

# END YOUTH PRISONS MN

**BRAND GUIDELINES 2022**



NOISEMAKERS DESIGN

# 01 INSPIRATION

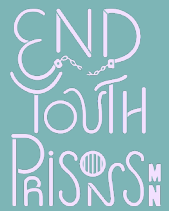
Moodboard

# 02 VISUALS

Logo  
Typography  
Color Palette  
Patterns  
Gradients  
Photo Treatment

# 03 ACTIVATION

Social Media  
Business Cards  
Letterhead  
Merch Examples





# 01

# INSPIRATION

INSPIRATION

Initial Moodboard



Liquid Metal

Melting

Organic

Neon

Cool

Fluid



Melt Away Injustice.

In this direction, I could see us turning the cold, metal symbols of oppression into something of liberation.

INSPIRATION

*Initial  
Write-Up*

Picture the bars of jail cells and handcuffs melting down and forming into something new and beautiful. We could create 3D animations and fluid, moving logo. This direction feels like youth culture, a movement while also being visually striking and unique.



direction 3 | Melt Away Injustice

In this direction, I could see us turning the cold, metal symbols of oppression into something of liberation. Picture the bars of jail cells and handcuffs melting down and forming into something new and beautiful. We could create 3D animations and fluid, moving logo. This direction feels like youth culture, a movement while also being visually striking and unique.



# 02 VISUALS

# LOGO



LOGO

*Primary  
Lockup*

The primary logo is the chrome stacked logo lock-up.





CLEAR SPACE



MINIMUM: 320 PX ACROSS OR 1" IN PRINT



FAVICON



LOGO

*Final  
Lockup  
Usage*

Keep clear space around logo to ensure clarity.

Make sure not to make the logo too small to ensure clarity.

LOGO

*Secondary  
Horizontal  
Lockup*



In cases where the logo needs to be smaller or in some digital executions, we can use the secondary logo lockup where the logo is horizontal.



LOGO

*Initials Only  
Lockup*

In some rarer circumstances, having an initial lock-up will be beneficial. This is should be used in only when the area for a logo is very small or if the primary logo has already been used. Also can be used in a pattern form for any packagaing.



LOGO

*Color Variations*

COLORS

<sup>01</sup> <i>Magenta</i>	#CF0AF1
<sup>02</sup> <i>Indigo</i>	#5503A5
<sup>03</sup> <i>Gold</i>	#D8A304
<sup>04</sup> <i>Lilac White</i>	#F2E0FF

1



2



3

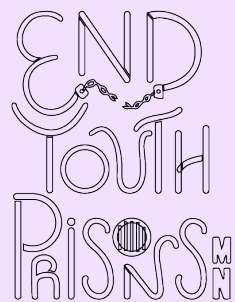


4

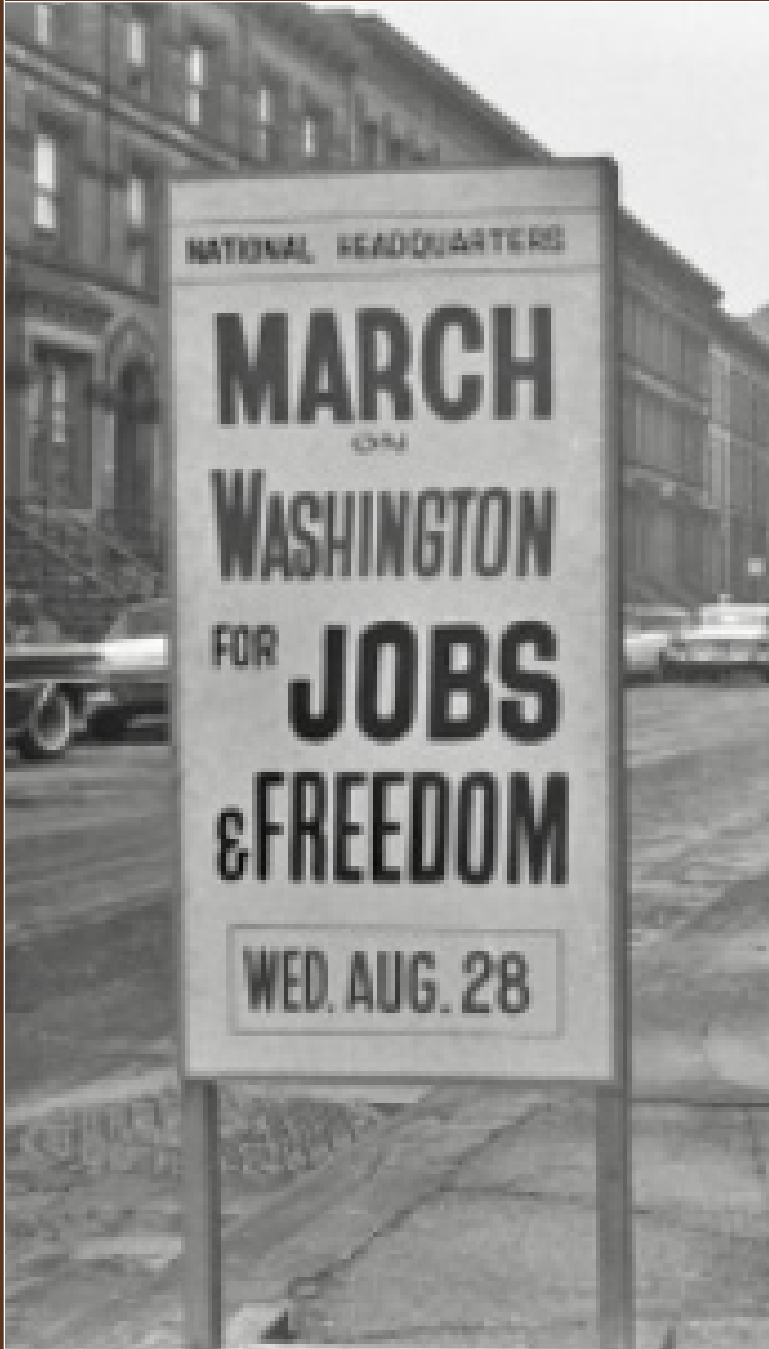


LOGO

*Incorrect Usage*



- Do not create an outlined version of logo.
- Do not stretch or squish the logo.
- Do not put an unapproved gradient on logo.
- Do not add harsh drop shadow to logo.
- Do not add patterns to logo.
- Do not break the logo apart.
- Do not tilt or rotate the logo.
- Do not make logo too small or crop off MN.



# TYPOGRAPHY

TYPOGRAPHY

*Brand  
Type*

*Bayard Regular*

**QUICK**

Uppercase

*Bayard Regular*

**BROWN**

Lowercase

*Mr. Eaves San XL*

FOX

Uppercase

*Mr. Eaves San XL*

Lazy

Normal

E

NAME

*Bayard Regular*

WEIGHTS

*Regular*

DESIGNED BY

*Vocal Type*

AVAILABLE

*vocaltype.co/history-of/  
bayard*

LEADING: 100%

SPACING OPTICAL: 0 -Thousands of an em-

inc in accompanying zip file

TYPOGRAPHY

*Primary  
Typeface*

**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  
1 2 3 4 5 6 7 8 9  
! @ £ \$ % ? { } & # ;**

**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  
1 2 3 4 5 6 7 8 9**

**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  
1 2 3 4 5 6 7 8 9**

Bayard is a unique sans-serif typeface inspired by signs from the 1963 March On Washington For Jobs and Freedom.

Outside the March on Washing, Bayard was close advisor to Martin Luther King and one of the most influential and effective organizers of the civil rights movement.



TYPOGRAPHY

*Secondary  
Typeface*

Mr Eaves XL Sans features a larger x-height than Mr Eaves Sans with shorter ascenders and descenders and overall tighter spacing. Mr Eaves XL allows for a wide variety of uses and is perfectly suitable for lengthy text settings.

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  
1 2 3 4 5 6 7 8 9  
! @ £ \$ % . / { } # & ^ ?

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  
1 2 3 4 5 6 7 8 9

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  
1 2 3 4 5 6 7 8 9

NAME

*Mr. Eaves XL Sans OT Modern*

WEIGHTS

*Light*

DESIGNED BY

*Zuzana Licko*

AVAILABLE

[emigre.com/Fonts/Mr-Eaves-XL-Sans-and-Modern](http://emigre.com/Fonts/Mr-Eaves-XL-Sans-and-Modern) MrEavesXLSansLight

LEADING: 100%

SPACING OPTICAL: 0 -Thousands of an em-

*Type*  
*Heirachy*

Type annotations include underlines, circles and other handdrawn design elements to contrast the traditional typography and give text blocks a more tactile, hand-made feel.

EXAMPLE

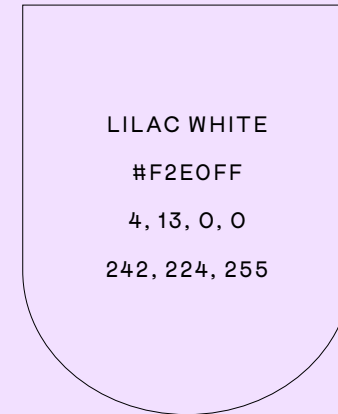
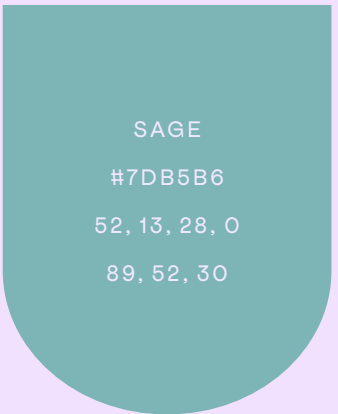
**THE QUICK  
BROWN FOX JUMPS  
OVER THE LAZY DOG.**

A SUBHEAD ABOUT  
PRINCE GOES HERE.

Xersperiora parupta tibus, eum qui ditatem  
simagnat. Cae comniscimus quo coriorHente pa  
nimiliquia deserov itaeperci aut vid eum quatem  
id qui doluptis magnatur re nonsequas minum  
earumquia aut abor as reriae dolo tendus apiet.

# COLOR PALETTE





COLOR PALETTE

*Colors*

Colors that represent and support the vibrancy of our youth.

*Color Meanings*

This is just an exploration of color meanings associated with the brand colors, and some guidelines on usage.

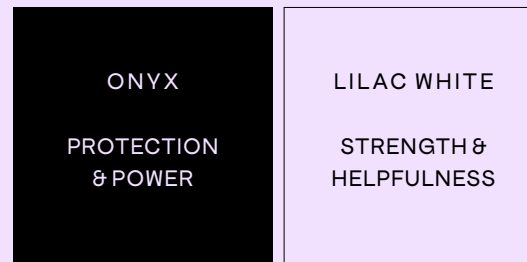
*PRIMARY COLORS* These are the main colors to be used throughout all of the EYP branding.



*SECONDARY COLORS* Colors should not be prioritized but used in tandem with the primary colors- or as the colors within gradients.



*COMPLIMENTARY COLORS* Both are functional complimentary colors prioritized for text/legibility.



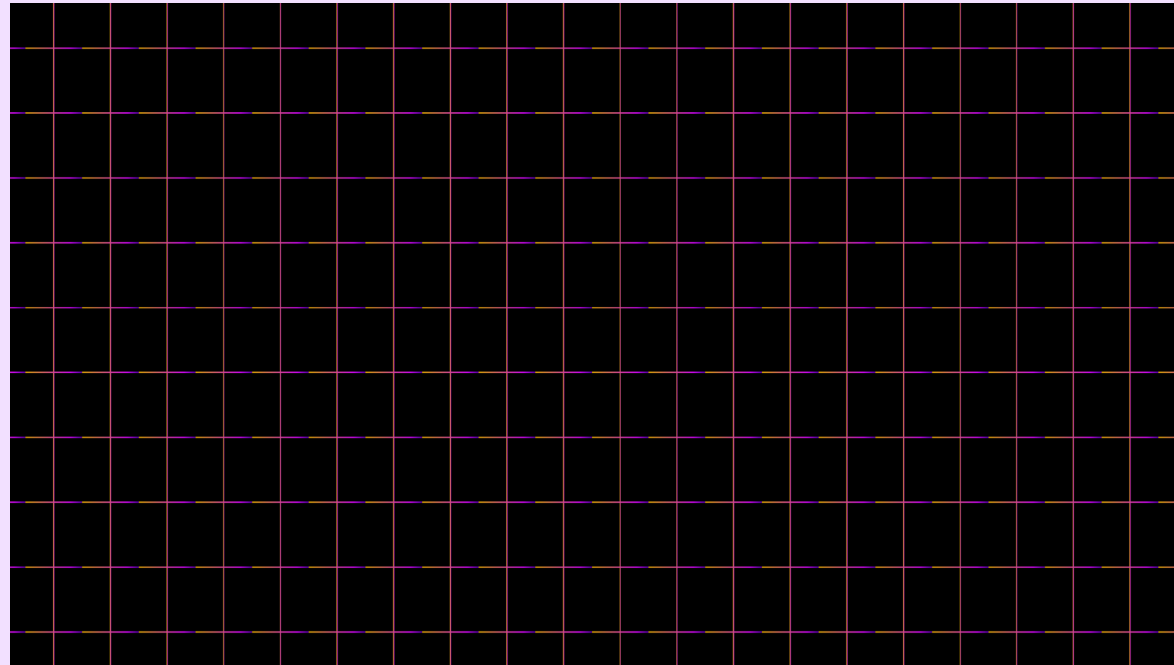


# PATTERNS & GRADIENTS

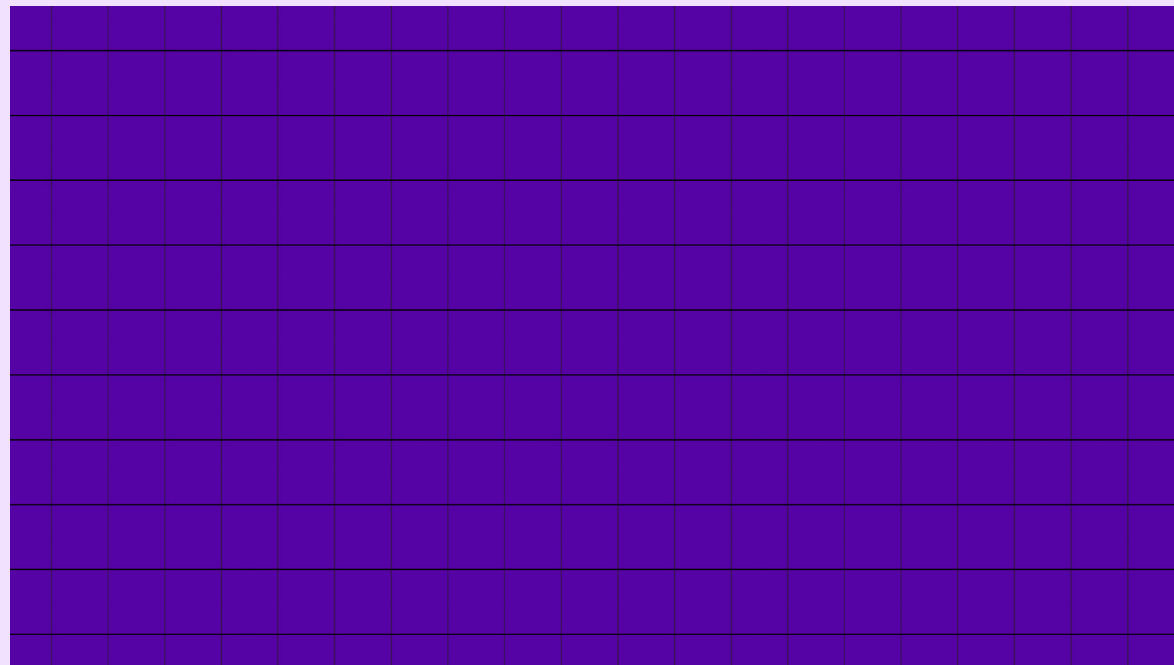
PATTERNS

*Grid  
Patterns*

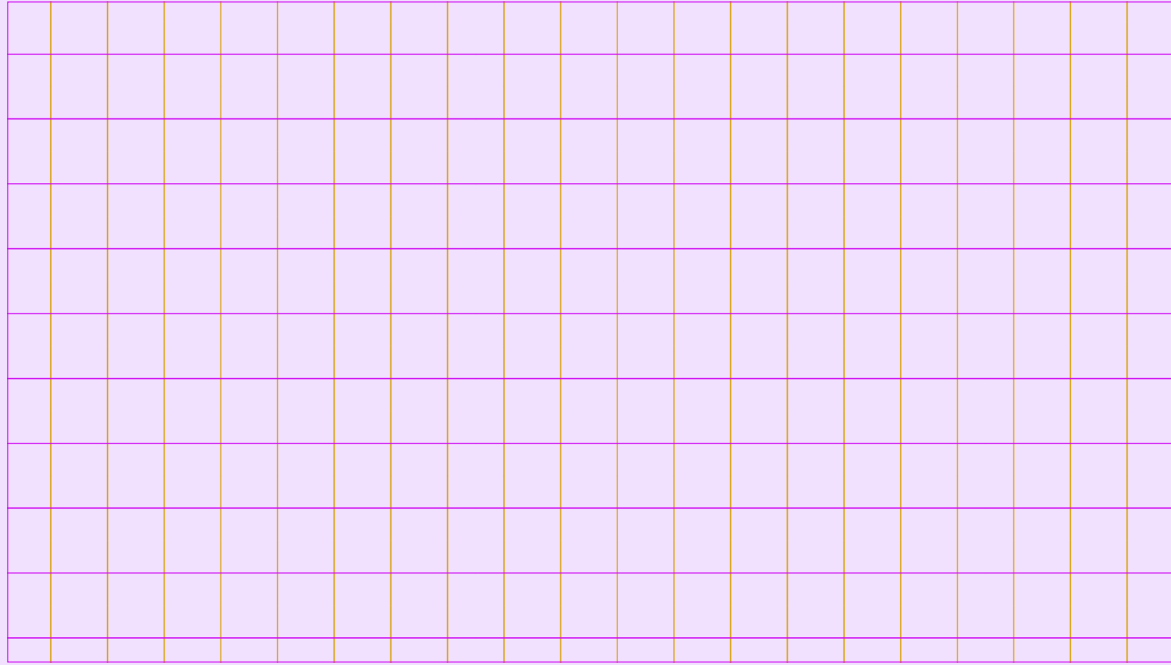
Color Variant Grid Patterns.



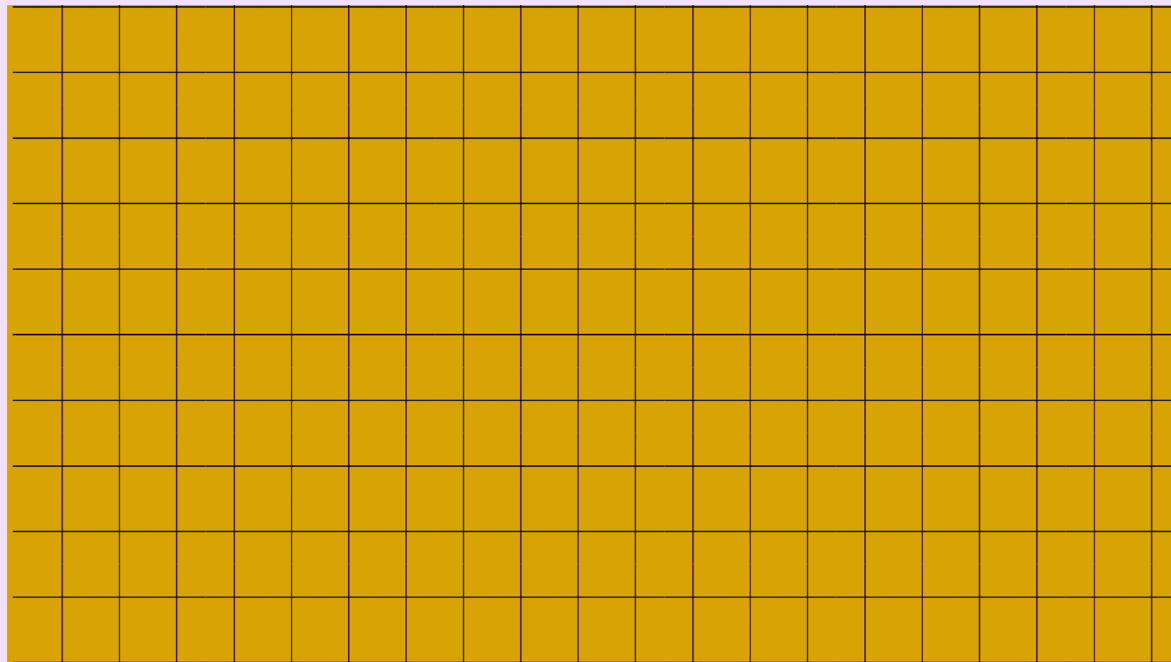
*Black/Gradient Grid*



*Blue/Black Grid*



*Gradient/White Grid*



*Yellow/Black Grid*

*Grid  
Patterns*

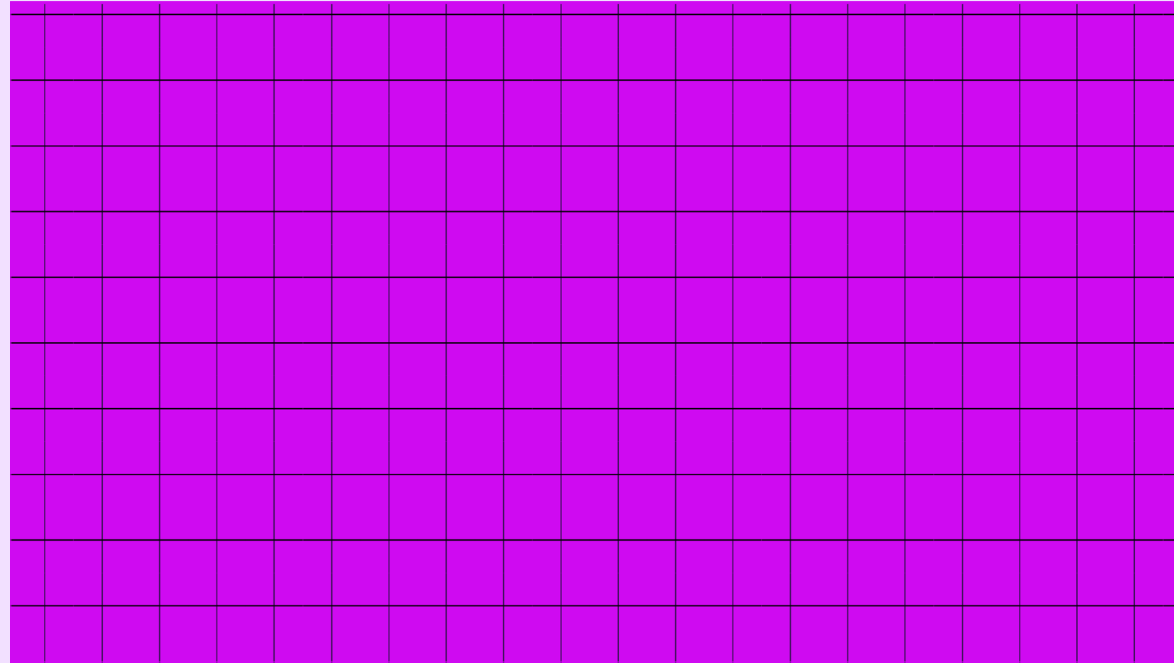
Color Variant Grid Patterns.



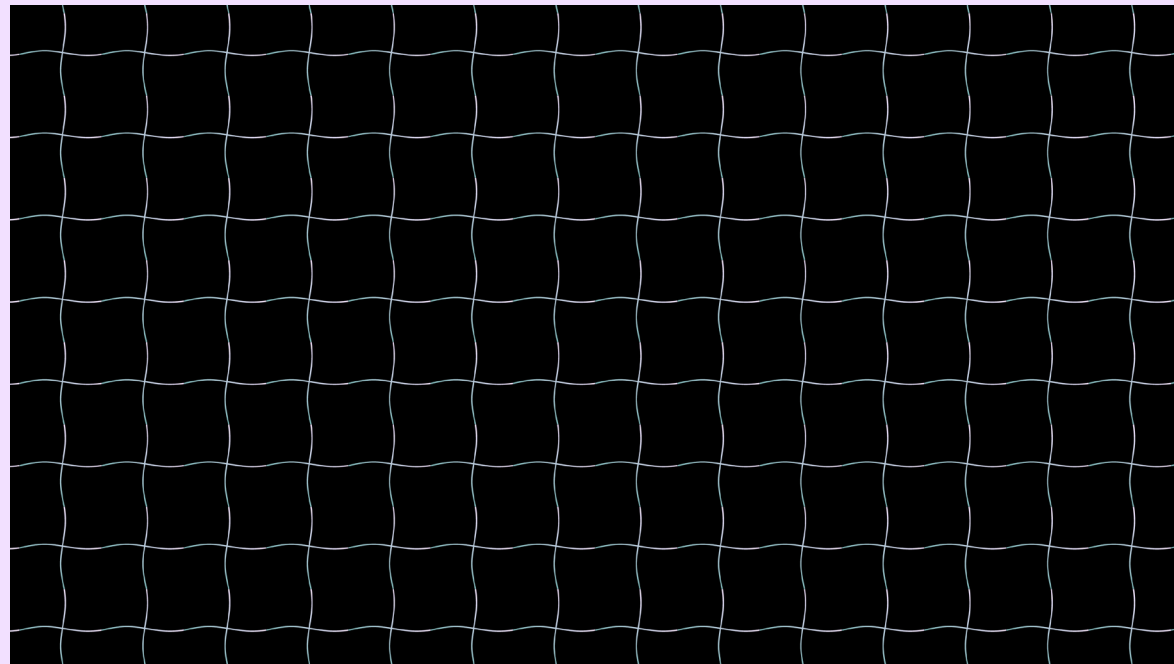
PATTERNS

*Grid  
Patterns*

Color Variant Grid Patterns.



*Pink/ Black Grid*

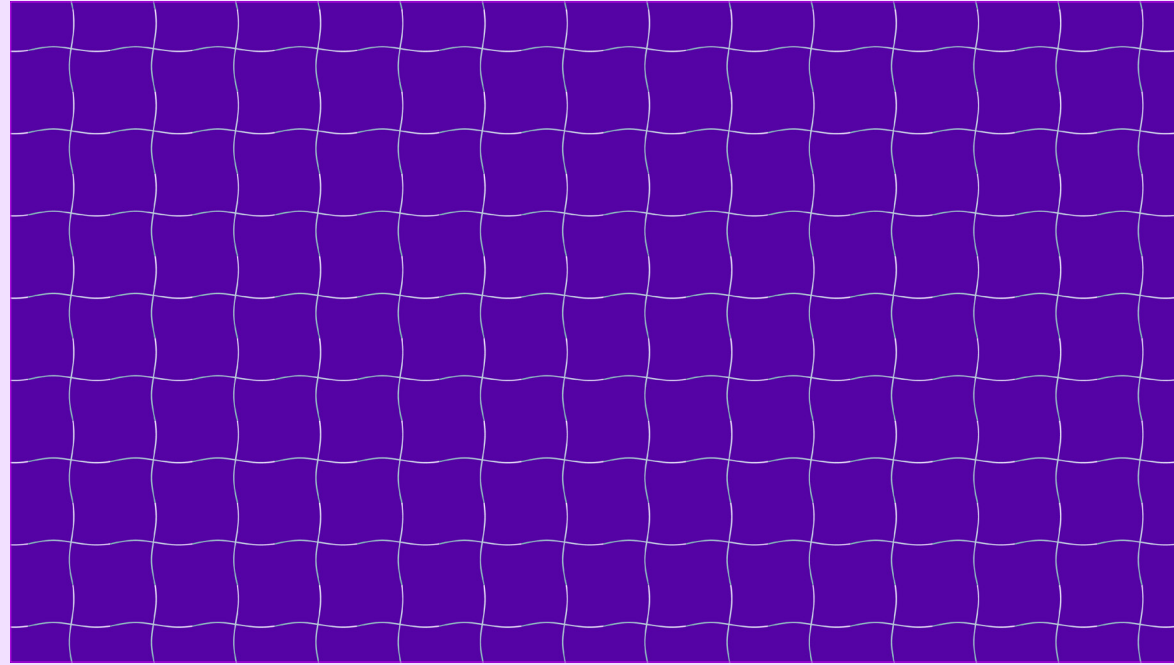


*Black/Gradient "Fence" Grid*

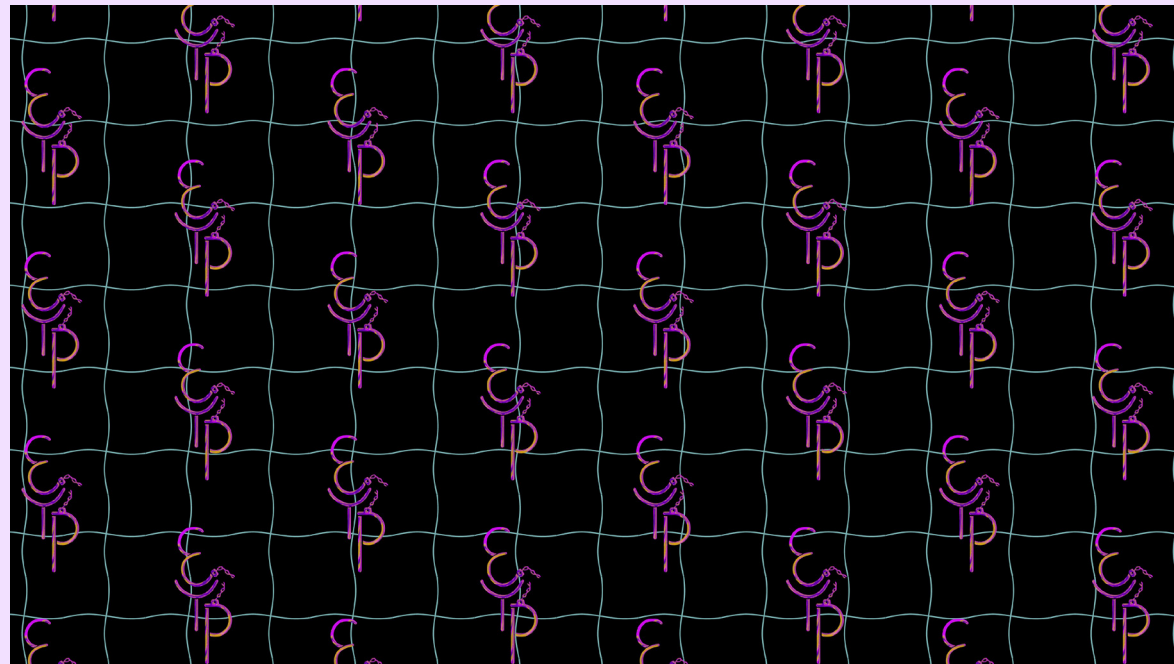
PATTERNS

*Grid  
Patterns*

Color Variant Grid Patterns.



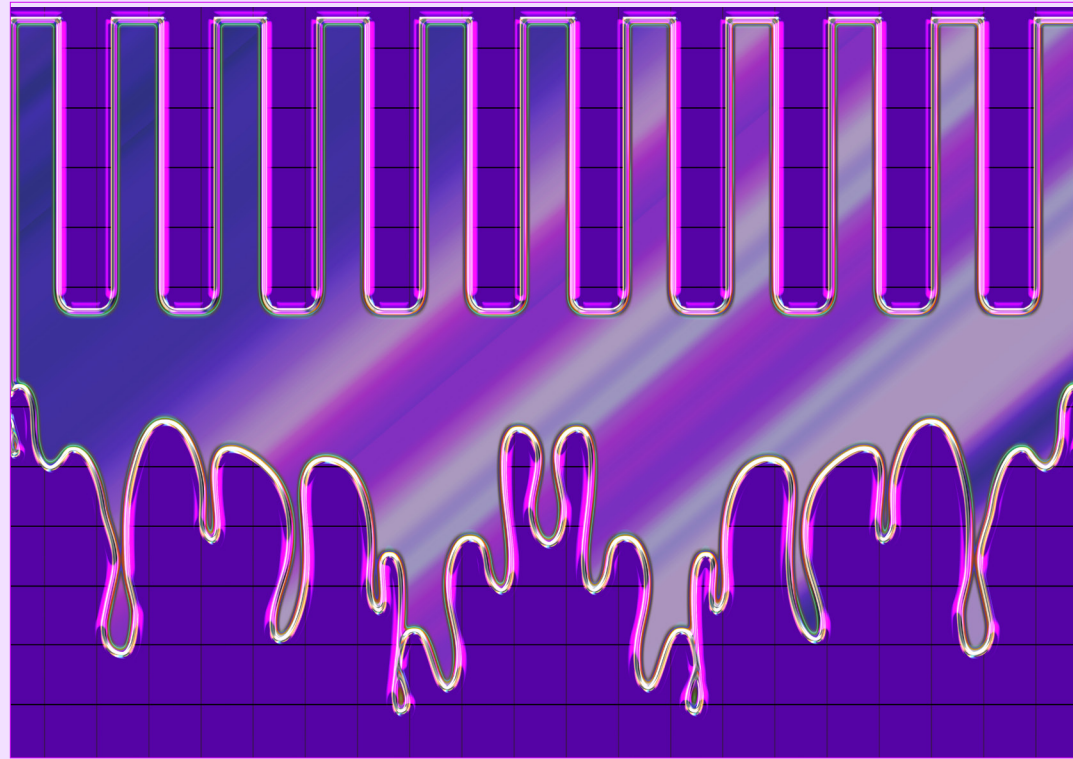
*Blue/Gradient Fence Grid*



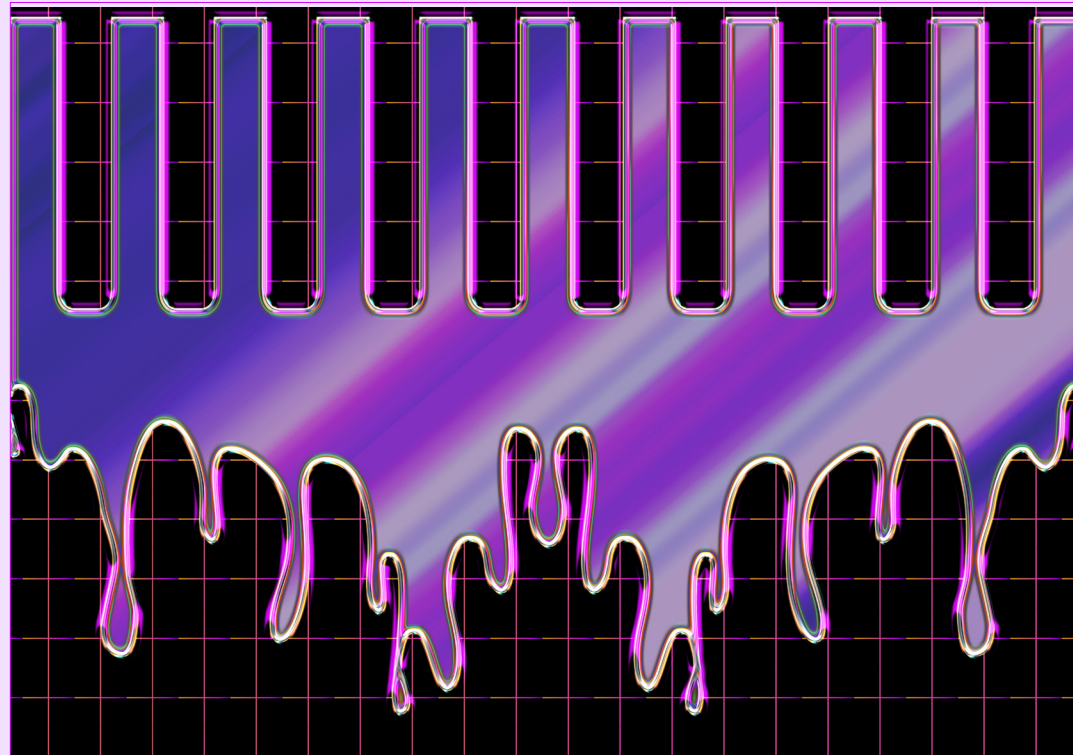
*Initial/Black Fence Grid*

PATTERNS

*Chrome Bars  
Drip*



*Blue Chrome Bars Drip*

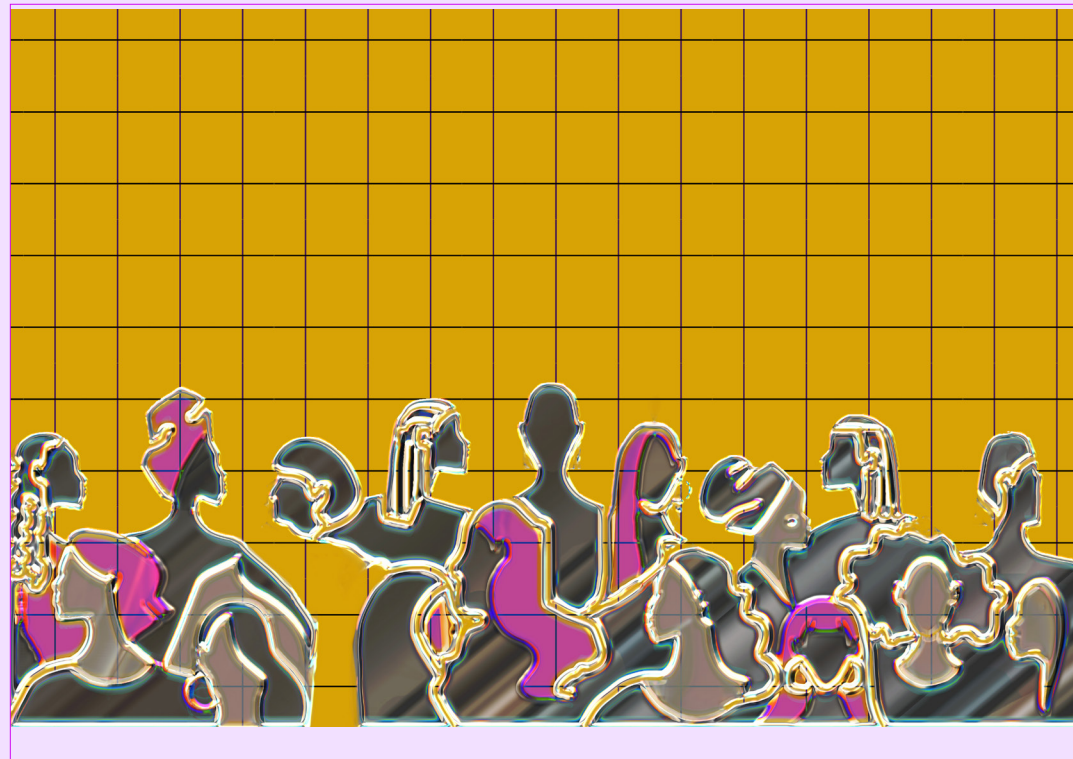


*Blue Chrome Bars Drip*

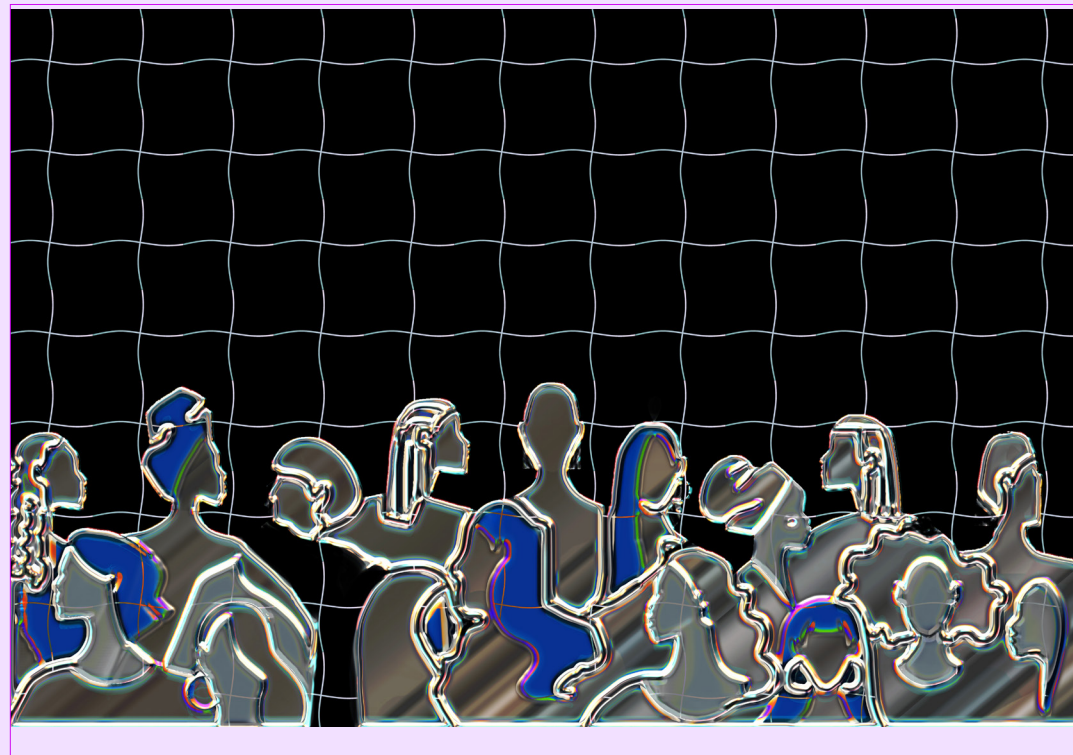
Color Variant Chrome Bars Drip

PATTERNS

*People Chrome  
Pattern*



*Blue Chrome Bars Drip*



*Blue Chrome Bars Drip*

EXPERIMENTAL ONLY- FPO

People/Crowd Grid Pattern

*Gradients  
Color Blocks*

Color Variant Gradients color blocks  
for backgrounds.



*Warmtones Gradient 1*



*Cooltones Gradients 1*

*Gradients  
Color Blocks*

Color Variant Gradients color blocks for backgrounds.



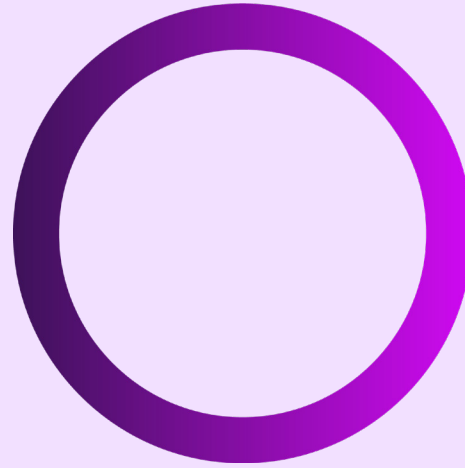
*Warmtones Gradient 2*



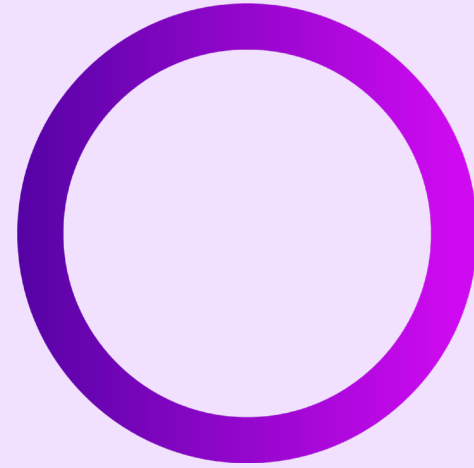
*Cool tones Gradient 2*

*Gradient  
Borders*

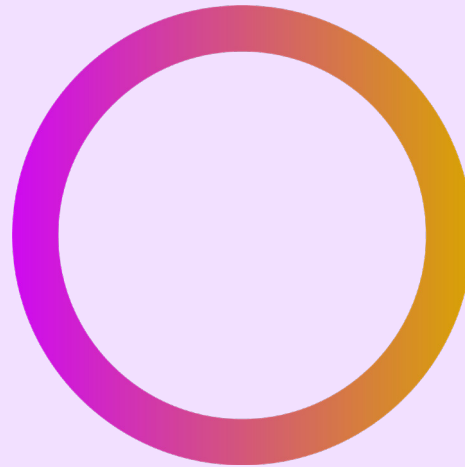
Gradient Circle Borders for  
graphics and photos.



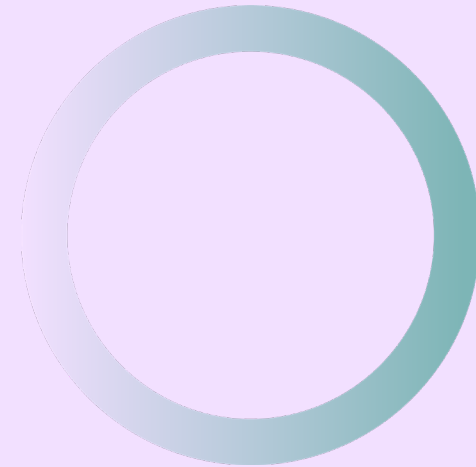
*Purple to Magenta*



*Indigo to Magenta*



*Magenta to Gold*

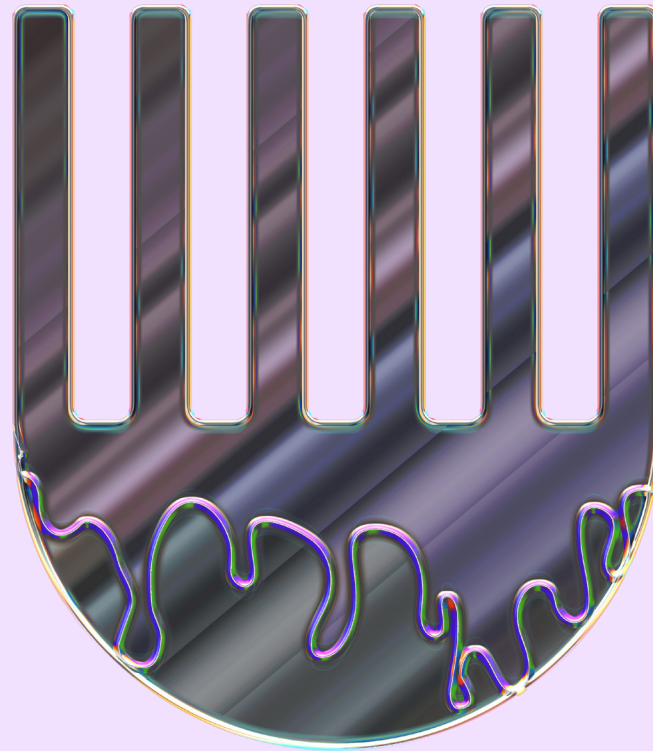


*White to Sage*

ICONS

*Chrome Drip/  
/Half Circle*

Optional to use as an icon or texture for assets.





# PHOTO TREATMENT



*Original - Yellow Greyscale*

*After "Pearl White" Masking Treatment*

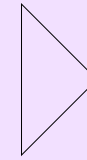
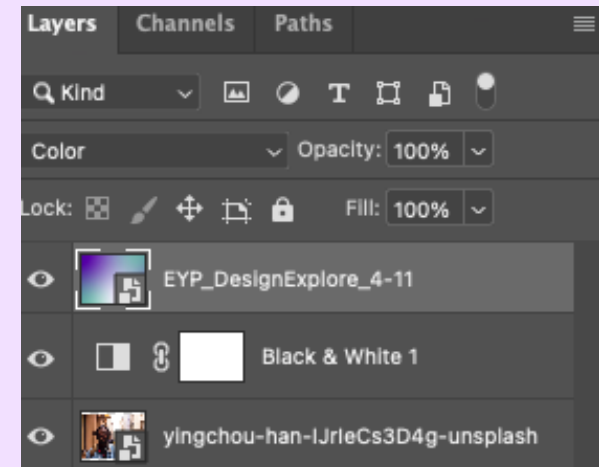
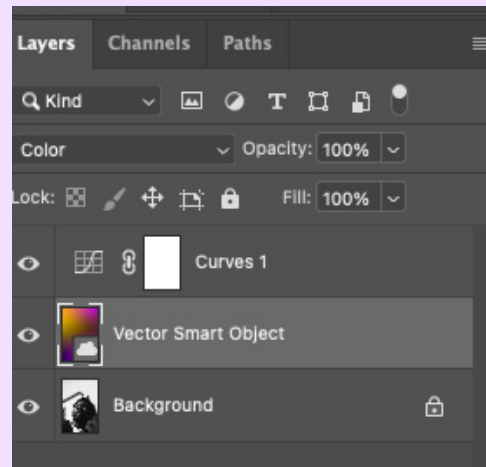


PHOTO TREATMENT

*Gradiented/B&W-  
Photography*

We can use stock imagery/open source imagery from sites like Unsplash.com. For our unique phototreatment, we'd turn photos black and white and then add one of our gradient color blocks. We'd then make the gradient color block into a "COLOR" layer style to cast color light on top of photo.



Photoshop - for photos that are already black & white.

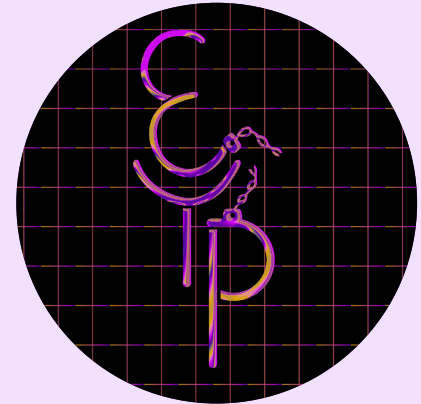
Photoshop - for photos that need to be turned black and white.



# 03 ACTIVATION

ACTIVATIONS

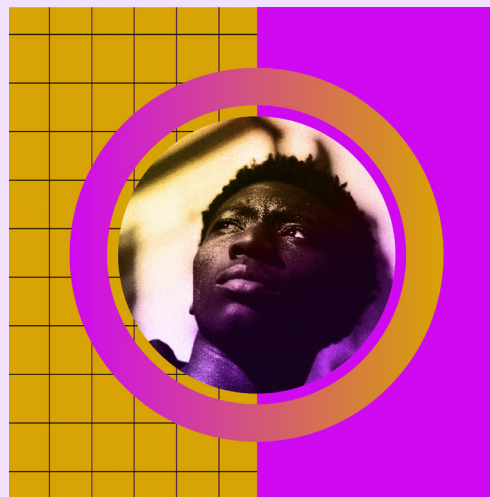
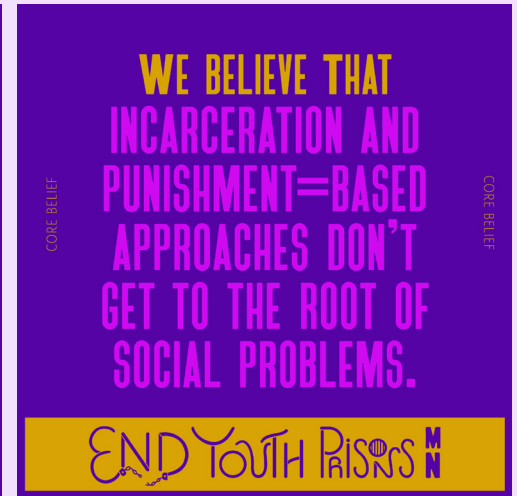
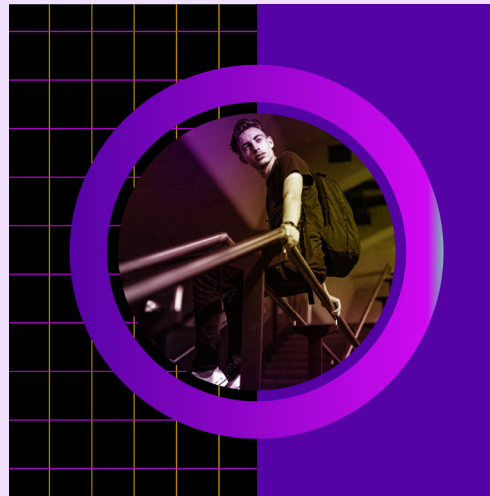
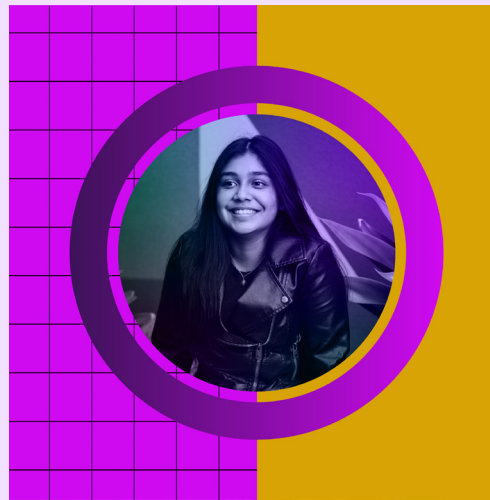
*Social Media  
Profile Images*



ACTIVATIONS

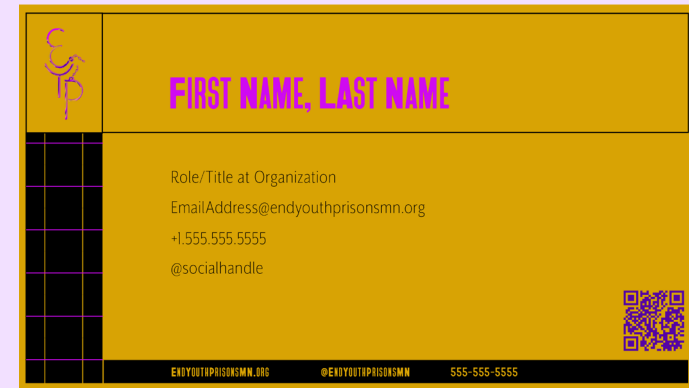
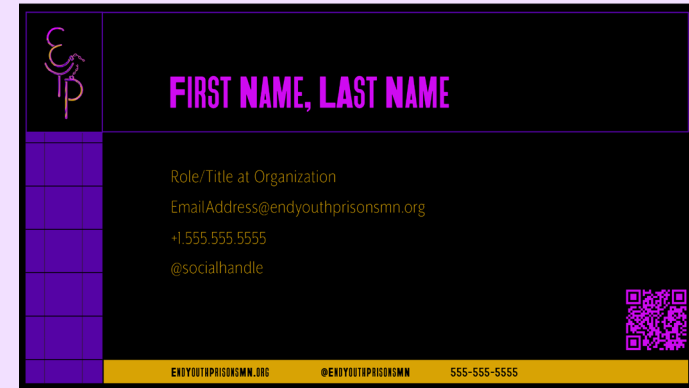
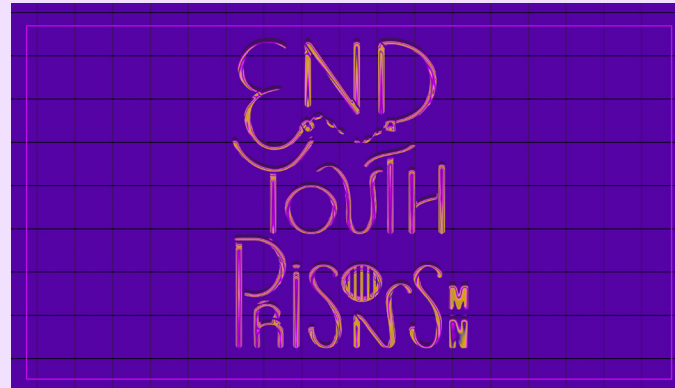
*Social Media Examples*

Examples of social media templates.



*Business Cards*

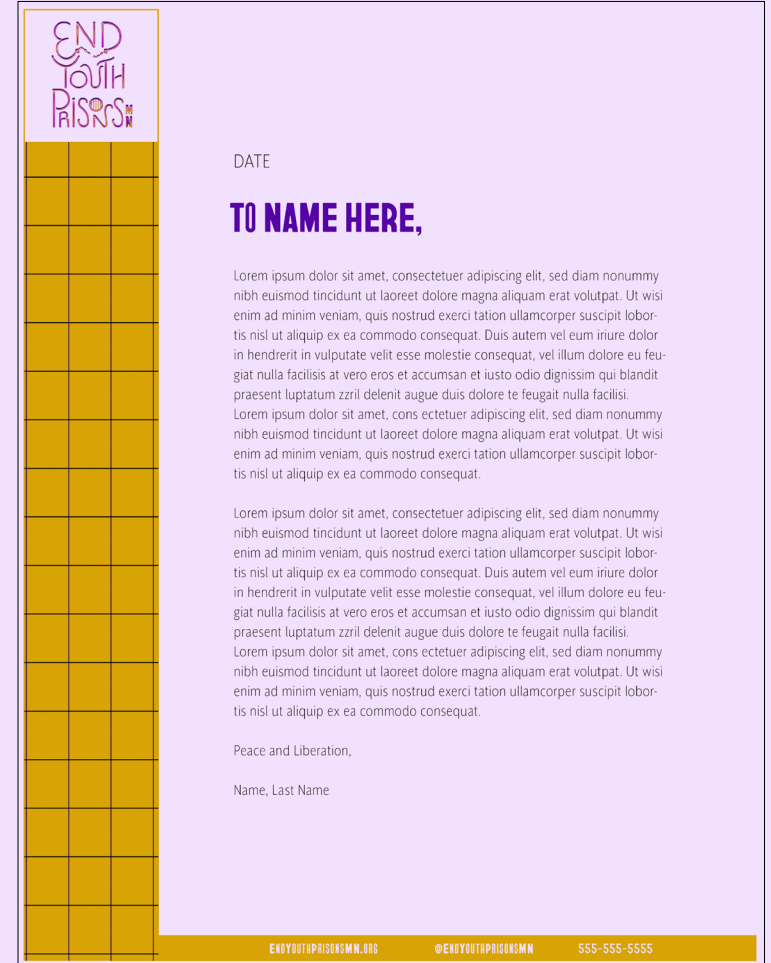
Varied color business cards



ACTIVATIONS

Letterhead

Letterhead options.



ACTIVATIONS

*Merch Examples*

Merch examples, not definitive designs. Please don't hesitate to reach back out to Noisemakers for assistance with the design and ordering of merch.





END YOUTH PRISONS 

**DOWNLOAD FILES**

[WETRANSFER](#)