
Vulcan Productions
Visual Identity Guidelines
Fall 2016

VULCAN
PRODUCTIONS

1.0

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Overview

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- 1.1 Introduction**
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Welcome!

We come to our visual identity guidelines.

A strong and consistently executed visual identity is one of the most valuable assets an organization owns. It reflects who we are and communicates our intentions to our audience and collaborative partners.

We know who we are. We create great stories, but inspiring change with lasting impact is what sets us apart. Through our films, television programs, and engaging digital series we introduce audiences to the most critical issues of our time.

We shepherd ideas from development to production and campaigns that resonate long after the final frame leaves the screen.

Now let's tell everyone else. These guidelines for our logos, approved fonts, color palette, website and powerpoint presentations are here to help you do just that.

You can find all of the logos, fonts and animations discussed in this document here: [\\st_helens\Creative\New_Vulcan_Productions\GENERAL_AND_ADMIN\Graphics-VP\New VP Logo 2016](#)

Engineered for Serious Impact



When talking about Vulcan Productions it's important to use language that is active, emphasizes our internal and external collaboration, and talks about us as a catalyst for serious change.

For more brand messaging check out <http://www.vulcanproductions.com/who-we-are/>

Vulcan Productions takes storytelling seriously. Working with the world’s best talent to tackle big issues takes commitment and dedication.

Our visual identity focuses on communicating the importance of the world-changing work that Vulcan Productions engages in and communicates our role as catalysts for serious change.

Bold typography combined with stark contrast and a focus on the facts communicates clearly and with purpose. High quality photography and information visualization draw a user in while driving towards impact.



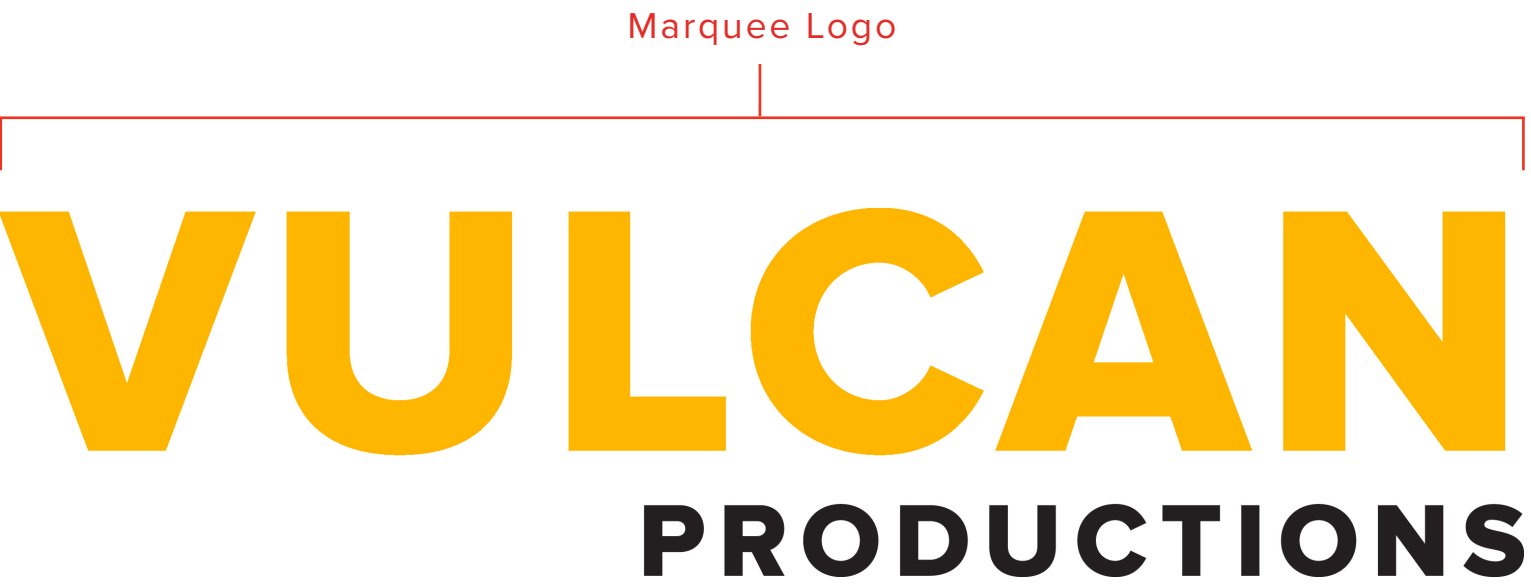
Great storytelling about the real issues of our time



Innovative, large-scale campaigns that turn action into impact



Meaningful engagement with audiences to drive change



Marquee Logo
This refers to the full Vulcan Productions text-based treatment.

Icon Logo
This term refers to the visual element of the logo as illustrated above.

Descriptor
This term refers to the additional typography that appears immediately below the marquee. Usually this will be the word 'Entertainment', but other divisions of the business use alternative descriptors.

PMS
PMS (Pantone Matching System) refers to Pantone's color identification system.

CMYK
An abbreviation for cyan, magenta, yellow and black, the colors used in a four color printing process.

RGB
Red, Green, Blue. The RGB color system is specific to the mixing of light as opposed to printed ink, and as such is used to specify colors for screen usage.

EPS
Encapsulated PostScript. A file format used to transfer PostScript image information from one program to another. The preferred file format for saving logos, as it is resolution independent and allows us to preserve vector lines.

2.0

The Logo

-
- 2.1 Marquee Logo Variations
 - 2.2 Marquee Logo Size Restrictions
 - 2.3 Icon Variations
 - 2.4 Icon Size Restrictions
 - 2.5 Exclusion Zones
 - 2.6 Rules of Use

1 Our new logo! Please replace/no longer use the "spark" logo.

Our logo can always be used in standard white, black and grey.

Unless otherwise cleared, the marquee logo is the primary logo for use across all of our print and digital projects.

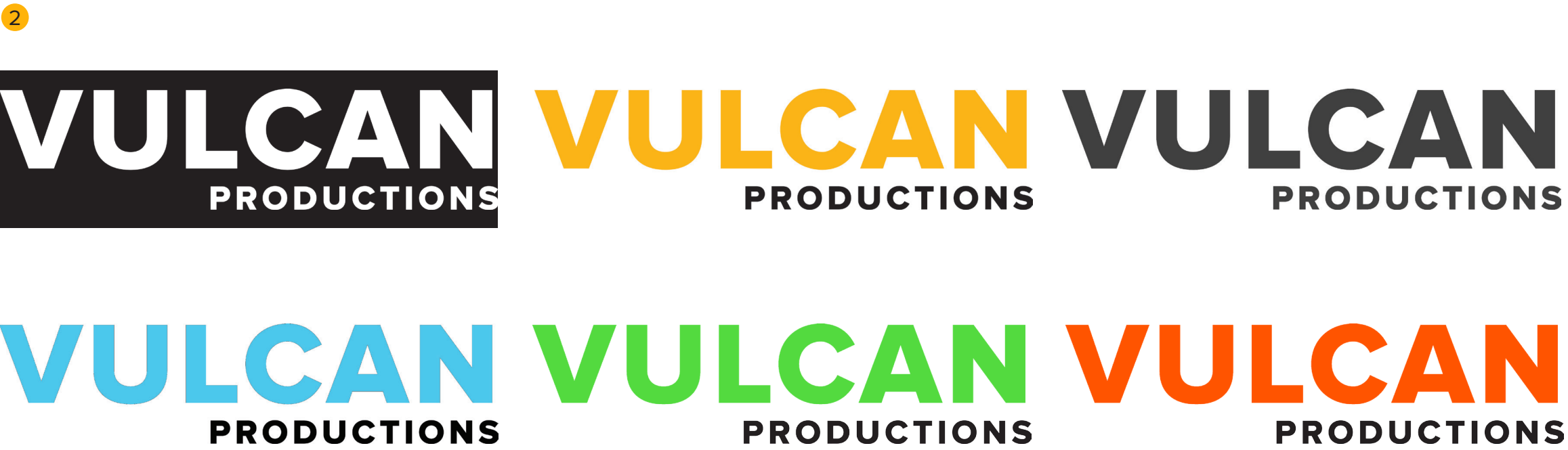
2 Marquee Logo variations

The word "Vulcan" can inherit any of the approved colors from our website, however, we prefer the use of yellow when color is required. For other colors uses please seek approval.

When paired with a color, the word "Productions" can only be represented in black or white

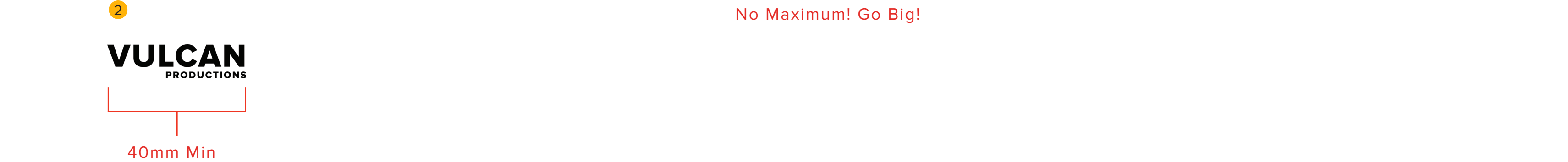
All versions and file types are available here:

\\st_helens\Creative\New_Vulcan_Productions\GENERAL_AND_ADMIN\Graphics-VP\New VP Logo 2016



- 1 There are no maximum size restrictions when using our logo. Go wild.
- There are, however, minimum size restrictions which should be observed.

- 2 Minimum size for the marquee logo: 40mm wide



- 1

The icon is reserved for Vulcan Productions use only and must be pre-cleared for use by third parties.

The tag logo should occur only once per piece. For instance, on a multipage piece the tag logo would go on the cover, but the marquee logo would be used for the back cover.
- 2

Color variations for the icon. All versions, sizes and file types are available here:

\\st_helens\Creative\New_Vulcan_Productions\GENERAL_AND_ADMIN\Graphics-VP\New VP Logo 2016

1



2



To standardize the use of the icon, three sizes are provided to handle most uses.

90mm
60mm
30mm

The minimum size requirement in all cases is 30mm.



90mm Max



60mm



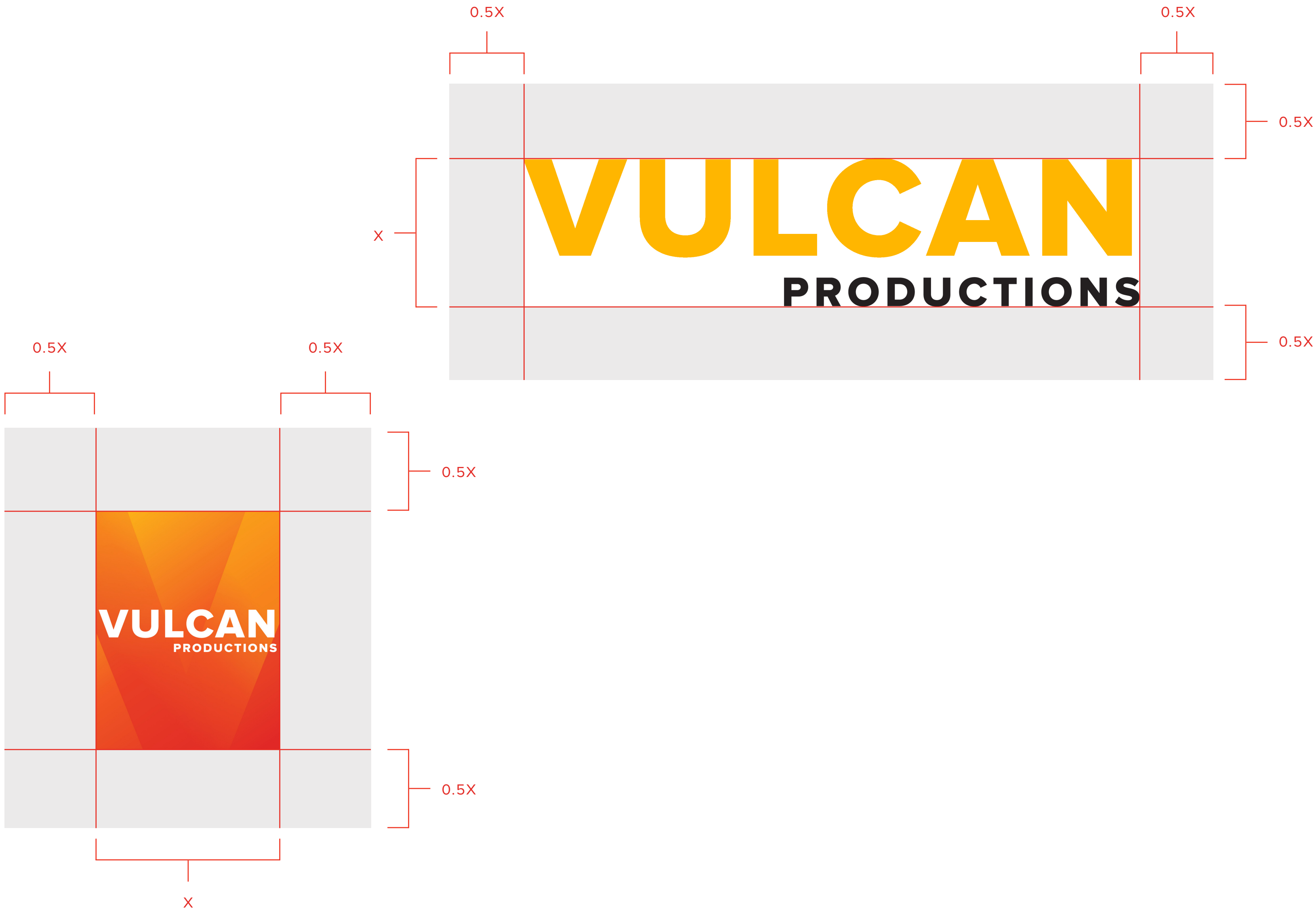
30mm Min



The logo requires space around it in order to maximize its visual presence. An exclusion zone around the logo prevents any graphic element from interfering with its integrity. Don't crowd it out.

The guidelines opposite show the logo exclusion zone. Please ensure no other graphic elements or text are placed within these zones.

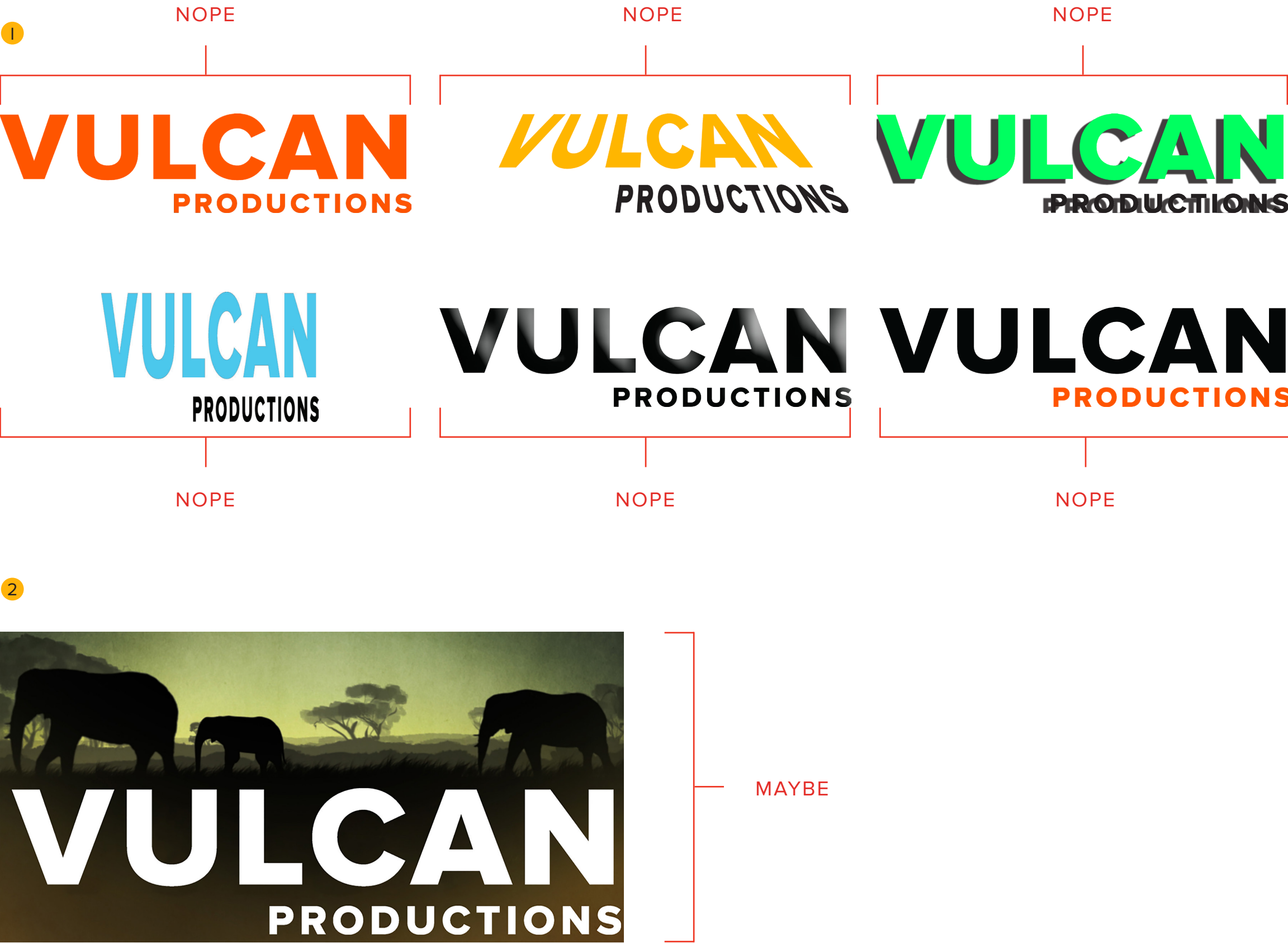
The exclusion zone can be calculated by simply halving the overall height (X) of the logo you are using.



- 1

The Vulcan Productions logo must always be used in accordance with the guidelines set out for brand colors, exclusion zones, size and proportion. Please don't stretch it, skew it, bend it, redraw it or use it in colors other than those specified in these visual identity guidelines. Please don't change the relative size relationship between the marque and the descriptor. Please avoid using the logo over a complex pattern or photographic background.
- 2

There may be instances where the logo can be rendered, stylized, coloured or otherwise displayed in a way which is sympathetic to the art direction of the movie to which it is attached. These instances will be considered on a case-by-case basis.



3.0

The Toolkit

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- 3.1 Typography**
 - 3.2 Color Palette**
 - 3.3 Imagery Guidelines**
 - 3.4 PowerPoint Template**
 - 3.5 Email Signatures**

1

Our primary typeface is Proxima Nova. It has 48 full-featured OpenType fonts. There are three widths: Proxima Nova, Proxima Nova Condensed, and Proxima Nova Extra Condensed. Each width consists of 16 fonts—seven weights with matching italics, giving us huge variety and flexibility within one font family.

We prefer a minimum tracking setting of 50 and a maximum tracking of 200. Body text should be set to ragged right (never justified), with no auto hyphenation.

2

Our supporting typeface is Campton Bold. The typeface was chosen to provide a bold, more compressed but aesthetically sympathetic contrast with Proxima Nova. Primary use of Campton is for "headline" copy or for emphasis within body copy.

Campton comes in nine weights with matching italics and is equipped with a wide range of opentype features. These options are available for use with approval.

Fonts can be found here: \\st_helens\Creative\New_Vulcan_Productions\GENERAL_AND_ADMIN\Graphics-VP\New VP Logo 2016\Fonts

1

Proxima Nova

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Bold

Thequickbrownfoxjumpedoverthelazydog

Italics

Thequickbrownfoxjumpedoverthelazydog

Bold Italics

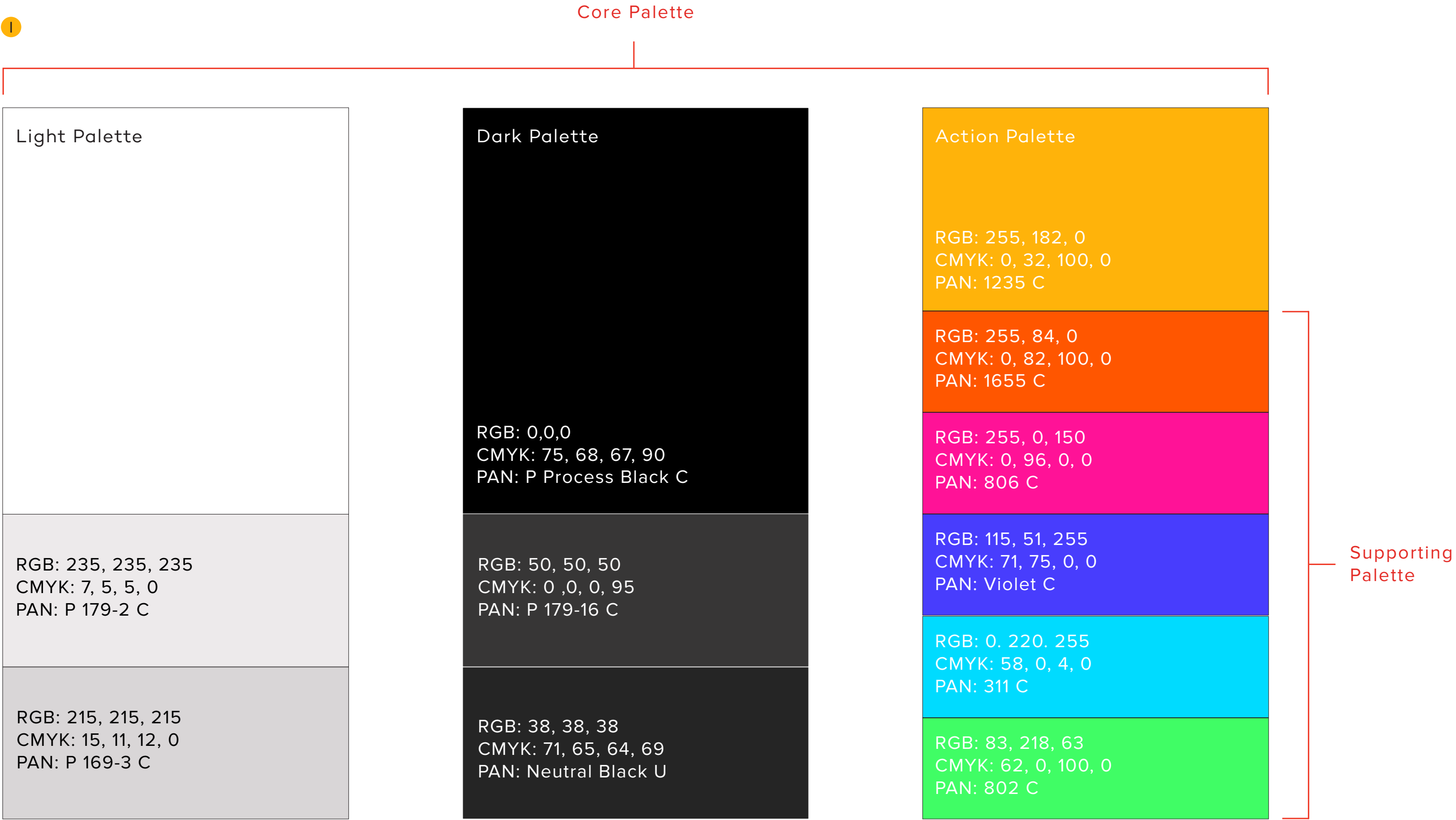
Thequickbrownfoxjumpedoverthelazydog

2

Campton

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Our color palette is simple but does provide for a number of alternatives depending on the use case. In most instances we can select colors from the "light" or "dark" palette in conjunction with our logo. In cases where color is needed you may select from the "action" palette but our primary choice is "action" yellow.



3.3 Imagery Guidelines

1

Our movies, and by extension our imagery, are our most important visual assets. Our branded communications - from newsletters to PowerPoint presentations - should be image-rich, pull from actual scenes from our films or from photography that best represents the causes and campaigns we support.

It is preferable that photography should be used uncropped and it must be in proper aspect ratio. Do not flip or otherwise alter documentary photography.

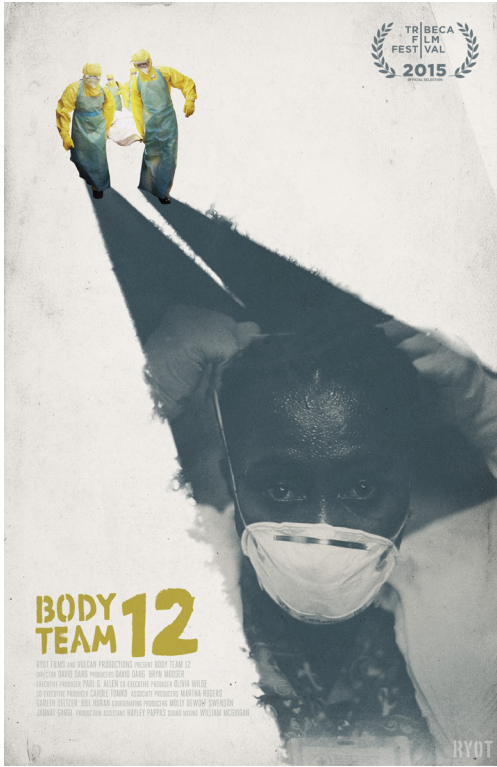
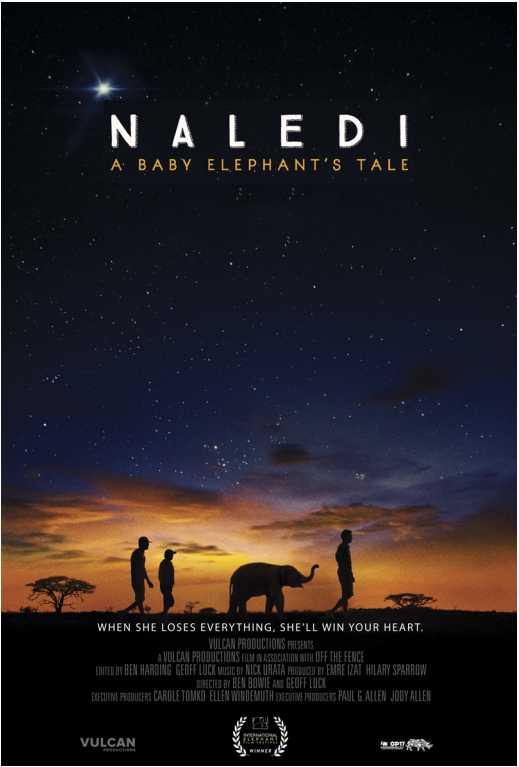
2

Our secondary imagery is key art. This means completed movie-specific marketing material. As with our use of other photography, we should use key art without cropping.

1



2



For all of your internal and external presentation needs we've created this handy powerpoint template that already includes all of our approved fonts, colors and image placements!

It can be found here:
[\\st_helens\Creative\New_Vulcan_Productions\GENERAL_AND_ADMIN\Graphics-VP](#)

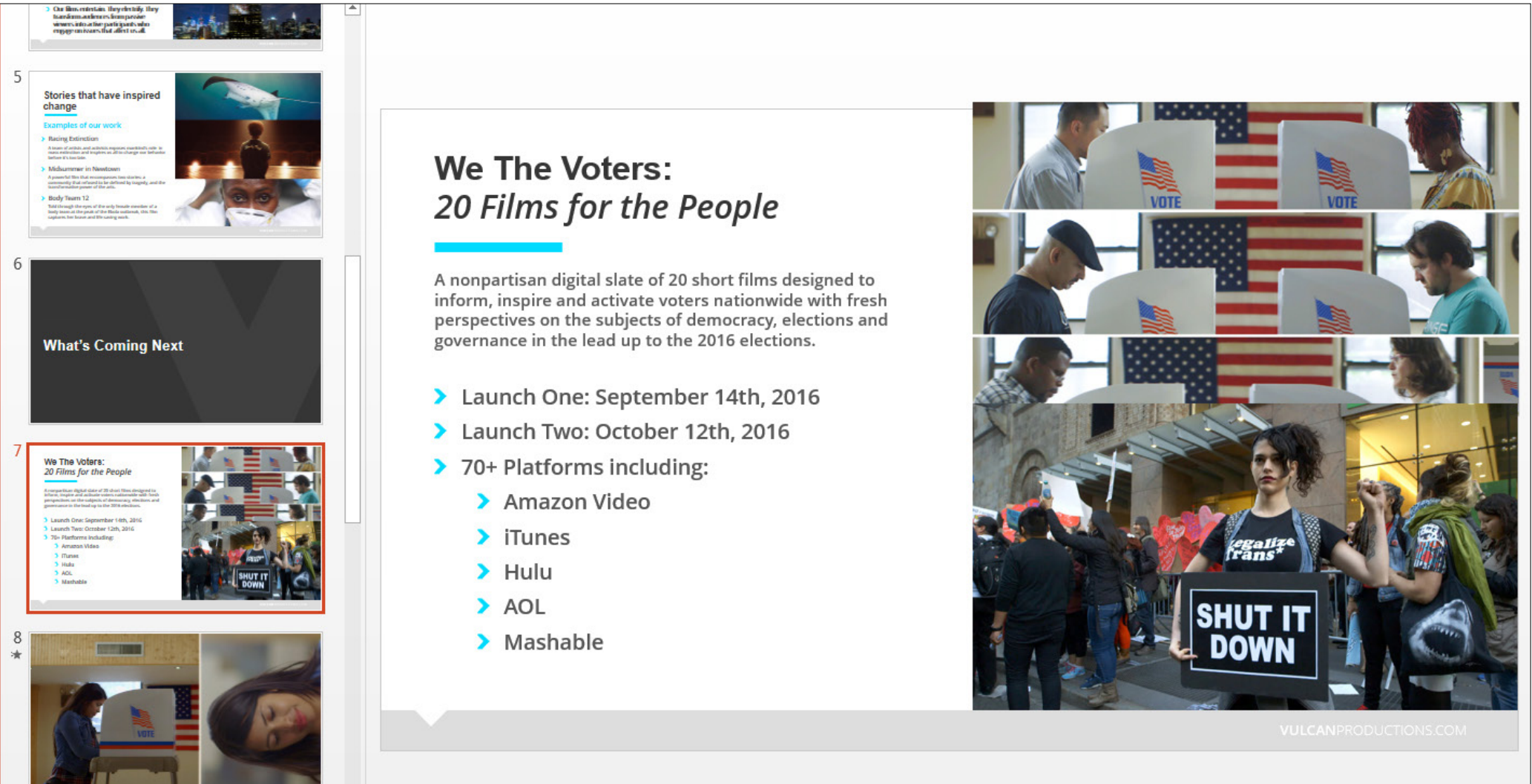
Save the template to your computer prior to making any edits. Duplicate it whenever you need to create a presentation.

On your computer - open the PPT; "Save As" a new file, and then you can edit the available slides according to your needs. They are grouped by type.

Within the document, duplicate or copy the existing slides that match the format you want rather than using the "New Slide" button in the ribbon.

Another great way to go about it is to drag and drop slides into a new PowerPoint document. That way you can maintain the integrity of the original and you won't have to deal with all the clutter.

1

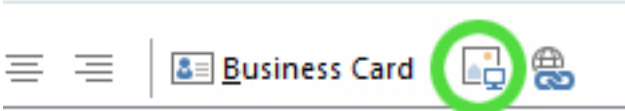




Premade email signature versions using the correct logos, fonts, and colors. Just cut and paste!

They look small here, but will render appropriately in your email.

- To add the graphic to your email signature:
1. Cut and paste the text for the signature you like in to a new signature in outlook.
 2. Grab the logo you want from here:
\\st_helens\Creative\New_Vulcan_Productions\GENERAL_AND_ADMIN\Graphics-VP\New VP Logo 2016\Logos_Email
 3. Import the logo into your signature by clicking this button in the signature window in Outlook:



Voila.
Enjoy!



Name Name
Title
Vulcan Productions
505 5th Ave. S, Ste. 900
Seattle, WA 98104
P: 206.xxx.xxxx
E: xxxx@vulcan.com
www.vulcanproductions.com

Name Name
Title
Vulcan Productions
P: 206.xxx.xxxx
E: xxxx@vulcan.com
www.vulcanproductions.com

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4.0

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Animation

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4.1 Versions

Our animated logo is as unique as our projects and our approach to storytelling. We've created genre specific logos that correspond to the genres of our films, as well as generic versions for more all-purpose use.

There are :03, :05, and :08 versions in 1080 and 4K with Stereo and 5.1 Sourround Sound.

They can be found here:

[\\st_helens\Creative\New_Vulcan_Productions\GENERAL_AND_ADMIN\Graphics-VP\New_VPLogo_2016\Animated_Logos](#)

