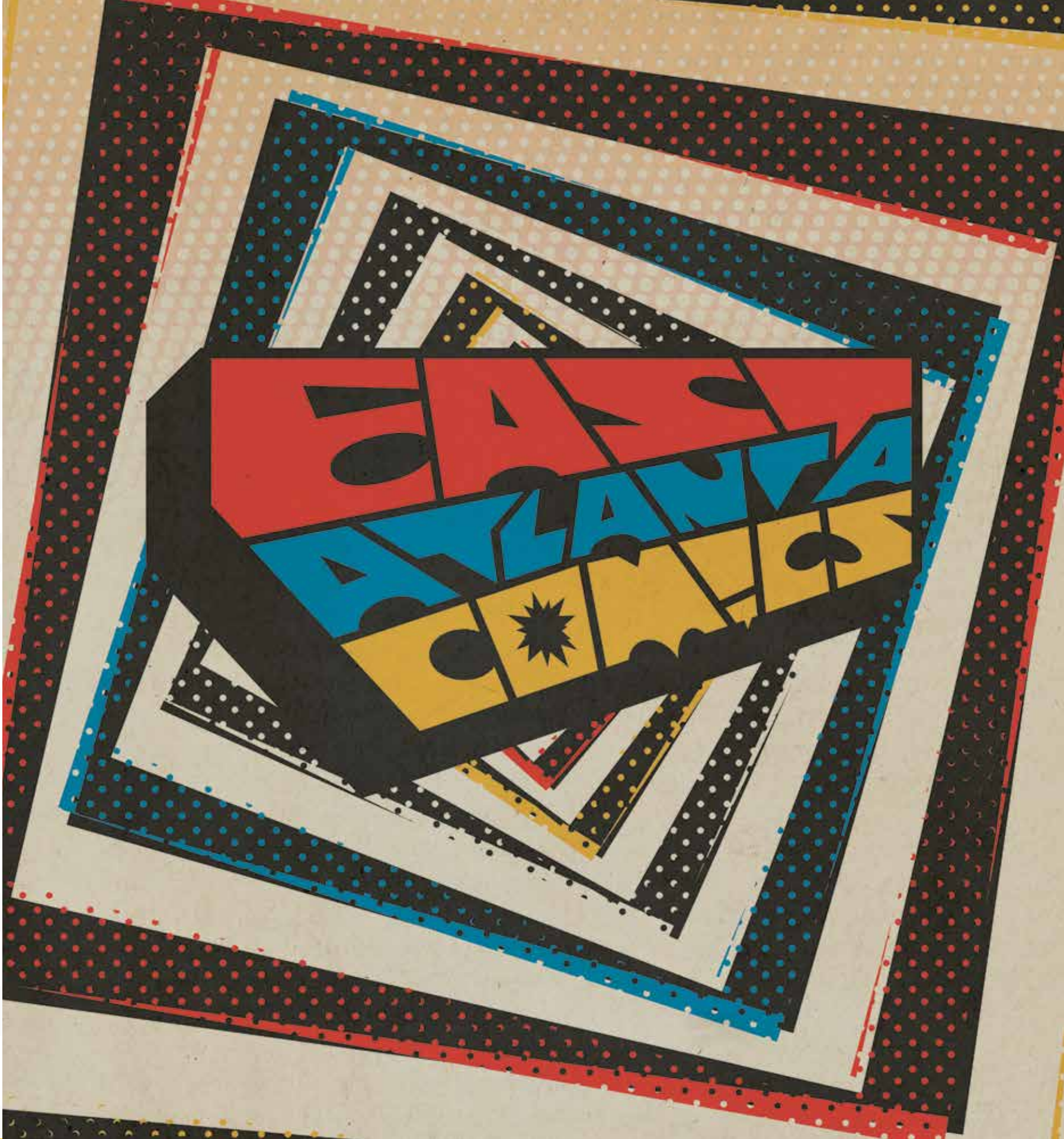
This standards manual lays out the specific core guidelines that should be followed when designing with our brand assets, as well as some examples of how they can be put to use. There are bound to be circumstances when questions arise, however.

In those cases, we encourage you to reach out and ask questions. We're happy to discuss creative subjects and collaborate with designers that we work with.

After you've read through this guide, go ahead and download our [Media Kit](#) and get started!

And remember: The main thing you should keep in mind when designing something for East Atlanta Comics is: **Have fun!!!**

♥ EAC MGMT



PRIMARY LOGO

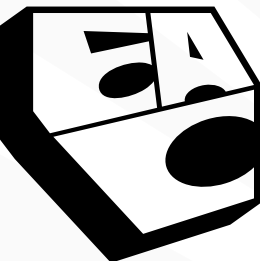


SECONDARY LOGOS



MINI LOGO

NOTE: The Mini Logo is to be used sparingly, if ever.



THE EAST ATLANTA COMICS LOGO

Our logo is the keystone of our brand identity. It reflects all that we are and all that we strive to be, in terms of delivering a community-focused classic comic shop experience. In a “community” sense, the shape of the logo is literally our home, taken from the shape of the surrounding city block where East Atlanta Comics resides. The off-kilter grid arrangement of the letterforms within the Neighborhood panel are inspired both by the panels of comic book pages, and also by the eclectic and diverse independent businesses that also call the East Atlanta Village their home.

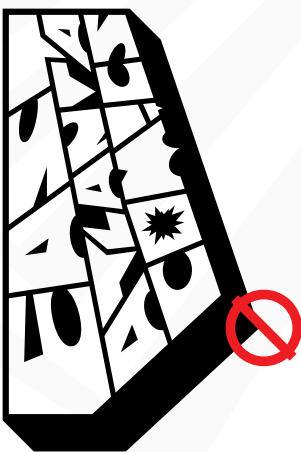
Within the interlocking letterforms of our logo are references to iconic comic book graphic elements. Starbursts, word balloons, and expressive typography are all familiar symbols to the life-long comic book reader and tie our logo to the rich and colorful history of our favorite art form.

We want designers to have fun when working with the East Atlanta Comics logo. The spirit of our central branding component is reflective both of the broad spectrum of nerdy passions that we cater too and also the quirky, eccentric nature of East Atlanta. However, there are several key design components that shouldn’t be altered in order to maintain the conceptual integrity of our logo. Some examples of these are laid out below for your reference.

LOGO DON'Ts



Do not remove the letterforms from the Neighborhood panel or disjoint their relationships to each other.



Do not rotate the logo. When animating a rotation, the logo should resolve so that the upper edge is at 0°.



COLOR MODIFICATIONS

As we’ve said, when working with the East Atlanta Comics logo in your designs, we want to allow you the freedom to express yourself and fully integrate our identity into whatever piece you may be working on.

That being the case, presented at right is a good sampling of what you can do with our core branding element.

NOTE: When the brand colors of the logo letterforms are changed for any given design, they should only either be one uniform color or three, in the style of the official brand mark. See examples at right.



PATTERNS AND OTHER MODIFICATIONS

Finally, some thoughts on imagery and pattern usage. In this area, we encourage you to have *all* the fun, just like with flat color! Texture, pattern, imagery... all are open for use to enhance whatever item you may be designing for.

The panel to the right shows several examples of the possibilities.

NOTE: When inserting patterns within the logo letterforms, make sure to design the entire mark so that contrast is enough that East Atlanta Comics is still legible.



EAST ATLANTA COMICS TYPOGRAPHY

Our type standards could best be described as “fluid”.

For consistency in our official East Atlanta Comics corporate materials (business cards, website, newsletter headers, etc.), we prefer the use of the Acumin VF family (or a comparable sans serif.), which has a very broad range of styles within it. When it comes to brand extension, however, we’re much more liberal.

If you’re working on a piece of collateral, be it a piece of apparel, an event flyer, a sticker, or a mural, we want you to feel free to express the brand in your own way (think early MTV and Adult Swim branding). The Comi-craft typefaces presented in the Suggested Decorative Type category are a good place to start, though. To prove it, we’ve even used them in the layout of this manual!

Richard Starkings and Comicraft were synonymous with comic book type design throughout the 1980s and 1990s, their type designs giving “voice” to a plethora of titles from Batman: The Killing Joke to Uncanny X-Men, winning the coveted Eisner Award in 1994 for their work on Kurt Busiek and Alex Ross’ Marvels. A sizable se-lection of Comicraft’s signature typefaces are included in the Adobe Fonts library, available for use to anyone with an Adobe CC license.

If you decide to use a Comicraft font in your design, we ask that you push it further than simply typesetting your content and make it special, reflective of East Atlanta Comics’ unique personality. Below are some examples of this type of usage.



ACUMIN VF

Acumin VF Extra Condensed Thin

Acumin VF Extra Condensed Thin Italic

Acumin VF Condensed Extra Light

Acumin VF Condensed Extra Light Italic

Acumin VF Condensed Light

Acumin VF Condensed Light Italic

Acumin VF SemiCondensed

Acumin VF SemiCondensed Italic

Acumin VF Semibold

Acumin VF Semibold Italic

Acumin VF Medium

Acumin VF Medium Italic

Acumin VF Bold

Acumin VF Black

Acumin VF UltraBlack

Acumin VF Wide

Acumin VF Wide Semibold

Acumin VF Wide Bold Italic

Acumin VF Wide Black

Acumin VF Wide UltraBlack Italic

COMICRAFT (SUGGESTED DECORATIVE/HEADLINE TYPE)

CC BIFF BAM BOOM REG

CC Dynamic Duo Open Bold

CC FLAME ON NOVA

CC FROSTBITE BLOCK

CC FROSTBITE FREEZE

CC MONSTROSITY BRAIN

CC PRIMAL SCREAM REGULAR

CCWhatchamacallit Cond. Bold

CCWhatchamacallit Exp. Reg

CCWhatchamacallit Exp. Bold Italic

CC CLOBBERIN TIME CRUNCHY

CC MIGHTY MOUTH BOLD

CC MIGHTY MOUTH BOUNCE

BOLD

CC DEADLINE DOOM

CC MONSTERMASH OUTLINE

CC SummerFling Split Italic

CC MELTDOWN



EAST ATLANTA COMICS DESIGN ELEMENTS

Included in the East Atlanta Comics media kit is a selection of Design Elements that you are encouraged to use in your marketing, collateral, and brand extension designs.

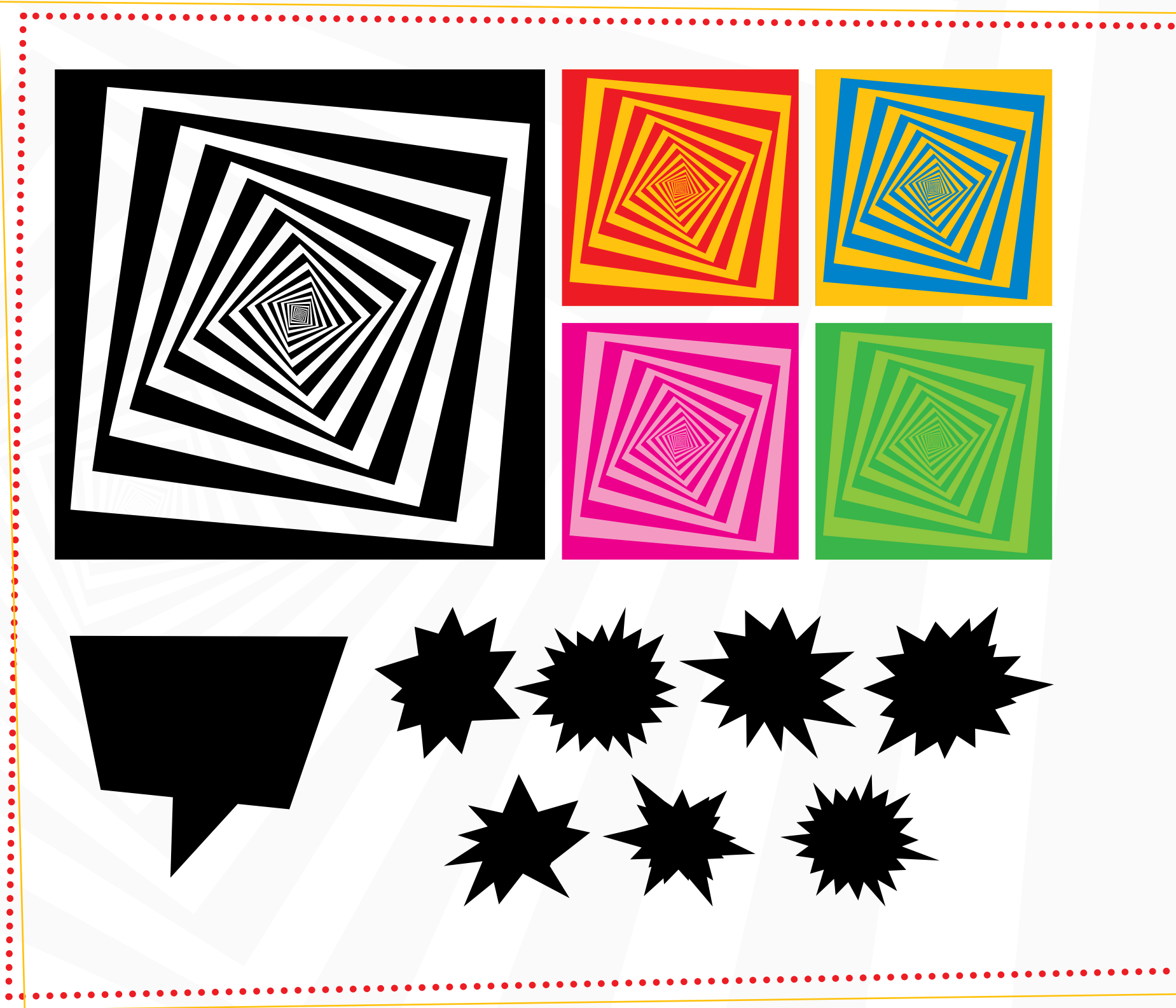
Our primary Design Element is the EAC Squirrel. Derived from the mural on the front facade of our building, the Squirrel comes into play heavily when designing brand extension pieces. This should be the first element you go for when designing EAC-centric pieces.

Second to the Squirrel are a collection of bursts, pictured at left, and the EAC Word Balloon, derived from the “i” exclamation point in the EAC logo. These elements can be used as background and as utility design elements.

Examples of Design Element usage in East Atlanta Comics advertising and collateral can be found on the following page.



CORE DESIGN ELEMENTS

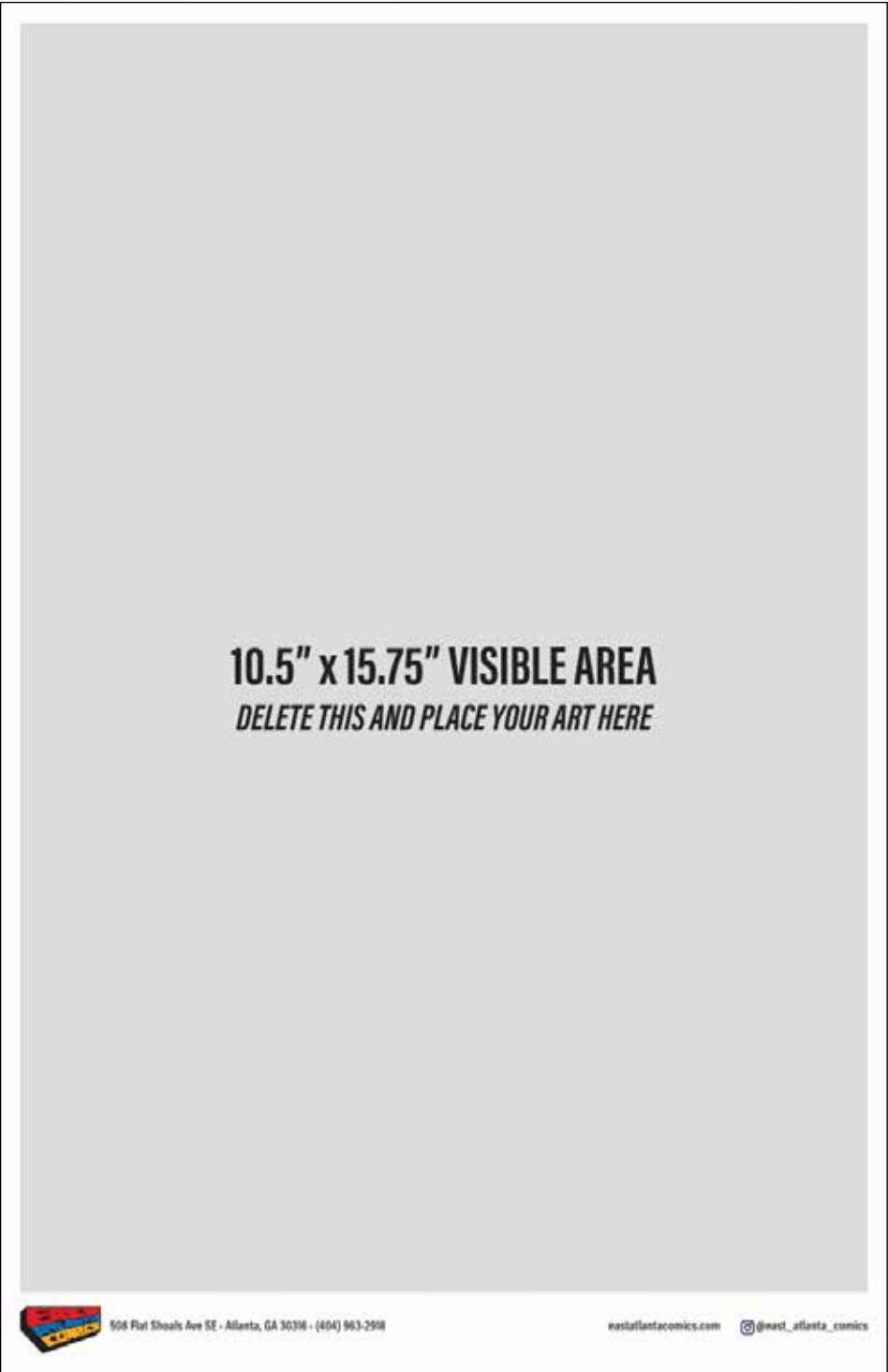


PRINTED MARKETING MATERIALS

The standard for outdoor flyer/poster design is 11"x17" tabloid size paper. We highly encourage you to use this industry-standard format when designing printed marketing materials for East Atlanta Comics.

To make this easier for you, the designer, we've provided several admat templates in our Media Kit, which can be downloaded [here](#).

To the right is a reference for one of the admat frame templates, as well as several examples of the admat in use.



SOCIAL MEDIA MARKETING MATERIALS

When designing EAC marketing materials intended for social media, you should make every effort to include components from our [media kit](#), specifically the East Atlanta Comics Squirrel.

Not only is the EAC Squirrel one of our core branding components, it's a very versatile design object and should be used in East Atlanta Comics marketing materials whenever possible.

To the right are several reference images showing how the Squirrel can be adapted to many different design aesthetics.



Wolverine and Jubilee are © MARVEL
Magic The Gathering is © Wizards of The Coast

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