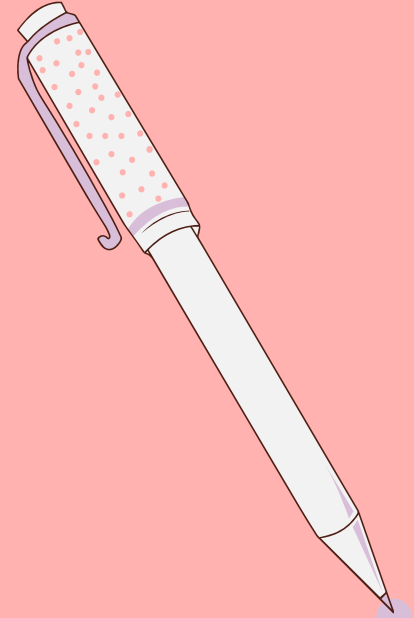




# dual narration

BRAND KIT 2021

the brand





# 01 brand introduction

## THE TEAM

Dual Narration, as the name implies, is comprised of two entertainment enthusiasts who report on media of interest, ranging from books, movies, television, and podcasts.

## WHY US?

What sets us apart from professional media news sites is that we are oriented around providing information about the industry with a student audience in mind.




the logo



# 02 the two sides



The logo is meant to be a play on what dual narration in the general context means, with the pen acting as a / symbol between our two names. We are a team of two, specifically, so that is something we wanted to highlight.



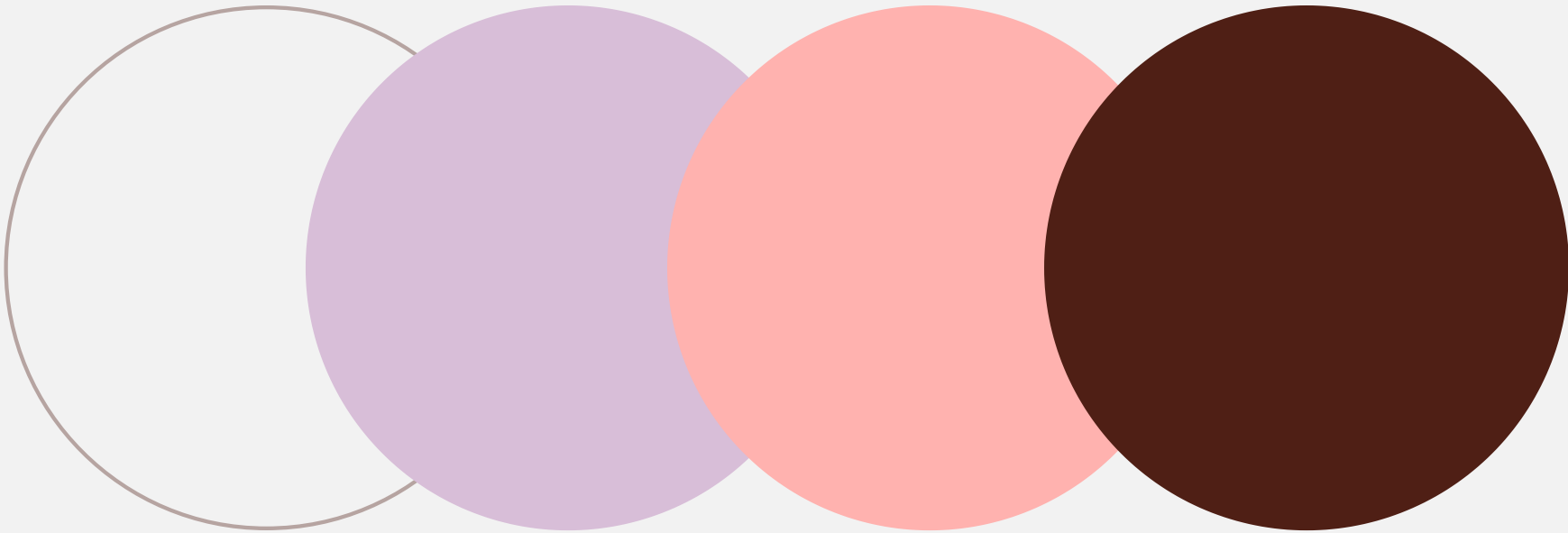
# 03 the typeface

## LIBRE BASKERVILLE

This font is optimized for web-reading and utilizes rounded letters, which illustrates the more youthful brand we want to promote.

The quick  
brown fox  
jumped over the  
lazy dog

# 04 the colors



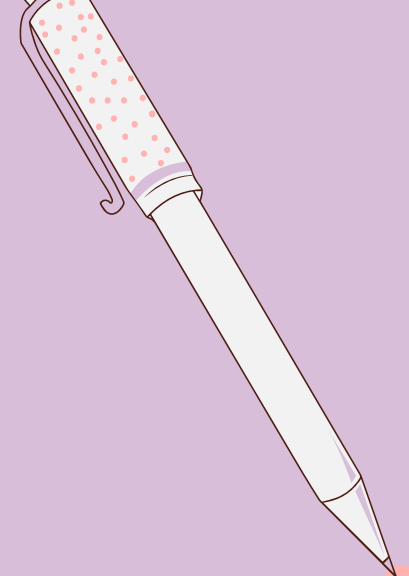
**DN Grey**  
#f2f2f2

**DN Lilac**  
#d8bed8

**DN Pink**  
#ffb2af

**DN Brown**  
#4f1f15

# the logo usages







# 05 the logo do's and dont's

## ELEMENTS

Do not take away or add any other element to the logo

## COLOR PALETTE

Do not stray away from the brand's color palette

## DISTORTION

Do not distort the logo in any manner or its elements

## TYPEFACE

Do not use another typeface for the logo

## DECORATION

Do not use the logo as a repetitive element

## SPACING

Do not adjust the spacing of the logo elements