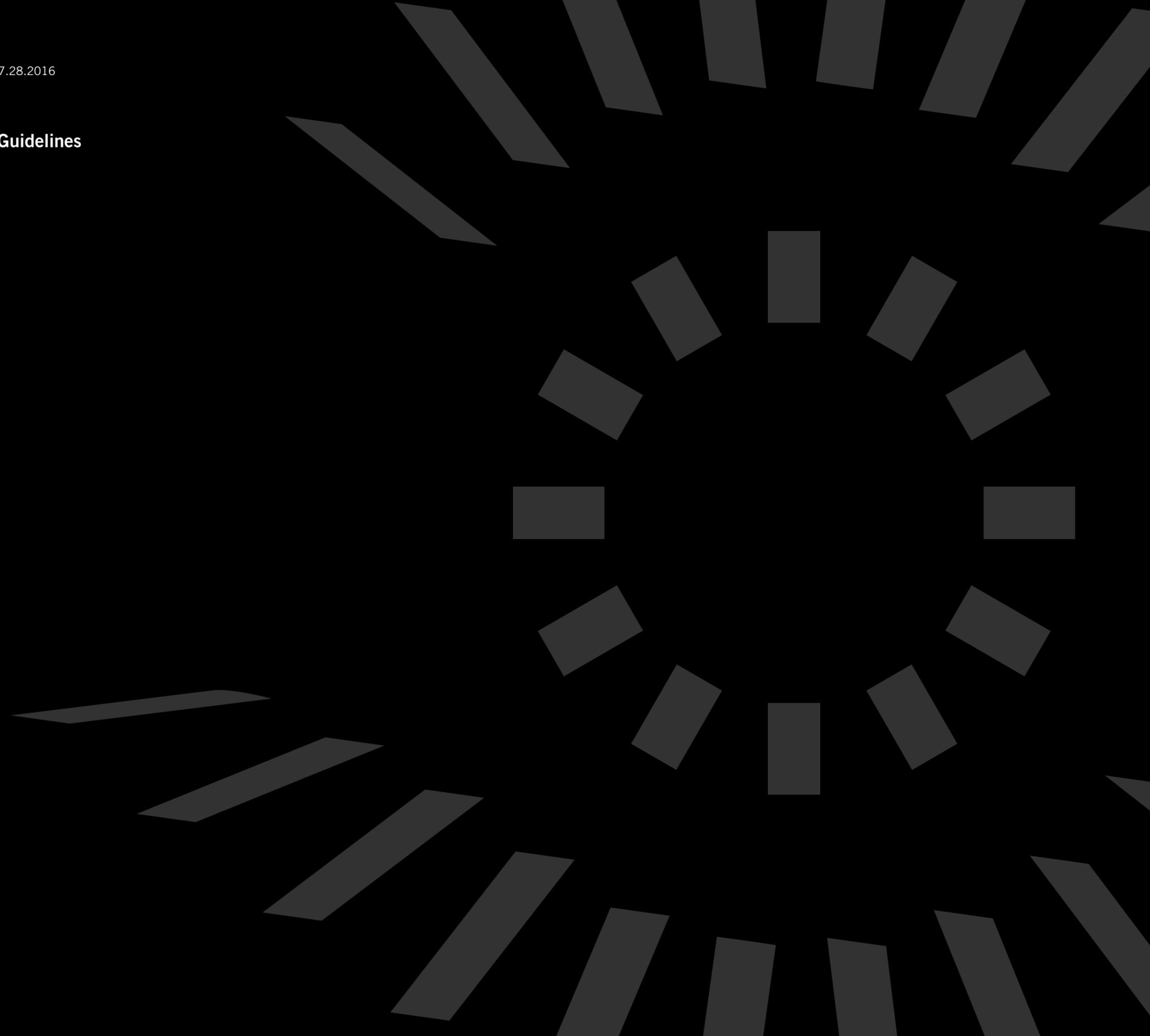


Version 1.0 – 07.28.2016

# COUNT THE CLOCK

## Branding Guidelines





## HELLO.

This document will introduce you to basic elements of our identity and explain how to correctly implement them to build a coherent brand.

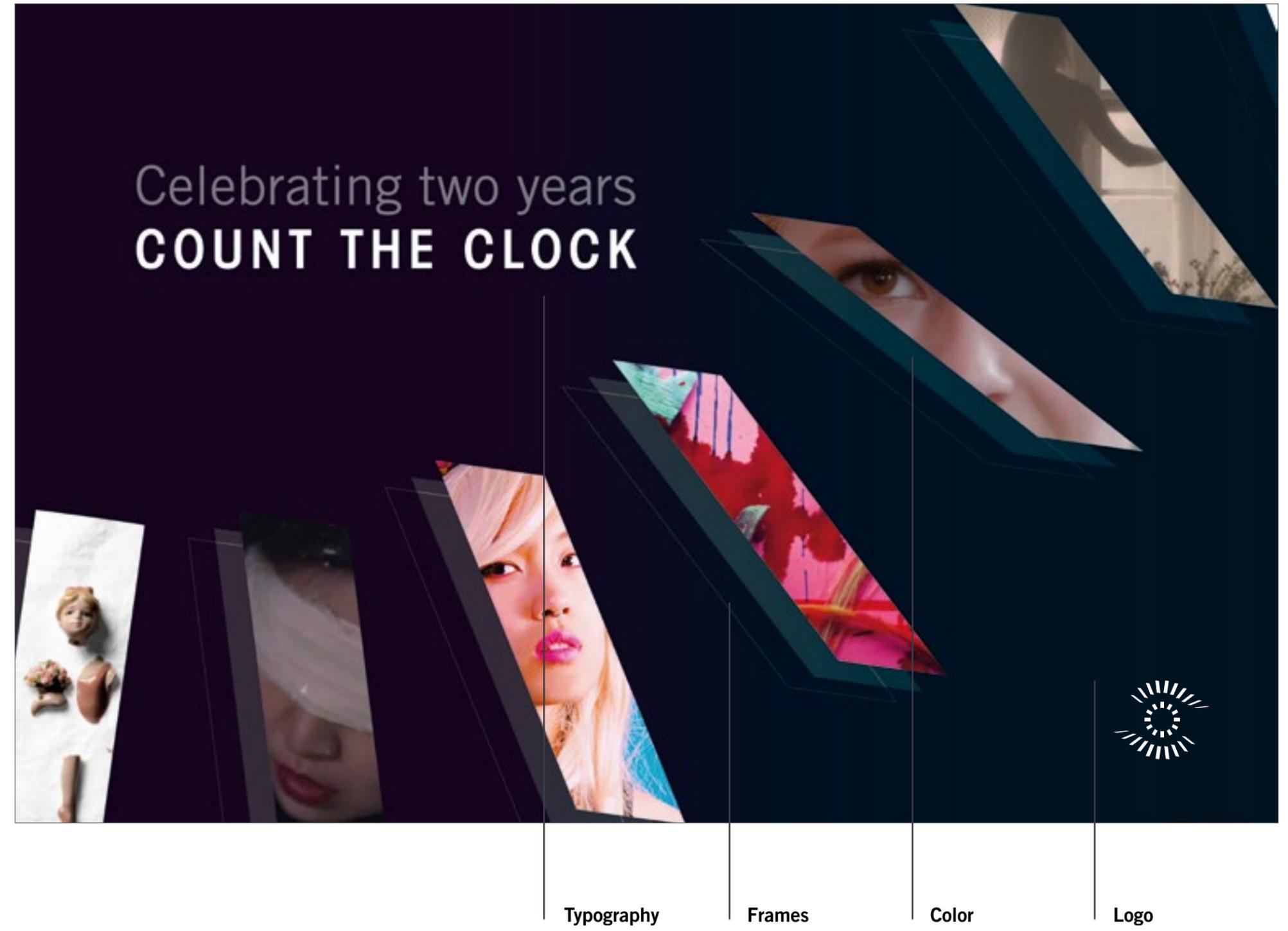
Please consult this document as needed and feel free to contact [me@jasonyuan.design](mailto:me@jasonyuan.design) should you have any questions.

Thank you, and enjoy!



## OVERVIEW

It is important to note that Count the Clock's identity is composed of more than just a logo or typeface – the whole is greater than the sum of its parts. In addition to the logo, the elements that comprise our identity include Color, Typography, and Frames.



## THE LOGO

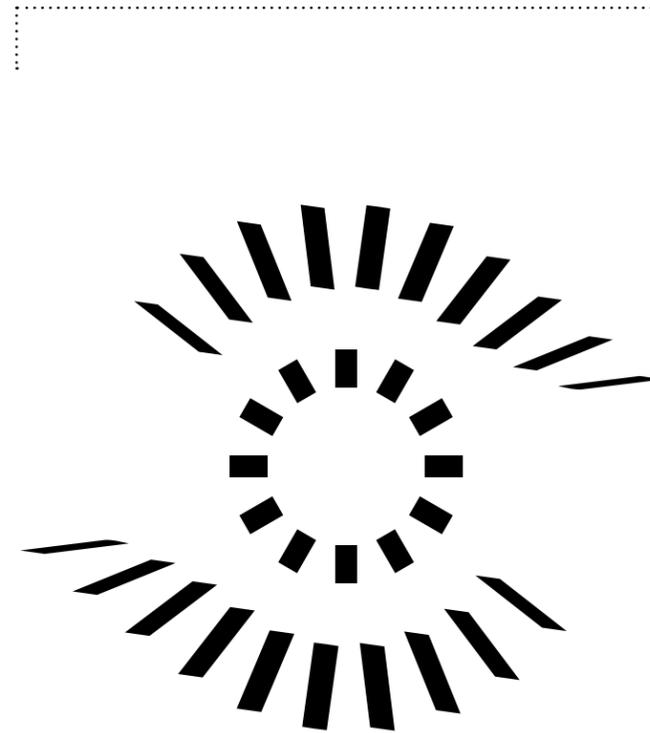
The logo is made up of two elements:  
The Eye and The Wordmark.

The Eye is a single color symbol comprised of 32 strokes of varying lengths and angles, arranged in two layers that form an orbital formation. The central ring symbolizes the 12 dials on a traditional timepiece. Surrounding it is a 24 dial symbol that is disintegrating at the sides. Together, they evoke an image of an eye while creating a sense of dimension, as if transporting the viewer through time.

This feeling of trans-dimension is inspired by our brand name “Count the Clock,” a phrase coined by Shakespeare in Sonnet 12 in a time long before clocks were invented. Through this logo, Count the Clock is represented as a forward thinking, pathblazing studio defining the next generation of filmmaking.

The wordmark accompanies the eye; it is not always necessary to use both elements of the logo when representing the brand.

Eye



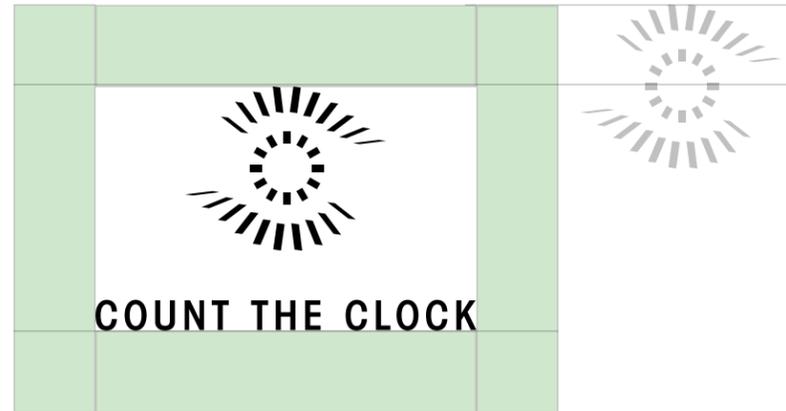
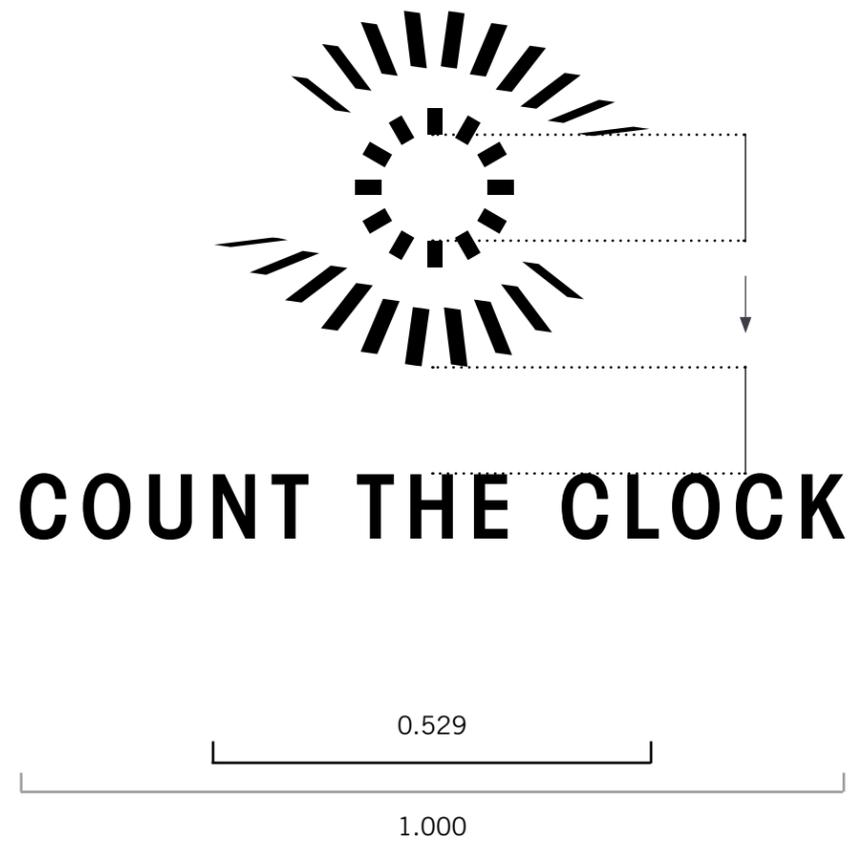
# COUNT THE CLOCK

Wordmark

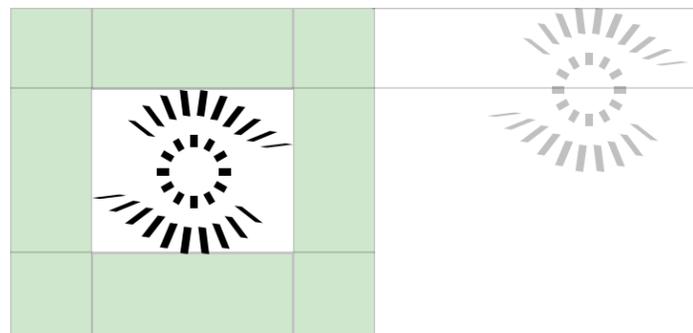
### LOGO USAGE

The relationship between The Eye and The Wordmark are carefully pre-proportioned. Therefore, if both elements are used together in close proximity, it is crucial to follow the following usage guideline as much as possible.

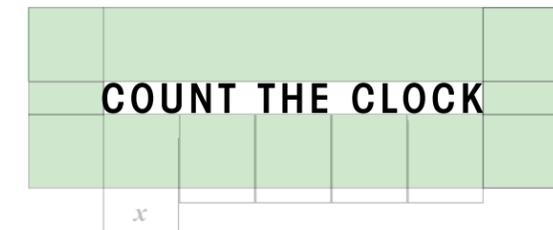
Note that exclusion zones only apply to other points of interest (e.g. typography, key image) and does not include background images, effects, etc.



It is acceptable to use logo in white on a black or similarly dark background or image.



If you use the Eye by itself, still make sure to leave an exclusion zone of half the height of the Eye on all sides.

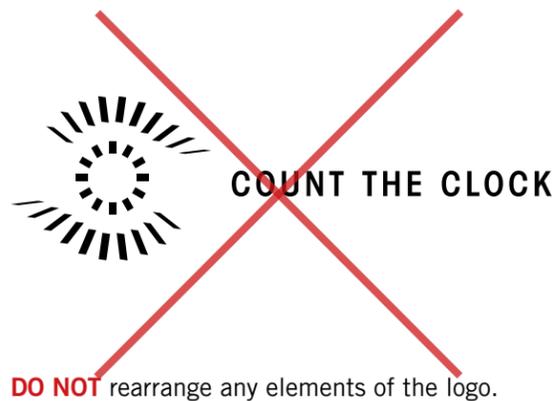


Though it is not recommended in most cases to use the Wordmark on its own, in certain scenarios it is necessary. If you choose to do so, make sure to leave an exclusion zone of 20% of the Wordmark's width on all sides.

### LOGO MISUSE

Please refrain from making any adjustments to the appearance of the logo – it should be used in the same way as presented in this document. On this page, you will find examples of logo misuse to avoid.

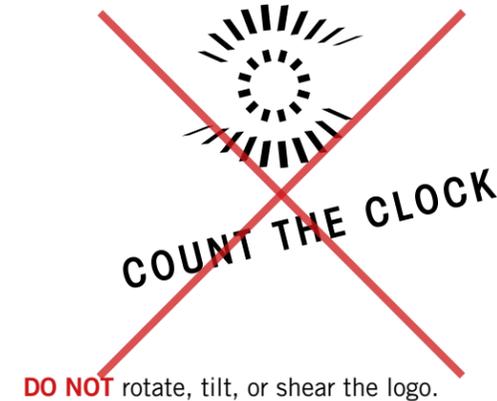
Please note that these only apply to the logo and its elements when used as a logo/distinguishing factor. The Eye can also be used as a graphical element which will exempt it from these misuse guidelines (see section on The Eye).



**DO NOT** rearrange any elements of the logo.



**DO NOT** apply “fun, fresh” effects to the logo, outline it, or use it as a clipping mask.



**DO NOT** rotate, tilt, or shear the logo.



**DO NOT** distort the logo in any way.



**DO NOT** alter the appearance of the logo in anyway that distorts its original proportions.



**DO NOT** apply different colors to different parts of the logo. Avoid unflattering colors in general.



**DO NOT** place the logo on a background/allow the logo to become illegible.



**DO NOT** adjust the opacity of the logo when used on top of an image (except in special circumstances, in which case, do not let it go below 50% opacity).



**DO NOT** do this.

## TYPOGRAPHY

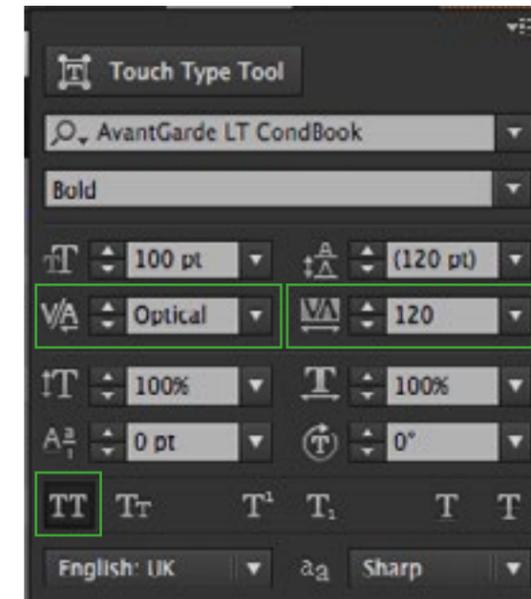
Our brand uses two typeface families for different purposes: Avant Garde Condensed for the logo wordmark and headers, Trade Gothic for body type. It is important that the two typefaces' purposes are not mixed up to ensure consistent branding and communication of ideas.

### AVANT GARDE CONDENSED

This typeface was chosen for its simplistic yet futuristic look. The elongated glyphs of the condensed family juxtapose the wide shape of The Eye, creating balance and harmony.

Specifically, the font **Avant Garde LT Condensed Book - Bold** should be used.

This typeface is used with **tracking of 120** and **optical kerning**. All caps should be used. The leading distance should be 120% the font height to maintain legibility. See screenshot (right) for a visual demonstration of the settings.

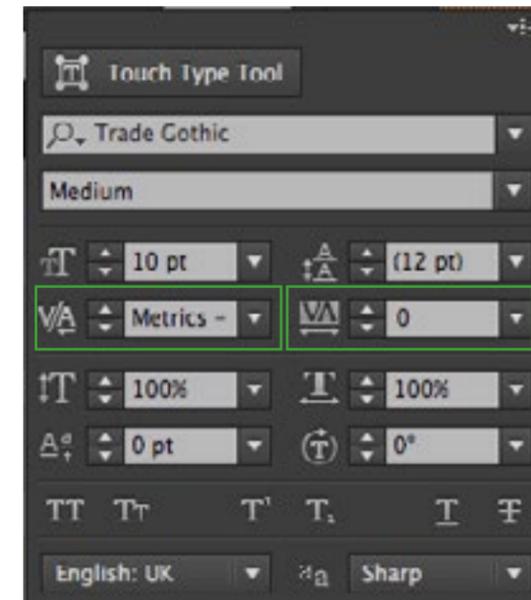


### Trade Gothic

This typeface was chosen for its legibility at small point sizes, as well as diversity of glyph options.

The Trade Gothic Condensed family should be avoided to prevent confusion with Avant Garde Condensed. The specific weights to be used include Trade Gothic Light, Trade Gothic Medium, and Trade Gothic Bold No.2 (Traditional Trade Gothic Bold looks too condensed for visual balance). There are oblique versions of each of the weights, allowing for universal compatibility with text.

This typeface is used with **tracking of 0** and **metric kerning**. Typically, metric kerning looks better at smaller font points when lowercase glyphs are involved. Both capitalized and lowercase glyphs may be used. The lead distance should be 120% the font height. See screenshot (right) for a visual demonstration of the settings.



### COLOR

Black and white – timeless and elegant – make up the majority of our brand’s color palette. However, depending on the medium or project, use of color with branding may be necessary.

Whenever possible, colors should be muted and elegant. the logo should not be colorized in any way that is too distinct from the color of the background.

While there isn’t a set palette, shown here are several examples of acceptable and unacceptable color usage with branding elements.



A very dark navy flood layered with an overlay of the logo brings out the subtle blue tones in the background while preserving the distinctiveness and sleek aesthetic of the logo.



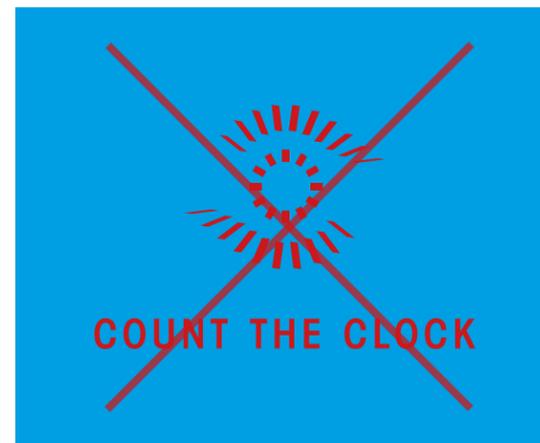
A muted burgundy gradient works well with the logo under the Soft Light blending mode, evoking sultry tones.



Don't forget that grays are colors too!



While an aesthetically pleasing complementary duo, the bright champagne in the logo is far too accentuated by the purple background, and confuses the brand.



Amongst other problems, the logo and background are too bright together, creating an unpleasant chromostereopsis.

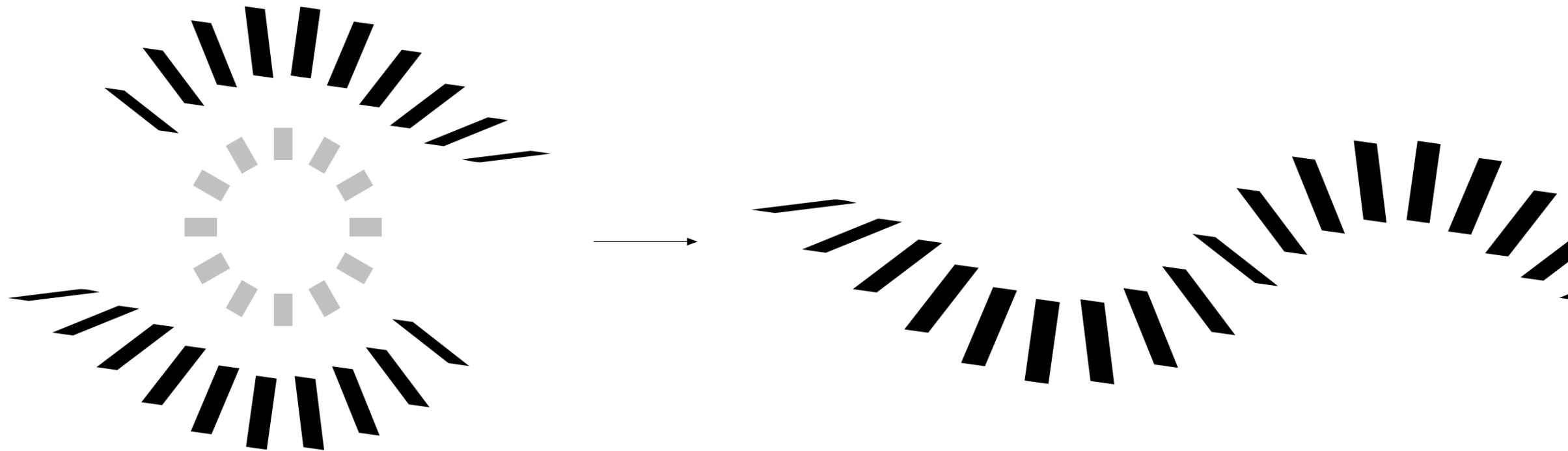


These colors are far too similar in tone to be distinguished from each other.

## FRAMES

The Frames represent not only the passing of time and dimension, but also the frames in a moving picture. They are constructed from The Eye, taking the top and bottom row of “lashes” and merging them into a wave-like shape.

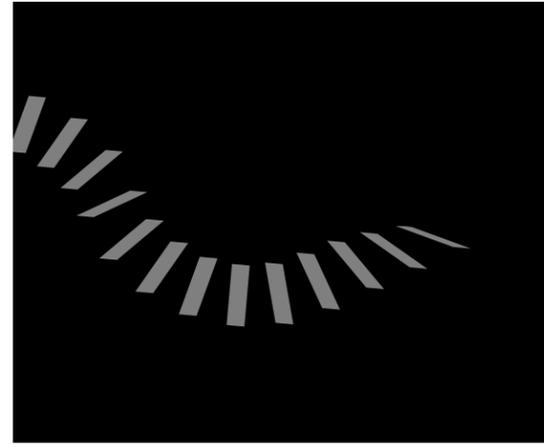
Through the use of frames, it is possible to create graphical texture and draw emphasis to key elements in an image.



### FRAME USAGE

Frames can be powerful resources to help add dimension to an image. However, there are certain guidelines to be followed in order to preserve brand integrity.

Frames must be always extending or bleeding off the image in some way from at least one end, and its proportions must be maintained. However, be careful not to overuse Frames or use them when they are unnecessary.



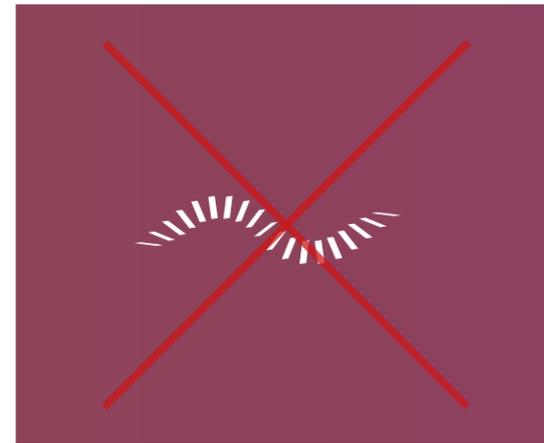
At least one end of the frame should be bleeding off the image at all times.



Frames may be colored and placed in front or behind key elements.



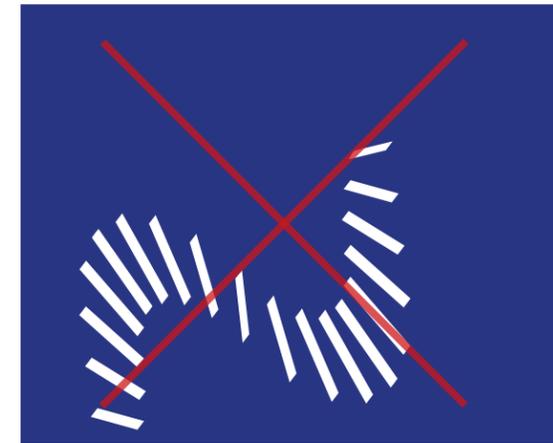
Frames may be rotated, flipped, and scaled proportionally.



Do not use frames as islands in an image.



Do not overload an already busy image with frames. Use only when texture is necessary.

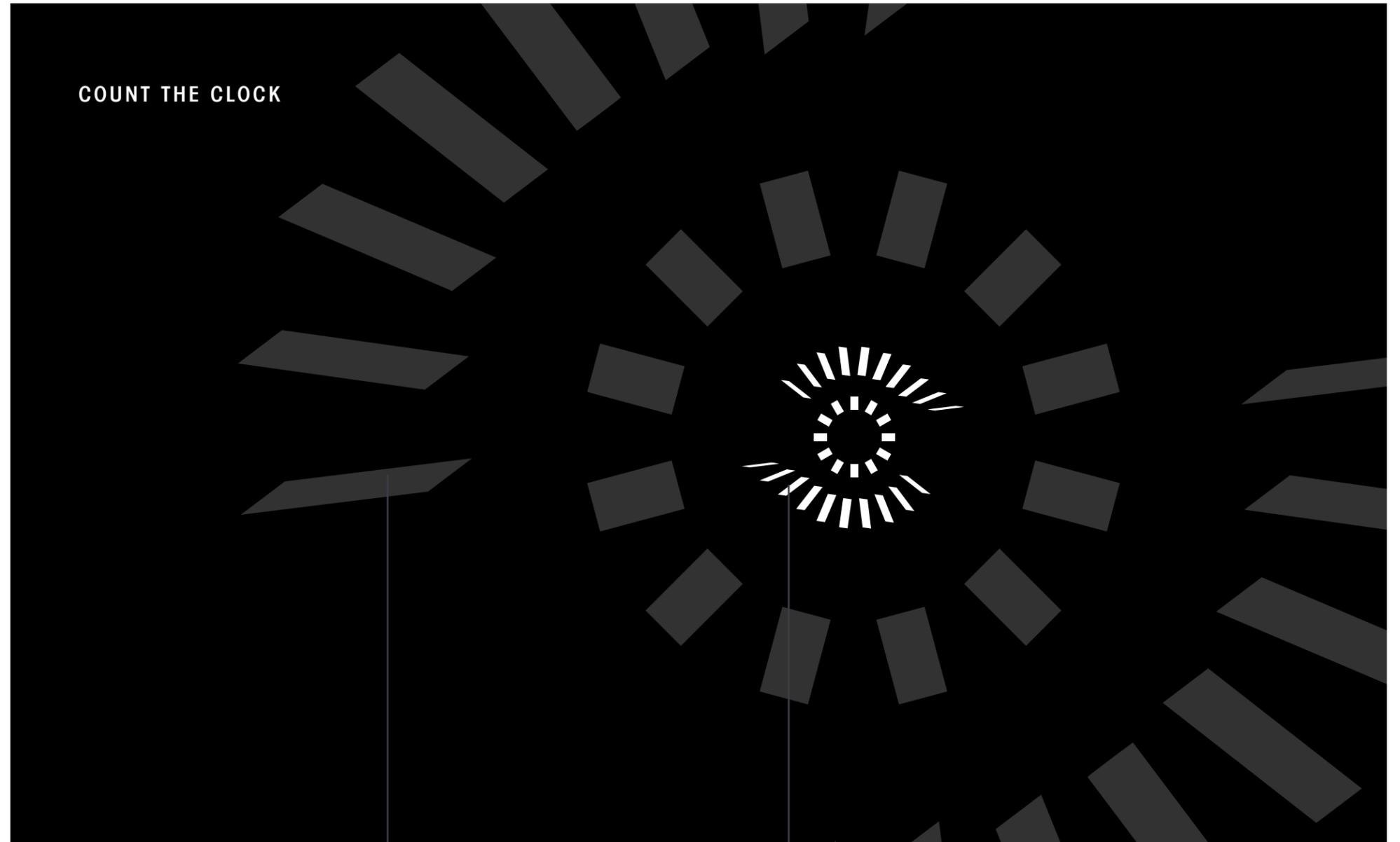


Do not distort the frames or attempt to make your own.

### FRAMES (CONT.)

In addition to deconstructing The Eye to use the frames separately, it is also acceptable to use The Eye itself as a graphical element, so long as it is not the only branding element in an image.

When using the Eye as a graphical image, be sure to follow the guidelines that apply to Frames as well.



Eye as Image

Eye as Logo

