



BRAND IDENTITY & STYLE GUIDE

Official Branding Guidelines & Usage Rules



OVERVIEW & INSTRUCTIONS

About This Guide

This document establishes the official brand identity for Nate Clarke Painting, ensuring consistency across all media, print, embroidery, sponsorships, and digital platforms. All partners, artists, and suppliers must adhere to these guidelines to maintain brand integrity.

Usage Rules

- All brand assets must be used exactly as specified.
- No alterations to colors, proportions, or elements without written approval.
- All third parties must seek permission before modifying designs.

For inquiries regarding brand asset usage, contact:

☎ office@nateclarkepainting.com

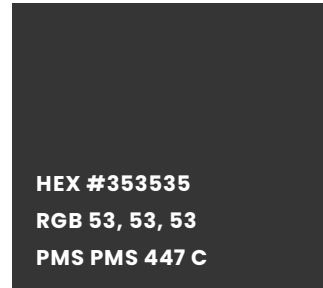
✉ (541) 400-7900



BRAND COLORS

The official Nate Clarke Painting color palette is:

Charcoal



Light Gray



Use solid brand colors.

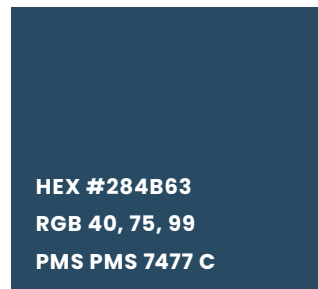


Avoid altering colors or using unapproved shades.

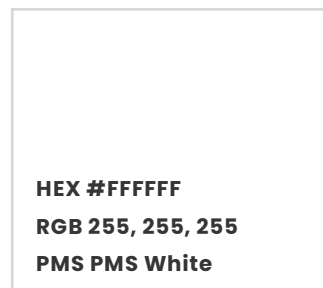
Deep Teal



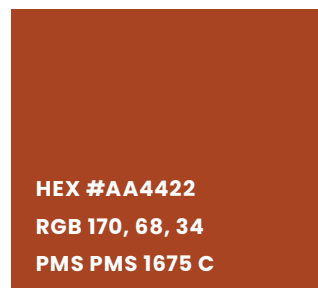
Navy Blue



White



Burnt Orange



FULL-COLOR LOGO

ICON + WORDMARK



Guidelines for Usage

- Use only in approved colors.
- Maintain proper spacing (Minimum margin: 1x logo height).
- Only use on solid backgrounds.
- Avoid distortion, rotation, or excessive scaling.



Use on white, light gray, or dark solid backgrounds.



Do not place on gradients, busy textures, or photos.



FULL-COLOR

ICON ONLY

Guidelines for Usage

- The icon may be used separately from the wordmark in applications where a simplified version is required.
- Follow minimum margin rules (1x icon height).
- Avoid misuse (rotation, distortion, unapproved colors).
- Use only on approved backgrounds.



Ideal for social media icons, watermarks, and embroidery.



Do not alter proportions, stretch, or recolor.



FULL-COLOR WORDMARK ONLY

Guidelines for Usage

- The wordmark may be used without the icon when needed for simplified branding.
- Minimum spacing: 1x height of the letters.
- Only use approved colors.



Ideal for signage, apparel, and business cards.



Do not modify letter spacing, proportions, or colors.

NATE CLARKE
P A I N T I N G



MONOCHROME

LOGO, ICON, AND WORDMARK USAGE



Guidelines for Usage

- Black & White (Monochrome) versions may be used when color printing is not available.
- Only use official grayscale versions provided.
- Follow minimum spacing rules.



Use for one-color printing, engravings, and embossing.



Do not apply unapproved grayscale variations.



CORPORATE FONTS & TYPOGRAPHY

Primary Brand Font

Usage: Primary text in all branding materials.

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz
0123456789

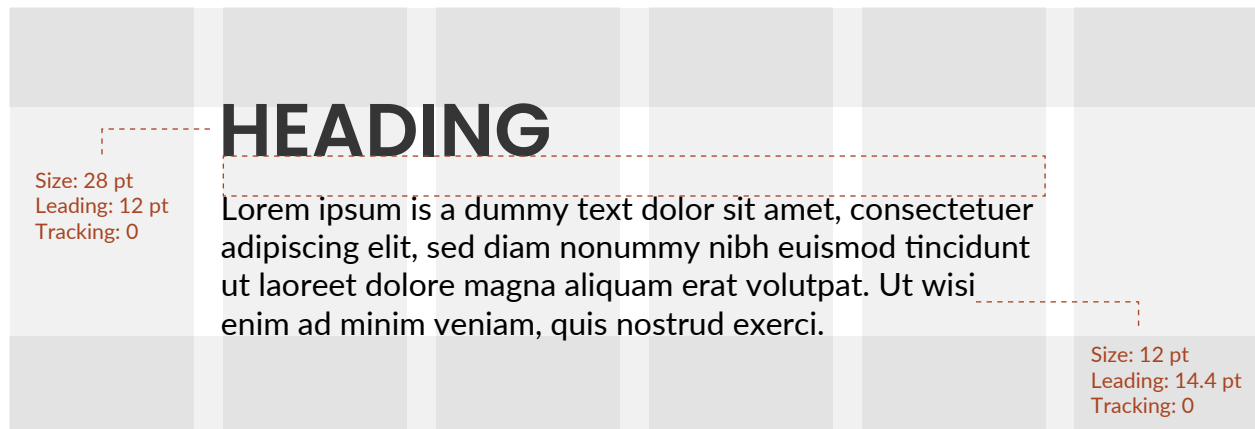
Secondary Brand Font

Usage: Subtext, captions, and supporting text.

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz
0123456789



Maintain consistent sizes across all applications.
Use appropriate line spacing and padding.



Do not stretch or alter
letter proportions.

DOWNLOAD LINKS FOR FONTS:

Poppins: <https://fonts.google.com/specimen/Poppins>

Lato: <https://fonts.google.com/specimen/Lato>



SPORTS BADGES USAGE

Guidelines for Usage

- The brand includes five official sports badges, used for local sports team sponsorships and promotional materials.
- Each badge already follows the same styling as the logo, featuring a different sports ball:



Only use approved color variations. Follow logo spacing and placement rules.



Do not modify, recolor, or distort the badges.



SPORTS FONTS

Ark Regular

Usage: Primary text in all sports branding materials.

BEBAS NEUE:

ABCDEFGHIJKLMNOPQRSTUVWXYZ WXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Relevant
Sports Badge
(See Page 10)

Player Name
Size: 148 pt
Leading: 178 pt
Tracking: 0

Number
Size: 460 pt
Leading: 552 pt
Tracking: 0



Maintain consistent sizes across all applications.
Use appropriate line Leading and Tracking.



Do not stretch or alter
letter proportions.

DOWNLOAD LINK FOR THE FONT: <https://drive.google.com/drive/folders/1fQBCeODARSRwpeTH-Vk-Ob57gkZqVnSHX>



FINAL INSTRUCTIONS & CONTACT INFO

Key Reminders

- All brand elements must be used as specified.
- No modifications or alterations without approval.
- Maintain visual consistency across all platforms.

CONTACT FOR APPROVAL & QUESTIONS

📞 office@nateclarkepainting.com

📞 (541) 400-7900

THANK YOU!

This Brand Identity Guide serves as the official reference for all branding decisions. Following these guidelines ensures a consistent and professional representation of our company across all platforms.



