Thought Garbage

Branding Guide

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Who are we?

Mission Statement

Why am I throwing more things the dumpster we call the internet? Two reasons. First, I have things to say. Lots of people have things to say. But most of those people can be divided into two categories. People who talk, and people who do something else. The first type of person is usually most impactful in the heat of the moment. They are quick-witted and always know what to say in an argument. The second type of person's words become impactful with the passing of time. Their words grow in value and influence the longer they circulate. They aren't always clever in the heat of debate, but when given more time to think about it can compose a poetic statement detailing all the ways in which they will crucify your counter-argument. I'm the second person.

Reason two: I don't believe all the talent in the world is reserved for a select few. While I'm currently using my writing skills for advertising, I like to make silly videos and memes and jokes… just like millions of other people in the world. In the creative and professional worlds, it's so easy to compare your talent with that of others, and that comparison sometimes discourages us from perfecting our craft. Why be a comedian when Ellen Degeneres is in the world, right? Well we are all different and have something we can offer the world. That's why I started Thought Garbage. It's a launching pad for creativity. I truly believe that things we personally view as trash could be the world's treasure.

Audience

I wil target all women (with an emphasis on mixed-race women) between the ages of 18 and 25. I want to focus on women because I feel they are often more timid in sharing their creatiity. They are more self-critical and more reluctant to "brag" about their achievements or talents. Women are especially underrepresented in comedy. I will emphasise an "ethnic tone" in my humor becuase african americans and mixed women are especially unrecognized in comedy. As a mixed race women with an interest in comedy myself, I believe I can reach this audience the best.

IDENTITY

PRIMARY LOGO USAGE

While there are 2 versions of the logo, the green
one is the official face of the brand and should be
used at all times, unless there is a special event
or promotion that requires the use of an alternative.

This logo was chosen for its connection to the content of
the brand. It is a reminder that nothing creative should be
thrown away. While the image is satiracle, the colors are
bright and representative of putting personality and life
behind creative works, even if we are afraid of judgement.

The logo should always be presented as a perfect circle. It
should not appear to be oval or distorted in any way.

There are no restrictios as to the size of the logo, but it
should never be so small that it is hard to make out the
character in the center. The smallest dimension is as
shown on the right.

SECONDARY LOGO USAGE

The secondary logo is approved for use in representing the brand in situations where the character would not be detected. For example if a very small icon is required for any platform, the simple "tg" will be used in place of the original logo. An example of this would be the search bar logo that shows at the top of a web browser.

When it is not possible for the logo to be shown in color, the black and white alternative logo will be used. This will only be used in the instance of things such as printed invoices or documents requiring the brand's logo but not appropriate for a full color version.
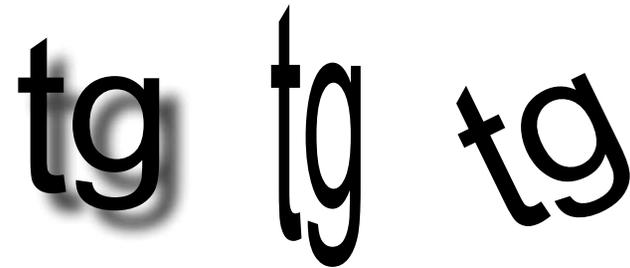
INCORRECT LOGO USAGE

As mentioned before, there have been 2 versions of the logo designed, but the green one is the face of the brand. This red logo is meant for special promotinal items and posts, and should not be used regularly. The red logo is to emphasize a statement or objective and is not for common use. The target audeince is not to associate the red with the brand, but should recognize the green.
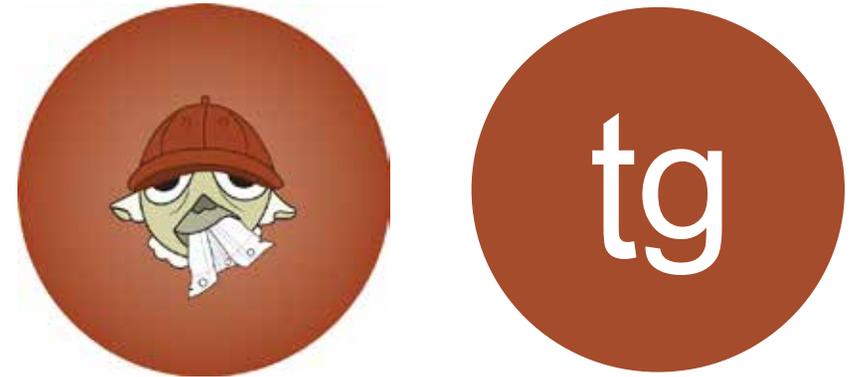
The logo should not be altered in any way but size. No drop shadows, stretching, or rotating of the logo should be used. The only alteration acceptable is sizing with the correct dimenisons. No edits should be made otherwise.
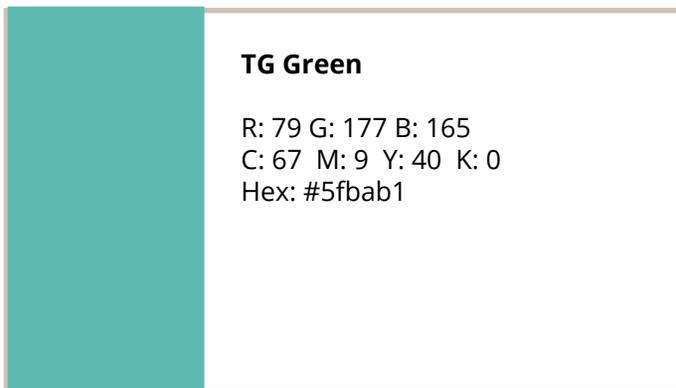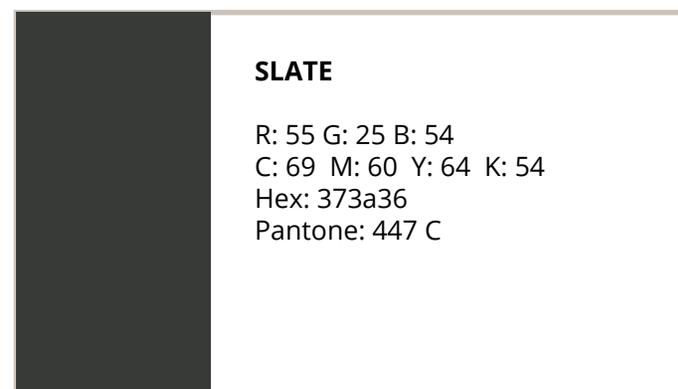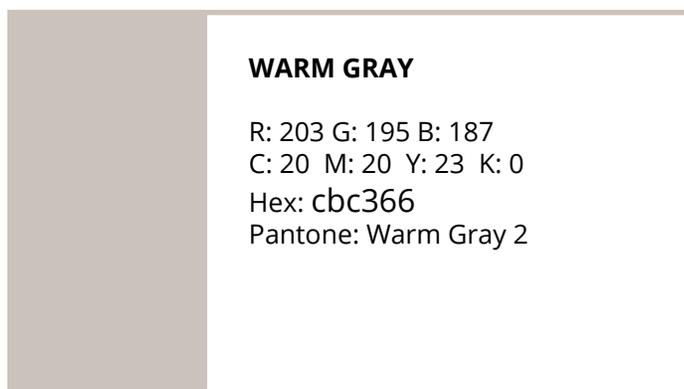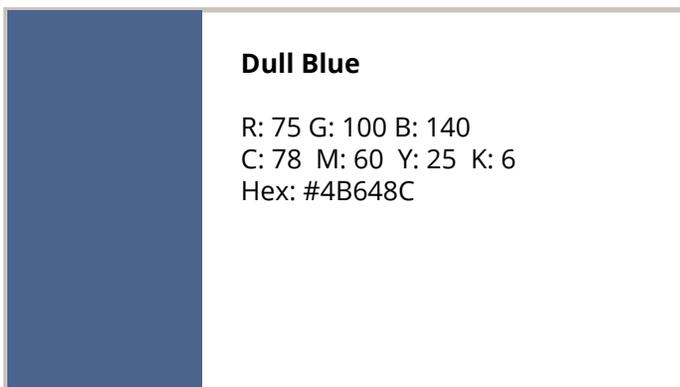
COLOR PALETTE

PRIMARY

The TG green and the TG red are the primary colors. They are meant to contrast each other for the purpose of calling attention to different messages. The TG green is the primary color that will be used for most things. TG green is both inviting and inspirational. The hint of blue is bright and uplifting, and meant to inspire creativity.

All secondary colors should be used as highlights or for text. None of them are to show up on any landing pages of social media. They are simply to emphasize the mission of the primary colors. The only excaptions will be for holidays or special events or promotions, and will be accompanied by a clear written explaination in the post.

TG Green

R: 79 G: 177 B: 165
C: 67 M: 9 Y: 40 K: 0
Hex: #5fbab1

TG Red

R: 165 G: 77 B: 43
C: 25 M: 78 Y: 93 K:17
Hex: #A54D2B

SECONDARY

Dull Blue

R: 75 G: 100 B: 140
C: 78 M: 60 Y: 25 K: 6
Hex: #4B648C

Something Bright Pink

R: 244 G: 190 B: 173
C: 2 M: 29 Y: 27 K: 0
Hex: #F4BEAD

WARM GRAY

R: 203 G: 195 B: 187
C: 20 M: 20 Y: 23 K: 0
Hex: cbc366
Pantone: Warm Gray 2

SLATE

R: 55 G: 25 B: 54
C: 69 M: 60 Y: 64 K: 54
Hex: 373a36
Pantone: 447 C

TYPOGRAPHY

Source Serif Pro

Source Serif Pro is both bold and elegant. It's modern and attractive withouth being too distracting or obvious. It will act as the main font for all headings, subheadings, and titles. Variances of this font are allowed. Bold, semi-bold, and heavy are all viable options if coupled with regualr. There shold always be a higherarchy within the text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY

Source Sans Pro

All body text should be Source Sans Pro. This font is modern and attractive, and while coupling a Sans and Serif font from the same family is not always effective, source pro is a complementary option that demonstrates a professional and creative tone without being overly distracting. All body copy should be written with this font, no acceptions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IMAGING

VISUAL REPRESENTATION

Approved images for Thought Garbage vary. They can be a wide range of subject, but must always contain bold, bright colors. All photos, videos, and other visual elements are to attract the eye, or call attention to a point being made. That being said, there are acceptions. All photos or videos not containting text should be high qulity and nice to look at, however all memes or comedic material does not have to be "attractive".

All media must be high picture quality, meaning it is not pixilated to the point of not being able to tell what it is. In addition, all photos must be composed originally. No stock photos will be accepted. The acception to that rule of course would be in the case of the stock photo being the subject of a joke, or if it is being talked about in the subejct material. It is never to be claimed as the brand's original work however.

Most inages should be taken from whitney's personal life and adventures. It is best to show the face of the brand as often as possible so that peopel start associating it with the content. Sometimes people have a hard time relating to a page if they don't know who is posting.

Lastly, all photos or images used on all social media platforms should have a purpose. No pictures should be "just cuz" or "felt cute" pictures. If there is a stand-alone picuter, it should be acompanied by a caption that explains how it relates to the subject material.

COLLATERAL

BUSINESS CARD

Business cards are for professional use only. It is for fell-
wo creatives and consumers who wish to partner with the
brand. The secondary logo is in use to be more professi-
nally recognizable.

tg

The main logo should appear on the back so that it is
always associated as part of the brand. Both personal and
brand instagram should be represented on this platform.

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THANK YOU