EXTRAVAGANZA OF STRANGE

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MISSION STATEMENT

There is more to life is more than drab landscapes and inspirational phrases, so why would you fill your home with such lackluster art? Experience your life in technicolor and embrace your strange side with the ultra-prismatic, hyper-local artwork of the **Extravaganza of Strange!**

Every piece is guaranteed to be as unique as your most vivid dreams, yet far less forgettable.

★ LOGO

★ POSITIVE

The logo with text is intended for public displays, business cards, and social media.
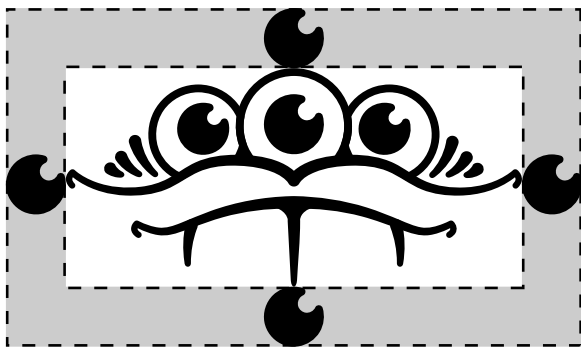
The creature's central iris is used to measure the appropriate amount of clearspace around the logo.
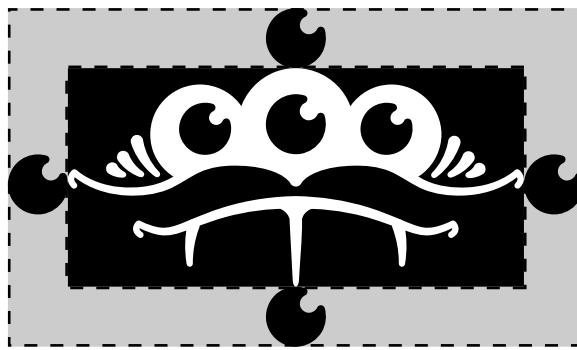
★ NEGATIVE

The negative logo with text is intended for dark background use only; it maintains the appropriate contrast for the creature's eyes and expands the palette options for the logo's intended usages.

★ THE CREATURE

The creature logo is intended for sales tags, signatures, and promotional considerations.

★ COLORS

ATYPICAL TEAL
Web: 006566
CMYK: 89, 42, 55, 22
RGB: 0, 101, 102

CURIOUS CRIMSON
Web: C82624
CMYK: 15, 99, 100, 4
RGB: 200, 38, 36

BLACK SHADES
Web: 000000
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0,

★ *Color gradations appear in 80%, 40%, 60%, and 20% tint. White is also acceptable.*

★ TEXT LOCKUP

The "of" is used to measure the appropriate amount of clearspace around the lockup.

The lockup is intended for stationary and promotional considerations.

★ FONTS

★ BUNGEE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bungee is primarily featured in the logo and should be strictly used for event titles or other principal purposes.

★ BUNGEE SHADE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bungee Shade may also be used in conjunction with Bungee, but only after the base font (*see the text lockup section as an example*).

★ Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Light   Light   Regular   Medium   **SemiBold**   **Bold**   **ExtraBold**   **Black**

Montserrat is used for more general use purposes where legibility is important. This includes websites, text bodies, and other informational purposes.

Various weights may also be used to draw reader awareness.

★ USAGES

★ ACCEPTABLE

Monochromatic palettes and proper contrasts with black/white tones.

★ UNACCEPTABLE

Altered dimensions, non-brand colors, effects, and logo alterations.

Designed with ♥ by Ryan Lynn