
Summary

SAVAGE MEDIA, 9002 PURDUE RD #105
INDIANAPOLIS, IN, 46268, UNITED STATES

317-565-7359
DERIK@SAVAGEMEDIA.US

1. LOGO

2. COLOR SCHEME

3. TYPOGRAPHY

4. ICONS

5. TONE

***SAVAGE*/MEDIA**

BRAND GUIDELINES

2020

ABOUT US

Mission

Savage Media provides a complete video-focused digital marketing solution for companies who are centered on growing and ultimately owning the leadership position in their market.

We do this through the creation of high-end video assets and the execution of results-based strategies and systems.

LOGO

Original

SAVAGE / ***MEDIA***

1.

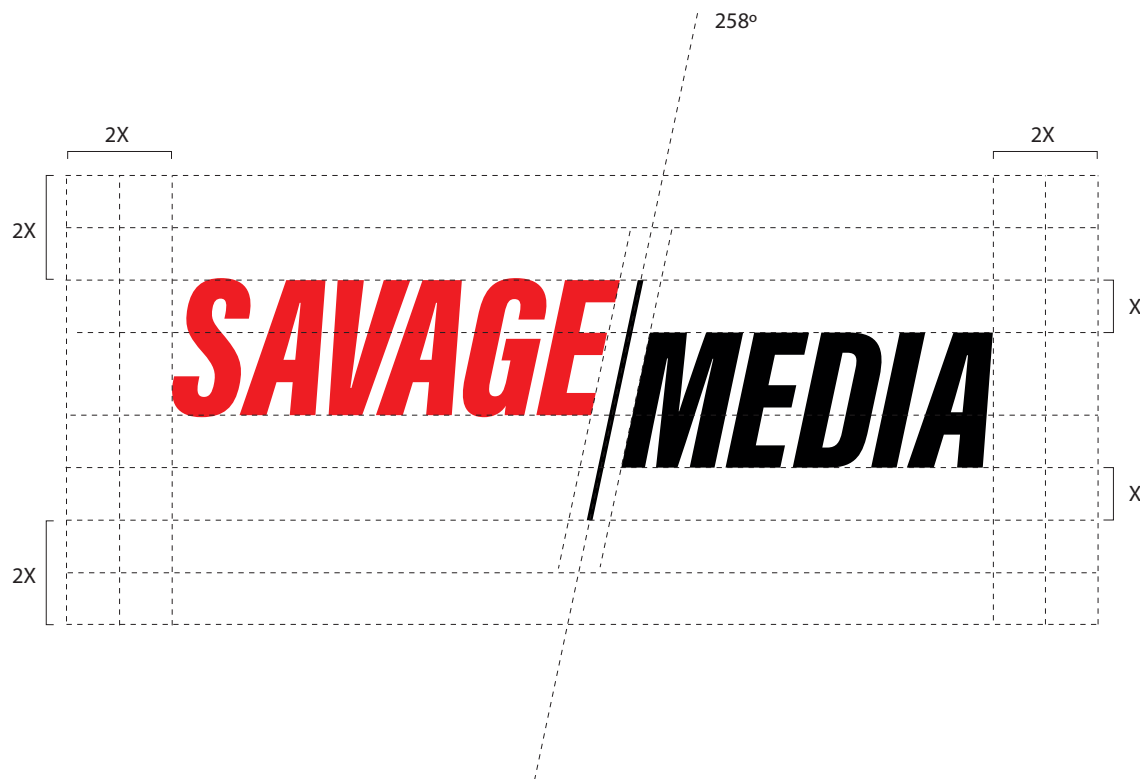
LOGO

The secure area allows the logo to be kept separate from other content that, due to its proximity, could distract attention.

The creation of the logo is based on the Typography Acumin Extra-condensed Italic, modifying only the character of the letter E so that it looks more harmonious with the rest. The 258° inclination of the Italic version represents forward movement, like a movie or video.

1.1

Secure Area and Construction



LOGO

Accepted Combinations

SAVAGE/***MEDIA***

SAVAGE/***MEDIA***

SAVAGE/***MEDIA***

SAVAGE/***MEDIA***

SAVAGE/***MEDIA***

1.2

LOGO

No Accepted Combinations

SAVAGE/***MEDIA***

SAVAGE/***MEDIA***

SAVAGE/***MEDIA***

SAVAGE/***MEDIA***

SAVAGE/***MEDIA***

1.3

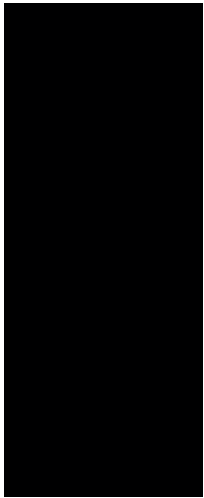
COLOR SCHEME

2.

Color breakdown



Primary

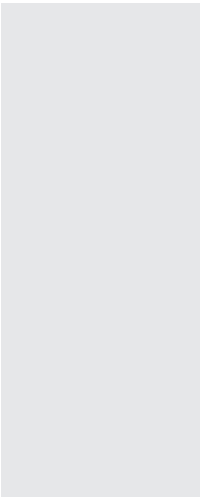


#000000 C: 91%
R: 0 M: 79%
G: 0 Y: 62%
B: 0 K: 97%

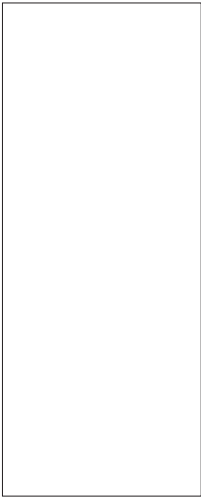


#e30613 C: 0%
R: 227 M: 100%
G: 6 Y: 100%
B: 19 K: 0%

Neutral



#ededed C: 0%
R: 237 M: 0%
G: 237 Y: 0%
B: 237 K: 10%



#ffffff C: 0%
R: 255 M: 0%
G: 255 Y: 0%
B: 255 K: 0%

TYPOGRAPHY

Acumin Variable Concept

Adobe Fonts

Open Sans

Google Fonts

3.

Uses

LOGO

Acumin Variable Concept ExtraCondensed Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @\$%&

HEADLINES

Acumin Variable Concept ExtraCondensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @\$%&

SUBHEADLINES

Acumin Variable Concept ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 @\$%&

TEXTS

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789 @\$%&

TYPOGRAPHY



THE STEAMPUNK WOMAN

Dir.: Derik Savage

3.1

Examples

THE CONCEPT

Loren ipsum dolor sit amet consectetur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor.

RECENT WORKS

WHO WE WORK WITH

VIDEO FOR BUSINESS

FOCUSED ON RESULTS

[CLICK HERE TO GET START](#)

THE CONCEPT

Loren ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

LET'S GET STARTED!

SAVAGE MEDIA, 7330 WEST 93RD STREET
ZIONSVILLE, IN, 46077, UNITED STATES
317-565-7359
DERIK@SAVAGEMEDIA.US

ICONS

4.

Pack



FACEBOOK



INSTAGRAM



TWITTER



VIMEO



YOU TUBE



WHATSAPP



LINKEDIN



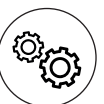
PINTEREST



DROPBOX



WIFI



TEAMWORK



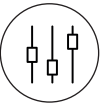
MICROPHONE



PICTURE



MEGAPHONE



EQUALIZER



PLAY VIDEO



CAMERA



DIRECTOR



MALOIK



STAGE



CAMERA



FILM



UPLOAD



SMART TV



RESPONSIVE



SHARE



START UP



IDEA



TEAM



GLOBAL



INCREASE



PORTFOLIO



HANDSHAKE

TONE

The communicational tone of a brand implies a great variety of aspects, among which are its personality, the language that is used, the colors, feelings that it wishes to transmit and the type of phrases that are used.

5.

Logo + Backgrounds



TONE

Moodboard

