

**FAZE UP** 

CONCEPTS

**BRAND  
GUIDELINES**



# INTRODUCTION

## **NEXT LEVEL BRANDING THROUGH EXPERIENTIAL MARKETING**

### MISSION

FazeUP Concepts is on a mission to evolve your brand to its next level. Whether your brand is newly generated, undergoing a revamp or is simply in a stall period, our solution driven team can uncover exactly how to accelerate, revitalize or shift your marketing initiatives to obtain the results you desire.

Unlock the possibilities with FazeUP Concepts!

---

# PRIMARY LOGO APPLICATION

---

Primary Logo - Horizontal



Primary Logo - Horizontal Inverse



Primary Logo - Vertical



Primary Logo - Vertical Inverse



---

## SECONDARY LOGO APPLICATION

---



Oswald Light All  
Caps with Tracking  
set to 350.

---

## SPACING & MINIMUM SIZE

---

Spacing Primary Logo

Minimum Size

2X					2X
X					
2X					2X

Print: 3/8" | **FAZE UP** ↑  
Web: 36 px

---

# ICON LOGO APPLICATION

---

Icon - Dark



Icon - Light



Icon Circle - Dark



Icon Circle - Light



Icon Square - Dark



Icon Square - Light



Icon Square - Gradient



---

# MONOCHROME & WHITE OUT

---

**FAZE**UP↑

**FAZE**UP↑

# COLOR PALETTE

## Primary



### MIDNIGHT BLUE

Hex Code: #0D1B3F  
C: 100% M: 91% Y: 41% K: 51%  
R: 13 G: 27 B: 63



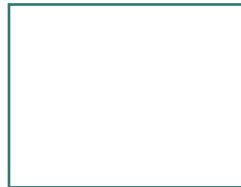
### DARK AQUARMARINE

Hex Code: #2C7A77  
C: 82% M: 35% Y: 52% K: 12%  
R: 44 G: 122 B: 119



### FERN

Hex Code: #66C18C  
C: 60% M: 0% Y: 60% K: 0%  
R: 102 G: 193 B: 140



### WHITE

Hex Code: #FFFFFF  
C: 0% M: 0% Y: 0% K: 0%  
R: 255 G: 255 B: 255

## Neutral



### CHARCOAL

Hex Code: #535556  
C: 65% M: 57% Y: 54% K: 31%  
R: 83 G: 85 B: 86



### CRYSTAL

Hex Code: #D8D8D8  
C: 14% M: 11% Y: 11% K: 0%  
R: 216 G: 216 B: 216

## Pantone Alternatives

2768 C



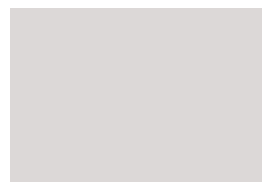
7718 C



346 C



Cool Gray 1 C



Cool Gray 11 C



## Gradient



---

# TYPOGRAPHY

---

## Assistant Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Oswald Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### HEADING 1

**ASSISTANT EXTRA BOLD ALL CAPS**

### HEADING 2

**Assistant Extra Bold**


### HEADING 3

OSWALD LIGHT ALL CAPS

### BODY

Oswald Light

# BUSINESS CARDS




**FAZE<sup>UP</sup>**

---

**DENISE BARKER**

---

Co-founder & CEO  
503.936.1228  
denise@fazeUPconcepts.com



**FAZE<sup>UP</sup>**

---

**SANDRA SEMLING, CMP**

---

Co-founder & Partner  
702.349.2766  
sandra@fazeUPconcepts.com



SWAG  
fazeUPswag.com


**FAZE<sup>UP</sup>**  
CONCEPTS  
fazeUPconcepts.com



---

# LETTERHEAD

---

