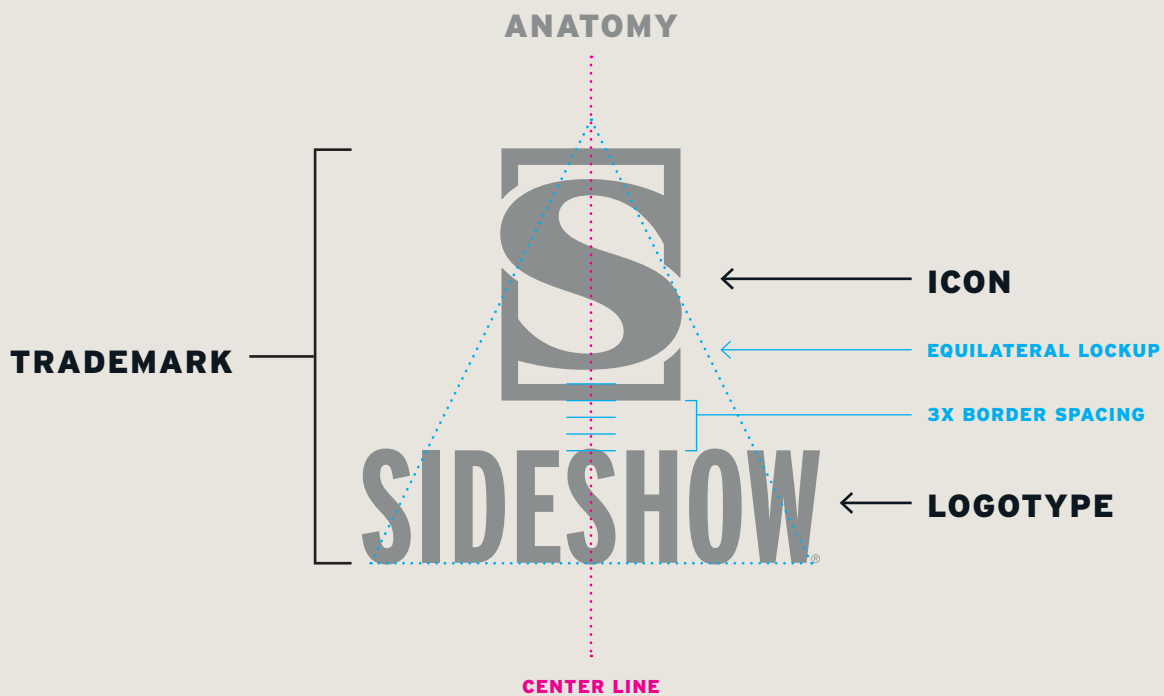


SIDESHOW BRAND
STYLE GUIDE 2020
VERSION 1.0

SIDESHOW



PRIMARY STACKED

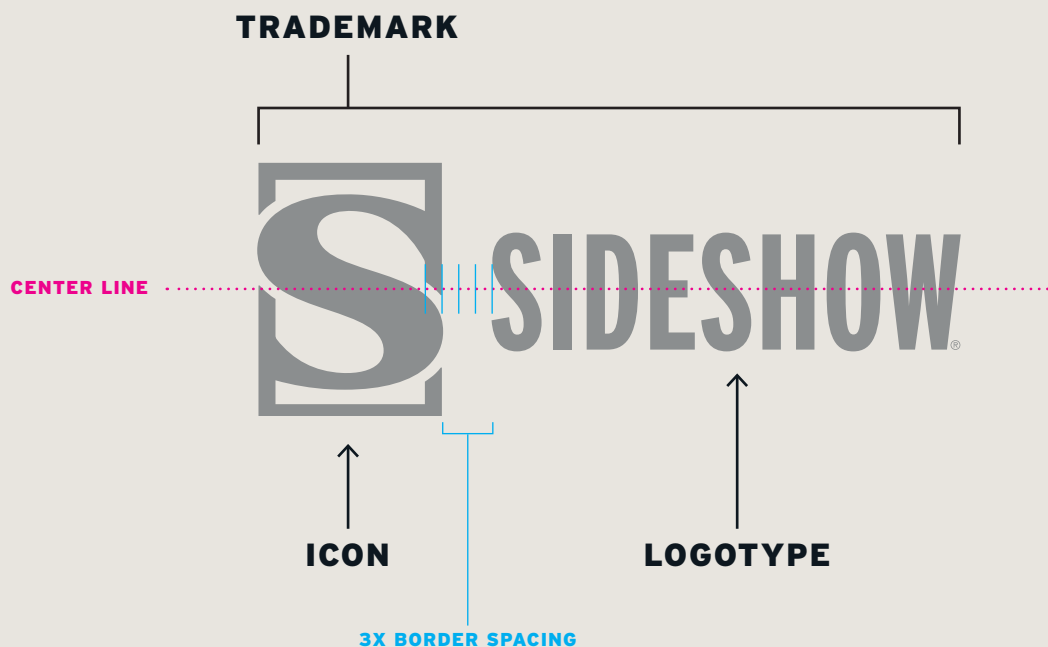


PRIMARY HORIZONTAL

(ICON LEFT, LOGOTYPE RIGHT)



ANATOMY



"S" ICON-ONLY



LOGOTYPE-ONLY

SIDESHOW®

VERTICAL APPLICATIONS



MINIMUM SIZE (WIDTH)
PRINT: .5 IN (13 MM)
DIGITAL: 100PX

FOR SMALLER APPLICATIONS USE ICON



MINIMUM SIZE WIDTH
PRINT: .1875 IN (5 MM)
DIGITAL: 30PX
(12PX OK FOR FAVICON)

HORIZONTAL APPLICATIONS



MINIMUM SIZE (WIDTH)
PRINT: .75 IN (19 MM)
DIGITAL: 120PX

FOR SMALLER APPLICATIONS USE LOGOTYPE



SIDESHOW

MINIMUM SIZE WIDTH
PRINT: .5 IN (13 MM)
DIGITAL: 100PX

EXCLUSION AREA

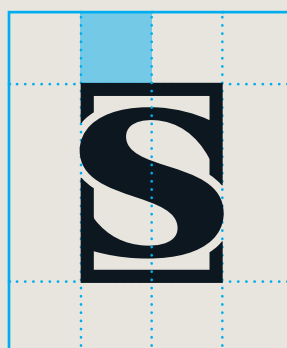
The exclusion area is a required amount of space that exists around the trademark, logotype, or icon to ensure legibility. The area defines the minimum spacing distance from the page edge, object, text, or image.

For any Sideshow trademark containing the Sideshow logotype, the exclusion area is equal to the height of the 'S' in 'Sideshow.'

For the 'S' icon, the exclusion area is equal to half the width of the icon.



HEIGHT OF 'S'
IN THE 'SIDESHOW'
LOGOTYPE



HALF THE WIDTH
OF THE ICON



DO NOT...

stretch or compress the trademarks.



DO NOT...

rotate or apply the trademarks at an angle.



DO NOT...

alter the relative size of the trademark elements.



DO NOT...

place the trademarks on distracting, high-contrast background patterns or images.



DO NOT...

alter the spacing between the letters of the logotype.



DO NOT...

substitute a different font for the logotype.



DO NOT...

distort the trademarks.



DO NOT...

add additional text, such as a slogan, or use the trademarks in a sentence.



DO NOT...

use previous Sideshow trademarks.



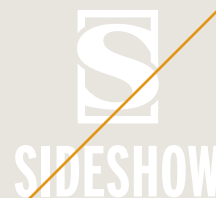
AVOID...

placing the trademarks within a shape or container.



AVOID...

adding additional effects, such as drop shadows, gradients, and dimensions.



AVOID...

placing light-colored trademarks on light backgrounds or vice versa.

COLOR STANDARDS

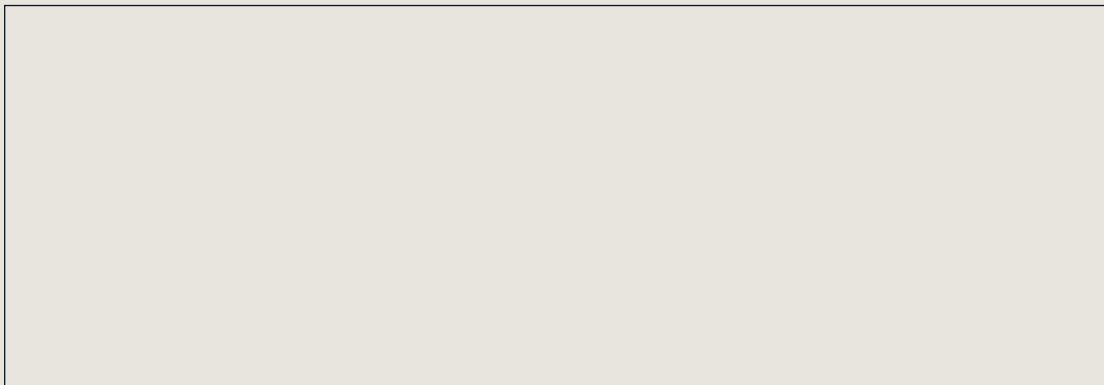
The swatches below comprise the Sideshow primary brand color palette. Our colors are neutral, allowing our brand to be paired with and amplify the colorful characters and creations we love.



PANTONE BLACK 6 CMYK 70/50/30/100 RGB 16/24/32 HEX 101820 HSL 210, 33%, 9%



PANTONE 877 CMYK 0/0/0/50 RGB 141/144/147 HEX 8D9093 HSL 210, 3%, 56%



PANTONE 9100 CMYK 0/2/6/11 RGB 231/231/224 HEX E7E7E0 HSL 60, 13%, 89%

INTERSTATE COMPRESSED FAMILY

Interstate Compressed was used to create the Sideshow Logotype (Bold). As a highly condensed typeface, it's ideal for headlines when horizontal space is limited. Available from Adobe Fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&?!%.,;:-)

INTERSTATE COMPRESSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&?!%.,;:-)

INTERSTATE COMPRESSED LIGHT

HEADLINE: BOLD 18 PT, ALL CAPS, 5 TRACKING
SUBHEAD: BOLD 12 PT, ALL CAPS, 5 TRACKING
BODY: LIGHT, 10 PT

HEADLINE: BOLD 14 PT, ALL CAPS,
5 TRACKING
BODY: LIGHT, 10 PT

INTERSTATE COMPRESSED BOLD

Tell me, O Muse, of that ingenious hero who travelled far and wide after he had sacked the famous town of Troy. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much by sea while trying to save his own life and bring his men safely home; but do what he might he could not save his men, for they perished through their own sheer folly in eating the cattle of the Sun-god Hyperion; so the god prevented them from ever reaching home.

INTERSTATE COMPRESSED BOLD

Tell me, too, about all these things, oh daughter of Jove, from whatsoever source you may know them.

INTERSTATE COMPRESSED BOLD

So now all who escaped death in battle or by shipwreck had got safely home except Ulysses, and he, though he was longing to return to his wife and country, was detained by the goddess Calypso, who had got him into a large cave and wanted to marry him.

INTERSTATE FAMILY

Interstate was designed by Tobias Frere-Jones as an optimal sans-serif for highly-legible signage but with refinements for print and online media. Available from Adobe Fonts.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&?!%.,:;-)**

INTERSTATE BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&?!%.,:;-)

INTERSTATE REGULAR

HEADLINE: BLACK 14 PT, ALL CAPS, 50 TRACKING
BODY: REGULAR 10 PT (JUSTIFIED)

INTERSTATE BLACK

Tell me, O Muse, of that ingenious hero who travelled far and wide after he had sacked the famous town of Troy. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much by sea while trying to save his own life and bring his men safely home; but do what he might he could not save his men, for they perished through their own sheer folly in eating the cattle of the Sun-god Hyperion; so the god prevented them from ever reaching home.

HEADLINE: BOLD 10 PT, ALL CAPS,
50 TRACKING
BODY: REGULAR 10 PT

INTERSTATE BLACK

So now all who escaped death in battle or by shipwreck had got safely home except Ulysses, and he, though he was longing to return to his wife and country, was detained by the goddess Calypso, who had got him into a large cave and wanted to marry him.

SOURCE SERIF PRO FAMILY

Source Serif is an ideal compliment to and serif-alternative to Interstate. Designed by Frank Grießhammer as an open source font for Adobe, Source Serif is a variable font with a wide range.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&?!%.,;:-)

SOURCE SERIF PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&?!%.,;:-)

SOURCE SERIF PRO REGULAR

HEADLINE: BOLD 14 PT, ALL CAPS, 50 TRACKING
BODY: REGULAR 9 PT (JUSTIFIED)

SOURCE SERIF PRO BOLD

Tell me, O Muse, of that ingenious hero who travelled far and wide after he had sacked the famous town of Troy. Many cities did he visit, and many were the nations with whose manners and customs he was acquainted; moreover he suffered much by sea while trying to save his own life and bring his men safely home; but do what he might he could not save his men, for they perished through their own sheer folly in eating the cattle of the Sun-god Hyperion; so the god prevented them from ever reaching home.

HEADLINE: BOLD 10 PT, ALL CAPS,
50 TRACKING
BODY: REGULAR 9 PT

SOURCE SERIF PRO BOLD

So now all who escaped death in battle or by shipwreck had got safely home except Ulysses, and he, though he was longing to return to his wife and country, was detained by the goddess Calypso, who had got him into a large cave and wanted to marry him.