



HOOT
INDUSTRIES

BRAND GUIDE

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FULL LOGO

HOOT

INDUSTRIES

The smartest fun in town

HOOT

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ONE COLOR VARIATIONS

HOOOT
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HOOOT
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HOOOT
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LOGO INCORRECT USAGE

~~HOOT
INDUSTRIES~~

DO NOT RECOLOR

~~HOOT
INDUSTRIES~~

DO NOT SKEW

~~HOOT
INDUSTRIES~~

DO NOT STRETCH

~~HOOT
INDUSTRIES~~

DO NOT ADD ANY EFFECTS



RASTER

Raster images are created by a bunch of tiny dots combining to form an image. All digital photos are raster and most web and social graphics are raster.

FILE TYPES

.JPG .PNG .GIF .TIFF .PSD

RESOLUTION

**72
DPI**

Low resolution
great for web

**300
DPI**

High resolution
great for print

COLOR MODES

RGB

For web

CMYK

For print



VECTOR

Vector images are made of paths and curves instead of squares like raster. They are not based on resolution, so they can be sized as large or small as possible without losing quality.

FILE TYPES

.AI .EPS .SVG .PDF

*Because vectors can be easily resized or edited, most logos, icons, and non-photographic designs are built in vector.





BINGO



TRIVIA



SINGO

HEAD BADGE MASCOTS



BINGO



TRIVIA



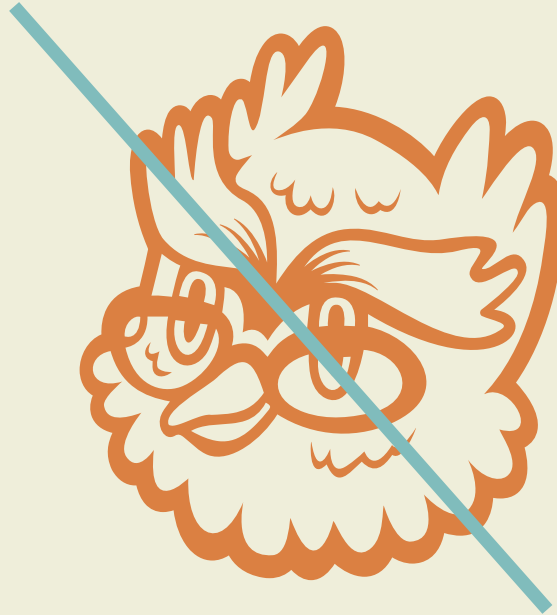
SINGO



MASCOT INCORRECT USAGE



DO NOT RECOLOR



DO NOT STRETCH



DO NOT ALTER

*In order to keep the branding consistent, please do not solid color fill or add/remove details from the illustrations.

BRAND PALETTE

The Hoot Industries brand colors are Tusk, Sunset, OK Sky and Starry Night. The colors are familiar to the local fan base as they hint to Oklahoma's beautiful skies in a unique and fun way. This complimentary palette is bright and inviting, yet it also has a vintage feel.

TUSK

C 6
M 3
Y 15
K 0

R 239
G 238
B 218
efeeda

PMS 7527C

SUNSET

C 11
M 58
Y 84
K 1

R 219
G 128
B 66
db8042

PMS 158C

OK SKY

C 50
M 10
Y 26
K 0

R 128
G 188
B 188
80bcbc

PMS 629C

STARRY NIGHT

C 100
M 91
Y 41
K 42

R 21
G 35
B 73
152349

PMS 648C



FREEHOUSE

ENTIRE SUITE
ADOBE CC FONT

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z

Freehouse is a reinterpretation of the well-remembered Watney's logo, a brewery and pub chain infamous for its poor quality beer and brutalist decor. In Design Research Unit's corporate guidelines, the font is described as Clarendon Bold Expanded — however, this is not the case. Clarendon has square serifs, whereas the Watney's font is rounder and friendlier.



Maxular Bold

ENTIRE SUITE
ADOBE CC FONT

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Maxular is a serifed font. The terminals of all strokes and serifs are rounded to avoid angular distortion effects. Likewise, all of the junctions in the typeface have been rounded to inhibit distortion flares. As a result, Maxular uses conventional forms to keep the reading speed comfort level high, even at very small sizes.

A large, thick, orange cursive font sample showing the letters 'O' and 'o'. The 'O' is a large, open loop, and the 'o' is a smaller, similar loop.

Quimby Gubernatorial

ENTIRE SUITE
ADOBE CC FONT

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Quimby Gubernatorial is the new counterpart to the prior Quimby Mayoral, a frilly, old-school script. This time around it's rendered with a marker for a bolder, cleaner feel. Here it is in all its cursive glory. Spread the love on thick with this flowery new face.



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