

THE INCREDIBLE DR. POL

The Incredible Dr. Pol
September 2018

3959 W Jordan Rd,
Weidman, MI 48893

NatGeo— www.nationalgeographic.com/tv/the-incredible-dr-pol/

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1.0

Section

Brand

These are our brand guidelines which explain how to use the new visual identity with confidence and clarity.

Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable and innovative communications.

The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Our unique identity, color palette and typographic style creates distinctive frameworks for our brand which help us stand out from our competitors.

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2.0

Section

Logo

The Dr. Pol logo is an important asset to our organization and should serve as a foundation for all visual communications.

The logo marque consists of a typographic treatment with a white border. The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its color, position and size are all specified within this document.

2.2

Logo Primary

The use of the Graphik typeface and 1.25 px white border are key design elements in the Dr. Pol logo.

The identity itself can only make a positive impact if used consistently and correctly throughout all brand communications.

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First Line

The first line includes the words “the” and “incredible,” in all caps, in the Graphik medium typeface, in HEX color db5e2c, with a 1.25 px white outline.

Second Line

In the second line, the name “Dr. Pol” in all caps, is presented in the Graphik Bold typeface, in the #8fccde HEX color, with a 1.25px white border.

Spacing

There is a consistent 90pt spacing between elements within this logo. This includes 90pt line leading, and 90pt kerning.



THE INCREDIBLE
DR. POL

2.3

Logo Variations

While the Dr. Pol logo with sky and pumpkin coloring is currently in use, other variations exist utilizing different color schemes, fonts and treatments. Use and reference to these logos should be made sparingly.

While the first line fonts of the three older versions of this logo employ different font families, the use of consistent 90pt spacing can be seen throughout these variations.

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Current Logo

Utilizes Sky and Pumpkin coloring with a white outline.

Double Logo

Used until recently, this logotype employs 2 borders and three colors, deep rose, goldenrod, and light yellow.

Flowing Text

This version includes three lines, the second having a dynamic display typeface with a curve applied to the word "incredible", and employs white and deep azure colors.

Slab Serif Iteration

This version of the logo excludes any white text stroke, and employs three lines of deep rose color and a slab serif.

Current Logo



THE INCREDIBLE
DR. POL

Double Border



Flowing Text



Slab Serif Iteration



2.4

Logo Sizing

The sizing of the Dr. Pol logo is important as it will not only affect its legibility in both print and digital mediums, but it will also affect its visual recognition.

The exclusion areas surrounding the logo will help ensure that it is legible at all sizes.

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Minimum Width

Logo minimum width is 54px or 14.29 mm

Maximum Width

There is no logo maximum width restriction.

Exclusion Zones

Always allow for minimum space surrounding Dr. Pol logo.

Minimum Width

A light gray rectangular background containing the Dr. Pol logo. The logo consists of the words "THE INCREDIBLE" in a small, orange, sans-serif font above "DR. POL" in a larger, blue, sans-serif font. The logo is centered horizontally and vertically within the rectangle.

THE INCREDIBLE
DR. POL

Maximum Width

A light gray rectangular background containing the Dr. Pol logo. The logo is significantly larger than in the previous example, with "THE INCREDIBLE" in orange and "DR. POL" in blue. The text is centered horizontally and vertically within the rectangle.

THE INCREDIBLE
DR. POL

Exclusion Zones

A light gray rectangular background showing the Dr. Pol logo centered. The logo is surrounded by a cross-shaped area defined by dashed lines, representing the exclusion zones. The logo itself is in the center, with "THE INCREDIBLE" in orange and "DR. POL" in blue. The exclusion zones are shown in a lighter gray color.

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DR. POL

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Logo Treatment

There are very few instances in which the Dr. Pol logo should receive any additional treatment.

For this reason, it is recommended that no changes in the logo's angle, size ratio, or lack of photo effects be added.

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Appropriate Treatment

Dr. Pol logo with absolute 3.23 ratio scaling and no additional filters, rotations or effects.

Stretching & Squishing

Avoid both of these treatments as they can alter the legibility and visibility of the logo at all sizes.

3D Effects

Avoid these treatments as they undermine the legibility an careful curation of the brand identity.

Rotations

Under no circumstances should the Dr. Pol logo be rotated at any angle, as that can alter the legibility of the text and identification with the brand.

Appropriate Treatment



Stretching & Squishing



3D Effects



Rotations



3.0

3.0

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Section

Color

3.1

Color Introduction

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Brand Guidelines
Version 1.0

THE INCREDIBLE
DR. POL

The Dr. Pol brand is underpinned with a color palette designed to be fresh and distinctive.

Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together.

To help achieve greater brand recognition it is important that our color palette is applied consistently.

3.2

Color Color Palette

The primary color palette is constant throughout all communications. A color hierarchy has been implemented, ranging from Sky being the most important to Light Yellow being the least used. Sky and Pumpkin are mainly used for conveying importance.

Whilst Dark Rose and Deep Azure are predominately used for text. White and Light Yellow are mainly used for background washes. Where possible Pantone colors should be used. For extra impact special print techniques such as debossing can also be applied.

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1. Sky

Pantone PMS2905 C
CMYK 42 / 04 / 10 / 00
RGB 143 / 204 / 222
HEX #8fccde

2. Pumpkin

Pantone PMS 7579 C
CMYK 09 / 77 / 96 / 01
RGB 219 / 94 / 44
HEX #db5e2c

3. Goldenrod

Pantone PMS 7752 C
CMYK 16 / 22 / 97 / 00
RGB 220 / 188 / 45
HEX #dcbc2d

4. Dark Rose

Pantone PMS 7622 C
CMYK 28 / 100 / 100 / 32
RGB 137 / 23 / 23
HEX #891717

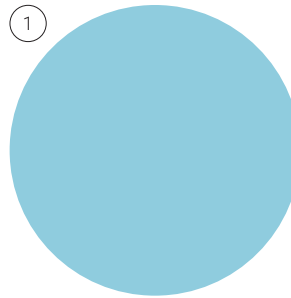
5. Deep Azure

Pantone PMS 534 C
CMYK 96 / 80 / 40 / 32
RGB 29 / 55 / 88
HEX #1d3758

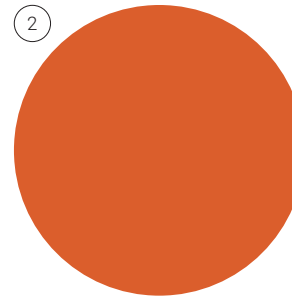
6. Light Yellow

Pantone PMS 7499 C
CMYK 2 / 1 / 15 / 00
RGB 251 / 247 / 220
HEX #bf7dc

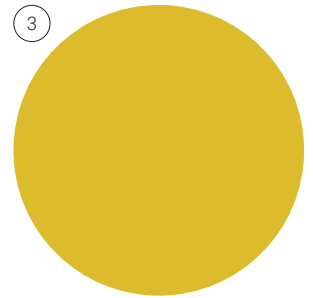
①



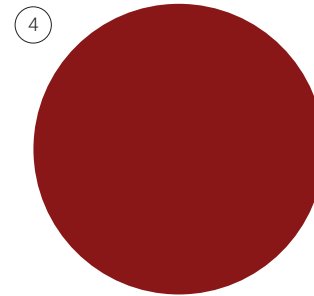
②



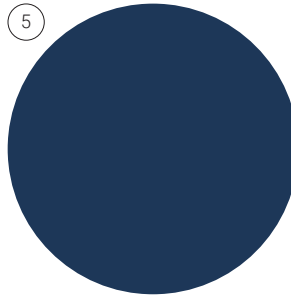
③



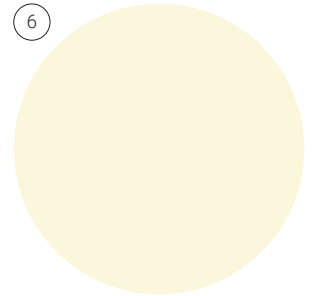
④



⑤



⑥



3.3

Color Logo Colors

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Background Colors

Because there is a white stroke to the text of the Dr. Pol Logo, the preference of visibility and readability should be paramount when paired with or placed on top of any color or image

Backgrounds 1 & 2

Showcase the ease of visibility on lighter backgrounds.

Backgrounds 3 & 4

Showcase the white stroke visibility when placed upon darker backgrounds.

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THE INCREDIBLE
DR. POL

2

THE INCREDIBLE
DR. POL

3

THE INCREDIBLE
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THE INCREDIBLE
DR. POL

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4.0

Section

Typography

Graphik is our corporate typeface, it should be used in all instances where typography is required. It is simple, clean and legible typeface that compliments our logo.

We use two weights of Graphik, medium and bold. Helvetica Neue, Helvetica, or Arial can be used as a substitute for Graphik on digital applications, such as websites and email.

Typography shouldn't be overlooked as a key element within our toolkit.

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout.

Typography

Primary Typeface

About Graphik

Originally released in 2009, Graphik has quickly become a modern classic. With a rational grid composed of nine weights in eight different widths, the Graphik Collection is created for maximum flexibility in communication.

Inspiration for Graphik came from designer Christian Schwartz's enduring interest in the expressive possibilities found in ordinary sans serif typefaces. This stems from his early exposure to Modernist graphic design, particularly posters, from the mid-twentieth century.

The purposeful, elegant plainness and wide range of widths allow the Graphik collection to move effortlessly between being a central design element or playing a supporting role in editorial design, corporate branding, video and broadcast design, websites, apps, and user interfaces.

Graphik Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890\$&?/+“(.,:;)

Character Tracking: -10

Graphik Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890\$&?/+“(.,:;)

Character Tracking: -10

Medium
Bold

Web — www.nationalgeographic.com/tv/the-incredible-dr-pol

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