



Brand & Style Guide

Version: March 2018

Introduction

We partner with some of the world's largest and innovative publishing partners to bring world leading brands to Australia: POPSUGAR, ShopStyle, Who What Wear, Byrdie, MyDomaine, Kin Community, Business Insider, Gizmodo, Lifehacker and Kotaku.

Our ability to procure unlimited content from around the world and combine it with our own, allows our creatives to curate our mastheads to the highest possible standards.

Our teams are passionate about publishing, premium, valuable, up-to-the-minute, smart, trusted content. In doing so we have acquired an audience to match.

Allure Media:
Making impressions not just serving them.

**BUSINESS
INSIDER**
AUSTRALIA



POPSUGAR.

SHOPSTYLE

WHO WHAT WEAR

MY DOMAIN

BYRDIE

GIZMODO

KOTAKU

lifehacker

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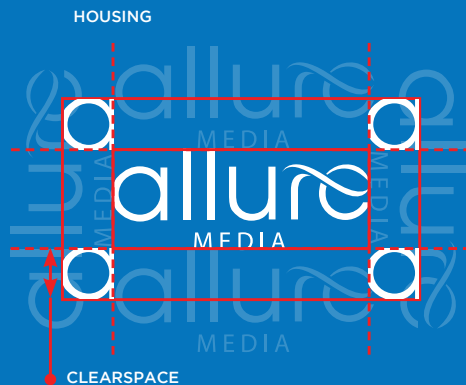
Logos

Info

HOUSING AND CLEARSPACE

All logos have a strict housing and clearspace specification assigned. This prevents the interference of external visual elements on the logo, and maximises logo visibility in all documents.

See example below:



FILE TYPES AND COLOUR FORMATS

Each logo is presented in three different colour formats:

- RGB** The colour breakup of Red, Green, Blue.
Ideal for web/screen.
Works hand-in-hand with HEX codes.
- CMYK** The colour breakup of Cyan, Magenta, Yellow and Black.
A must for all things print, as screen colours and print colours vary in appearance.
- PANTONE** A standardized international colour code within Brand identities. Used for special print jobs where colours need to be consistent, or whether manual print work is involved. There is no Pantone code for white, however the relative file type will still need to be to a CMYK work mode.

Each colour format has specific file types to best suit it's medium.

RGB	CMYK	PANTONE
Vector EPS (Set to RGB work mode)	Vector EPS (Set to CMYK work mode)	Vector EPS (Set to CMYK work mode)
Illustrator AI	Illustrator AI	Illustrator AI
PNG	JPEG*	
JPEG*	TIFF	

*WHITE LOGOS WILL NOT BE AVAILABLE AS A JPEG

Allure Media

PRIMARY



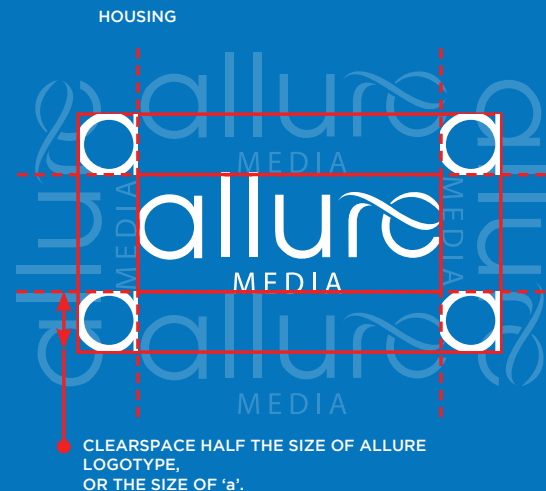
GRID DEMONSTRATING TRANSPARENCY ONLY

RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 20.

Use the appropriate logo that does not impede legibility.

Logos must always have the following housing and clearspace:



6

SECONDARY



INTERNAL

WOMENS

TECH

GLOBAL INSIGHTS



Business Insider

PRIMARY

**BUSINESS
INSIDER**
AUSTRALIA



GRID DEMONSTRATING TRANSPARENCY ONLY

**BUSINESS
INSIDER**
AUSTRALIA

**BUSINESS
INSIDER**
AUSTRALIA

SECONDARY

BUSINESS INSIDER
AUSTRALIA

BUSINESS INSIDER
AUSTRALIA

GRID DEMONSTRATING TRANSPARENCY ONLY

BUSINESS INSIDER
AUSTRALIA

BUSINESS INSIDER
AUSTRALIA

BI
AUSTRALIA

RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 21. Use the appropriate logo that does not impede legibility.

Logos must always have the following housing and clearspace:



Gizmodo

PRIMARY

GIZMODO G

RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 22.

Use the appropriate logo that does not impede legibility.

Logos must always have the following housing and clearspace:

8

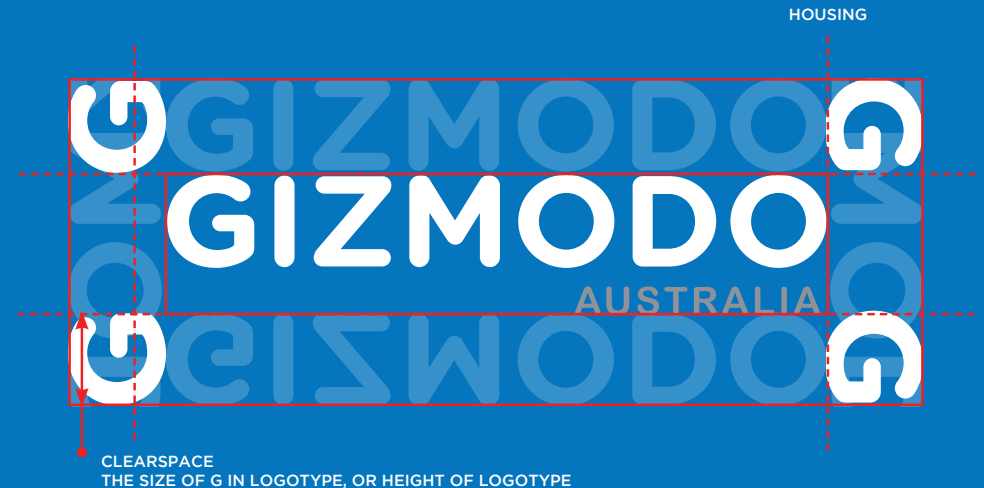
SECONDARY

GIZMODO



GRID DEMONSTRATING TRANSPARENCY ONLY

GIZMODO



Lifehacker

PRIMARY

lifehacker



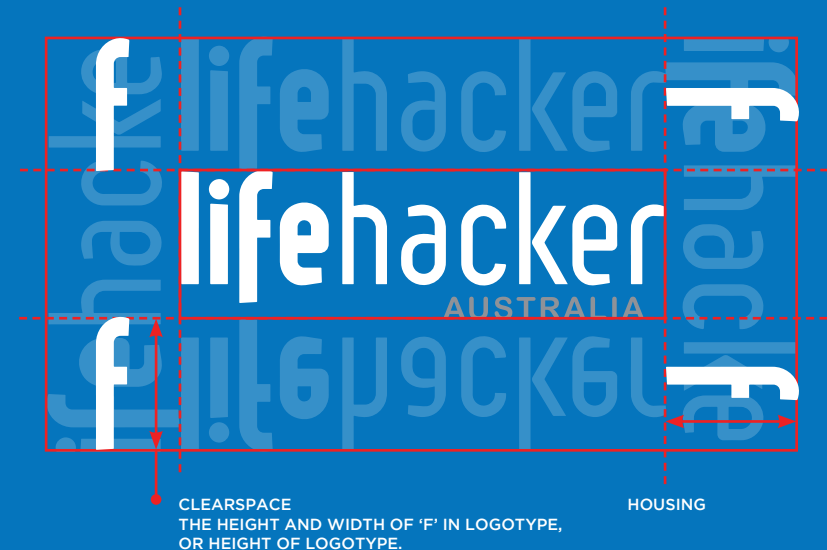
GRID DEMONSTRATING
TRANSPARENCY ONLY

RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 23.

Use the appropriate logo that does not impede legibility.

Logos must always have the following housing and clearspace:



CLEARSPACE
THE HEIGHT AND WIDTH OF 'F' IN LOGOTYPE,
OR HEIGHT OF LOGOTYPE.

HOUSING

SECONDARY

lifehacker



GRID DEMONSTRATING
TRANSPARENCY ONLY

lifehacker

Kotaku

PRIMARY



GRID DEMONSTRATING TRANSPARENCY ONLY



RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 24.

Use the appropriate logo that does not impede legibility.

Logos must always have the following housing and clearspace:



SECONDARY

KOTAKU

KOTAKU



GRID DEMONSTRATING TRANSPARENCY ONLY

POPSUGAR

PRIMARY



GRID DEMONSTRATING TRANSPARENCY ONLY

SECONDARY



POPSUGAR.

POPSUGAR.

POPSUGAR.

POPSUGAR

...cont

RULES

Do's

Use slate on white.

Use white on IKB and slate.

Place a white logo to the edge of the frame.

Place a white logo over a contrasting image.

Place a slate logo over a contrasting image.

Don't's

Do not stretch.

Do not tilt or angle.

Do not outline.

Do not overlay with imagery.

Do not tighten kerning.

Do not shadow.

Do not stack or alter.

Do not use other colours.

Do not use on clashing colour backgrounds.

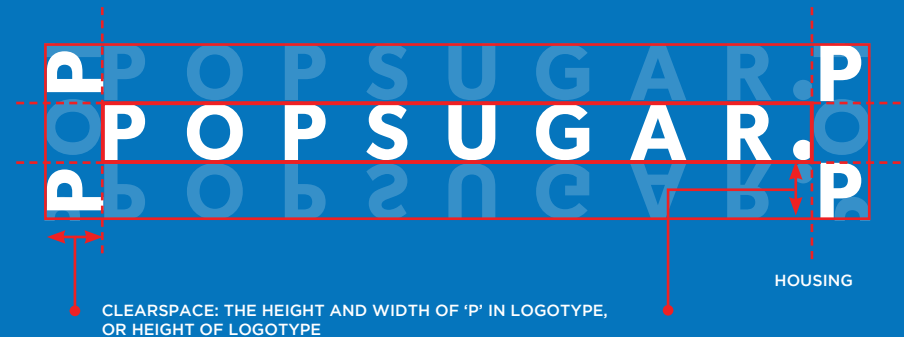
Do not use on imagery that impedes legibility.

Do not manually type the logo, or include within a sentence.

Logos must never be altered or recreated and must only be used as per the colours specified on page 25.

Use the appropriate logo that does not impede legibility.

Logos must always have the following housing and clearspace:



ShopStyle

PRIMARY

SHOPSTYLE

SHOPSTYLE

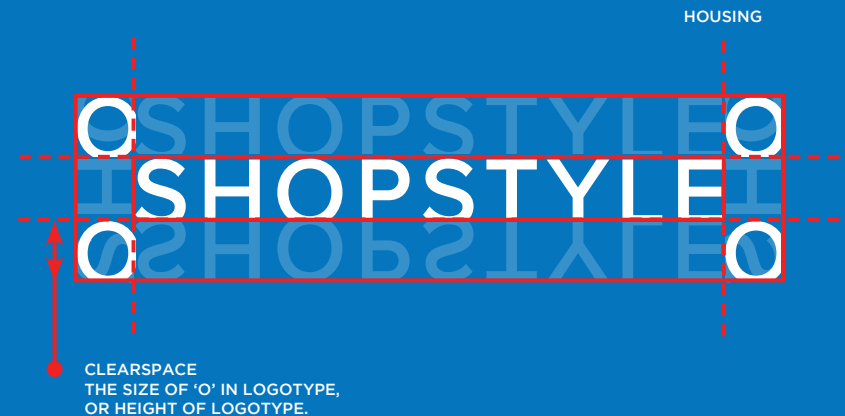
GRID DEMONSTRATING TRANSPARENCY ONLY

RULES

Logos must never be altered or recreated and must only be used as per the colours specified on page 26.

Use the appropriate logo that does not impede legibility.

Logos must always have the following housing and clearspace:



Who What Wear

PRIMARY

WHO WHAT WEAR W

WHO WHAT WEAR

WHITE LOGO ONLY TO BE APPLIED ACCORDING TO LOGO RULES

SECONDARY

WHO WWW
WHAT
WEAR

RULES

Do's

Use white on black.

Use black or white on a solid colour.

Use black or white on a grayscale shade.

Use black or white over photography.

Don't's

Do not use in colour over photography.

Do not use colours other than black or white.

Do not use a pixelated logo.

Do not combine logo and icon.

Do not outline logo.

Do not angle the logo.

Logos must always have the following housing and clearspace:



MyDomaine

PRIMARY

MY **DOMAINE** **D**

MY **DOMAINE**

WHITE LOGO ONLY TO BE APPLIED ACCORDING TO LOGO RULES

RULES

Do's

Use white on black.

Use black or white on a solid colour.

Use black or white on a grayscale shade.

Use black or white over photography.

Don't's

Do not use in colour over photography.

Do not use colours other than black or white.

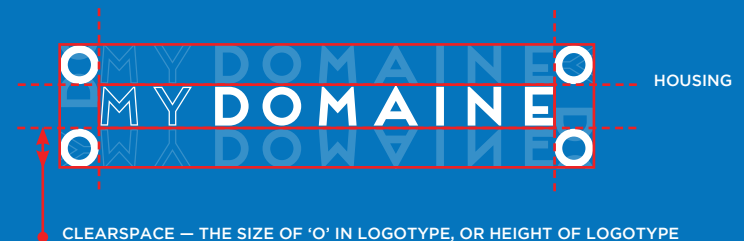
Do not use a pixelated logo.

Do not combine logo and icon.

Do not outline logo.

Do not angle the logo.

Logos must always have the following housing and clearspace:



Byrdie

PRIMARY

BYRDIE

B

BYRDIE

RULES

Do's

Use white on black.

Use black or white on a solid colour.

Use black or white over photography.

Don't's

Do not use in colour over photography.

Do not use colours other than black or white.

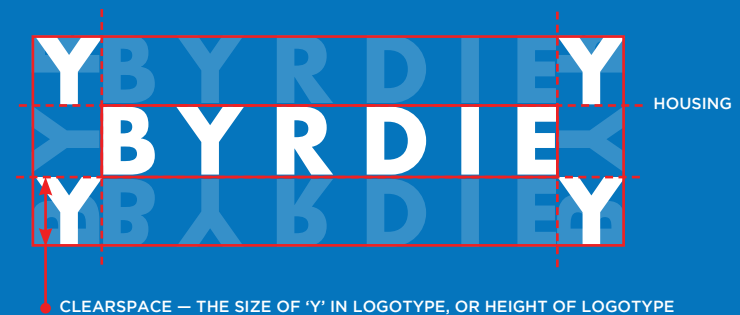
Do not use a pixelated logo.

Do not combine logo and icon.

Do not outline logo.

Do not angle the logo.

Logos must always have the following housing and clearspace:



Kin Community

PRIMARY



KIN COMMUNITY
AUSTRALIA



THE KIN KNOT ONLY TO BE APPLIED
ACCORDING TO LOGO RULES

SECONDARY



KIN COMMUNITY AUSTRALIA



KIN
COMMUNITY
AUSTRALIA



Kin Community ...cont

RULES

Do's

In situations where multiple logos are required in print, signage, web layouts or other media, the presentation of the logomark must be at least equal in size to the logos of the other brands or organisations.

Do use black logo on white or light backgrounds.

Do use coloured logo on white or light backgrounds.

Do use coloured logo on dark backgrounds.

Do use white logo on dark backgrounds.

Don't's

Do not recreate the logotype using fonts; the logotype is comprised of custom lettering and should only be used as supplied.

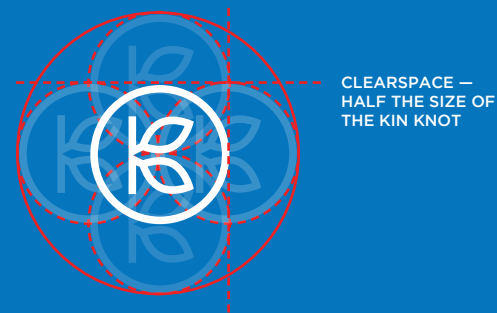
Do not add elements or type to the logotype.

Do not mix colours, use colours outside of the approved palette, or apply effects to the logotype.

Do not skew or stretch the overall shape of the logos under any circumstances.

Do not alter or change the outer outline shape and/or interior elements of the Kin Knot.

Logos must always have the following housing and clearspace:



Colour

ALL COLOUR SWATCHES ARE BASED ON THEIR C / M / Y / K BREAKDOWN UNLESS SPECIFIED.

Allure Media

PRIMARY



ALLURE BLUE

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 285 C
90 / 48 / 0 / 0
0 / 118 / 190
#0076BE

SECONDARY



ALLURE GREY

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Cool Gray 9 C
4 / 2 / 0 / 49
126 / 128 / 131
#7E8083



ALLURE BLACK

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Black 6 C
75 / 68 / 67 / 90
0 / 0 / 0
#000000



WHITE

PANTONE
C / M / Y / K
R / G / B
HEX

Nil
0 / 0 / 0 / 0
255 / 255 / 255
#FFFFFF



Business Insider

PRIMARY



BI DARK BLUE

PANTONE*

C / M / Y / K

R / G / B

HEX

PMS 7707 C

81 / 24 / 0 / 51

24 / 95 / 125

#185F7D



BI BRIGHT BLUE

PANTONE*

C / M / Y / K

R / G / B

HEX

PMS 297 C

55 / 15 / 0 / 10

103 / 194 / 229

#67C2E5



BI BLUE

PANTONE*

C / M / Y / K

R / G / B

HEX

PMS 639 C

100 / 21 / 10 / 0

41 / 158 / 204

#299ECC



WHITE

PANTONE

C / M / Y / K

R / G / B

HEX

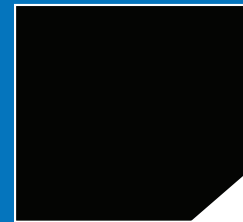
Nil

0 / 0 / 0 / 0

255 / 255 / 255

#FFFFFF

SECONDARY



BLACK

PANTONE

C / M / Y / K

R / G / B

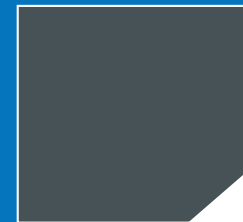
HEX

PMS Black C

75 / 68 / 67 / 90

0 / 0 / 0

#000000



GRAY #5

PANTONE

C / M / Y / K

R / G / B

HEX

PMS 7540 C

69 / 59 / 52 / 33

71 / 81 / 84

#475154



GRAY #4

PANTONE*

C / M / Y / K

R / G / B

HEX

PMS 423 C

9 / 1 / 0 / 43

132 / 143 / 145

#848F91



GRAY

PANTONE*

C / M / Y / K

R / G / B

HEX

PMS 427 C

49 / 39 / 39 / 4

212 / 216 / 212

#D4D8D9

Gizmodo

PRIMARY



BLUE

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 7458 C
48 / 14 / 0 / 18
109 / 178 / 208
#6DB2D0

SECONDARY



GREY

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Cool Gray 9 C
4 / 2 / 0 / 49
126 / 128 / 131
#7E8083



WHITE

PANTONE
C / M / Y / K
R / G / B
HEX

Nil
0 / 0 / 0 / 0
255 / 255 / 255
#FFFFFF



BLACK

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Black 6 C
75 / 68 / 67 / 90
0 / 0 / 0
#000000



YELLOW*

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 2006 C
7 / 27 / 83 / 0
237 / 186 / 72
#F6BF43

*YELLOW VALUES USED FOR TECH NETWORK COLLATERAL ONLY



Lifehacker

PRIMARY



LIME

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 577 C
37 / 10 / 75 / 0
172 / 193 / 109
#ACC16D

SECONDARY



GREY

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Cool Gray 9 C
4 / 2 / 0 / 49
126 / 128 / 131
#7E8083



WHITE

PANTONE
C / M / Y / K
R / G / B
HEX

Nil
0 / 0 / 0 / 0
255 / 255 / 255
#FFFFFF



BLACK

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Black 6 C
75 / 68 / 67 / 90
0 / 0 / 0
#000000



YELLOW*

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 2006 C
7 / 27 / 83 / 0
237 / 186 / 72
#F6BF43

*YELLOW VALUES USED FOR TECH NETWORK COLLATERAL ONLY



Kotaku

PRIMARY



CORAL

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 198 C
0 / 92 / 56 / 0
239 / 58 / 89
#EF3A59

SECONDARY



GREY

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Cool Gray 9 C
4 / 2 / 0 / 49
126 / 128 / 131
#7E8083



WHITE

PANTONE
C / M / Y / K
R / G / B
HEX

Nil
0 / 0 / 0 / 0
255 / 255 / 255
#FFFFFF



BLACK

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Black 6 C
75 / 68 / 67 / 90
0 / 0 / 0
#000000



YELLOW*

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 2006 C
7 / 27 / 83 / 0
237 / 186 / 72
#F6BF43

*YELLOW VALUES USED FOR TECH NETWORK COLLATERAL ONLY



POPSUGAR

PRIMARY



SLATE

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 432 C
78 / 64 / 53 / 44
47 / 56 / 70
#2F3846



BLUE

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 072 C
100 / 90 / 0 / 0
0 / 47 / 167
#002FA7



ELECTRIC BLUE

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 293 C
100 / 69 / 0 / 4
17 / 84 / 255
#1154FF



CYAN

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 298 C
67 / 2 / 0 / 0
36 / 196 / 248
#24C4F8

SECONDARY



OFF-WHITE

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 427 C
7 / 3 / 5 / 8
246 / 246 / 246
#F6F6F6



RUBINE RED

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Rubine Red C
0 / 100 / 57 / 19
239 / 0 / 102
#EF0066



YELLOW

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 115 C
0 / 14 / 86 / 1
255 / 216 / 1
#FFD801



ShopStyle

PRIMARY



BLACK

PANTONE

C / M / Y / K

R / G / B

HEX

PMS Black 6 C

75 / 68 / 67 / 90

0 / 0 / 0

#000000



ACCENT GREEN

PANTONE

C / M / Y / K

R / G / B

HEX

PMS 333 C

53 / 0 / 22 / 0

31 / 249 / 231

#1FF9E7



WHITE

PANTONE

C / M / Y / K

R / G / B

HEX

Nil

0 / 0 / 0 / 0

255 / 255 / 255

#FFFFFF



SALE YELLOW

PANTONE

C / M / Y / K

R / G / B

HEX

PMS 102 C

7 / 0 / 96 / 0

252 / 254 / 4

#FCFE04



PRIMARY ACTION

PANTONE

C / M / Y / K

R / G / B

HEX

PMS 2368 C

80 / 75 / 0 / 0

67 / 52 / 249

#4334F9



ACCENT PINK

PANTONE

C / M / Y / K

R / G / B

HEX

PMS 176 C

0 / 45 / 16 / 0

246 / 162 / 174

#FFA4AF



SECONDARY



PURPLE GRAY

PANTONE

C / M / Y / K

R / G / B

HEX

PMS Black 5 C

70 / 68 / 49 / 37

72 / 66 / 80

#484250



LIGHT DOVE GRAY

PANTONE

C / M / Y / K

R / G / B

HEX

PMS Cool Gray 3 C

2 / 3 / 1 / 0

246 / 243 / 246

#F6F3F6



MEDIUM GRAY

PANTONE

C / M / Y / K

R / G / B

HEX

PMS 7653 C

21 / 18 / 16 / 0

200 / 197 / 200

#C8C5C8



LIGHTEST GRAY

PANTONE

C / M / Y / K

R / G / B

HEX

PMS Cool Gray 1 C

4 / 3 / 3 / 0

240 / 240 / 240

#F0F0F0



Who What Wear

PRIMARY



BLACK

PANTONE

C / M / Y / K

R / G / B

HEX

PMS Black 6 C
75 / 68 / 67 / 90
0 / 0 / 0
#000000



WHITE

PANTONE

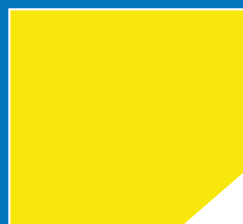
C / M / Y / K

R / G / B

HEX

Nil
0 / 0 / 0 / 0
255 / 255 / 255
#FFFFFF

SECONDARY



YELLOW

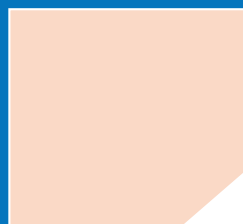
PANTONE

C / M / Y / K

R / G / B

HEX

PMS 3945 C
3 / 3 / 97 / 0
255 / 232 / 18
#FFE80F



LIGHT PEACH

PANTONE

C / M / Y / K

R / G / B

HEX

PMS 475 C
1 / 16 / 19 / 0
250 / 216 / 199
#FAD8C7



LIGHT GRAY

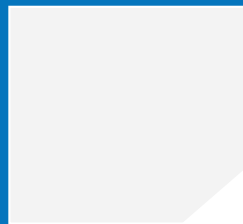
PANTONE

C / M / Y / K

R / G / B

HEX

PMS Cool Gray 1 C
6 / 7 / 8 / 0
237 / 232 / 226
#EDE8E4



OFF-WHITE

PANTONE

C / M / Y / K

R / G / B

HEX

PMS 663 C
4 / 3 / 3 / 0
241 / 241 / 241
#F1F1F1



MyDomaine

PRIMARY



BLACK

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Black 6 C
75 / 68 / 67 / 90
0 / 0 / 0
#000000



WHITE

PANTONE
C / M / Y / K
R / G / B
HEX

Nil
0 / 0 / 0 / 0
255 / 255 / 255
#FFFFFF

SECONDARY

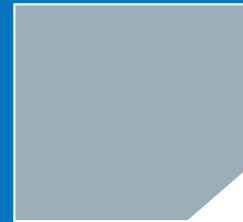


DARK NAVY

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 432 C
88 / 74 / 52 / 57
26 / 40 / 56
#192838

SECONDARY ...cont



GRAY

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Cool Gray 6 C
40 / 29 / 22 / 0
156 / 174 / 184
#9CADB7



LIGHT GRAY

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Cool Gray 1 C
6 / 7 / 8 / 0
236 / 231 / 226
#EDE8E4



MUSTARD

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 715 C
8 / 38 / 100 / 0
233 / 165 / 28
#E9A51C



PEACH

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 1635 C
2 / 62 / 58 / 0
239 / 128 / 104
#EF8068

Byrdie

PRIMARY



BLACK

PANTONE

C / M / Y / K

R / G / B

HEX

PMS Black 6 C

75 / 68 / 67 / 90

0 / 0 / 0

#000000



WHITE

PANTONE

C / M / Y / K

R / G / B

HEX

Nil

0 / 0 / 0 / 0

255 / 255 / 255

#FFFFFF

SECONDARY



ACCENT BLUE

PANTONE

C / M / Y / K

R / G / B

HEX

PMS 2098 C

88 / 77 / 0 / 0

0 / 0 / 255

#0000FF



Kin Community

PRIMARY



BLACK

PANTONE
C / M / Y / K
R / G / B
HEX

PMS Black 6 C
75 / 68 / 67 / 90
0 / 0 / 0
#000000



WHITE

PANTONE
C / M / Y / K
R / G / B
HEX

Nil
0 / 0 / 0 / 0
255 / 255 / 255
#FFFFFF

SECONDARY



MINT

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 331 C
39 / 0 / 24 / 0
154 / 214 / 203
#9AD6CB

SECONDARY ...cont



CORAL

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 710 C
3 / 76 / 46 / 0
234 / 99 / 110
#EA636E



LAVENDER

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 524 C
14 / 23 / 3 / 0
215 / 195 / 216
#D7C3D8



MARIGOLD

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 115 C
0 / 20 / 88 / 0
255 / 204 / 56
#FFCC38



STEEL

PANTONE
C / M / Y / K
R / G / B
HEX

PMS 7543 C
40 / 25 / 23 / 0
158 / 172 / 181
#9EACB5



Typography

Allure Media

PRIMARY

THE FOLLOWING TYPEFACE FAMILY IS APPLIED TO ALL CREATIVE ASSETS, INCLUDE ALL COLLATERAL AND THE CORPORATE SITE:

GOTHAM FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

Hicipsae noncab iur?

Dis ullat utatisque nullabo

BLACK

BOLD

MEDIUM

REGULAR

LIGHT

SECONDARY

THE FOLLOWING TYPEFACES ARE TO BE USED IF GOTHAM TYPEFACE IS NOT SUPPORTED:

ARIAL FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

BLACK

BOLD

REGULAR

HELVETICA NEUE FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

HEAVY

BOLD

LIGHT



Business Insider

PRIMARY

THE FOLLOWING TYPEFACE FAMILIES ARE APPLIED TO CREATIVE ASSETS, AND THE BUSINESS INSIDER WEBSITES:

LAB GROTESQUE FAMILY

Lorem ipsum
Maio. Nequi doloribus

BOLD
REGULAR

TIEMPOS FAMILY

Lorem ipsum
Maio. Nequi doloribus
Te consequere et eum rest
Uciliatius am, verrum

REGULAR
ITALIC
BOLD
BOLD ITALIC

SECONDARY

THE FOLLOWING FONT IS TO BE USED IF FAKT PRO FONT IS NOT SUPPORTED:

ARIAL FAMILY

Lorem ipsum
Maio. Nequi doloribus
Te consequere et eum rest

BLACK
BOLD
REGULAR



Gizmodo Media Group

PRIMARY

THE FOLLOWING TYPEFACE FAMILIES ARE APPLIED TO CREATIVE ASSETS, AND THE GMG WEBSITES:

ROBOTO FAMILY

Lorem ipsum
Maio. Nequi doloribus
Te consequere et eum rest

BOLD
MEDIUM
REGULAR

OPEN SANS FAMILY

Lorem ipsum
Maio. Nequi doloribus
Te consequere et eum rest

EXTRA BOLD
BOLD
REGULAR

LORA FAMILY

Lorem ipsum
Maio. Nequi doloribus
Te consequere et eum rest

BOLD
ITALIC
REGULAR

SECONDARY

THE FOLLOWING TYPEFACE IS TO BE USED IF GMG BRANDED TYPEFACES ARE NOT SUPPORTED:

ARIAL FAMILY

Lorem ipsum
Maio. Nequi doloribus
Te consequere et eum rest

BLACK
BOLD
REGULAR



POPSUGAR

PRIMARY

THE FOLLOWING TYPEFACE FAMILIES ARE APPLIED TO CREATIVE ASSETS, AND THE POPSUGAR WEBSITE:

TEXTA FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

BLACK

BOLD

LIGHT

BODONI 72 FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

BOLD

BOOK ITALIC

BOOK

SAVOY FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

BOLD

ITALIC

ROMAN

SECONDARY

THE FOLLOWING TYPEFACE IS TO BE USED IF POPSUGAR BRANDED TYPEFACES ARE NOT SUPPORTED:

ARIAL FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

BLACK

BOLD

REGULAR



ShopStyle

PRIMARY

THE FOLLOWING TYPEFACE FAMILY IS APPLIED TO CREATIVE ASSETS, AND THE SHOPSTYLE WEBSITE:

AVERTA FAMILY

Lorem ipsum
Maio. Nequi doloribus
Te consequere et eum rest
Ebit, sus, sim id que volum
Me opti comnis etum ea

EXTRA BOLD

BOLD

SEMI BOLD

REGULAR

LIGHT

SECONDARY

THE FOLLOWING TYPEFACE IS TO BE USED IF SHOPSTYLE BRANDED TYPEFACE IS NOT SUPPORTED:

ARIAL FAMILY

Lorem ipsum
Maio. Nequi doloribus
Te consequere et eum rest

BLACK

BOLD

REGULAR



Who What Wear

SPECIMENS

WHO WHAT WEAR DOES NOT HAVE A SINGULAR DESIGNATED TYPEFACE, BUT RATHER PULLS FROM A FAMILY OF MODERN, IMPACTFUL TYPEFACES. SHOWN BELOW ARE A FEW THAT EMBODY THAT SPIRIT:

FUTURA FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

EXTRA BOLD

MEDIUM

BOOK

NEUTRA FAMILY

LOREM IPSUM

Maio. Nequi doloribus

Te consequere et eum rest

TITLING

MEDIUM

LIGHT

BROWN FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

BOLD

REGULAR ITALIC

LIGHT

IF ABOVE FONTS ARE UNAVAILABLE, PLEASE USE ARIAL FAMILY.

MyDomaine

SPECIMENS

MYDOMAINE DOES NOT HAVE A SINGULAR DESIGNATED TYPEFACE, BUT RATHER PULLS FROM A FAMILY OF MODERN, IMPACTFUL TYPEFACES. SHOWN BELOW ARE A FEW THAT EMBODY THAT SPIRIT:

BROWN FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

BOLD
REGULAR ITALIC
LIGHT

PLAYFAIR FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

BLACK
BOLD ITALIC
REGULAR

CAMPTON FAMILY

Lorem ipsum

Maio. Nequi doloribus

BOLD
LIGHT

Byrdie

SPECIMENS

BYRDIE DOES NOT HAVE A SINGULAR DESIGNATED TYPEFACE, BUT RATHER PULLS FROM A FAMILY OF MODERN, IMPACTFUL SAN-SERIFS. SHOWN BELOW ARE A FEW THAT EMBODY THAT SPIRIT:

FUTURA FAMILY

Lorem ipsum

Maio. Nequi doloribus
Te consequere et eum rest

EXTRA BOLD

MEDIUM

BOOK

GREYCLIFF FAMILY

Lorem ipsum

Maio. Nequi doloribus
Te consequere et eum rest

BOLD

MEDIUM

LIGHT

CAMPTON FAMILY

Lorem ipsum

Maio. Nequi doloribus

BOLD

LIGHT

Kin Community

PRIMARY

THE FOLLOWING TYPEFACE FAMILY IS APPLIED TO CREATIVE ASSETS, AND THE KIN COMMUNITY WEBSITE:

GOTHAM FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

Hicipsae noncab iur?

Dis ullat utatisque nullabo

BLACK

BOLD

MEDIUM

REGULAR

LIGHT

SECONDARY

THE FOLLOWING TYPEFACE FAMILY IS TO BE USED IF GOTHAM TYPEFACE IS NOT SUPPORTED:

ARIAL FAMILY

Lorem ipsum

Maio. Nequi doloribus

Te consequere et eum rest

BLACK

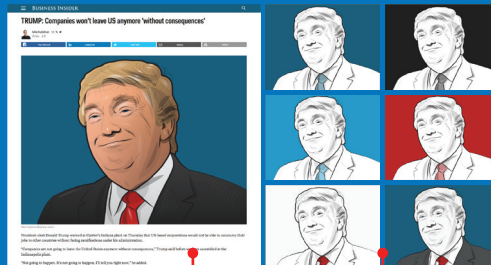
BOLD

REGULAR



Image Direction

Business Insider



BADGES

ILLUSTRATIONS

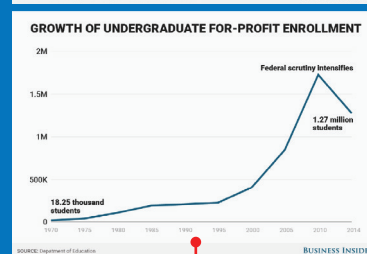
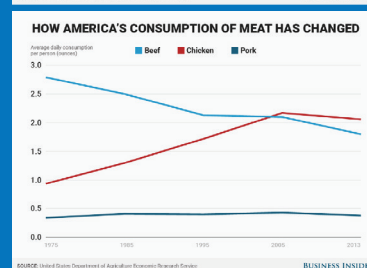
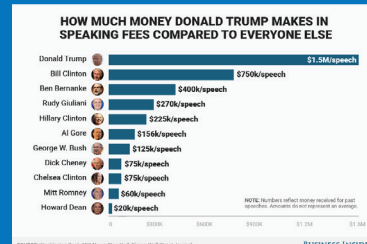
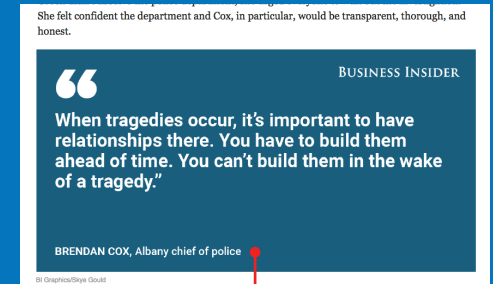
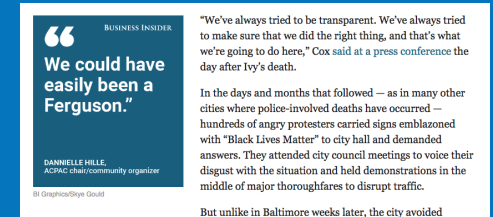


CHART DESIGN



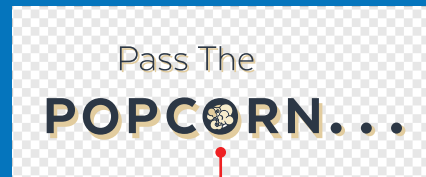
INSTAGRAM STORY DESIGN



QUOTE CARDS

SPECIFICATIONS BASED OFF BUSINESS INSIDER (US)

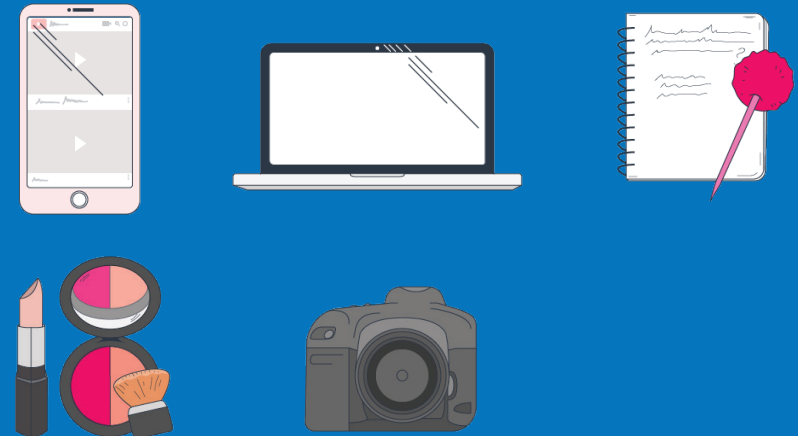
POPSUGAR



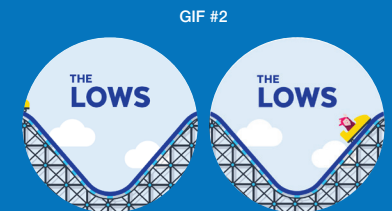
LOGO BADGES

SEGMENT LOGO — HEY THOMAS EXAMPLE

LOGOS MUST BE IN THEME WITH POPSUGAR, USING TONES AND COLOUR SPECS CO-HESIVE WITH POPSUGAR BRAND COLOURS. FOR SIMPLICITY'S SAKE, LOGOS WILL NEED TO BE CONSTRUCTED WITH A LINE ART OR FLAT STYLE, UNLESS A ONE-OFF BESPOKE ITEM.

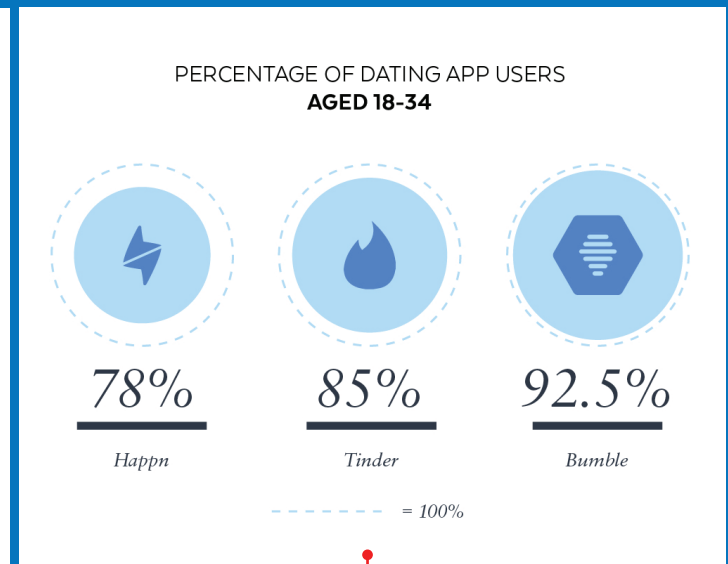
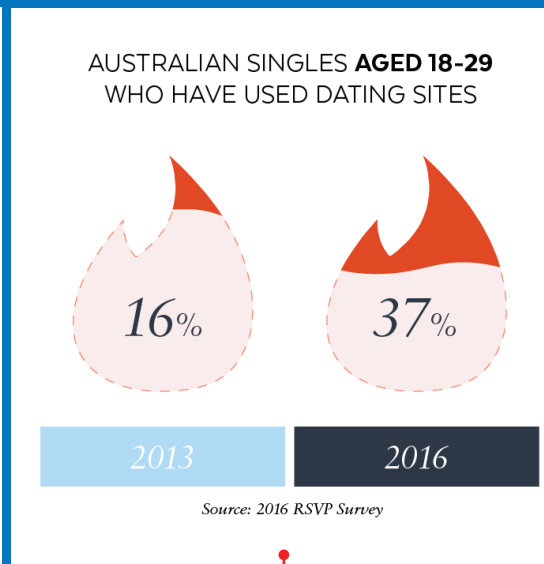
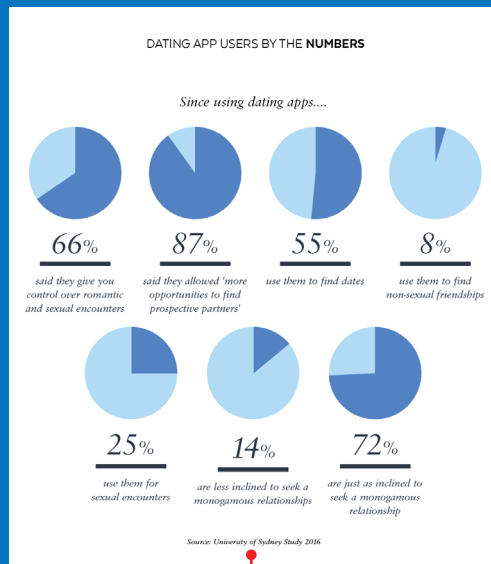


ILLUSTRATIONS MUST BE SIMPLE, CONSTRUCTED IN A LINE ART STYLE WITH MINIMAL COLOURS THAT REFLECT THE POPSUGAR BRAND COLOURS.



ILLUSTRATIVE GIFS SHOULD BE SIMPLE, USING SIMILAR COLOURS TO THE POP BRAND AND SET TO 'LOOP'.

POPSUGAR



INFOGRAPHICS

INFOGRAPHICS NEED TO BE SIMPLE, USING POPSUGAR BRAND COLOURS (OR TONES OF) AND UTILIZE POPSUGAR BRAND FONTS: SAVOY ITALIC FOR NUMBERS + DATA, TEXTA FOR THE DATA'S TITLE. WHERE POSSIBLE, INCORPORATE COMPANY LOGOS IF THEY ARE REFERENCED IN THE INFOGRAPHIC.

Who What Wear

STREET STYLE

CANDID SHOTS, INTERESTING DETAIL, BRIGHT, NATURAL LIGHT, BLURRED BACKGROUND, DETAIL FOCUSED, RICH IMAGES.

LIGHTING: BRIGHT, NATURAL DAYLIGHT



EDITOR PORTRAITS

PERSONAL, RELAXED POSES, SOFT LIGHT, CANDID.



Who What Wear

STUDIO SHOTS

BRIGHT BUT NOT OVERBLOWN, CASUAL MOVEMENT, PLAYFUL.

LIGHTING: CLEAN, MINIMAL SHADOW (BACKGROUND CAN HAVE SHADOW.) SLIGHT HIGHLIGHT. DETAILS AND TEXTURE SHOULD REMAIN VISIBLE.

FULL-BODY: SHOULD HAVE MOVEMENT AND FEEL NATURAL.

PORTRAIT: TIGHT DETAILED CROPS - IDEAL FOR CELEB OR JEWELRY SHOTS. SHOULD BE EXPRESSIVE AND NEVER TOO PERFECT.

WITH PROPS: MINIMAL PROPS, SOFT LIGHTING, CLEAN.

HAIR AND MAKEUP: WEARABLE LOOKS, EFFORTLESS, FRESH
NOTHING SHOULD LOOK TOO PERFECT OR UNATTAINABLE.



Who What Wear

ON-LOCATION ENVIRONMENTAL

CASUAL POSES, ENVIRONMENT DRIVEN IMAGES, SOFT FLASH.

ENVIRONMENTAL LIGHTING: CAMERA FLASH IS BRIGHT BUT NOT UNFLATTERING, DETAIL AND TEXTURE ARE STILL VISIBLE.

PRODUCT

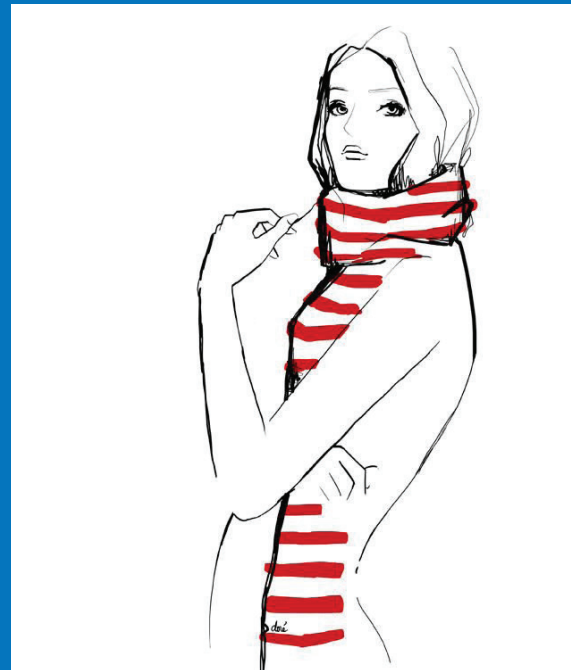
SHOULD FEEL AUTHENTIC AND PART OF ENVIRONMENT — NOT A STYLED “PRODUCT SHOT.” SHOULD BE SHOT WITH FLASH BUT NOT OVERBLOWN.



Who What Wear

ILLUSTRATIONS

WHO WHAT WEAR ILLUSTRATION SHOWS A FULL BODY LOOK WITH MINIMAL BACKGROUND. FIGURE SHAPES SHOULD NOT TO CLASSIC FASHION ILLUSTRATIONS. BLACK, HANDDRAWN, ORGANIC LINES CREATE THE GENERAL SHAPE AND DETAILS. SHAPES ARE OPEN ENDED AND FEEL LIKE POLISHED "SKETCHES." ILLUSTRATIONS SHOULD FEEL COLORFUL AND ELEVATED.



MyDomaine

HOME TOUR

BRIGHT, NATURAL LIGHT, MIX OF DETAIL AND FULL ROOMS SHOT, RICH IMAGES.

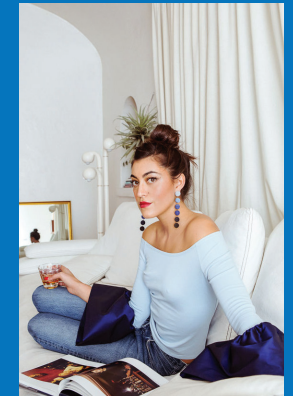
FULL ROOM: BRIGHT, NATURAL DAYLIGHT

DETAIL SHOTS: BRIGHT, NATURAL DAYLIGHT, TIGHT CROPS



PORTRAITS

PERSONAL, ENVIRONMENTAL, RELAXED POSES, NATURAL LIGHT.



MyDomaine

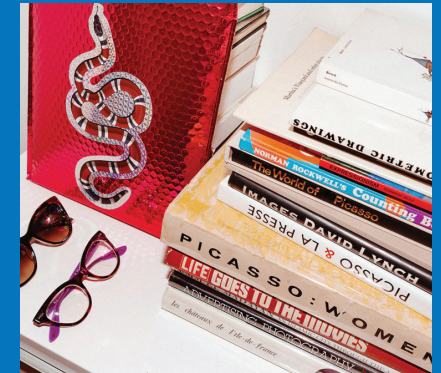
FOOD AND DRINK

BRIGHT, NATURAL DAYLIGHT, SHOULD FEEL STYLED, MINIMAL BACKGROUND DETAILS.



PRODUCT

WORKED INTO ENVIRONMENT, NATURAL.



MyDomaine

ILLUSTRATIONS

MYDOMAINE ILLUSTRATION STYLE FOCUSES ON DYNAMIC CROPS AND OVERLAPPING ELEMENTS. THE COLORS ARE BRIGHT BUT DESATURATED AND RELY ON DEEP TONED TO CREATE A SENSE OF SPACE. SHAPES ARE PRIMARILY FLAT WITH TEXTURAL ACCENTS AND ORGANIC LINES TO HIGHLIGHT DETAILS. NATURAL ELEMENTS ARE ACHIEVED WITH A WATERCOLOR OR FINE ART MEDIA EFFECT AND ARE BALANCED WITH FLAT AND CLEAN ACCENTS.



Byrdie

PORTRAITS

LIGHTING:

BRIGHT AND AUTHENTIC

BYRDIE LIGHTING IS FRESH AND BRIGHT, HIGHLIGHTING THE HIGH POINTS OF THE FACE AND GIVING HAIR DIMENSION, BUT STILL SHOWING THROUGH SKIN TEXTURE. IT HAS CONTRAST WITHOUT BEING HARSH OR UNFLATTERING. IT'S NOT NATURAL, RAW LIGHT— NEVER DULL. IT'S JUST GLAM ENOUGH WITHOUT BEING ARTIFICIAL.

NATURAL.

PULLS OUT TEXTURES

THIS LIGHTING IS BRIGHT, NOT DULL, AND PULLS OUT HIGHLIGHTS WITHOUT BLOWING OUT HAIR OR SKIN. FLYAWAYS SHOULD STILL SHOW UP BUT SHOULD NOT BE TOO MESSY. LIGHTING IS SOFT ON THE SKIN, SHADOWS ARE PULLED OUT.

CONTRAST.

HIGHLIGHTS HIGH POINTS OF FACE

THIS LIGHTING IS FRESH, BRIGHT, PULLS OUT HIGHLIGHTS AND COLOR. THE HIGH POINTS OF THE FACE ARE ACCENTUATED, AND DETAILS ARE SHOWN. SHADOWS ARE STRONG, BUT NOT HARSH.

GLOWING.

FLATTERING BEAUTY LIGHT

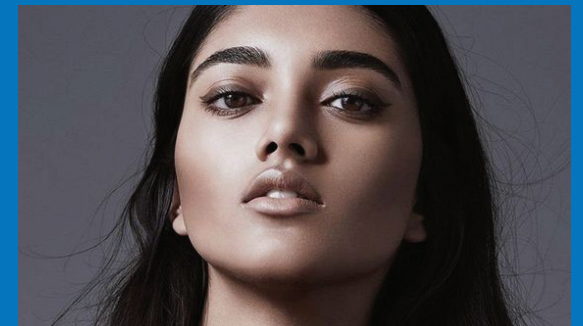
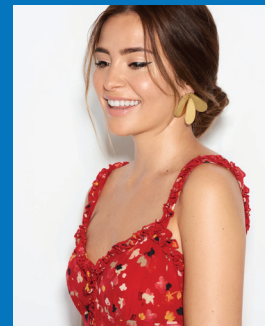
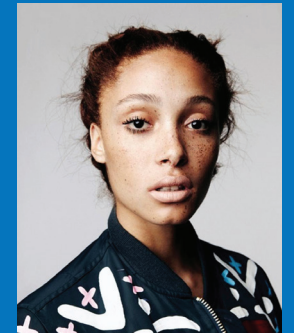
THIS LIGHTING IS SOFT AND MILKY, IT HIGHLIGHTS THE HIGH POINTS OF THE FACE. LIGHTING IS FLATTERING ON THE SKIN, BUT STILL SHOWS SKIN TEXTURE.

STYLING

HAIR + MAKEUP SHOULD BE EFFORTLESS AND CONTEMPORARY
OUTFITS SHOULD ALWAYS BE WELL-STYLED AND ON-TREND

EDITOR PORTRAITS

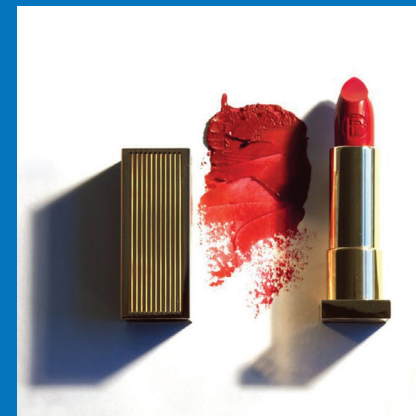
PERSONAL, ENVIRONMENTAL, RELAXED POSES, BRIGHT WITH
ON-CAMERA FLASH.



Byrdie

PRODUCT SHOTS

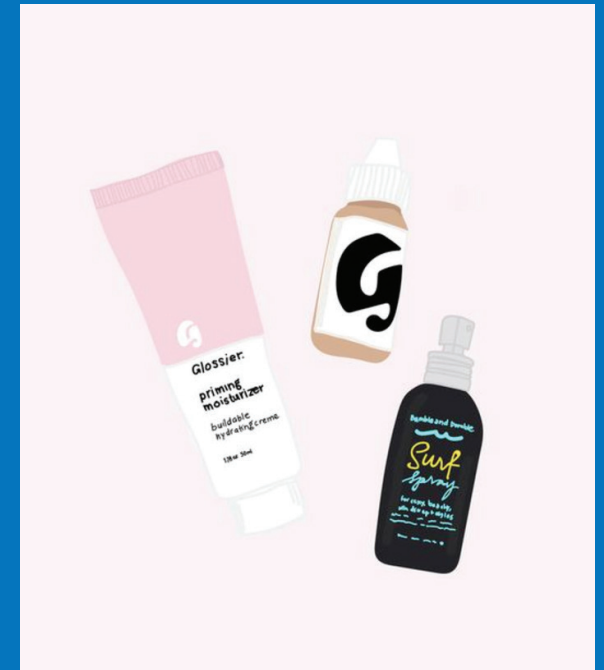
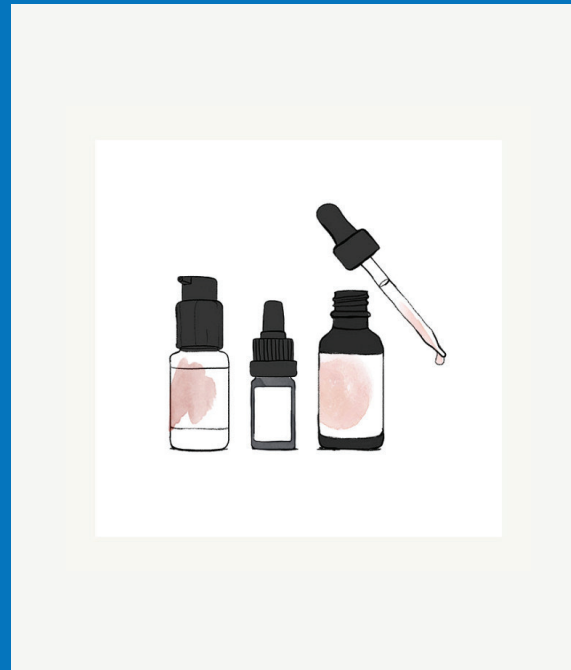
FOCUSES ON;
FLAT LAYS
PRODUCTS & TEXTURE
ANGLES
TIGHT HERO CROPS
PRODUCT INTERACTION



Byrdie

ILLUSTRATIONS

BYRDIE ILLUSTRATION SHOULD BE FUN BUT ELEVATED.
THEY SHOULD HAVE A HAND-DRAWN FEEL AND NOT APPEAR
TOO PRECISE.



Website

Image Filters

BRAND HERO IMAGERY

THESE FILTERS SHOULD BE APPLIED WHEN REFERRING TO THE SPECIFIC BRANDS. PLEASE CONTACT YOUR REP FOR FILTER ASSETS.

BUSINESS INSIDER



GIZMODO



LIFEHACKER



KOTAKU



POPSUGAR



SHOPSTYLE



Image Filters

...cont

BRAND HERO IMAGERY

THESE FILTERS SHOULD BE APPLIED WHEN REFERRING TO THE SPECIFIC BRANDS. PLEASE CONTACT YOUR REP FOR FILTER ASSETS.

WHO WHAT WEAR



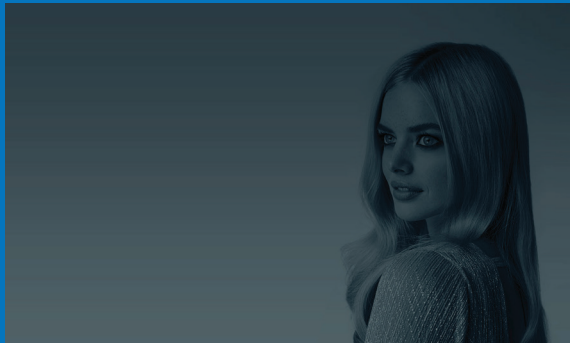
MYDOMAINE



ALLURE



BYRDIE



KIN COMMUNITY





Thank you

Contact our Design team for more information

design@alluremedia.com.au
