

THE ANTIDOTE

BRAND GUIDELINES 2022



01 INSPIRATION

Moodboard

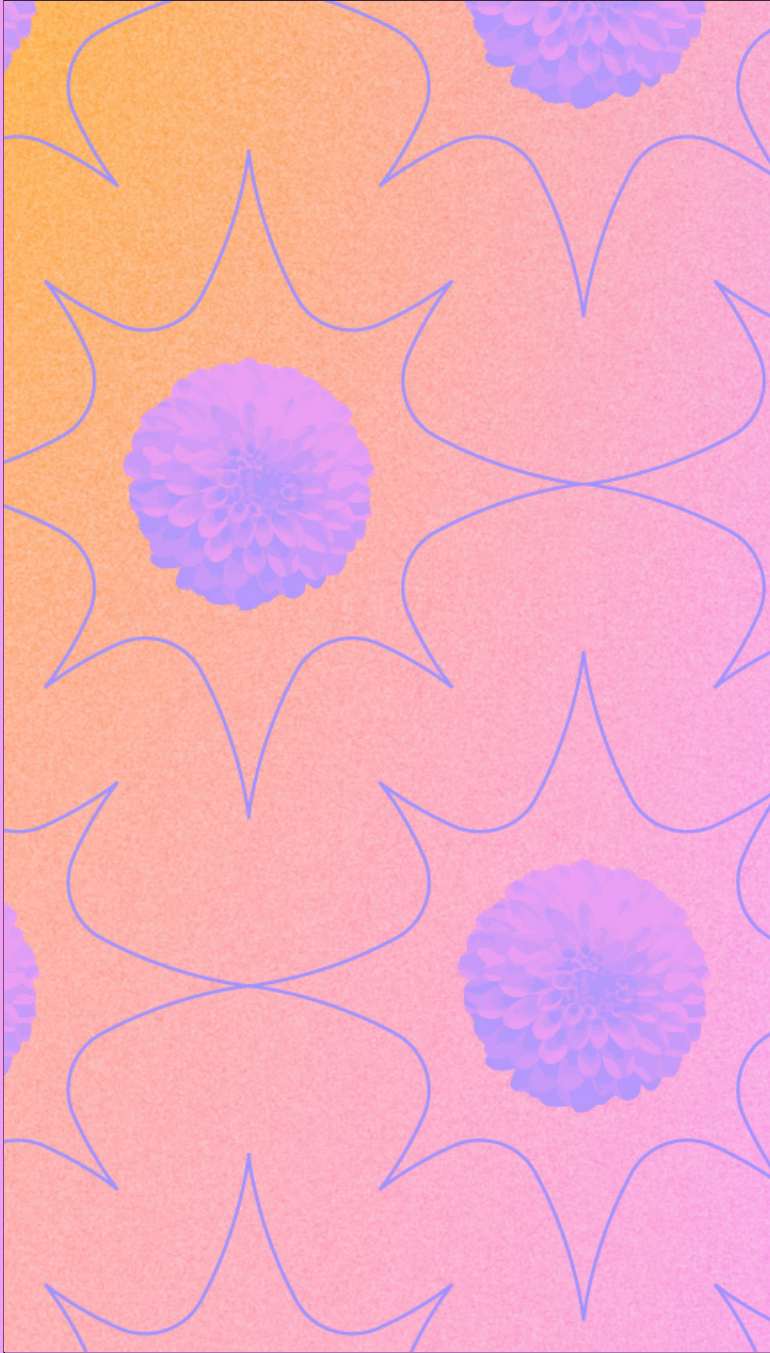
02 VISUALS

Podcast Tile
Logo
Typography
Color Palette
Patterns
Iconography

03 ACTIVATION

Social Media
Merch Design





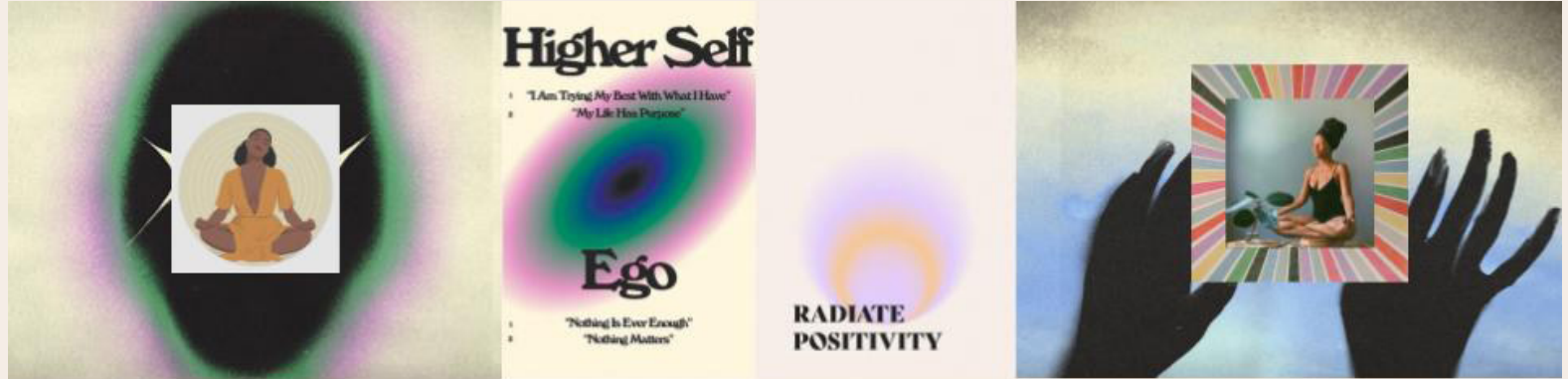
01 INSPIRATION



Initial Moodboard

The Antidote will literally radiate joy for Black femmes across the world. This concept takes that literally by showing the hosts at center while vibrant spectrums of colors radiate around them.

Note: these images are not cleared for public usage and are for internal inspiration ONLY.



Gradients

Rays

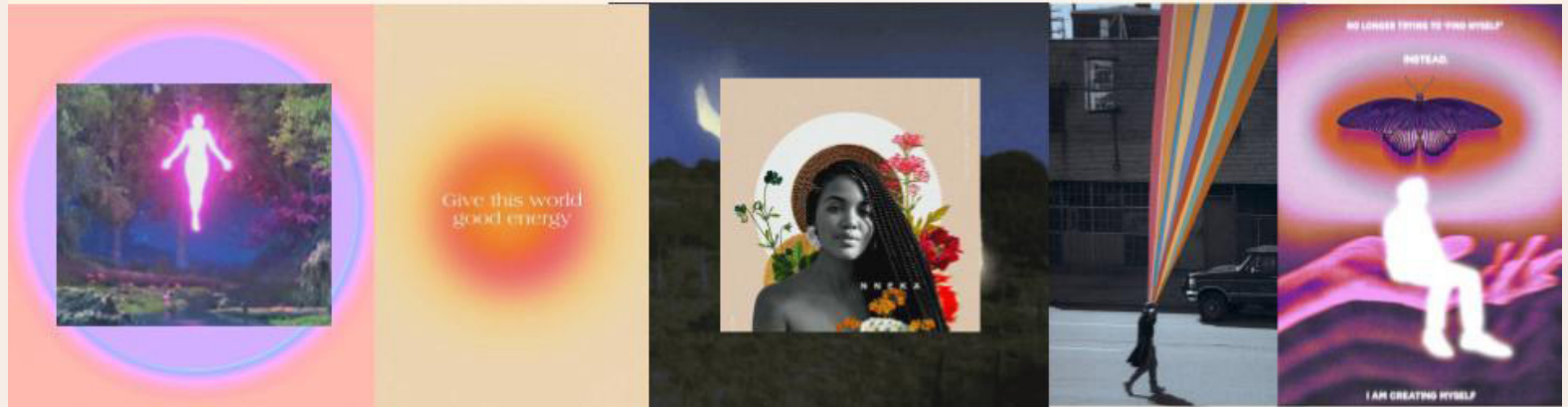
Vibrant

Light

Simplicity

Radiant

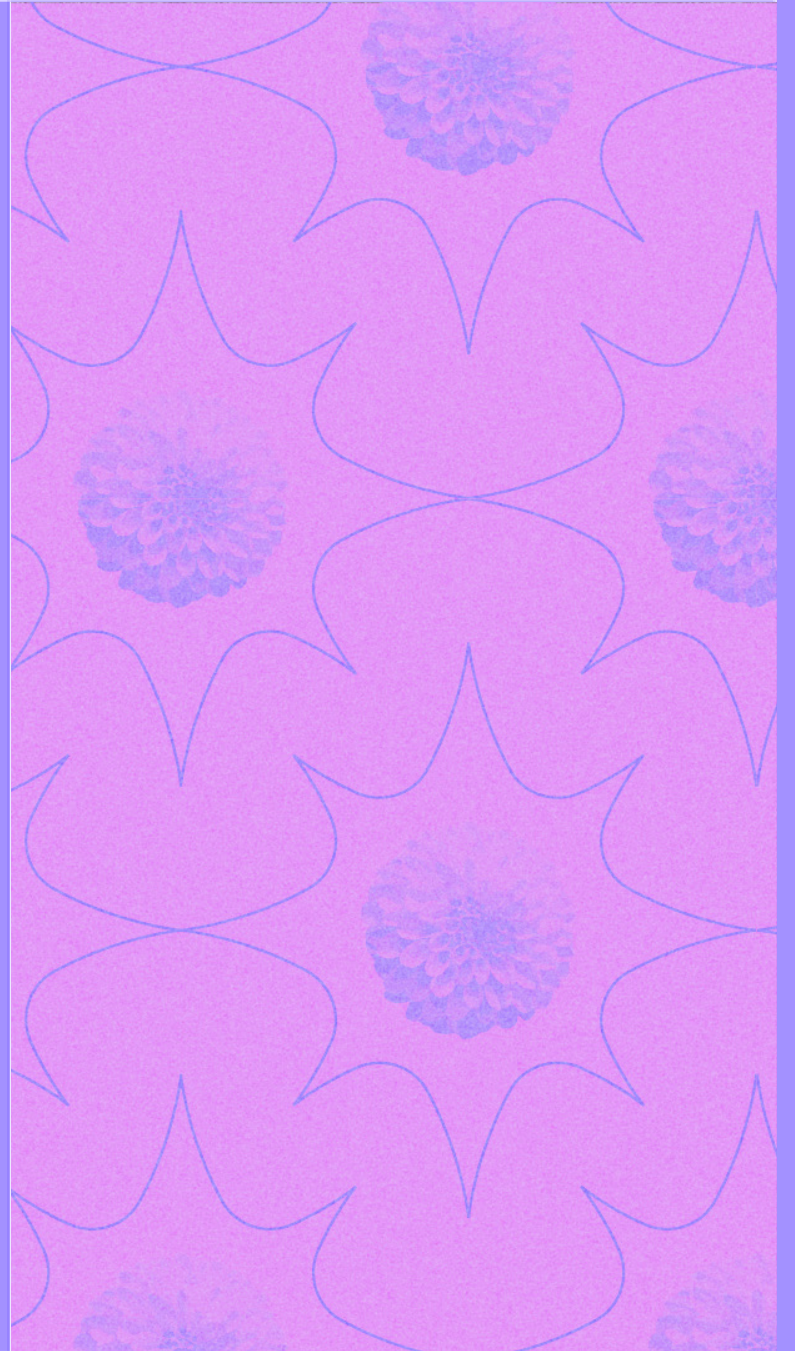
Glow





02 VISUALS

LOGO





LOGO

*Primary
Lockup*

THE
ANTIDOTE

Handrawn LogoMark



LOGO

*Final
Lockup
Usage*

Keep clear space around logo to ensure clarity.
Make sure not to make the logo too small to ensure clarity.

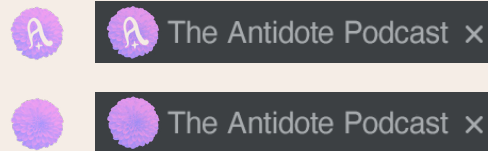
CLEAR SPACE



MINIMUM: 130 PX ACROSS OR 1" IN PRINT



FAVICON



BRAND GUIDELINES

LOGO

Color Variations

COLORS

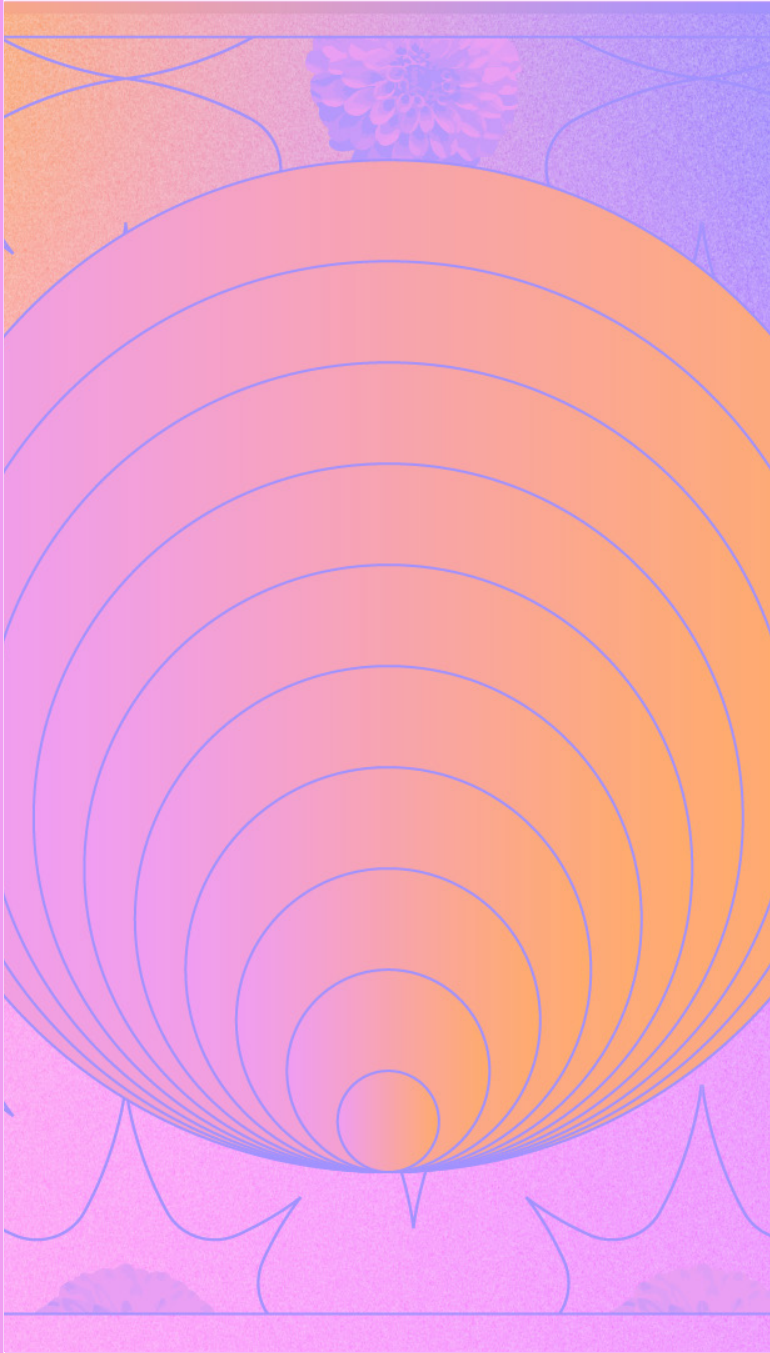
⁰¹ *Purple* #000000

⁰² *Orange* #4e266b

⁰³ *Pink* #9d8063

⁰⁴ *Green* #eee8ff





TYPOGRAPHY

TYPOGRAPHY

*Brand
Type*

Galleria Antidote Mod

QUICK

Uppercase

Galleria Antidote Mod

Brown

Capitalize

New Order Light

Fox

Body

TYPOGRAPHY

*Primary
Typeface*

Gallery is a modern font that is both memorable and stylish. The smooth curves of the a and the curved stems of the ascending letters make for a unique font. It's a mix between a classic serif and a futuristic sans serif.

A has been adjusted for The Antidote Podcast specific use only



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

Galleria Antidote Modern

Altered Version of Gallery Modern

WEIGHTS

Regular

DESIGNED BY

New Tropical Design

ALTERED BY

Noisemakers LLC

AVAILABLE

creativemarket.com/NewTropical/5106408-Gallery-Modern-Font

LEADING: 100%

SPACING OPTICAL: 0 -Thousands of an em-

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

!@#\$%^&*():"

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

Gallery
 Modern
 Regular

Headlines/Subheads

1 2 3 4 5 6 7 8 9

*Secondary
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
. , { } / & \$ # ! @ £ \$ %

NAME

New Order Light

WEIGHTS

Light

DESIGNED BY

Newlyn

AVAILABLE

*[https://newlyn.com/fonts/
new-order/](https://newlyn.com/fonts/new-order/)*

LEADING: 100%

SPACING OPTICAL: 0 -Thousands of an em-

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

!@#\$%^&*():"

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

New
Order
Light

Body Copy/Paragraphs

1 2 3 4 5 6 7 8 9

TYPOGRAPHY

*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
JOY GOES HERE.

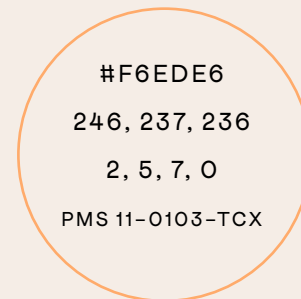
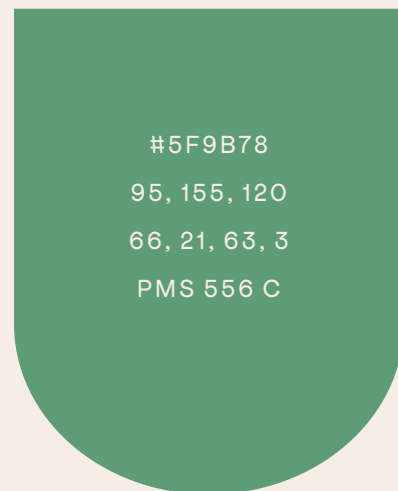
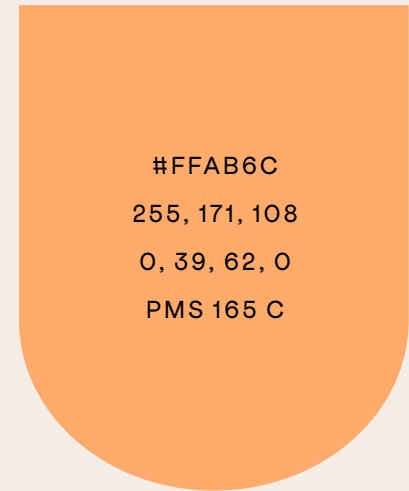
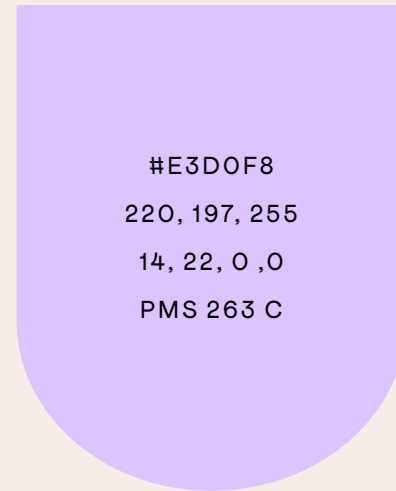
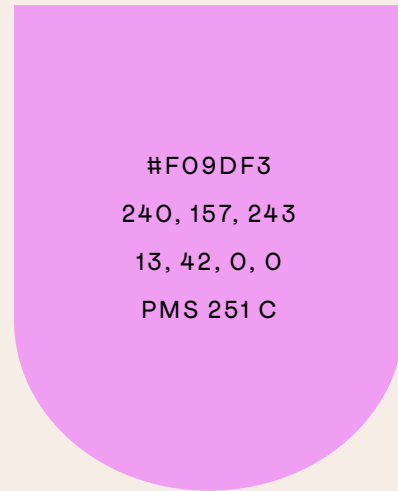
Xersperiora parupta tibus, eum qui
ditatem simagnat. Cae comniscimus
quo coriorHente pa nimiliquia desero
itaeperci aut vid eum quatem id qui
doluptis magnatur re nonsequas minum
earumquia aut abor as reriae dolo.

COLOR PALETTE



Colors

Colors that represent and support the vibrancy of The Antidote.



ROSE
QUARTZ
PINK

#f09df3
240, 157, 243
13, 42, 0, 0
PMS 251 C

OPAL
LIGHT
PURPLE

#e3d0f8
220, 197, 255
14, 22, 0, 0
PMS 263 C

AMETHYST
PURPLE

#a292ff
162, 146, 255
42, 43, 0, 0
PMS 2715 C

AMBER
ORANGE

#ffab6c
255, 171, 108
0, 39, 62, 0
PMS 165 C

JADE
GREEN

#5f9b78
95, 155, 120
66, 21, 63, 3
PMS 556 C

AGATE
WHITE

#f6ede6
246, 237, 236
2, 5, 7, 0
PMS 11-0103-TCX

GARNET
PURPLE

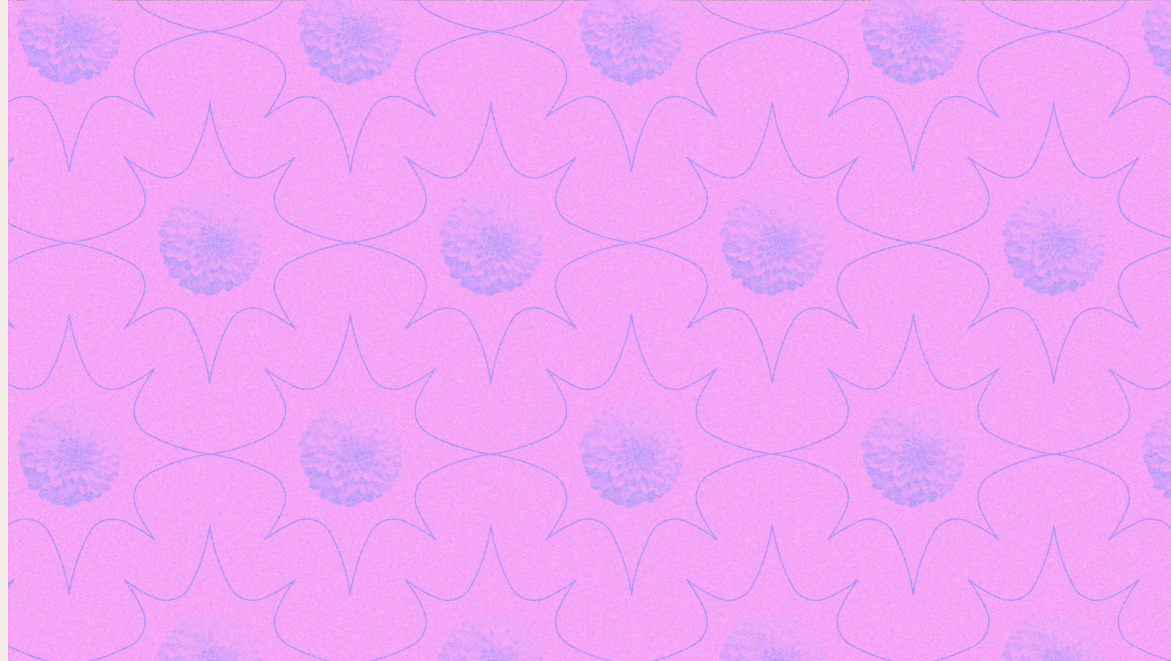
#47094c
71, 9, 76
74, 100, 33, 39
PMS 2627 C



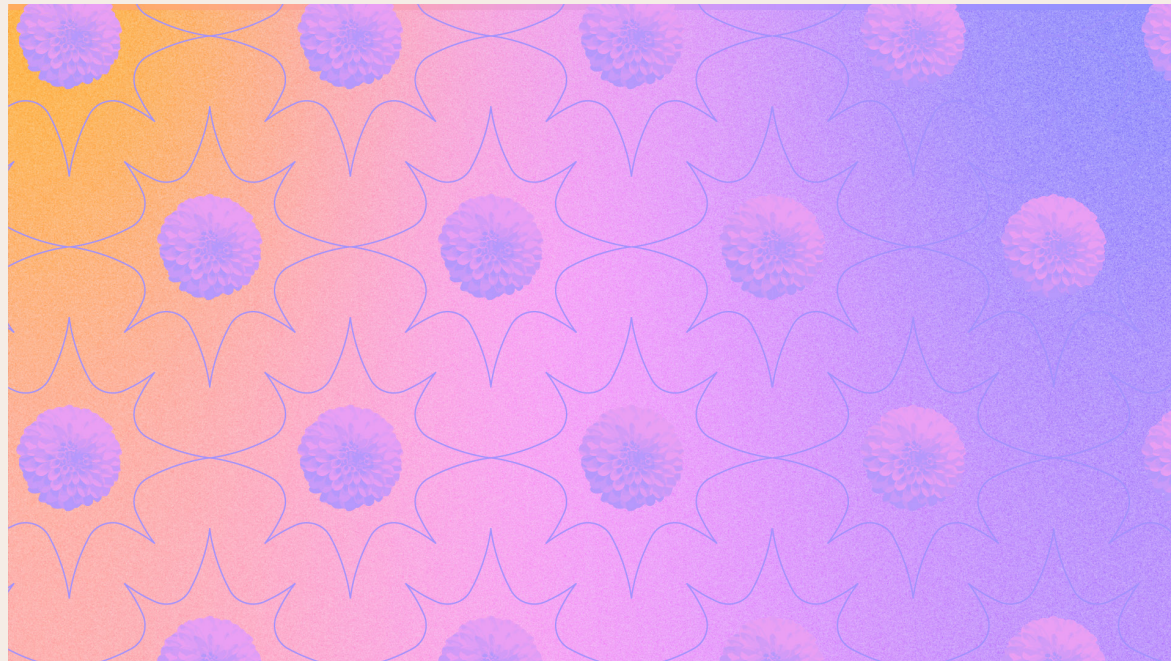
PATTERNS & ICONS

PATTERNS

*Primary
Patterns*



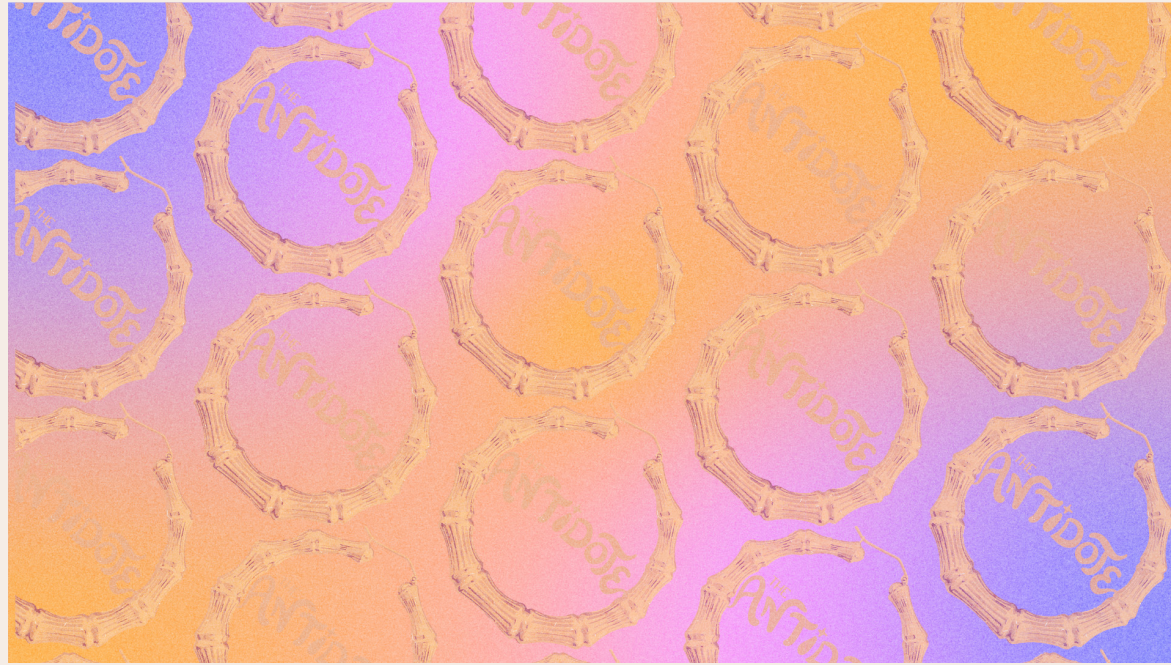
Flower Pink



Gradient Flower

PATTERNS

*Primary
Patterns*



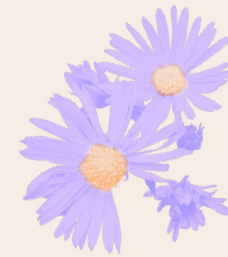
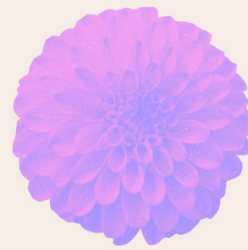
Bamboo Earring



Crystal print

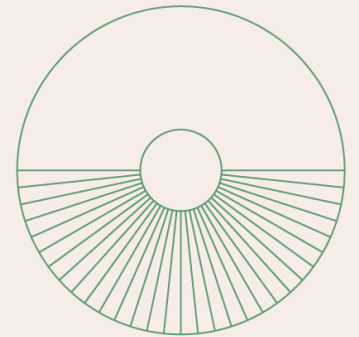
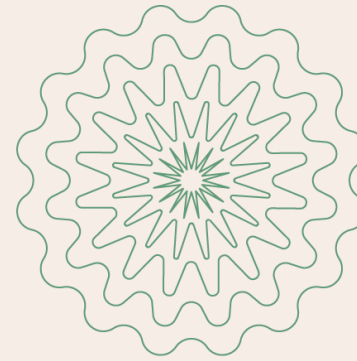
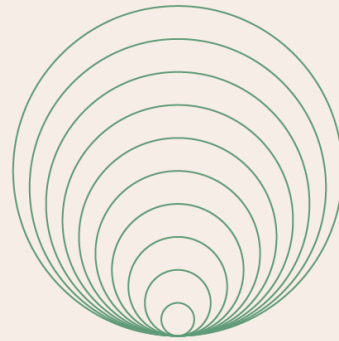
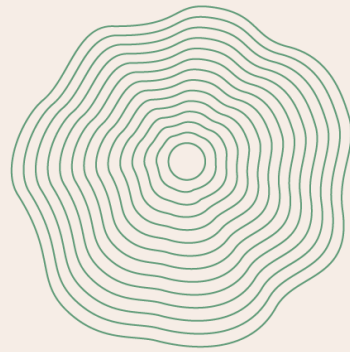
ICONS

*Gradient
Flora*

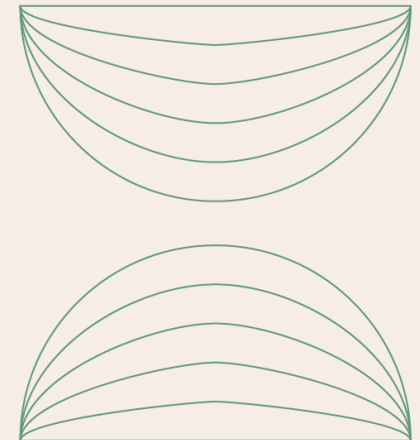
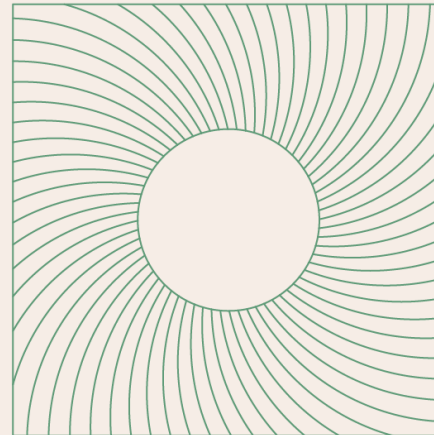
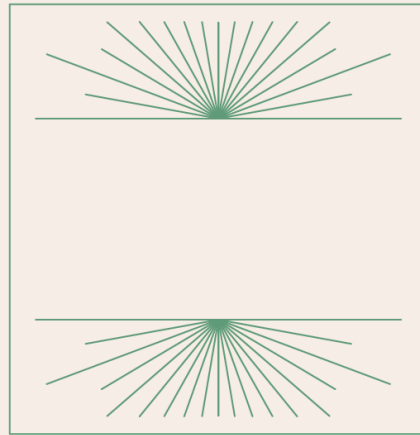


ICONS

*Linear
Linework*

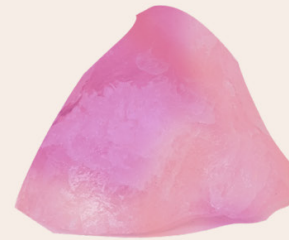


*Linear
Linework
Borders*



ICONS

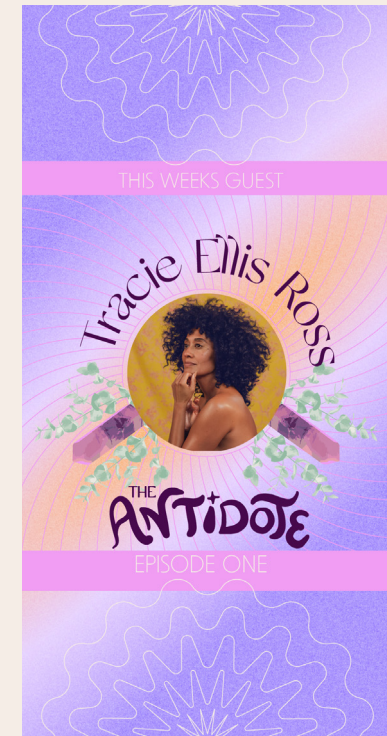
*Gradient
Items*



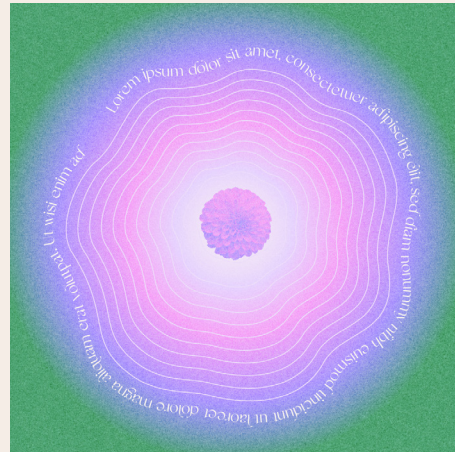


03 ACTIVATION

Social Storys



Social Posts



ACTIVATIONS

*Merch
Mock-ups
Mugs*



ACTIVATIONS

*Merch
Mock-ups
Totes*



ACTIVATIONS

*Merch
Mock-ups
Shirts*



DOWNLOAD FILES

[WETRANSFER](#)