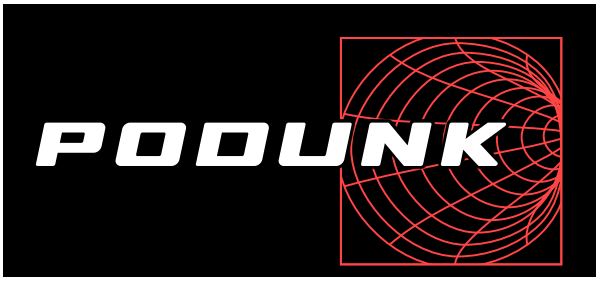
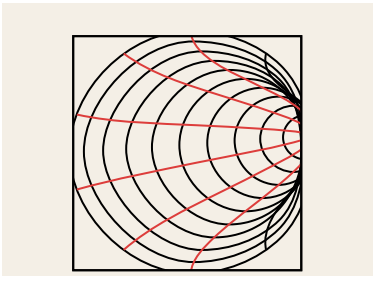
PODUNK BRAND SHEET

Logos, colours, type. Keep it simple.

LOGOS



The lockup. White name, red sphere. Our first choice.



The sphere, on its own when space is tight.



The globe badge, from the stickers and badges.

Every version is in the Logos folder as SVG and PNG: for dark and light backgrounds, all white, all black and all red. The DIY versions (stencil, photocopy, VHS, Sharpie) are for posters and merch.

COLOURS

PODUNK RED	RED ON LIGHT	BLACK	DEEP RED	PINK	CREAM
#FF4545	#DD3D3B	#000000	#7E2323	#FFD3D3	#F5EFE6
RGB 255 69 69	RGB 221 61 59	RGB 0 0 0	RGB 126 35 35	RGB 255 211 211	RGB 245 239 230

Mostly black with red. Pink and cream for small text and paper. Use red on light (#DD3D3B) when the background is white or cream.

TYPE

CRUISER

BIG RIFFS

Headlines only, in capitals. Ask us for the files.

VT323

Small rooms.

Everything else. Free from Google Fonts.

ORBITRON

0:23:41

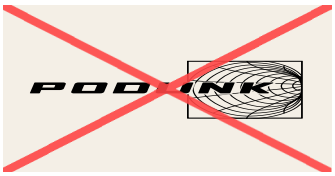
Numbers, dates, labels. Free from Google Fonts.

DO

- Use the files as supplied, on black or on white.
- Leave space round the logo: at least the height of the letters.
- Keep the lockup at least 30 mm wide in print, 160 px on screen.
- Use a one-colour version for one-ink jobs (screen print, stamps, vinyl).

DON'T

- Stretch, squash or redraw it.
- Recolour it outside the colours above.
- Add glows, shadows or bevels.
- Put it straight on a busy photo. Use a dark or light panel.



No stretching



No new colours



No effects



No busy backgrounds