Marketing Brand Guidelines

Campanion's Branding System | Updated 23 May, 2019

Logo

Construction of Branded Assets

The Campanion logo is built on simple geometry. The logo was meticulously built to maintain ownable properties while allowing excellent readability at any size within any application. The padding of the logo, the space around the mark, is consistent throughout all of its compositions. The padding was created by using the space from the center of the trademark.
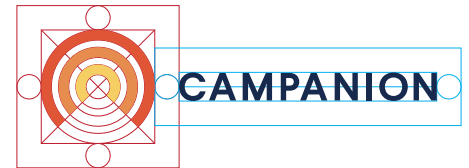
Fig 1 | The Logo

Fig 2 | Vertical Composition

Fig 3 | Horizontal Composition

Scaling of Campanion's Logo

Fig 4 | Drop the logotype, once the logo is smaller than .25in

Download the Identity Package

Updated 05/23/2019

Applications to Avoid

Fig 5| Dark on dark	**Fig 10** | Non-brand colors
Fig 6 | Light on light	**Fig 11** | Distortion
Fig 7 | Low contrast	**Fig 12** | Low-resolution
Fig 8 | Improper rotation	**Fig 13** | Gradients or outlines
Fig 9 | Effects	**Fig 14** | Improper reproduction

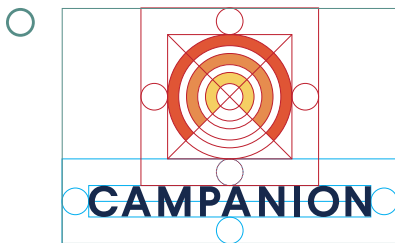Fig 5   Fig 6   Fig 7   Fig 8   Fig 9   Fig 10

Fig 11   Fig 12   Fig 13   Fig 14

As a general rule-of-thumb, **do not edit or modify the Campanion identity** or branding system in any way. Colors, typography, iconography, photography, etc. are small parts in a larger machine—everything needs to work together to accurately communicate Campanion's voice.

Use Campanion's branding in tandem with your own!

Color System

Structure Within Our Palette

Our color system utilizes the vibrancy and diversity of the color spectrum to create a palette of distinctive, exciting, and relatable colors.

Campanion's color palette offers a wide spectrum of colors to ensure a high level of contrast within branded designs. Contrast is an essential tool uses for accessibility. To maintain a high level of contrast, only pair colors together that are at least one step away on the color palette—i.e. Ember with Radiant, Rise with Raft, and so on.

Color Palette & Values

Ember	**Rise**	**Radiant**	**Raft**	**Leaf**	**Stone**	**Dew**	**Cloud**
CMYK *7-81-88-1*	CMYK *7-53-78-0*	CMYK *5-17-73-0*	CMYK *99-86-42-41*	CMYK *69-30-47-5*	CMYK *23-12-7-43*	CMYK *33-12-11-0*	CMYK *11-4-4-0*
RGB *224-85-53*	RGB *230-140-78*	RGB *245-207-99*	RGB *23-41-76*	RGB *86-141-136*	RGB *124-134-145*	RGB *169-169-213*	RGB *223-232-237*
HEX *e05535*	HEX *e68c4e*	HEX *f5cf63*	HEX *17294c*	HEX *568d88*	HEX *7c8691*	HEX *a9c7d5*	HEX *dfe8ed*

Use of Photography

Brand Voice Through Imagery

Our photography is inspirational to our users and should be inclusive to all genders, ethnicities and age ranges. Campanion's imagery focuses on radiant lighting, community interaction, joy, and a large range of activities. The goal is to capture authentic moments between people—not all campfires and log cabins.

Download the Photography Package

Updated 05/23/2019

Do Not

✕   Obstruct the brand guidelines.

✕   Use Campanion's branding assets as your own.

✕   Modify any of Campanion's artwork.

✕   Integrate any Campanion branding or artwork into your own logo.

✕   Use any Campanion artwork without proper permission.

Do

○   Use Campanion's artwork to link back to Campanion.

○   Use the Campanion logo to advertise your use of Campanion.

○   Use the Campanion logo in a blog post, article or any other media.

Contact Us

If your project requires specific artwork files or you have questions regarding our branding usage rights, please contact us at contact@campminder.com.

Campanion's branding assets represent only Campanion and CampMinder and should not be used to represent third-party products or companies.