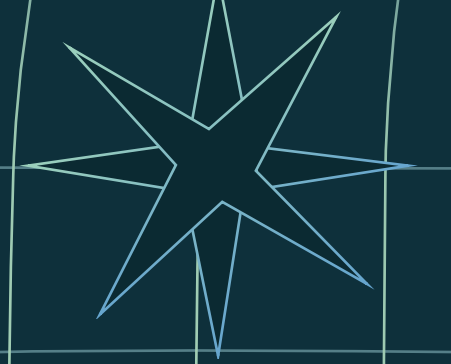
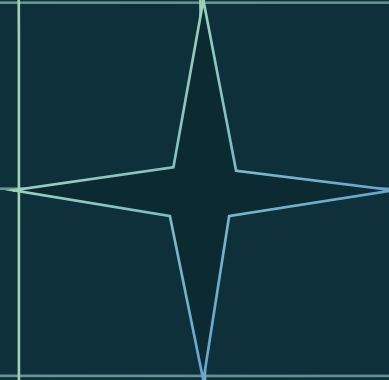


# Brand Guidelines

*Brand  
Guidelines*

**W**elcome.



You are entering a world  
where marketing tastes  
**unusual & sour.**

*unusual & sour*

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1

The Brand

*The Brand*



1.1. About Us

We are a sophisticated web3-first marketing machine specialized in transforming a brand's gibberish into magnetic poetry.

Our obsession is to exploit the unusual marketing side and help tech companies distillate their unique sound from the noisy environment.

Your fantastic state-of-the-art product is worth zero without context. We can't wait to use magic\* to ennoble the core of your business and help you smash the market.

\*Magic is just a metaphor for our cocktail consisting of knowledge, strategies, tactics, valuable data, iterations, storytelling, and a lot of courage to avoid cliches.



## 1.2. Mission

We build robust, straightforward communication bridges between tech companies, brands, and their consumers. We transform your marketing HMMs into AHAs.

## 1.3. Vision

A world of tightly connected tech market based on mutual understanding, trust, and meaningful products and services in which marketing isn't a pinch of salt but an essential ingredient.

## 1.1. Values

### Helpfulness

"How can I help you?" is the first step toward team success.

### Consistency in being good enough

Anti perfectionism. Pursuing brilliance is impressive, but it is easy to get lost. Contrary, delivering well-thought-out results recurrently saves the day. Every day.

### Bias towards experimentation

Two things are essential in marketing: to know the rules and when and how to disregard them to create the magic.

### Well-balanced self improvement

We grow cautiously but in all directions uniformly. As experts, as teammates, and as clear-headed human beings.

### Clever perseverance

Persistence should be distilled sometimes. To overcome problems, lateral thinking and finding new angles are far better than being merely hardworking.

### Transparency

The essence of trust. That's it.

### Contextualization, than action

Thoughtfulness. Before every action, we take a step back to put our work within a proper frame. Then we get things done.

### Bona fides

Candor, spontaneity, and good intention in every action.

### Integrity

A reputation built over the years can be lost in seconds. We keep that in mind.



# 1 The Brand

## 1.1. Voice & Tone

Our main goal is to convey messages clearly and persuasively with an elegant twist. Unusual Sour communicates stylishly but without the tech and marketing jargon overkill. For us, language is the most precious tool for exploring the unknown and having fun. With that being said, we convey your messages clearly, persuasively, and with an elegant twist.

Our tone is

Daring.

Compassionate.

Assertive YES. Arrogant NO.

Experimental whenever possible.

Thought-provoking, not provocative.

Occasionally auto ironic but with self-respect.

Optimistic but a million miles away from the toxic positivity cult.

Witty. Never trite. We are not stand-up comedians.

But if we were, we would be Eddie Izzard or Daniel Sloss.



Taste marketing  
as unusual.

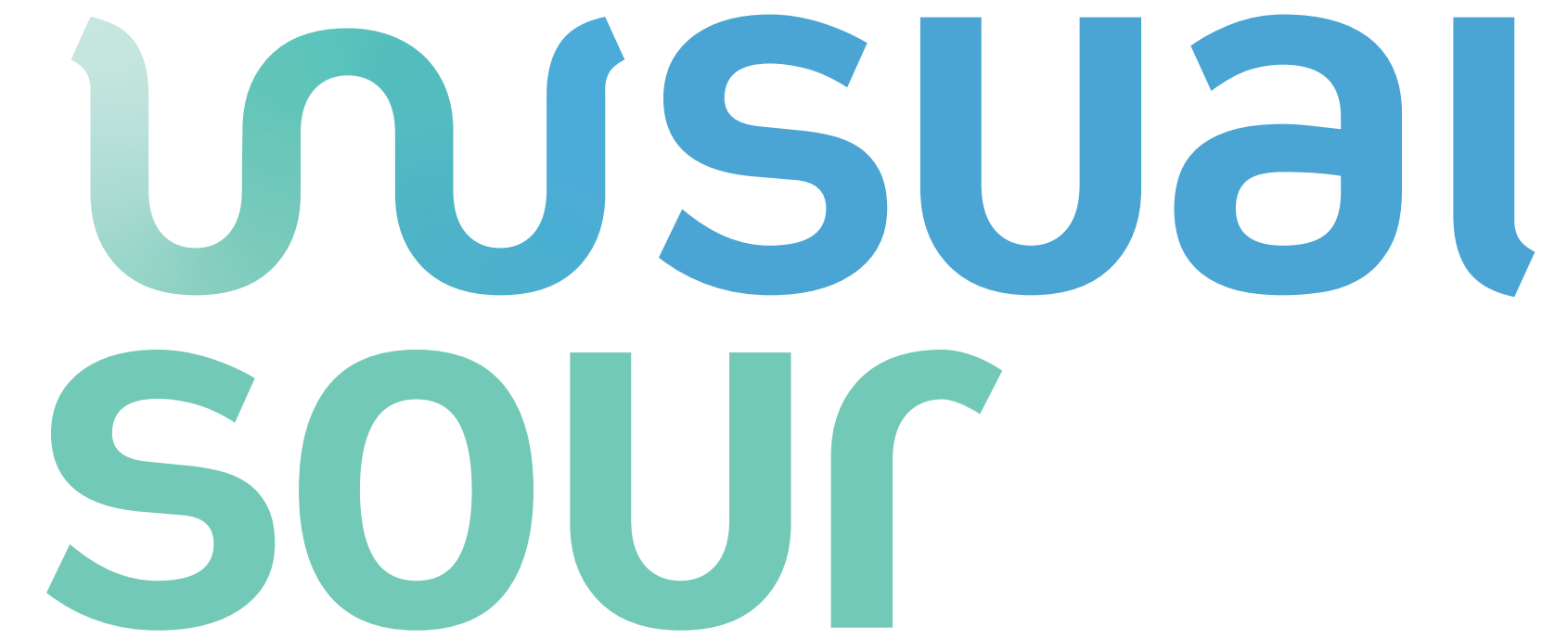
This is our Tagline.

**2** Logo

### 1.1. Unusual Sour Primary & Reduced Logo

The Unusual Sour Primary Logo consists of two elements: the logomark ("wiuwiu" symbol, ie. stylized first three letters of the brand name "UNU"sual) and the custom logotype "sual sour". It's an instantly recognisable brand element and should be represented consistently throughout our product and marketing efforts.

The "wiuwiu" symbol or logomark, can be extracted and used separately, as a reduced logo version, or as graphic element. However, in no way should it be modified' distorted' or redrawn.

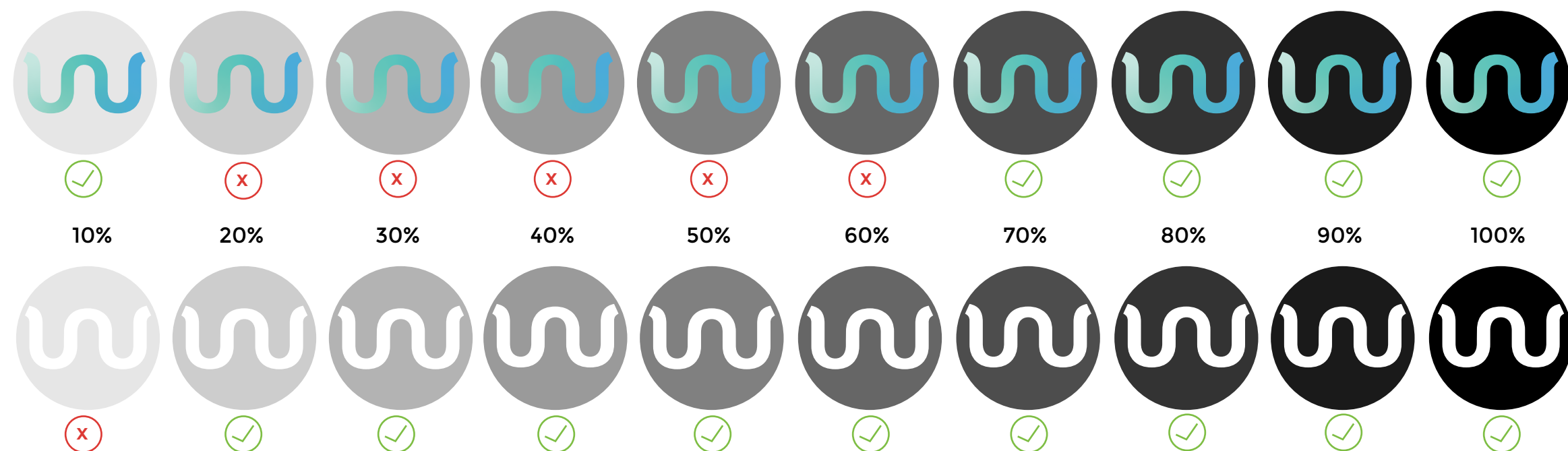
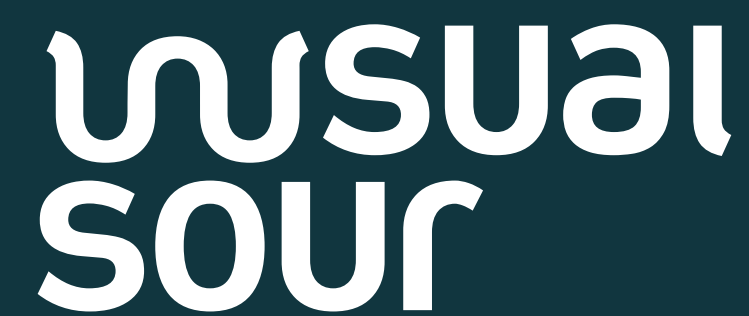
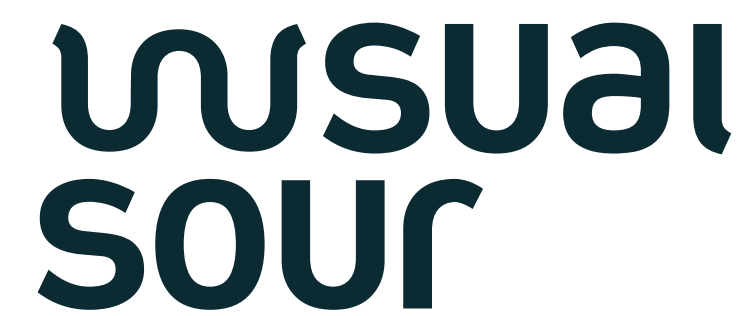
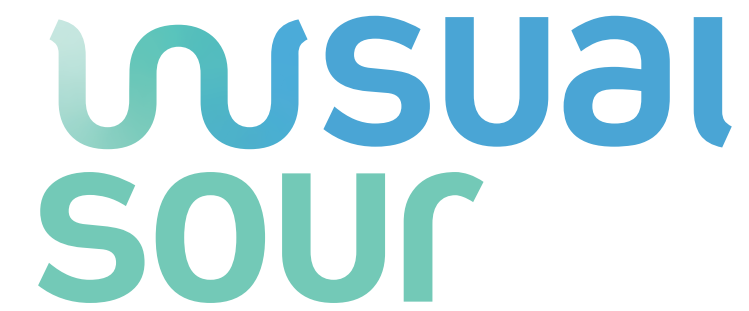
The primary logo for Unusual Sour, featuring the word "unusual" in a blue, rounded, lowercase font above the word "sour" in a green, rounded, uppercase font.The logomark for Unusual Sour, a stylized, rounded, blue-green symbol resembling the first three letters "wiu" of the brand name.

## 1.2. Logo type & Color background

The Unusual Sour full-color primary and reduced logo should be used only on white, black or our primary “beetle wing” color backgrounds.

Avoid using full-color logos on differently colored backgrounds and photographs, unless the logo is placed on whitish or blackish area.

In those cases, one-color logos (white or black) should be used.





### 1.3. Spacing & Exclusion Zone

The space between the two parts of logotype is equal to the body of the letter “L” from the logotype placed horizontally (or rotated 90 degrees), and is marked as “y” in the diagram.

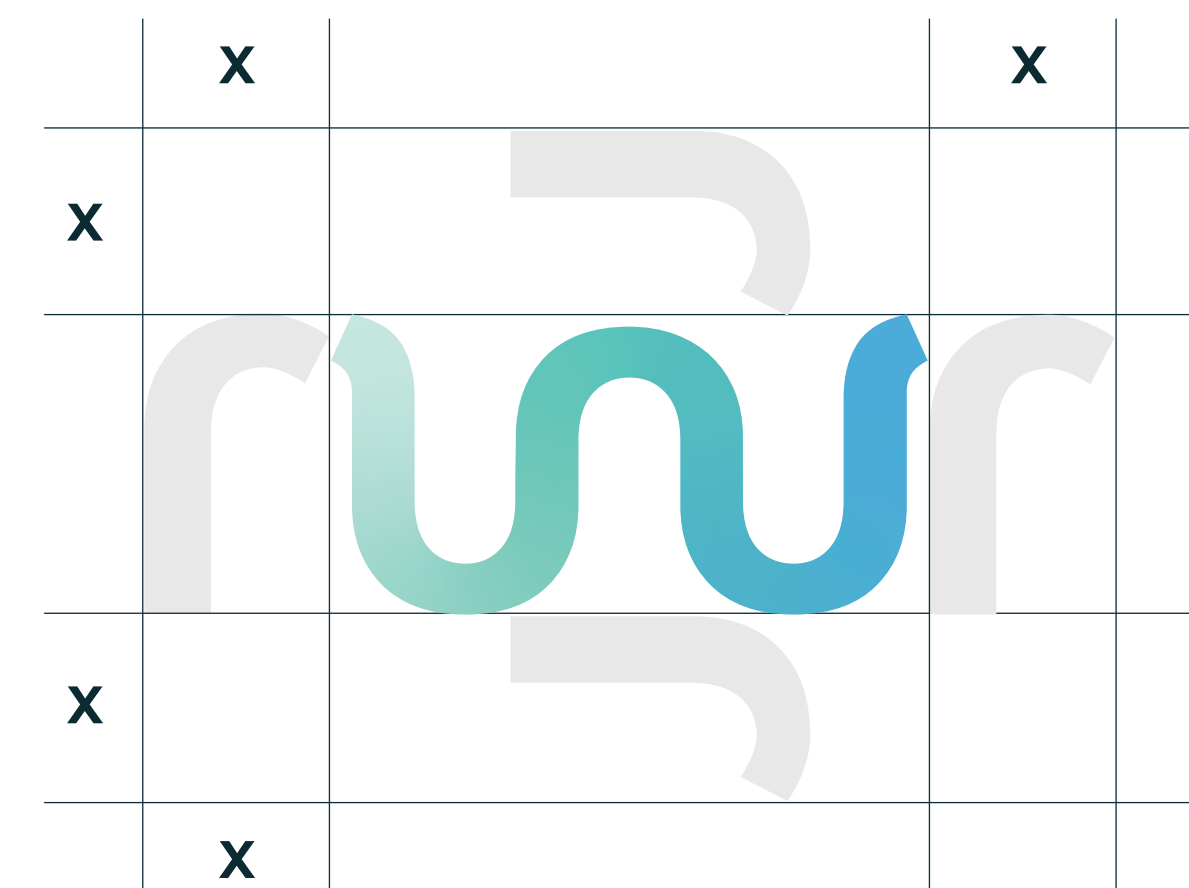
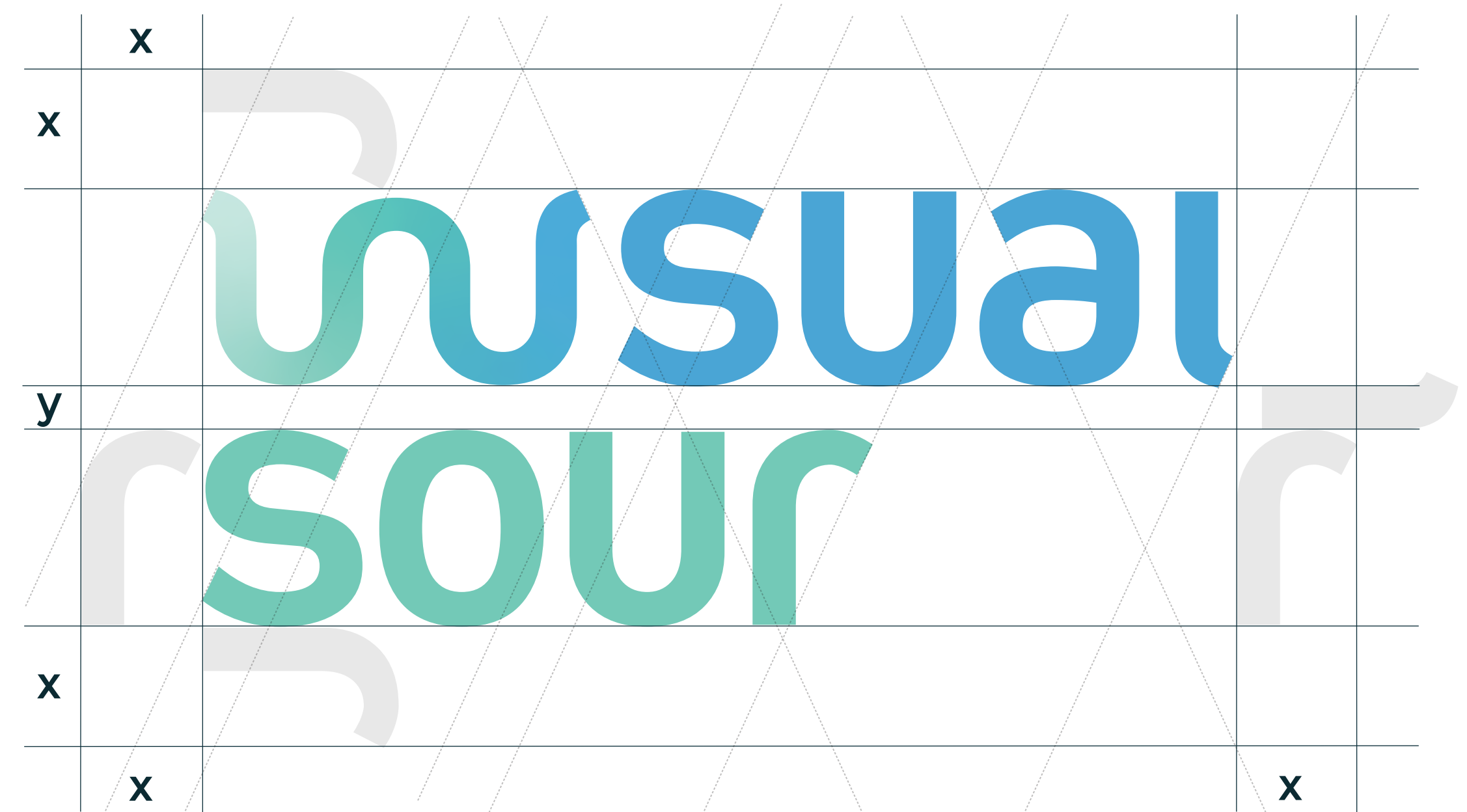
The exclusion zone, as the absolute minimum safe distance between the logo and any surrounding text or graphic, is equal to the letter “R” from the logotype placed horizontally (or rotated 90 degrees), and is marked as “x” in the diagram.



(pick the letter “R”, or rotate it 90 degrees)



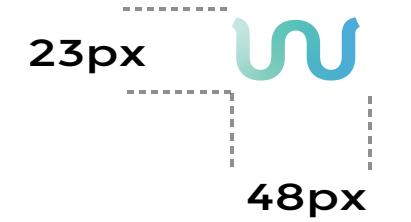
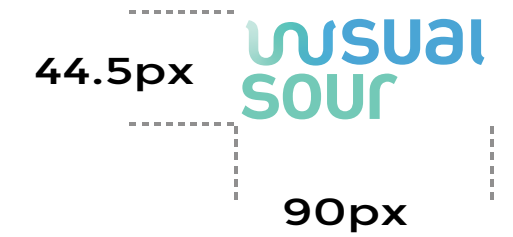
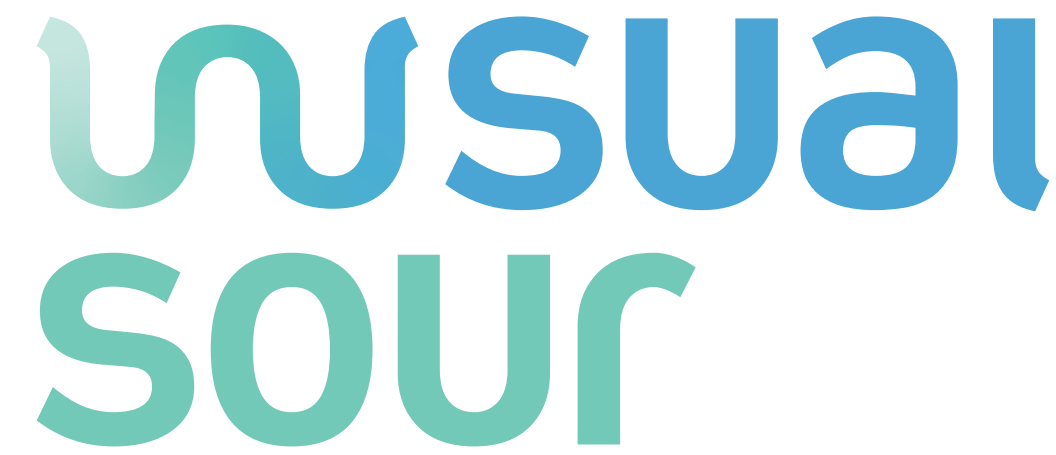
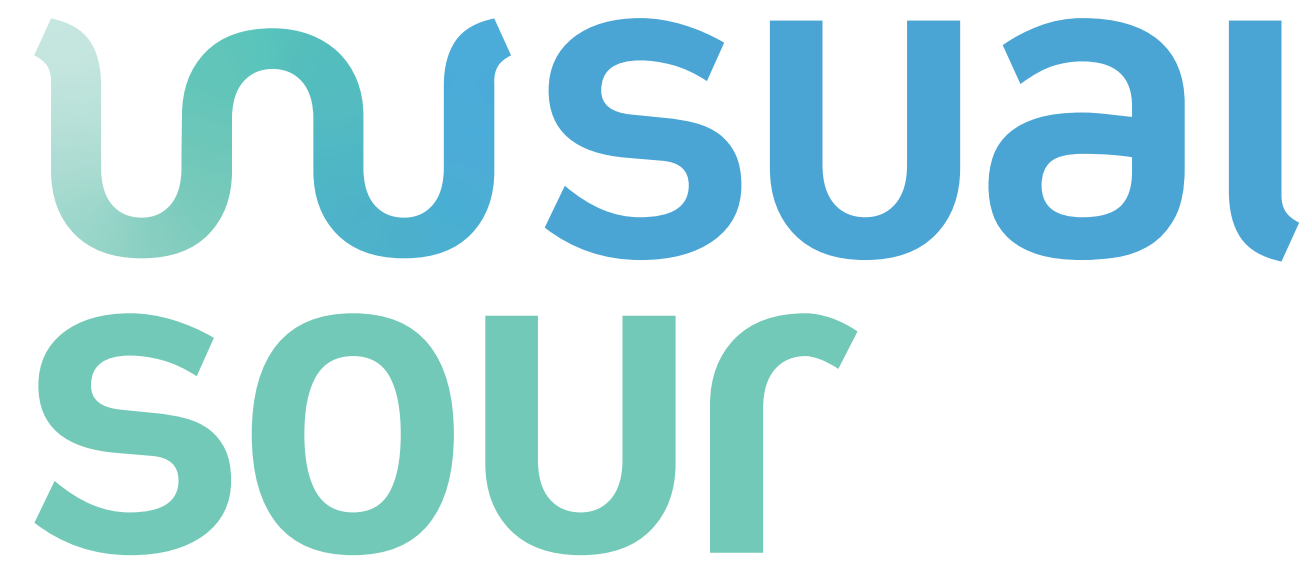
(pick the letter “L”, rotate it 90 degrees)



1.4. Minimum Size

The logo should always be produced at an adequate size for it to be legible and impactful. When using the full logo, do not reproduce it in a size smaller than 90 x 44.5 px.

The reduced logo (“wuiuiu”) should never be smaller than 48 x 23 px.



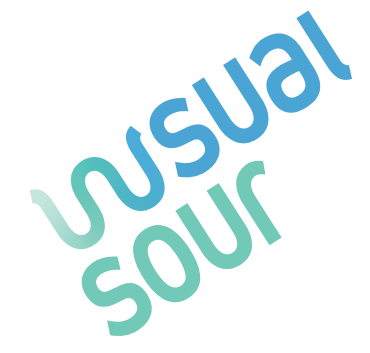
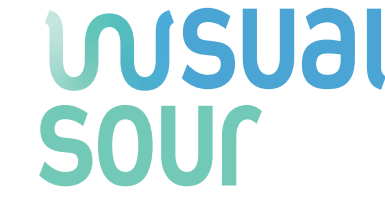
### 1.5. Logo Misuse

The logo should be consistent at all times and displayed in the way shown in this document, without exception.

Here are some potential mistakes that should be avoided.



Do not distort, warp, stretch, or rotate the logo.



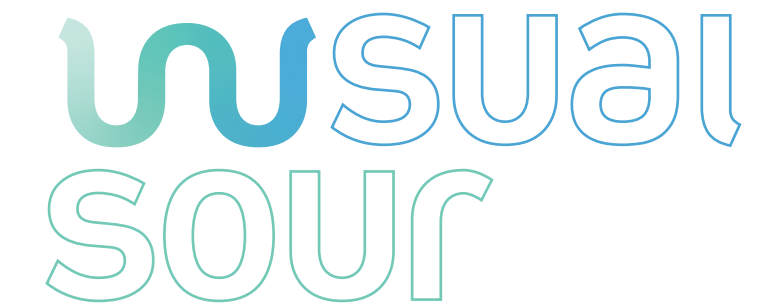
Do not reorder logotype.



Do not change the color of any part of the Logo outside of the colors specified in this guide.



Do not outline or change transparency of any part of the logo.



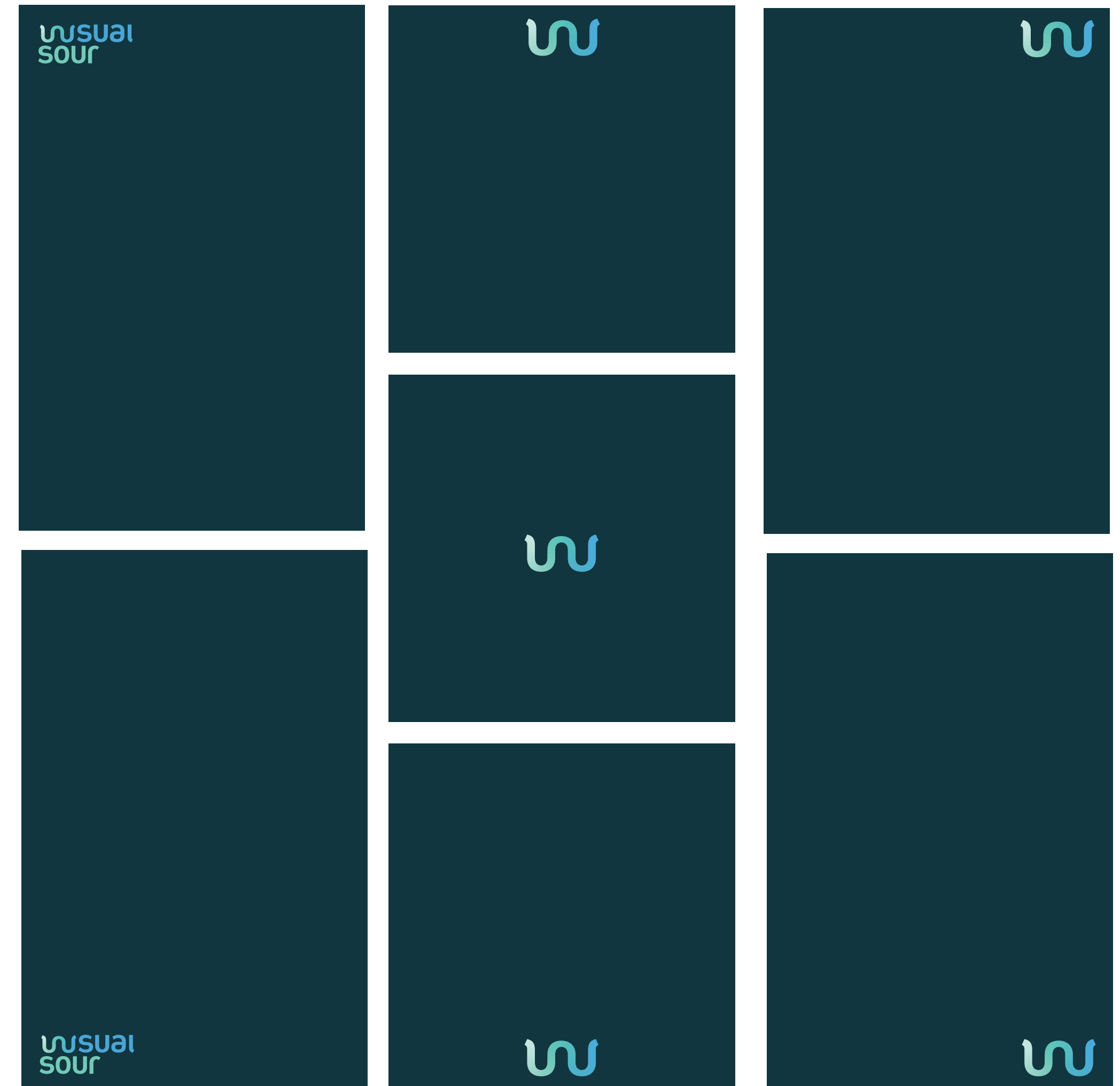
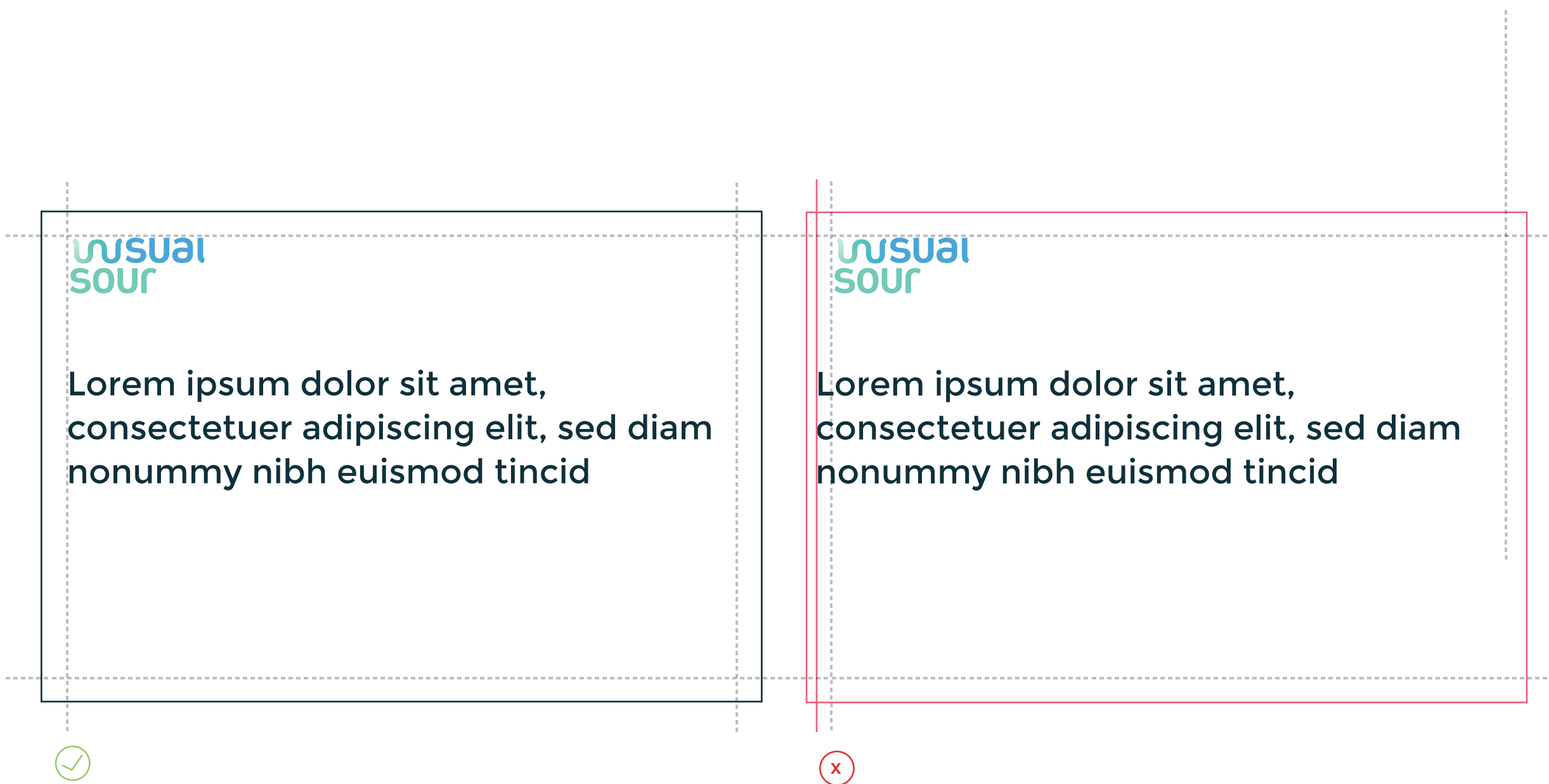
Do not use the "wuiuiu" sybol next to the name of the brand written in any font as a logo.



### 1.6. Logo Post Positioning & Type Locking

The logo should only ever be placed in one of five locations on the image. Please keep the logo Exclusion Zone in mind when placing the logo in corners, on the bottom or in the top.

Whenever typography and the logo are used together in the same communication, and they're presented on the left hand side, they should align on the left side.





### 1.7. Logo & Tagline

Whenever the logo and tagline are used together, follow the same grid as the clear space lockup.

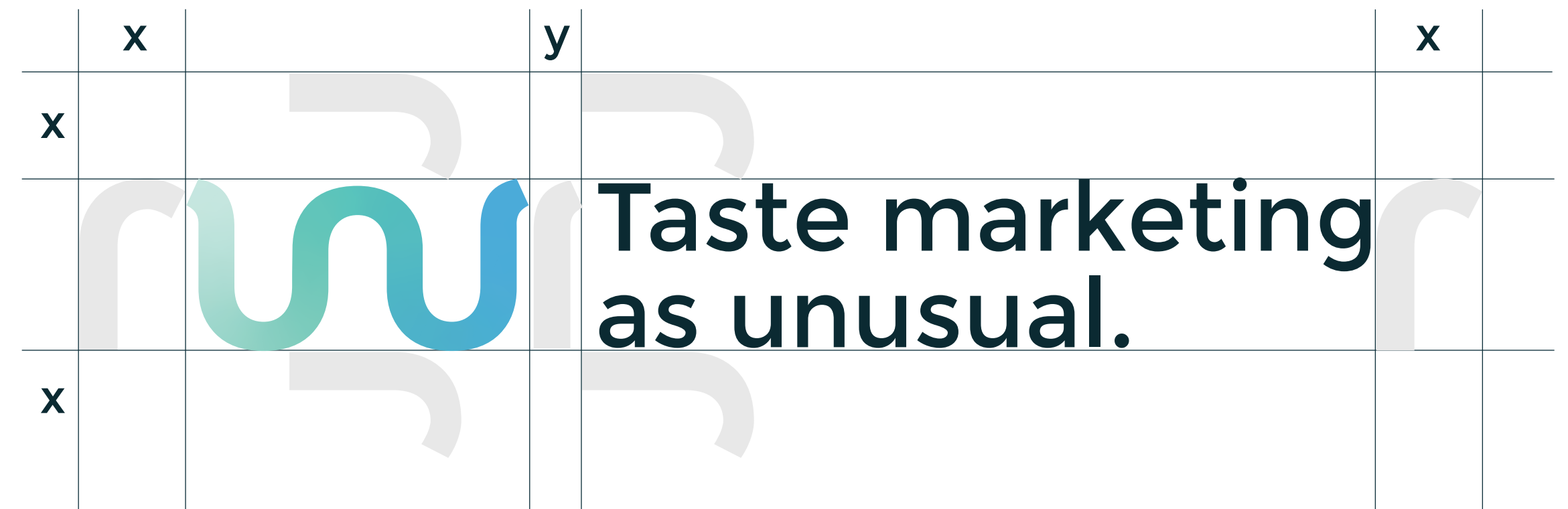
The text size of “Taste marketing as unusual.” is defined by the half x-height.



(pick the letter “R”, or rotate it 90 degrees)



(pick the letter “L”, rotate it 90 degrees)

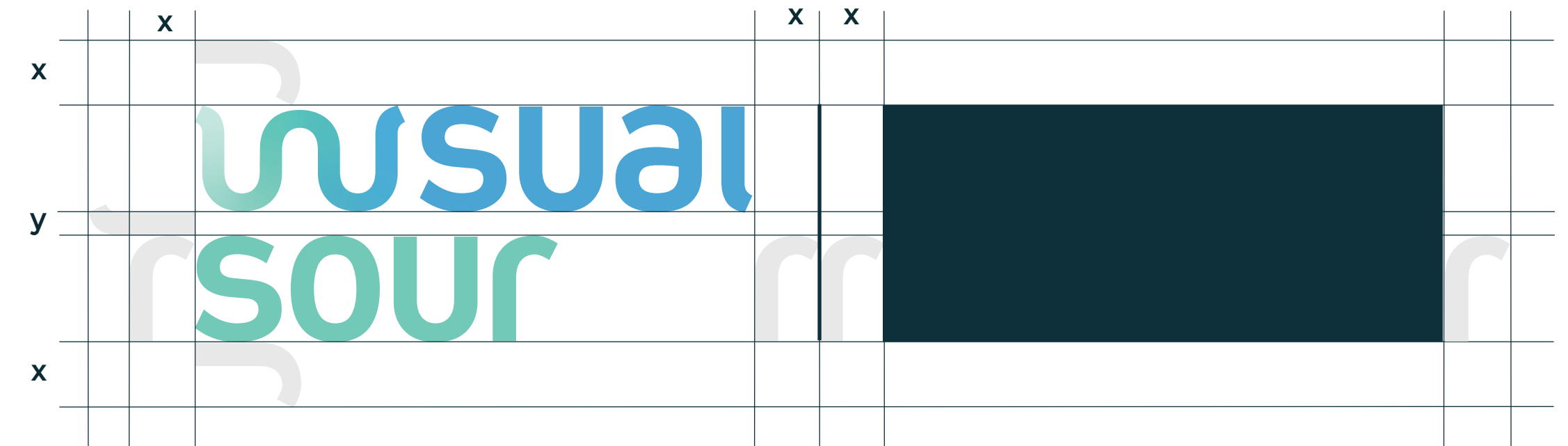


### 1.8. Partnership/Sponsorship Lockup

x

When combining the Unusual Sour logo with other logos, both logos should feel of equal size.

it is important to make sure there is enough spacing provided between the logos. We add clear space between the logos equal to the size of the two "R" letters of the logotype. That clear space is divided by a 2px black or white stroke.



(pick the letter "R", or rotate it 90 degrees)



(pick the letter "L", rotate it 90 degrees)



### 1.9. Brand & Logo Net Watermark

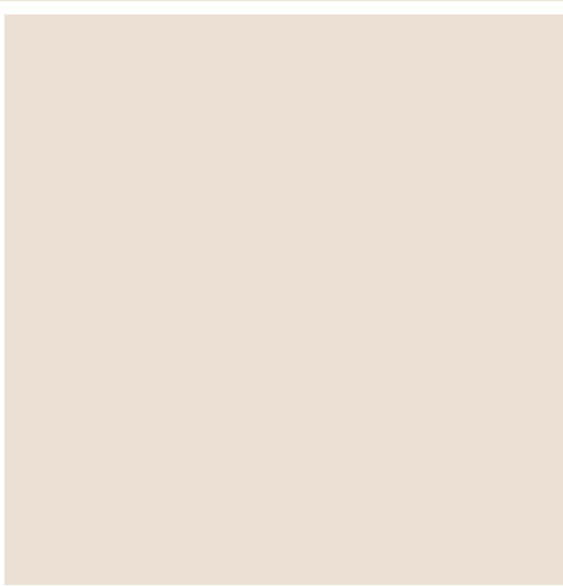
We created a unique net watermark for our brand, and we use it over the photos, illustrations, or as a background for texts.

Differently shaped star symbols can be placed all around the net and change its colors according to brand color palette.



# 3

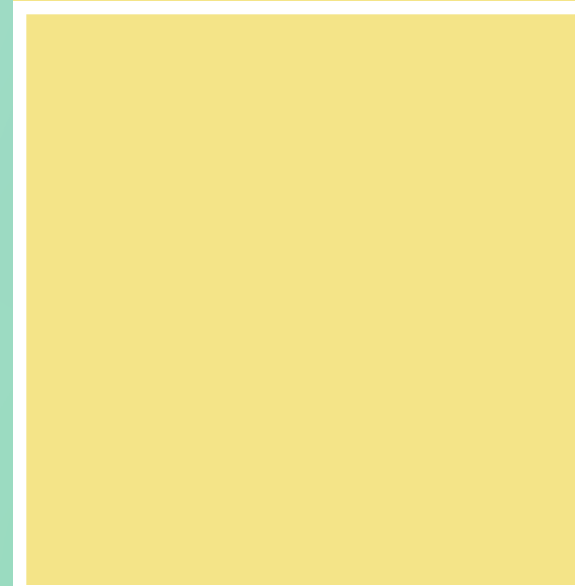
# Colors



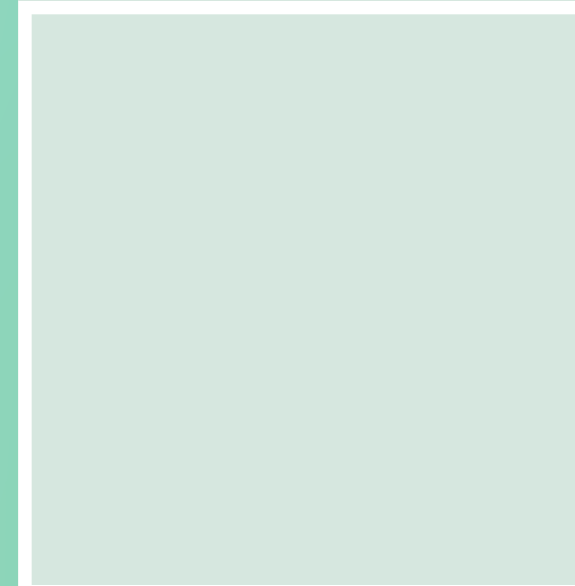
**PANTONE**  
**12-0601 TCX**  
**Eggnog**



**PANTONE**  
**16-1548 TCX**  
**Peach Echo**



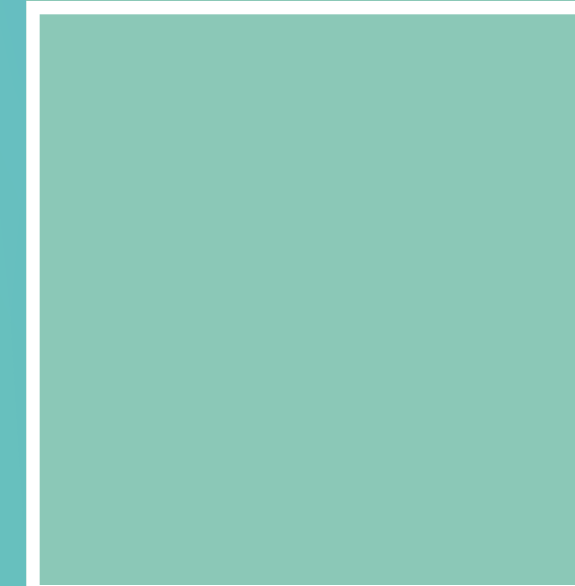
**PANTONE**  
**12-0742 TCX**  
**Lemon Verbena**



**PANTONE**  
**12-5407 TCX**  
**Aqua Glass**



**PANTONE**  
**20-0161 TPM**  
**Beetle Wing**



**PANTONE**  
**14-5714 TPX**  
**Beveled Glass**



**PANTONE**  
**16-4529 TCX**  
**Cyan Blue**



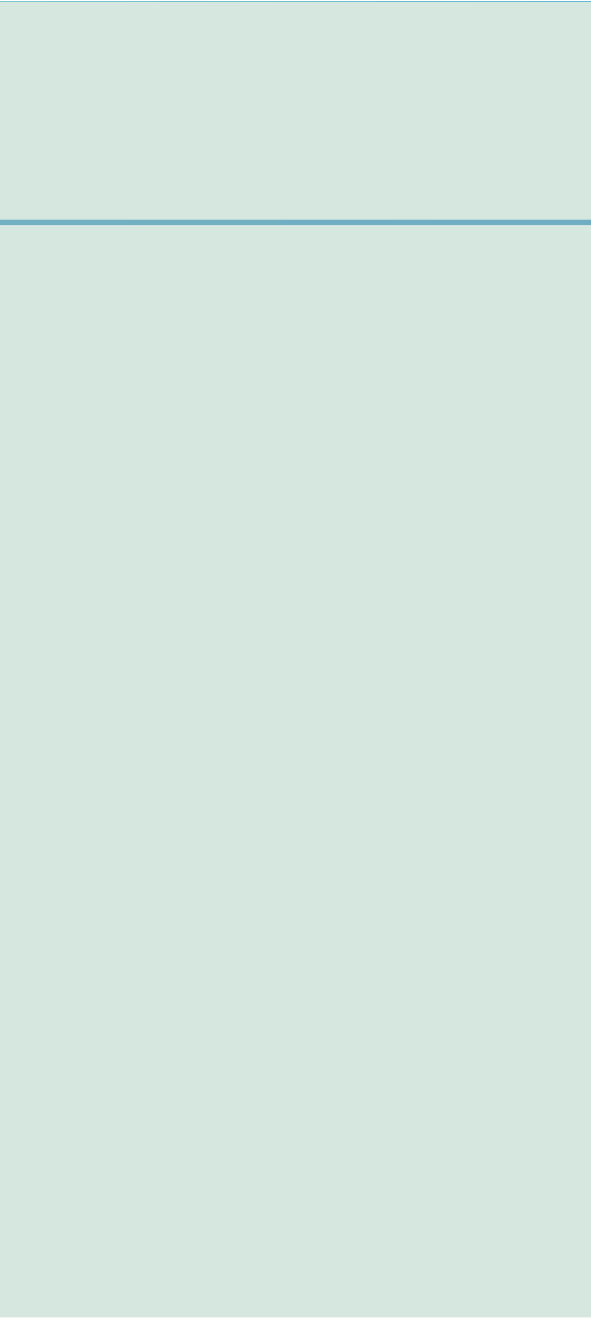

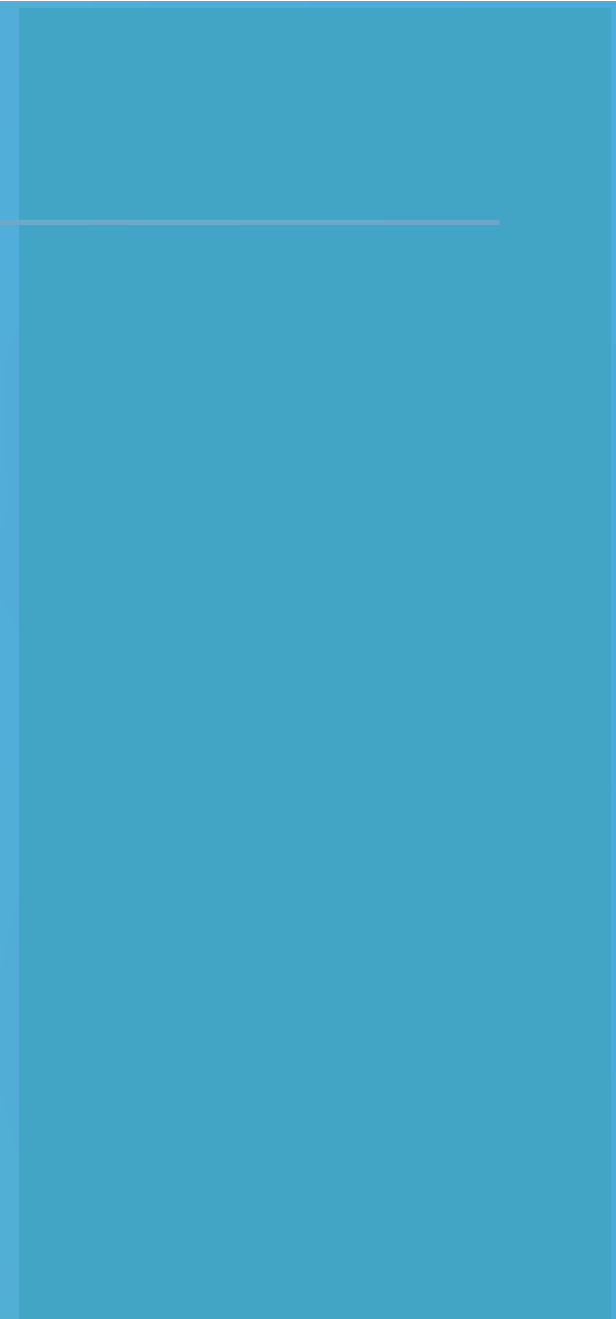
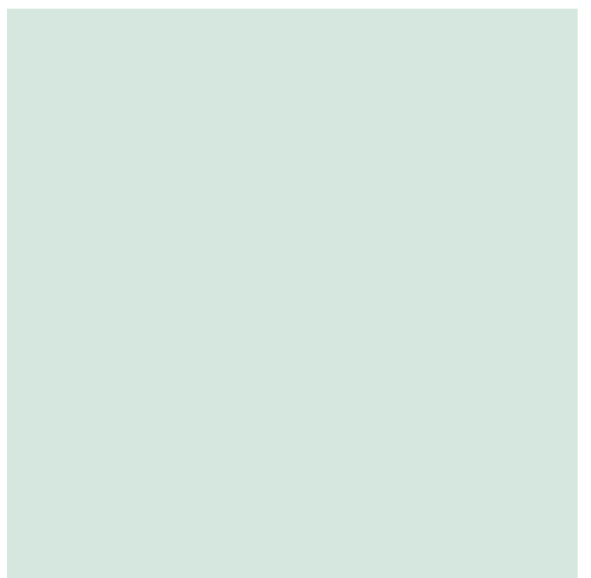


## 1.1. Logo Colors & Brand Gradient

Unusual Sour Brand Gradient is a vital element to our branding, so it is important that our color palette is applied consistently.

Core color values of our gradient are specified on the right. However, Beveled Glass and Cyan Blue are part of our primary color palette, while Aqua Glass is part of our secondary color palette.

Use only black or beetle wing (hero color) text on these colors as outlined on the right. Please, do not use white (or other color) text according to preference, as these color combinations are specifically approved for accessibility.

However, all primary colors can be used for text only if the our hero color is in the background.

		
		
<b>PANTONE</b> <b>12-5407 TCX</b> <b>Aqua Glass</b>	<b>PANTONE</b> <b>14-5714 TPX</b> <b>Beveled Glass</b>	<b>PANTONE</b> <b>16-4529 TCX</b> <b>Cyan Blue</b>
<b>CMYK</b> 15 / 02 / 12 / 00	<b>CMYK</b> 46 / 03 / 33 / 00	<b>CMYK</b> 69 / 18 / 14 / 00
<b>RGB</b> 210 / 232 / 223	<b>RGB</b> 122 / 204 / 184	<b>RGB</b> 00 / 166 / 203
<b>HEX</b> #d2e8df	<b>HEX</b> #7accb8	<b>HEX</b> #00a6cb

## 1.2. Brand Hero color

Beetle Wing is our hero color, with important black and white spaces, used particularly as background and text colors. You should always follow these color values and their combinations precisely specified on the right.



**PANTONE**  
**20-0161 TPM**  
**Beetle Wing**

### WHITE

**CMYK**  
00 / 00 / 00 / 00

**RGB**  
255 / 255 / 255

**HEX**  
#ffffff

**CMYK**  
90 / 63 / 57 / 52

**RGB**  
00 / 55 / 64

**HEX**  
#003740

### TRUE BLACK

**CMYK**  
60 / 60 / 60 / 100

**RGB**  
00 / 00 / 00





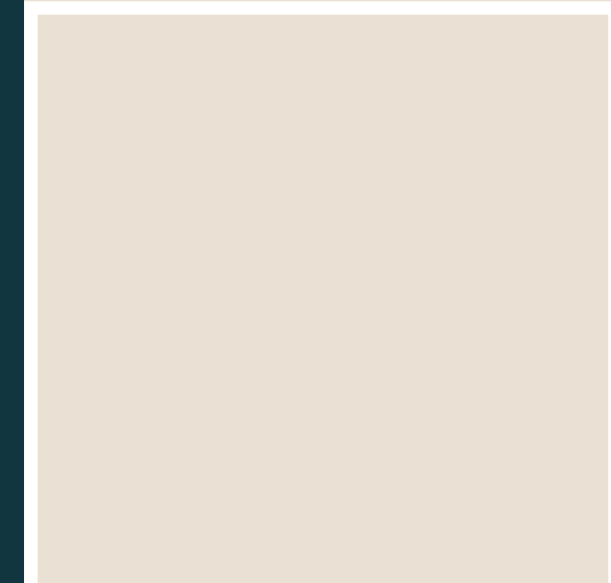
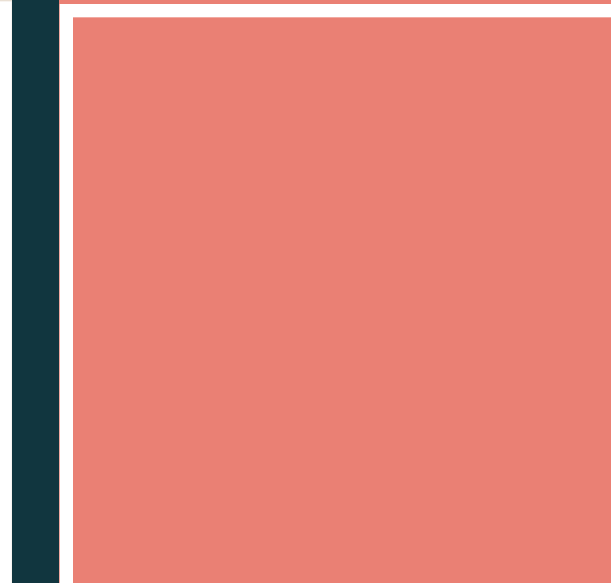

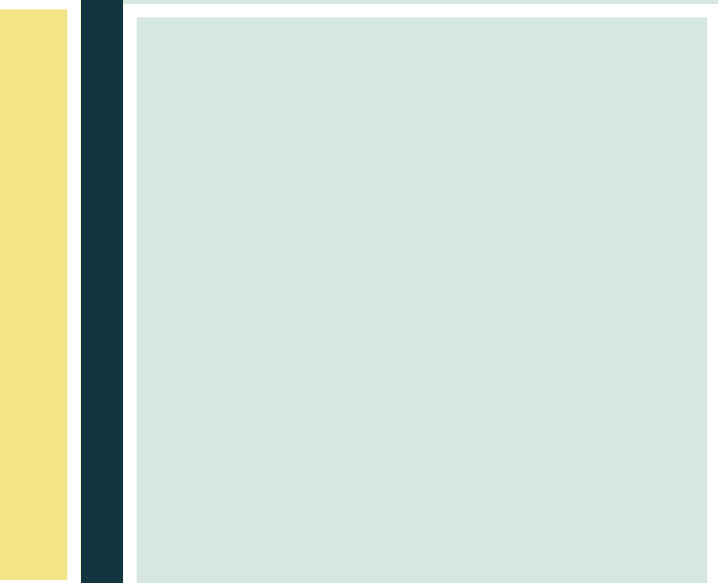
**HEX**  
#000000

## 1.2. Secondary Colors

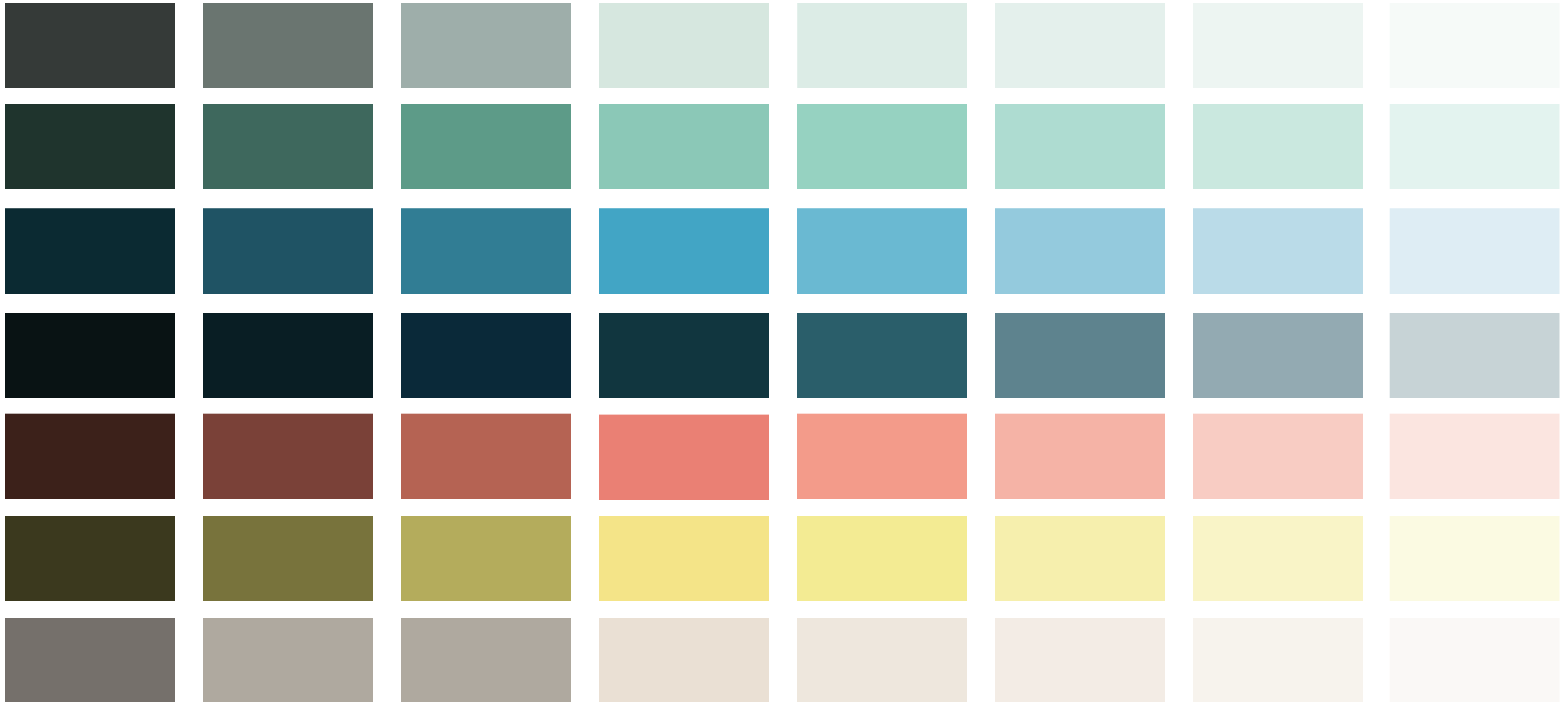
This is Unusual Sour Secondary Colors Palette. Peach Echo and Lemon Verbena can be used as accent colors as well.

Use only black or beetle wing (hero color) on secondary colors as outlined on the right, please, do not use white (or other color) text according to preference, as these color combinations are specifically approved for accessibility.

However, all secondary colors can be used for text only if the our hero color is in the background.

			
			
<p><b>PANTONE</b> 12-0601 TCX Eggnog</p>	<p><b>PANTONE</b> 16-1548 TCX Peach Echo</p>	<p><b>PANTONE</b> 12-0742 TCX Lemon Verbena</p>	<p><b>PANTONE</b> 12-5407 TCX Aqua Glass</p>
<p><b>CMYK</b> 07 / 09 / 14 / 00</p> <p><b>RGB</b> 236 / 225 / 211</p> <p><b>HEX</b> #ece1d3</p>	<p><b>CMYK</b> 04 / 62 / 49 / 00</p> <p><b>RGB</b> 248 / 120 / 107</p> <p><b>HEX</b> #f8786b</p>	<p><b>CMYK</b> 06 / 06 / 57 / 00</p> <p><b>RGB</b> 248 / 232 / 122</p> <p><b>HEX</b> #f4e87a</p>	<p><b>CMYK</b> 15 / 02 / 12 / 00</p> <p><b>RGB</b> 210 / 232 / 223</p> <p><b>HEX</b> #d2e8df</p>

### 1.3. Brand Color Shades Palette



# 4 **Typography**



### 1.1. Primary Typography

Montserrat is our primary brand typeface. It is beautifully simple and maintains clarity and consistency in our brand. We primarily use Regular font style r and Bold

Our typography is as unique and elegant as we are. Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

#### Montserrat - Regular & Bold

THE QUICK BROWN FOX JUMPS OVER  
THE LAZY DOG.

**THE QUICK BROWN FOX JUMPS OVER  
THE LAZY DOG.**

The quick brown fox jumps over the lazy dog.  
**The quick brown fox jumps over the lazy dog.**

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ×ØÙÚÛÜÝßàáâãäåæçèéêëìíîïðñòóôõö×øùúûüýÿĥĩĵķłłńœŗřšž  
1234567890  
!@#\$%^&\*()+

**ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ×ØÙÚÛÜÝßàáâãäåæçèéêëìíîïðñòóôõö×øùúûüýÿĥĩĵķłłńœŗřšž  
1234567890  
!@#\$%^&\*()+**





Modena Script - Regular is our secondary brand typeface, which reflects our unusual, unique and elegant side.

THE QUICK BROWN FOX JUMPS OVER  
THE LAZY DOG.

The quick brown fox jumps over the lazy dog.

À Á Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß  
à á â ã ä å ç è é ê ë ì í î ï ñ ò ó ô õ ö × ù ú û ü ý þ ß  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) +

Aa

### 1.3. Use of Type

Typography is a key element in our brand. It is important to adhere to the typographic hierarchy & combinations specified on the right.

**H1**  
Montserrat Bold, 48  
/ Modena Script Regular, 60

**H2**  
Montserrat Bold, 36

**H3**  
Montserrat Bold, 26

**H4**  
Montserrat Bold, 20

**p**  
Montserrat Regular, 16

**Quote Mark**  
Montserrat Bold, 48

**Pull Quote**  
Montserrat Regular, 26

**Attribution**  
Montserrat Bold, 20  
/ Modena Script Regular, 20  
Montserrat Regular, 16

**Button & CTA**  
Montserrat Regular, 20

*Heading Font*  
**Heading Font**

**Montserrat Bold 36**

**Montserrat Bold 26**

**Montserrat Bold 26**

Montserrat Regular /16/ is to be used for body copy. Let's drink unusual sour together, Montserrat Regular /16/ is to be used for body copy. Let's drink unusual sour together, Montserrat Regular /16/ is to be used for body copy.

“”

**Montserrat Regular /16/ is to be used for body copy. Let's drink unusual sour together, Montserrat Regular /16/ is to be used for body copy.**

*Black Hole*  
**Black Hole**  
Tarzanija, 2022.

Montserrat Regular 20

**5**

**Application**

*Application*




## 5 Application

### 1.1. Social Media & E-mail Signature

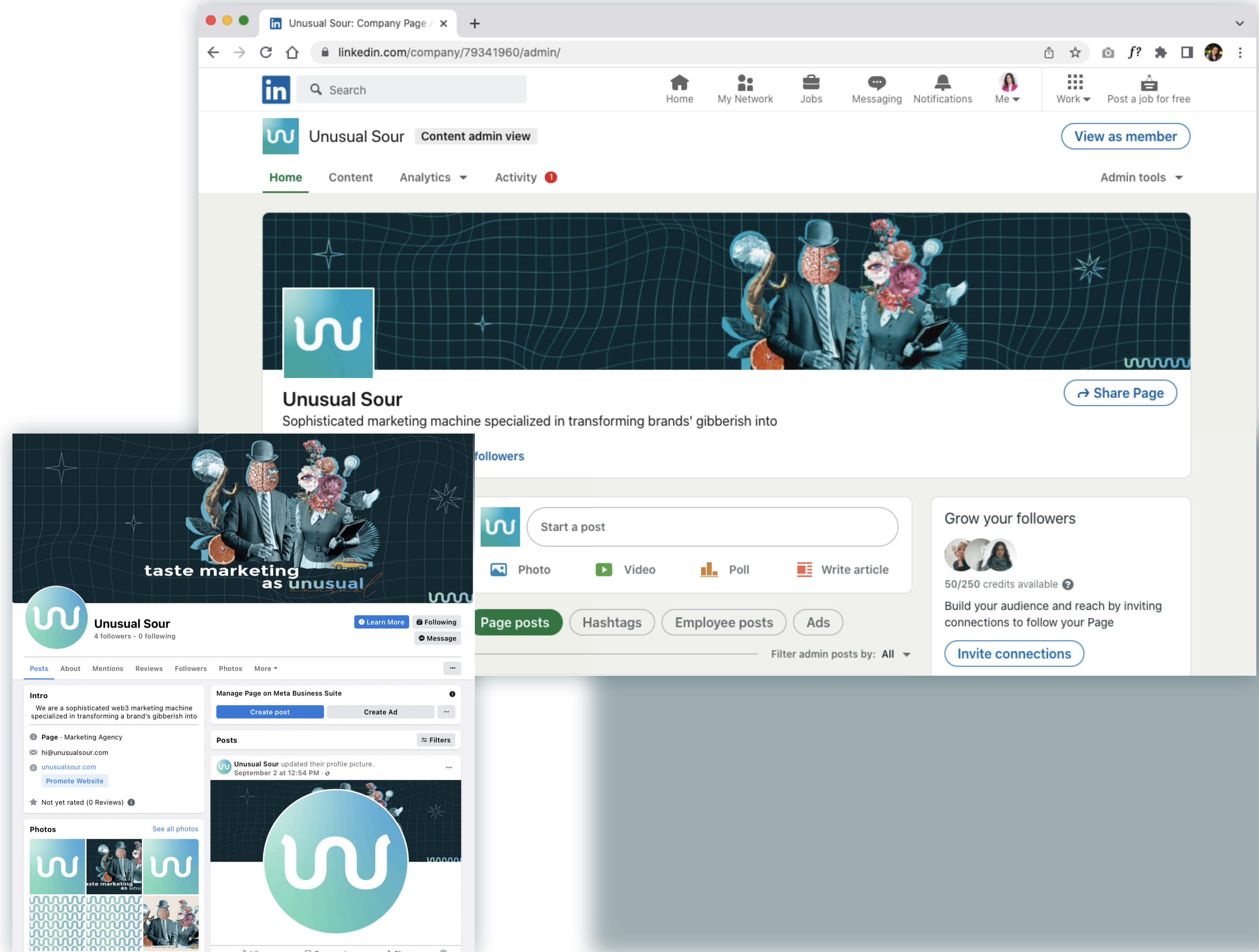
This is an example of how our branding would be best applied to maintain consistency of look and feel on social media and in e-mail communication.

We prefer to use the “wuiuiu” logomark on its own instead of the full logo as a signing element or a profile picture.

**Neda Nestorović** | Creative Strategist



+381 60 474 0098 | [neda@unusualsour.com](mailto:neda@unusualsour.com) | [unusualsour.com](http://unusualsour.com)





### 1.2. Visuals & Illustrations

This is an example of how our branding would be best applied to maintain consistency on visuals and illustrations shared across SM platforms, blogs, and all over the internet.

We almost always use our brand net watermark over the illustrations and just behind the texts.





# unusual sour

