



Campaign Style Guide

4/05/2012

WE ARE

Txtng Klls is

Caring

Persuasive

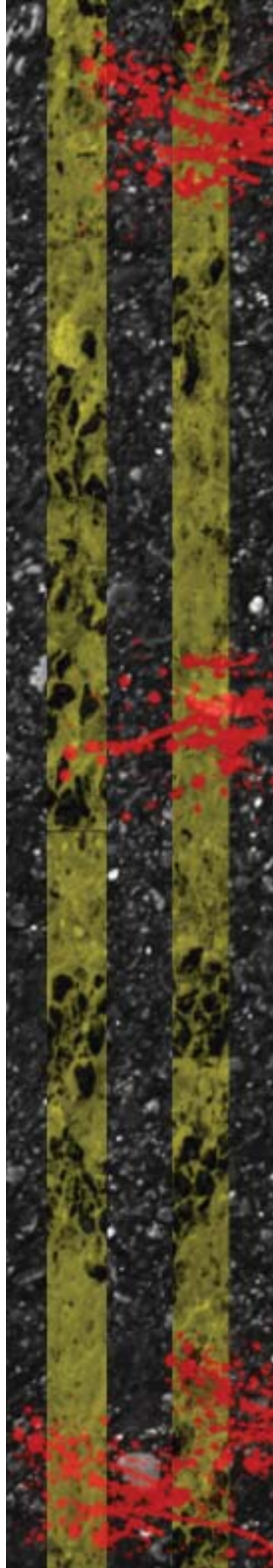
BOLD

Change

Powerful

Personal

Emotional



LOGO



The TXTNG KLLS logo can be cropped to any shape and put into any frame. but the colors and the image should stay the same. With two exceptions; just text with grayscale coloring. Here are some examples of usage:



BAD



BAD

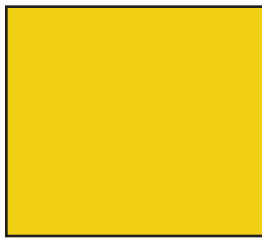


GOOD

COLOR



RGB: 255, 17, 0
CYMK: 0, 98, 100, 0
Hexadecimal: ff, 11, 00



RGB: 240, 207, 0
CYMK: 8, 14, 100, 0
Hexadecimal: f0, cf, 00



RGB: 126, 51, 32
CYMK: 31, 82, 93, 36
Hexadecimal: 7e, 33, 20



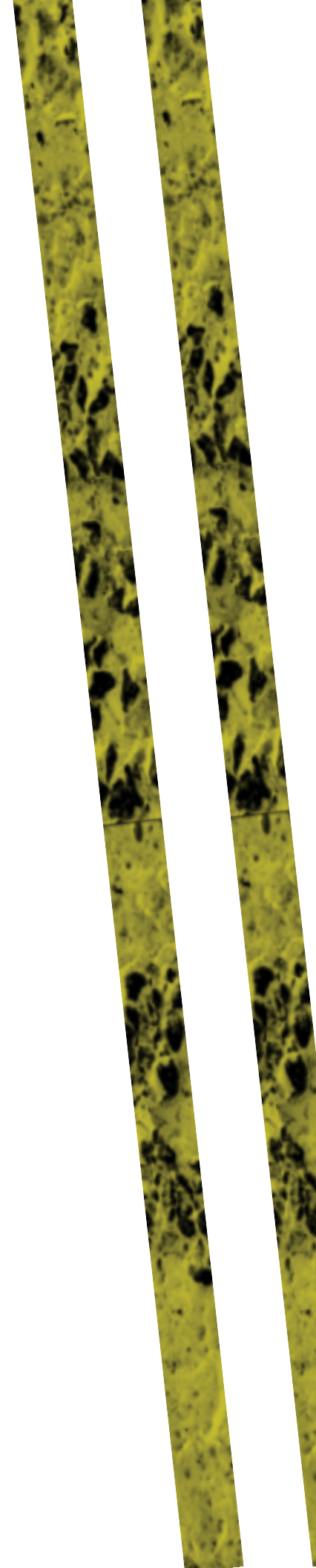
RGB: 170, 170, 170
CYMK: 35, 28, 28, 0
Hexadecimal: aa, aa, aa



RGB: 0, 0, 0
CYMK: 75, 68, 67, 90
Hexadecimal: 00, 00, 00



RGB: 255, 255, 255
CYMK: 0, 0, 0, 0
Hexadecimal: ff, ff, ff



FONTS



PLANE CRASH:

ABCDEFGH

IJKLMNOP

QRSTUVWXYZ

WXYZ

1234567890

Bodoni MT:

abcdefg

hijklmno

pqrstuv

wxyz

1234567890

Arial

abcdefg

hijklmno

pqrstuv

wxyz

1234567890



PHOTOS AND OTHER ELEMENTS

Photos can be used in anyway. It is preferred that they be used in full color to better display the emotion. The use of frames should be avoided. Other design elements can be used. They include blood splatters, street lines, and asfalt. In example:

