

THE UPRISING CREATIVE



**CREATE.
INNOVATE.
DESTROY.**

The Uprising Creative is an integrated creative agency with offices in Los Angeles, Chicago and London. We're laser focused on creative strategy, conceptualization and the execution of high-quality design + results driven programs and campaigns.

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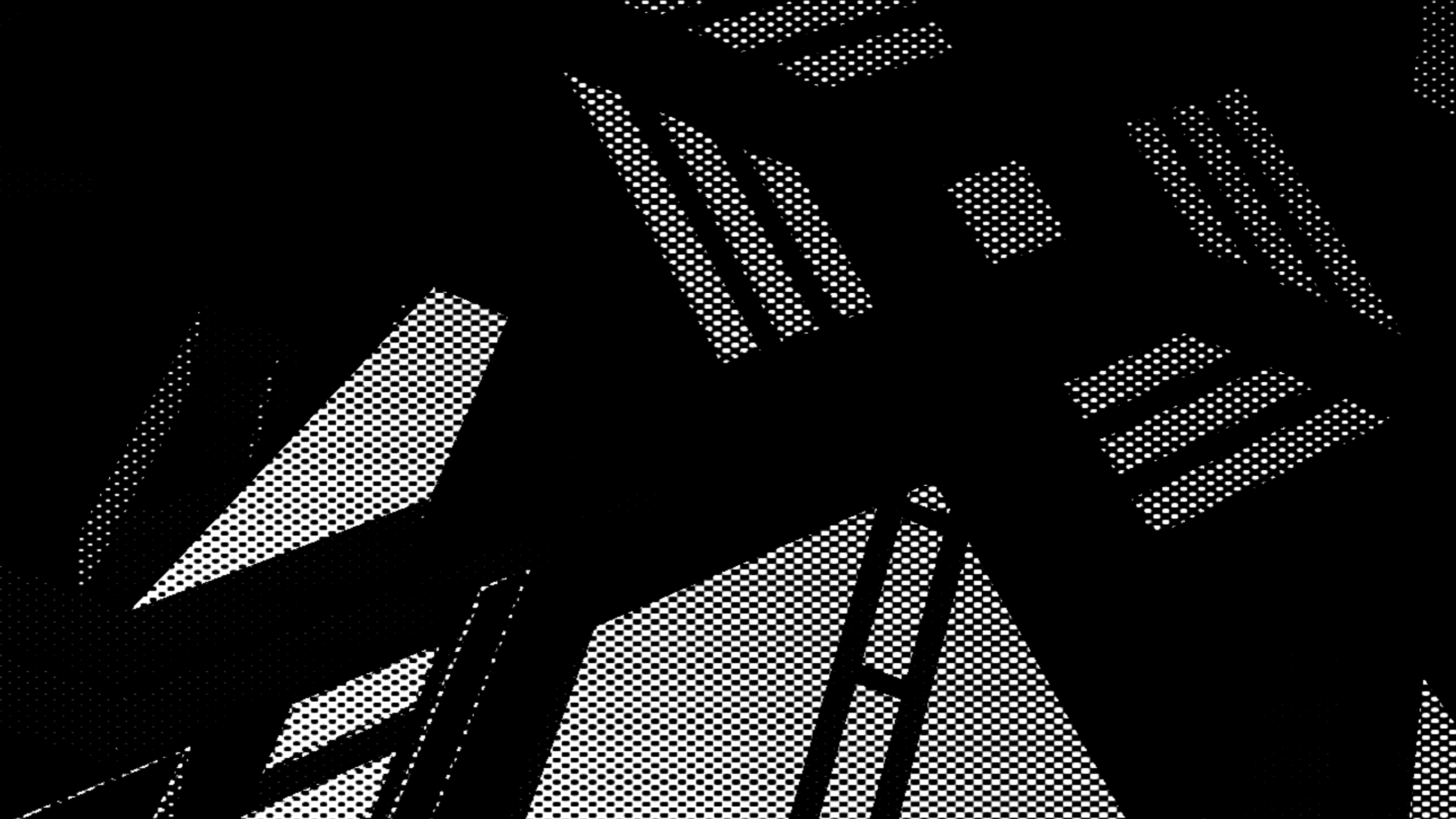
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BRAND GUIDELINES

LOGOS | TYPE | COLOR

PRIMARY - LOGOTYPE

Used as the primary logo in all situations.

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■ **SCALE - MINIMUM SIZE**

For the best legibility, the minimum size for the primary logo should not go smaller than .125" tall.



■ **SPACE - MINIMUM PADDING**

For the best legibility, the minimum padding should be .25" on all sides.



■ **COLOR - TWO VERSIONS**

Black on light backgrounds (white), White on dark backgrounds (black).

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SECONDARY - BABY HEAD STACKED

Used as a branding element.



■ **COLOR - SIX VERSIONS**

Multiple versions, use responsibly.



■ **SCALE - MINIMUM SIZE**

For the best legibility, the minimum size for the BABY HEAD should not go smaller than 1" tall.



■ **SPACE - MINIMUM PADDING**

For the best legibility, the minimum padding should be .25" on all sides.



SECONDARY - BABY HEAD HORIZONTAL

Used as a branding element.



■ **COLOR - SIX VERSIONS**

Multiple versions, use responsibly.



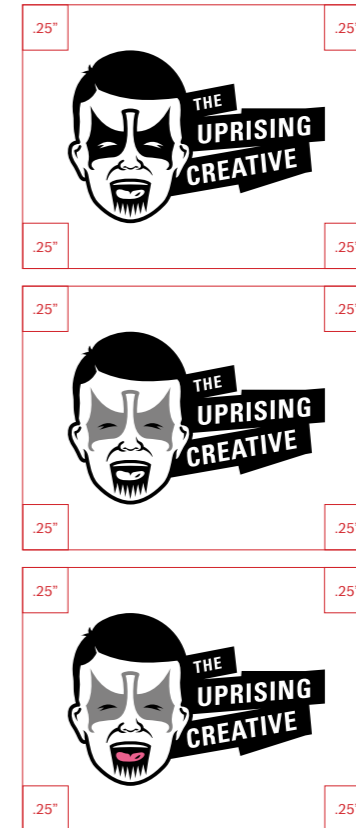
■ **SCALE - MINIMUM SIZE**

Minimum size no smaller than .9" tall.



■ **SPACE - MINIMUM PADDING**

Minimum padding is .25" on all sides.



SUPPORT - BABY HEAD ICON

Used as a branding element.



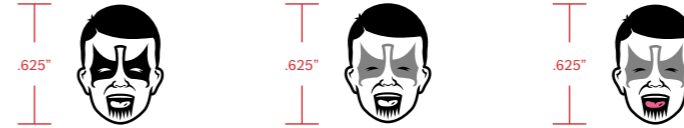
■ **COLOR - SIX VERSIONS**

Multiple versions, use responsibly.



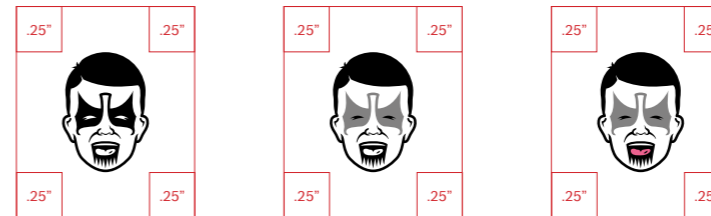
■ **SCALE - MINIMUM SIZE**

For the best legibility, the minimum size for the BABY HEAD should not go smaller than .625" tall.



■ **SPACE - MINIMUM PADDING**

For the best legibility, the minimum padding should be .25" on all sides.



■ PRIMARY - UNIVERS LT STD | 67 BOLD CONDENSED

Used in headlines, titles, and as a display face.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%&@#

■ SUPPORT - DAGNY OFFC PRO | REGULAR

Used in body copy, sub-titles, supporting lines, and in infographics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 \$%&@#

SAMPLE TEXT

Solin paturox imoret ficae tastra manum inclarit, consuspim perfirmis fac temus, quam. Rum o C. etiam que caes, quasta, quetis es? Nihilibendeo Cupionste octertis, dicaet in vehebat Cat.

SUB-TITLE

Elabente consulum patum inguli intere cotis fat, octus videna nit casdam nonius, qui tsves consus factus hus; in sendacris iptem, virmistem eoravoltus must fur abefaur aricenatique stsita viliam. Vivatquidem pra reviri publinequam.

| | |
|----------------------------|-------------|
| Line Description One | \$4,758,241 |
| Line Description Two | \$4,758,241 |
| Line Description One | \$4,758,241 |
| Line Description Two | \$4,758,241 |
| Line Description One | \$4,758,241 |

Alium num es ius Casdam urnihicae mum, clut vem fur. Eporus catiamp ernihilinam teritius At vit veritiam foritastreaes haeet saetit vehenatimil caes mus acchum tampopt ilinata ndactor.

Uc

**Lupidis - Alitam aut liam ni consequ atiu? Ditiat mpm quodit.*

ANOTHER SUB-TITLE

Solin paturox imoret ficae tastra manum inclarit, consuspim perfirmis fac temus, quam. Rum o C. etiam que caes, quasta, quetis es? Nihilibendeo Cupionste octertis, dicaet in vehebat Cat.

Elabente consulum patum inguli intere cotis fat, octus videna nit casdam nonius, qui tsves consus factus hus; in sendacris iptem, virmistem.

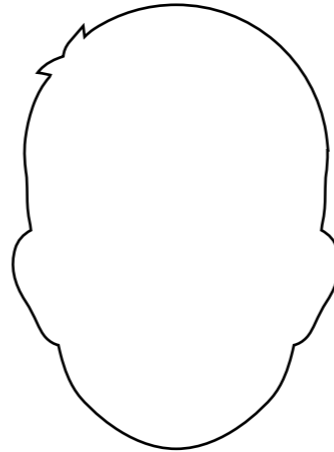
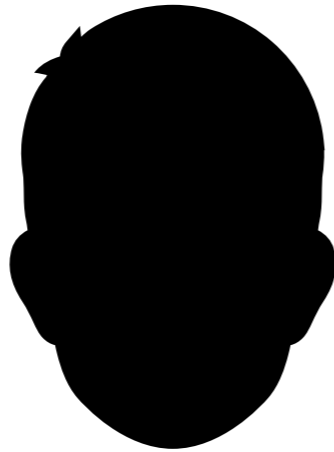
Ficac tastra manum inclarit, consuspim perfirmis fac temus, quam. Rumta, quetis es?

Lupidis alitam aut liam ni consequ atiu? Ditiat mporum quodit, qui doluptat qui sitReicient. Nessum volorum quo teces aut accabor aces nobis ea volore cus excerum aut liam ni consequ atiu?

COLOR - BLACK & WHITE

One color (black), plus white.

| | |
|---------------|-----|
| CYAN | 0 |
| MAGENTA | 0 |
| YELLOW | 0 |
| BLACK | 100 |
| RED | 0 |
| BLUE | 0 |
| GREEN | 0 |



| | |
|---------------|-----|
| CYAN | 0 |
| MAGENTA | 0 |
| YELLOW | 0 |
| BLACK | 0 |
| RED | 255 |
| BLUE | 255 |
| GREEN | 255 |



