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Yeezus

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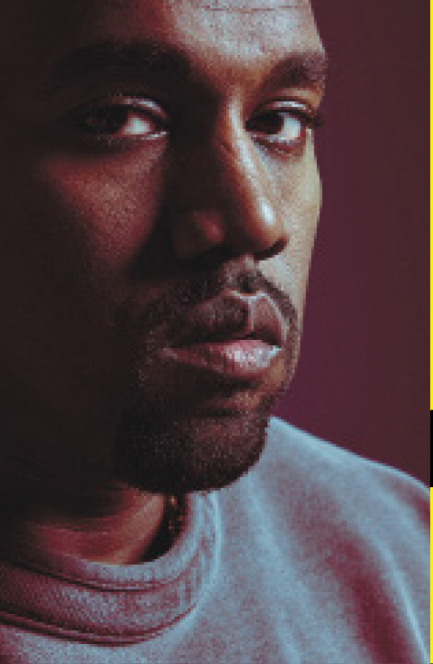
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/// The Brand



Yeezus has a specific brand voice that should come through in all headlines, whether those appear online, in display ads, or within onsite materials. The best way to describe this voice is Sincerity, with a side of wit. In other words, headlines should tell a truth about the brand, but balance it with an unexpected insight or observation. Ideal headline length is 6 to 8 words. The personality is the archetype of the “sophisticated innocent.” When in doubt, ask yourself, How would Lloyd Dobler from Say Anything or Mary from Something About Mary say it?

Textures work best in the digital space, but may be used for background images in print advertisements or promotional materials such as postcards or posters. Should never be used as background images on in store print materials. The natural texture of the paper should be the texture in store. These textures should never feel forced and should always be a background element



The following pages are included to show how the graphic system outlined on previous pages can come to life in specific circumstances. These examples are offered as suggestions and for guidance, and not necessarily to restrict graphic exploration. This treatment can be used to add visual interest under certain circumstances. This is especially useful in executions that are not otherwise visually complex.

/// The Logo



This logo is to be used for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging. This is our logo to be used for all screen work, including websites, banners and presentations. Please make sure you are using the latest version as we have made it 17% nicer than the earlier version

We're not a rules and regulations kind of company, nonetheless here are some examples of what we think is cool and what should be punishable by a red-hot poker to the buttocks. Always leave the logo some space to breathe. Use white or neutral backgrounds.



Typography

FUTURA

PingFang HK

ABCDEF
GHIJKLM
NOPQRS
TUVWXYZ

abcdefgh
ijklmnop
qrstuvwxyz
1234567
890!?

ABCDEF
GHIJKLM
NOPQRS
TUVWXYZ

abcdefgh
ijklmnop
qrstuvwxyz
1234567
890!?

Image Use

Color Palette

231F20

FFFEF8

D42A2A

FFF100

Color should be used in these percentages. The secondary color pallet has specific rules on pairing. When selecting paper, print on warm white paper stocks. In some instances, such as menus, kraft or butcher paper may give the warm and natural texture indicative of the restaurants.



This treatment may not be used on the website, but may be used in stand-alone applications such as social media (Facebook, Instagram, Twitter). It may also be used on print advertisements or marketing materials such as magazine ads, postcards, posters, happy hour/specials menus.

