Geeks on the Beach
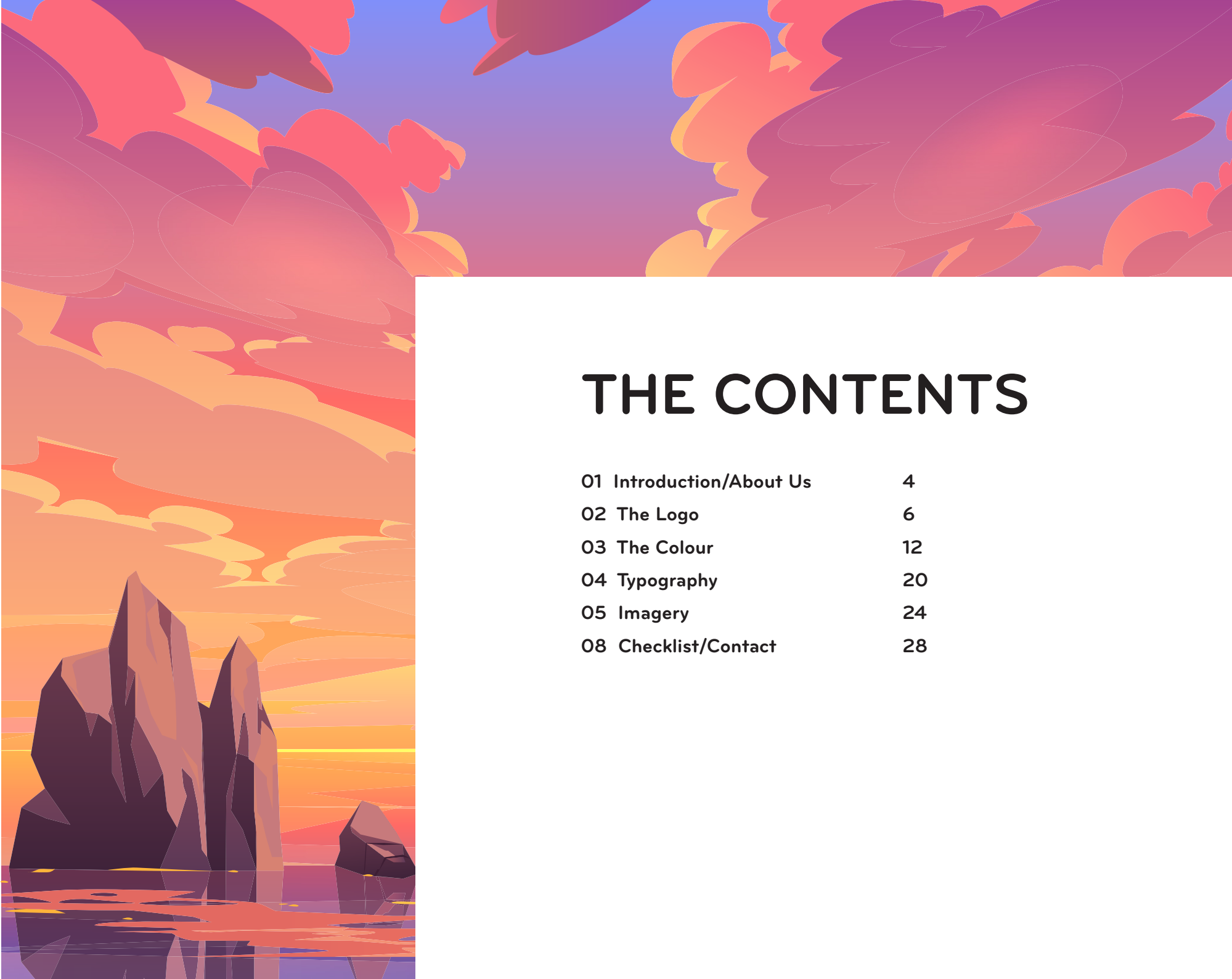
OFFICIAL BRAND GUIDELINES

GOOD DESIGN IS OBVIOUS.
GREAT DESIGN IS TRANSPARENT.

- ANDREW GRANT, EVEN -

THE CONTENTS

Brand Guidelines for
GEEKS ON THE BEACH

MORE THAN WEB DESIGN

ABOUT OUR BRAND

We are playful in our demeanour and serious about results. If we were a haircut, we'd be a reverse mullet: party in the front, business in the back.

Once upon a time, Geeks on the Beach built Joomla Websites. From humble beginnings, we grew to become one the largest Joomla developers in BC.

But today, Geeks on the Beach is more than websites. As a full-service marketing agency, we do SEO, Social Media, Pay-Per-Click Advertising, E-Commerce, Strategy, and more.

GOTB HEADQUARTERS
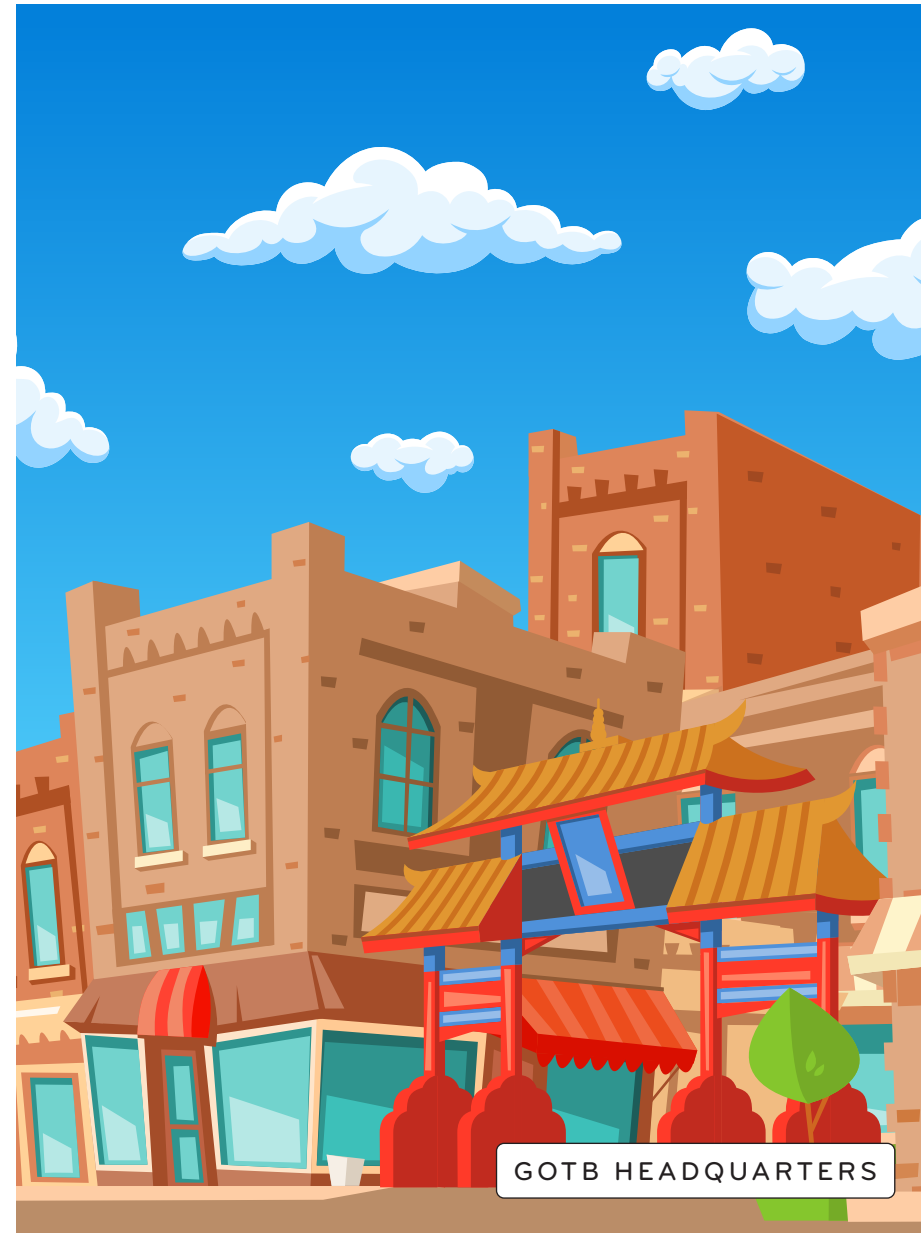
SLOGAN

NICE WEBSITE. SERIOUS BUSINESS.

For years, we've put people at ease with our friendly slogan "Nice Website". The missing piece was the flip side of that message. The addition of "Serious Business" emphasizes the deliverables, and communicates our authority as experts in our field.

NICE ___. SERIOUS___.

GOOD:

Nice Website! Serious Business.
Nice Team. Serious Professionals.
Nice portfolio. Seriously polished.
Nice Landing Page! Serious SEO.
Nice Design. Serious Award.
Nice Campaign! Serious Click Through Rates.
Nice Strategy! Serious Results.
Nice Strategy. Serious Results.
Nice App. Serious Downloads.
Nice 5-star reviews. Seriously appreciated.
Nice Reviews. Seriously Good Reputation.

BAD:

Nice Team! Serious Results!
Great Team. Awesome Results.

ADDITIONAL RULES:

• "Serious Results" and "Serious Business" are our two most commonly used slogans, and can be used interchangeably. They can be swapped out for a more relevant noun when useful.
• When required, "Serious" may be swapped for "Seriously" to retain grammatical structure.
• A Note on Punctuation: We use an exclamation mark followed by a period, or two periods for a more formal tone. Never use two exclamation marks.

THE LOGO

Don't let the cartoonish good looks fool you. Geeks on the Beach is a team of 18 talented and dedicated geeks with analytical minds and killer instincts.

02

LOGO & USAGE

In a sea of hyper-serious tech company logos, our friendly, bright, and approachable mascot breaks the mold. A bit of a head-turner, it's different because we are. It lets our clients know that we're the nerds in their corner. extending a digital helping hand and eager to get tagged into work.

BLACK & GRAYSCALE

TO OPTIMIZE LEGIBILITY:

• Select the logo with white text for use on dark backgrounds.
• Select the logo with black text for light backgrounds.
• Avoid placing the logo on multi-coloured or intricately-patterned backgrounds.

Black Text Variation - for Light Backgrounds

White Text Variation - for Dark Backgrounds

WATERMARK

SHOWING OFF OUR WORK:

• As per our Client Contract, Geeks on the Beach reserves the right to add a small
  watermark to the footer of the websites we develop.
• While we want this logo to be unobtrusive, it has to be easily visible.
• This watermark is clickable, and links to the portfolio page of our website.

SPEECH BUBBLE

Our speech bubble is always white with a black outline that is a little thicker on the
right side. Please do not alter our speech bubble or change the text in anyway.

Nice Website!™

NAMING CONVENTIONS

OPERATING NAME

Geeks on the Beach - Web Agency
If using the long form version of our name, always use the hyphen before "Web Agency"

SHORT FORM

Geeks on the Beach
Unless All Caps are required, use title case (lower case "on", lower case "the").

INTERNAL ABBREVIATION

GOTB
Note: Not to be used for communications with clients. Do not use this for marketing purposes.

LEGAL NAME

Geeks on the Beach Web Agency, Inc.
Note: This is only to be used for legal documents. Do not use this for marketing purposes.

INCORRECT USAGE

GEEKS ON THE BEACH

Off-brand effects should not be used and/or applied to our logo.

No elements in the logo should be altered or adjusted.

Don't use non-approved color schemes in the GOTB logo.

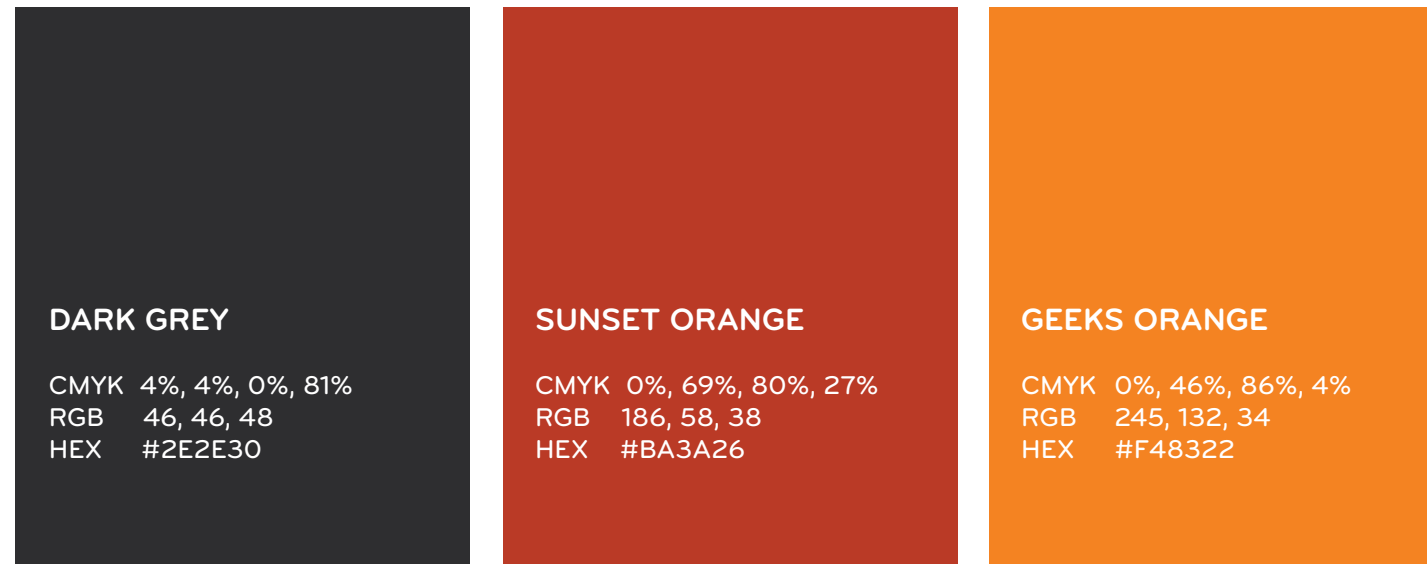Don't scale, tilt or distort the shape of the GOTB logo.

THE COLOR

Geeks on the Beach's fundamental colour scheme rests on the contrasting interplay between our bold, energetic colours, and the classic authority of white, black, and shades of grey.

03

BRAND COLORS

DARK GREY

CMYK 4%, 4%, 0%, 81%
RGB   46, 46, 48
HEX   #2E2E30

SUNSET ORANGE

CMYK 0%, 69%, 80%, 27%
RGB   186, 58, 38
HEX   #BA3A26

GEEKS ORANGE

CMYK 0%, 46%, 86%, 4%
RGB   245, 132, 34
HEX   #F48322

USING THESE COLORS

• We want our branding to pop out. But make sure the bright, playful colours are not stealing the show and dominating the tone.
• Plenty of whitespace breaks up the visual space and gives a cleaner, more professional look.
• Although orange is Geeks on the Beach's main accent colour, it tends to have only one volume: loud. Thus, use restraint with orange.

ADDITIONAL COLOURS

IDEAL COLOUR PROPORTIONS

Our primary colour is white. It should be used as the main background colour.
Also, the inside of speech bubbles should always be white.

YELLOW

CMYK	0%, 11%, 100%, 2%
RGB	250, 222, 0
HEX	#FBDF00

GREEN

CMYK	51%, 0%, 55%, 38%
RGB	77, 158, 71
HEX	#4D9D46

BLUE

CMYK	80%, 23%, 0%, 43%
RGB	29, 112, 145
HEX	#1D7092

PURPLE

CMYK	9%, 62%, 0%, 66%
RGB	79, 33, 87
HEX	#4F2157

IDEAL COLOUR PROPORTIONS

PERCENTAGES

50% White
20% Black
15% Grey
10% Sunset
5% Orange, Green, Blue, Purple
and Yellow as supporting colours

White Black Grey Sunset orange Yellow Green Blue Purple
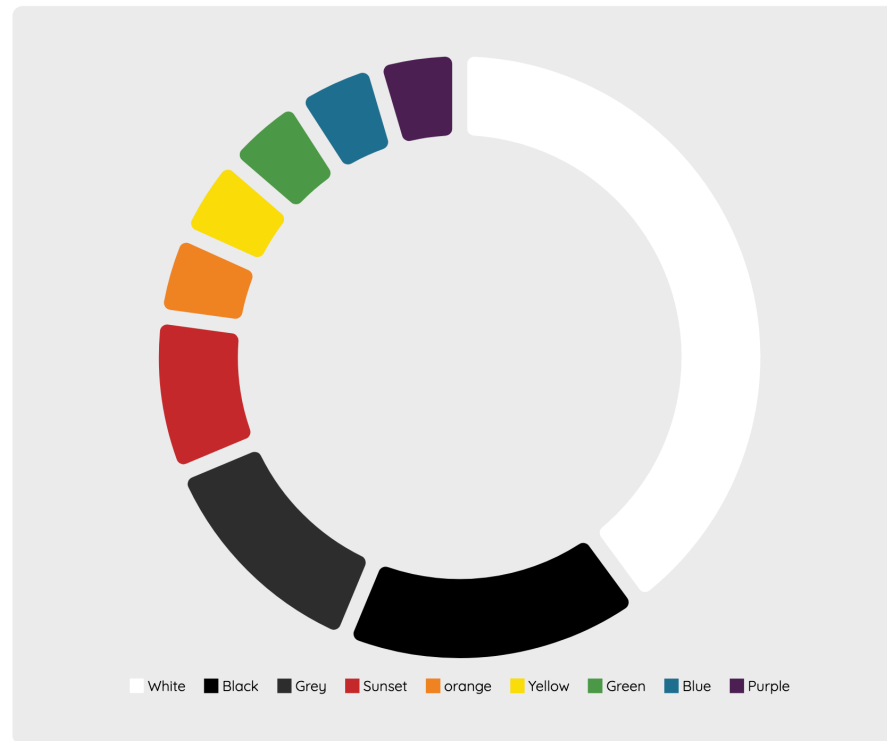
GRADIENTS

APPROVED GRADIENT COLOURS

The gradients in this guide are the only approved gradients.
Use gradients subtly and as accents. Gradients are built out
of the colours below.

SMOOTH DEMO RAINBOW (NOT FOR PRODUCTION)

#C7250D	#D75E0D	#EFA90D	#FFD40F

#1D58A1	#1B79B2	#18A5C8	#15C5D7

#3E7D58	#329E64	#4CC779	#5FE489

#4F1F80	#5E339E	#724CC7	#805FE4

GOTB SUNSET - RADIAL

Yellow, Medium Orange,
GOTB Orange, Red

GOTB STANDARD GRADIENT

DARK PURPLE - RADIAL

Dark Purple, Highlight Purple

AURORA GRADIENT

Light Purple, Medium Blue, Light Green

SKY BLUE - RADIAL FROM CENTRE

Sky Blue, Water Blue

GREEN GRADIENT

Dark Green, Highlight Green

BLUE GREEN

Medium Blue, Light Green

GOTB SOLID ORANGE
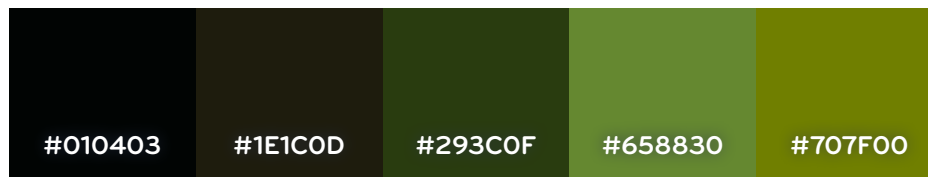
#D75E0D

FOOTER GRADIENT

MENU GRADIENT
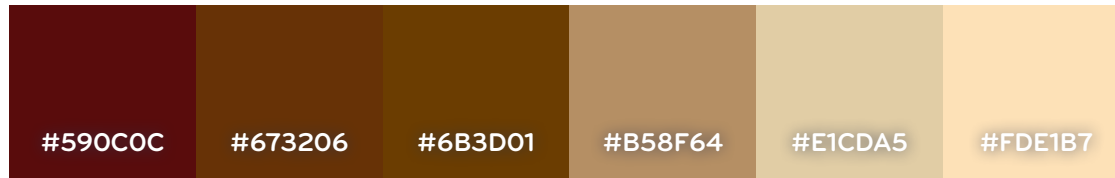
BONUS COLOURS

ADDITIONAL COLOURS

Colors in this palette were extracted from the game Bastion. Need another color for your GOTB project? Grab a screenshot and use your eyedropper! Anything you find in that game is fair play.

Additional colors that are complimentary and potentially useful but fall outside the standard 4X4 GOTB palette are included below..
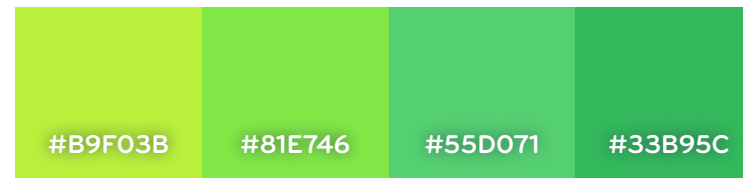
PACIFIC NORTHWEST GREENS

#010403	#1E1C0D	#293C0F	#658830	#707F00

BROWNISH THINGS - ROCKS, TREES, SAND, SKIN

#590C0C	#673206	#6B3D01	#B58F64	#E1CDA5	#FDE1B7

YELLOWS - GOLD, FLOWERS

#FFF6A1	#FFE70C	#EEC616

SPRING FRESH YELLOWY GREENS

#B9F03B	#81E746	#55D071	#33B95C

DUSTY PURPLES - DISTANT MOUNTAINS

#7B6A90	#7D5A75	#744D51

BLURPLE & BLUEGENTA

#4882FF	#4059CB	#713A6F	#8E2535
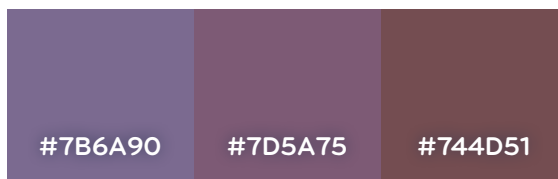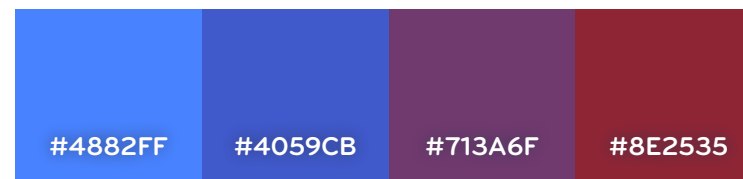
TYPOGRAPHY

Typography is 95% of design – it's a driving force in all forms of communication art.

04

PRIMARY TYPEFACE

ABOUT THE FONT

Bryant Pro is a warm and modern take on the geometric sans serif.

Geeks On The Beach uses Bryant Pro as our main typeface when ever possible. Only if Bryant Pro is not available may our alternative typeface be used.

Geeks on the beach prefers the medium weight version for paragraphs, and an all caps, bold weight version for headings.

Bryant Pro
ABCDEFGH IJKLMNOPQRSTUVWX YZ
abcdefghijklmnopqrstuvwxyz
1234567890!"§$%&/()=?+*#

Font Styles
Bold / Medium / Medium italic

Ex-Large (for embellishment only)

AaBb

SECONDARY TYPEFACE

ABOUT THE FONT

Quicksand is a sans serif font designed by Andrew Paglinawan.

This font family, is to only be used when our primary typeface Bryant Pro is not available.

Quicksand
ABCDEFGH IJKLMNOPQRSTUVWX YZ
abcdefghijklmnopqrstuvwxyz
1234567890!" $%&/()= ?+*#

Font Styles
Regular / Italic / Bold

Ex-Large (for embellishment only)

AaBb

THE BREAKDOWN

WORK WITH US

Geeks on the Beach is a marketing agency, specializing in creating online solutions for our client businesses on Vancouver Island, as well as the rest of Canada and the United States. We're the good guys.

WORK WITH US

Geeks on the Beach is a marketing agency, specializing in creating online solutions for our client businesses on Vancouver Island, as well as the rest of Canada and the United States. We're the good guys.

RULES

- •Left justification prefered
- •Black text
- •Sunset orange links on white backgrounds
- •Orange on darak backgrounds
- •Clear hierarchy
- •No bulky paragraphs

IMAGERY

Don't let the cartoonish good looks fool you. Geeks on the Beach is a team of 18 talented and dedicated geeks with analytical minds and killer instincts.

06

ILLUSTRATIONS

RULES

• Retro, early 90s style somewhat reminiscent of the
  Golden Age cartoon
• 90s aesthetic characteristics
• Both vibrant & muted colours
• Abstract shapes
• Fun patterns
• Gradients
• Use GOTB colour pallet as much as possible
• Use shades & tints GOTB colour pallet when needed
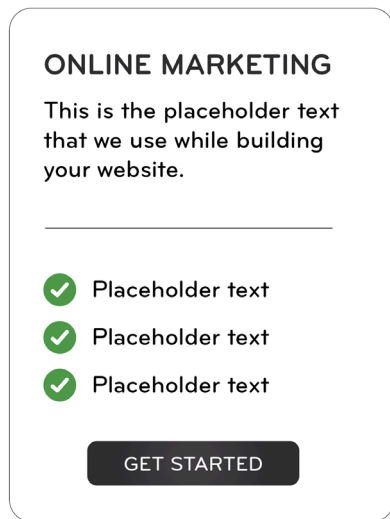• Squared fingers rather then rounded on charcters hands

CHARACRTERS

WEB STYLES

EXAMPLES:

• Thin black border on boxes
• Light drop shadow
• Slightly rounded corners on boxes & buttons
• Dark grey buttons with a subtle gradient

ONLINE MARKETING

This is the placeholder text that we use while building your website.

_____

✅ Placeholder text
✅ Placeholder text
✅ Placeholder text

GET STARTED

MEET THE GEEKS

THE CHECKLIST

Best to have a checklist. Then you know you've done everything perfectly!

✔ **01. THE LOGO**
Only use approved versions of the logo.

✔ **02. COLOR**
Please make sure that only our approved primary and secondary colors are used.

✔ **03. TYPOGRAPHY**
Use the font Bryant Pro Bold for all headings. For body text use Bryant Pro Medium. Use Quicksand when our primary font is not available.

✔ **04. IMAGERY**
Only cartoon style imagery is used. Please follow our imagery guidelines.

CONTACT

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V8W 1R4 VICTORIA, BC

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jonathan@geeksonthebeach.ca

Geeks on the Beach - Web Agency
Official Brand Styling